

SOCIAL MEDIA AUDIT

Restaurant Name: TWH Social

Date: February 16th, 2017

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Site	URL	Profile Name	Followers
Facebook	www.facebook.com/TWHSocial/	TWH Social	1779
Instagram	www.instagram.com/twh_social/	TWH Social	1481
Twitter	https://twitter.com/twh_social	TWH Social	1388

Questions to consider when deciding on which social media platforms to use for your restaurant:

“Why are we using this social account?”

“Why do we want to use it?”

“What are our goals for this social media platform?”

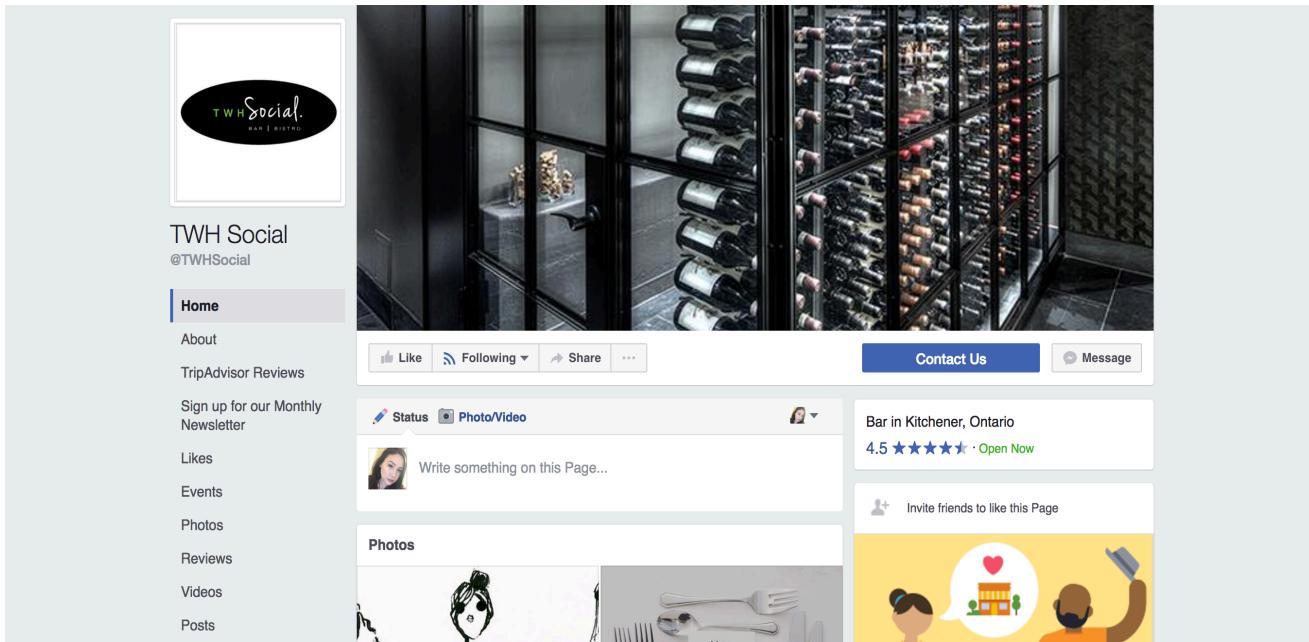
“Are our target markets using it?”

INITIAL OBSERVATIONS

There is little congruency between posts of separate platforms (Facebook, Twitter, Instagram). Poor engagement across all Social Media channels. Facebook and Instagram are especially not utilized to their full potential to interact with followers and attract new customers.

SOCIAL MEDIA PLATFORM OBSERVATIONS

FACEBOOK



Observations:

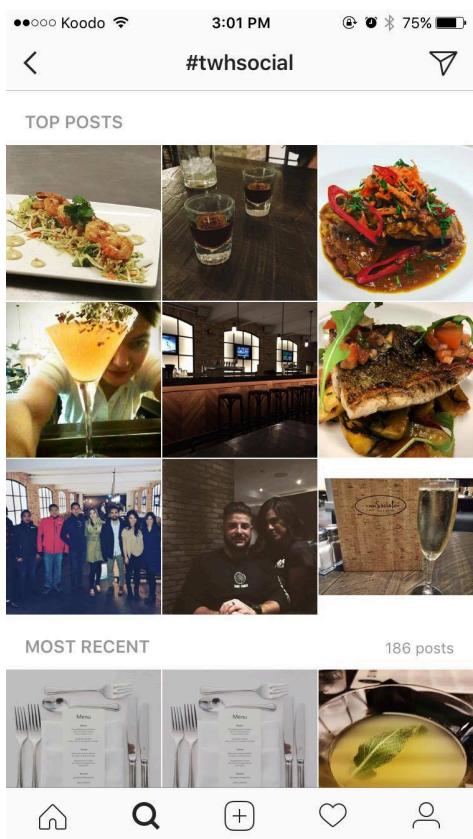
- ✓ Cover art is distorted, doesn't properly position the restaurant.
- ✓ Profile photo/icon isn't clear in feeds or on mobile device.
- ✓ Engagement with posts is low (Average of 1 response per post).
- ✓ Looks like you are not boosting any of the posts through targeted ads to increase engagement.

Recommendations:

- ✓ Post minimum of 1 time per day. Ideally at least 5 times a week. Don't forget weekends, the most engagement happens on the weekends, particularly Saturdays.

- ✓ Don't just boost posts – make sure to use FB ad manager to manage your ads, and we recommend advanced targeting campaigns so you don't waste your advertising dollars.
- ✓ Re-do profile photo and cover art

INSTAGRAM



Observations:

- ✓ Posting is infrequent. *Instagram is a powerful but underused tool. What are your goals with using Instagram?
- ✓ Engagement with posts is low from followers
- ✓ Very little interaction with people who geo-tag TWH Social as a location.
- ✓ Photos are better looking than ones on Facebook

Recommendations:

- ✓ Post minimum of 1 time per day. Ideally 5 times a week. Don't forget weekends, the most engagement happens on the weekends, particularly Saturdays.
- ✓ Interact more with people who hashtag and geo-tag

TWITTER



TWH Social
@twh_social

TWH Social Bar | Bistro. Enjoy a unique atmosphere while you entertain your taste buds with fresh flavours & diverse selection of craft beers, cocktails & wines

📍 Kitchener, Ontario
🔗 twhsocial.com
📅 Joined July 2014

Tweets Tweets & replies Media

TWH Social @twh_social · Feb 15
On Repeat. Every Thursday Night join us for our famous Oyster Night! Buck a Shuck Peeps!... instagram.com/p/BQicjqTDdCH/

TWH Social @twh_social · Feb 13
Prix fixe menu for tomorrow, Feb. 14th! .

New to Twitter?
Sign up

You may also like · Refresh
Gilt Restaurant @giltrestaurant

Observations:

- ✓ Very little engagement from followers
- ✓ Cover photo is distorted on web
- ✓ What is your strategy with Twitter?

Recommendations:

- ✓ Interact with local businesses and bloggers

Summary of Recommendations

- ✓ Increase interaction with followers on all platforms.
- ✓ Implement a congruent marketing strategy across all social media channels.
- ✓ Post at least 5 times a week, especially on Saturday. (Exception for Twitter; you can post a lot more on twitter, it's a loud space).