Date: December 2, 2019

To: Gregory Morin

From:

Subject: Social Media Audit

The following information contains audits of various businesses in various industries. This will show how the companies use social media platforms to promote their brand. See the link attached to view what platforms are used by each business.

**Professional Sports Team: New England Patriots (--):**

The New England Patriots have an extensive presence on a variety of platforms. The team uses 10 different sites (including an official website) to reach out to a wide audience, using Twitter, Instagram, and Facebook most consistently. Their most popular platform is their Facebook page, with 6.7 million followers and 7 million likes. Their Instagram has 4.7 million followers, and Twitter has 4.2 million. Other platforms are used by the team, such as YouTube and Snapchat. The team has an app that can be accessed on any smartphone and there are multiple podcasts that air regarding stats, team information, game results, and more. In terms of frequency, the Patriots are far more active online during the football season, generally posted a few times a week to a few times a day, depending on whether or not it is game day. On game days, the team will use social media such as Instagram, Snapchat, Twitter, and Facebook to post things such as  highlight videos, action shots, live stories, and game results. During the off season, they occasionally post updates regarding players’ status with the team, countdowns to the next season, and other less frequent material. Likes on the team’s post on most platforms vary drastically, depending on the nature of the post. Positive posts tend to be liked more (highlights), while negative posts have fewer likes (final score after loss).

**Non-Profit: Christ Community Church(--):**

Christ Community Church is a local church in Omaha but has a surprisingly large social media presence over many platforms. The church uses Twitter, Facebook, Snapchat, YouTube, podcasts, blogs, an app and a website. They use all of these to reach as many people as possible. Their website has everything from times of services, groups available and even a way to give to the church. They have live sermons streamed on the site every week.  This is their main source of social media that they promote. The website is very large and contains everything you need to know. The app is similar to the website that has information on the church, videos to watch over certain topics and full length sermons. Their Twitter is not super popular and usually post links to sermons and short videos over current events and things going on in the church. Their Facebook is popular and is similar to their Twitter in which they have sermons, future events, small encouragements, and verses. This is more popular because the elderly are more likely to use Facebook than Twitter. They have a YouTube channel that is strictly for posting the weekly sermons for all to see. They have a SnapChat but it did not last super long. They do not post a lot of content and created it as an experiment to reach new people mainly the younger generations. Blogs are also used by the church. They are posted on their website and are usually people telling stories of their lives. They are not put out a ton usually monthly. Lastly they recently created a podcast. The podcast is a few people talking about difficult topics relating to the church and the bible. They are posted weekly and have grown in popularity. Overall Christ Community Church has a big presence in most social media platforms and is continuing to grow and flow into other platforms.

**Restaurant Chain: Wendy’s (--):**

Wendy’s is a worldwide fast-food chain which uses a large amount of social media platforms for advertisement, and marketing. Out of the 12 social media platforms chosen for our assignment, Wendy’s holds accounts on 9 of them. With no question, the big platforms such as Twitter, Facebook, Youtube and Instagram, others include, Pinterest, LinkedIn, and company held platforms like Websites and Apps and Blogs. The platform that Wendy’s has the most followers on, is Facebook which is essentially a “Like” button, but once a company is liked, their content will show up more often. They have 8.4M followers on Facebook. Most of this content is advertisement for deals that they are offering at that time. Twitter seems to be their preferred platform, they have 3.4M followers and their content on Twitter is more frequent than their Facebook posts. They are the official Burger of the NCAA and advertise this very often on Twitter along with many “quoted-retweets.” On Instagram there content is not very popular compared to their other platforms. Youtube for franchises is mainly a focus on advertisement, with 93.5K subscribers on Youtube, their adds will pop-up before, in between or after a video that one person may be watching. With Youtube having some controversy in recent advertisements and videos, it is a largely followed platform for many people now. The other smaller platforms are also obviously used for advertisement, but with a smaller following. Such as their Pinterest account with 31.3K monthly viewers, they promote their Holiday deals. Wendys’ Linkedin account has 63.8K followers, while their posts on Linkedin contain corporate information and activities, it is still in line with promoting the company. Wendy’s app on the appstore and the website are used for orders and promotions and their menu, these platforms do not give any numbers for account holders.

