**Unit 2.2 Assignment: Social Media and Online Content Analysis**

Dennis N Clement

Computer and Information Sciences, Post University

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Dr. Matthew Zullo

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Section 4.5b, Staying Connected on Social Media Sites, lists some best practices that businesses can employ to connect with their audiences in a way that is both participatory and long-lasting. Some of these are customizing postings for different platforms, adding links to make it easier to get to them, encouraging conversation, keeping an eye on analytics, and not using too many keywords. Nike is one of the most well-known firms on the Fortune 500 list, and it is a great example of how these methods work in the real world.

Nike has a lot of websites, many websites, and it's easy to find them. The brand is active on Facebook, Instagram, TikTok, YouTube, Pinterest, LinkedIn, and X (which used to be Twitter). Nike's consistent branding binds the experience together across many channels, making it easy for customers to connect on several platforms (Your Social Strategy, 2024), Nike doesn't always put social network branding on printed materials, but its consistent online presence still helps people see and access its products.

Nike is also good at changing its content to fit different types of media. Nike makes material for each audience instead of posting the same message everywhere. For example, the company uses brief, eye-catching clips on Instagram and TikTok, but lengthier, story-driven films on YouTube and short text conversations on X (Agility PR, 2025). This method is based on visual storytelling, which can be done through striking photos, polished videos, or bold designs. It also helps the business connect with viewers on an emotional level. Nike, however, offers its clients more than just advertisements. They maintain people's interest by providing them with health advice, motivational tales, and training resources.  
 The rule of engagement is important to Nike as well. The company frequently participates in social media discussions using hashtags and challenges like #AirMaxMondays. According to Section 4.5b, these discussions ought to focus on two-way communication rather than one-way advertising. Nike also employs analytics to learn more about their audience's preferences so they can improve their content. Rather than using techniques, they utilize genuine, engaging language to entice readers to read their postings (Your Social Strategy, 2024).

Nike's strategy is not flawless. People are concerned about transparency because it depends so heavily on user-generated content. Ads that use client contributions without giving them credit are particularly problematic. Since it appears that Nike's marketing messages take precedence over its actual financial responsibilities, some of its activism-driven initiatives have also drawn criticism. Nike has taken a strategic decision regarding its mindset, as evidenced by these errors: it would rather connect with customers through emotional storytelling than adhere to all best practices. Nike can maintain a compelling narrative even if it means taking some chances with criticism. Nike largely does what Section 4.5b says to do, and they do it quite well. The group has figured out how to make content work on different platforms, provide relevant information, and get people to talk to one other. There are certainly some gaps, but Nike's focus on inspiration and community instead of just advertising is part of a bigger idea that has helped the brand stay relevant. The way it works shows how theoretical guidelines for social media can be translated into a marketing plan that works and is continually evolving.

**References**

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