**Railroad: Union Pacific Railroad (--):**

Union Pacific is a railroad company that helped shape the United States and has a large presence on multiple media platforms. The railroad uses many platforms to reach different people throughout the country and regularly posts information for the public. Out of the 12 media platforms that were researched for this assignment Union Pacific was in 8 of these platforms. The platforms used by Union Pacific are Facebook, Twitter, Youtube, their own app, Union Pacific podcasts, Instagram, and the Union Pacific website. Each platform is used for different types of information distribution. On their Twitter, Facebook, and Instagram Union Pacific posts updates about the company, the company's history, and also achievements people in the company have made. Facebook is the largest platform that Union Pacific utilizes with a following of 161K followers. On Facebook Union Pacific posts weekly on posts ranging from holiday greetings, to the history of the company, or to more current events the company is going through. The objectives of these posts are to show the public that the company is apart of the community, part of the countries history, and an active company that supports people within the company and their business partners. Every post on their social media sites are accompanied by a picture of some sort to grab the eye of people going through their timeline on these platforms. On average on Facebook each post receives at least 400 likes and are usually above that amount. There is also a large amount of comments on each post of people talking about the post as well as talking to other people that follow Union Pacific. YouTube, podcasts, and their own official websites hold information that is used on different platforms as well. For example videos that are uploaded to YouTube are then transferred to Facebook, Instagram, and Twitter. Using all of these platforms has allowed Union Pacific the ability to connect with different age groups and people from different communities. Overall Union Pacific uses multiple media outlets that helps inform people about the company’s past, present, and future.

**Retail Chain: Apple Store (--):**

Apple store is a subsidiary of Apple Inc. that functions as an outlet for its products. It is a retail chain that exclusively sells Apple products such as smartphones, TVs, software and limited third party accessories that can be used with the Apple products. The parent company, Apple Inc., uses a unique but very effective social media marketing strategy. The Apple stores do not use social media directly to make sales pitches or attract customers to their physical. Instead, Apple Inc. uses social media to popularize its products then customers take it upon themselves to find the shops where they will purchase Apple products near them. Apple uses the major Social Media platforms to communicate with its customers and sell the Apple experience, which makes customers to want to purchase an apple product. Apple uses social media to create awareness of its products and product launches, and also offer announcements. This will prompt Apple customers to find Apple retail stores to buy apple products. Apple is active on the main social media platforms that it uses to pass information and communicate with customers through customer care. The company has 3.7 million followers on Twitter, 11 million on Facebook and 20 million followers which indicates a strong social media presence on a global scale.

**Entertainer: Kim Kardashian (--):**

Kim Kardashian first entered the spotlight in the mid-2000’s when she regularly guest-starred on Paris Hilton’s reality TV show that aired for 4 years. After the show ended, Kim Kardashian capitalized on a controversial scandal, and brought the idea of a family-based reality show to Ryan Seacrest - E!’s executive producer at the time. Once the show aired, audiences fell in love with the drama Kim Kardashian was involved in. Kim Kardashian knows what her audience wants to see, and is extremely open about what she shares on social media. Out of the 12 social media platforms that we chose, Kim Kardashian has accounts on 7 of them. The platform that she has the most followers on is Instagram, with a whopping 153M followers. She also has 62.4M followers on Twitter, 29M likes on Facebook, and frequently posts her day to day life on Snapchat. With such a huge following on Instagram, she is often able to advertise her business ventures. Her Instagram “Stories” are typically flooded with advertisements for her makeup line and shapewear. She will often post videos of people who are not celebrities using her products in order to sway people to buy them, and will attach the link to buy her products in every post. Kim Kardashian has no use for platforms such as LinkedIn. She does have a very popular app and website, and has further capitalized on her brand by creating a Kim Kardashian mobile game. Multiple news outlets, including E!, have reported that she has made close to $40M from her mobile game.

While each business researched is vastly different, each one has a prominence on social media. They each use their platforms to inform and advertise to their brand and to gain a larger following. Comparing each business, it can be concluded that Facebook is the most widely used. Due to the demographics of the Facebook population, there is a massive audience that uses the site to connect with the things they care about, so it is widely used by businesses to promote themselves. In an increasingly digital world, these businesses have found ways to utilize social media to their advantage to reach their audiences, both near and far.

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