

SOCIAL MEDIA AUDIT

Restaurant Name: Wildcraft Grill & Bar

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Site	URL	Profile Name	Followers
Facebook	https://www.facebook.com/WildcraftGrill/	Wildcraft Grill & Bar	2226
Instagram	https://www.instagram.com/wildcraftgrill/	Wildcraft Grill Bar	639
Twitter	https://twitter.com/WildcraftGrill	The Bauer Kitchen	4249

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?”

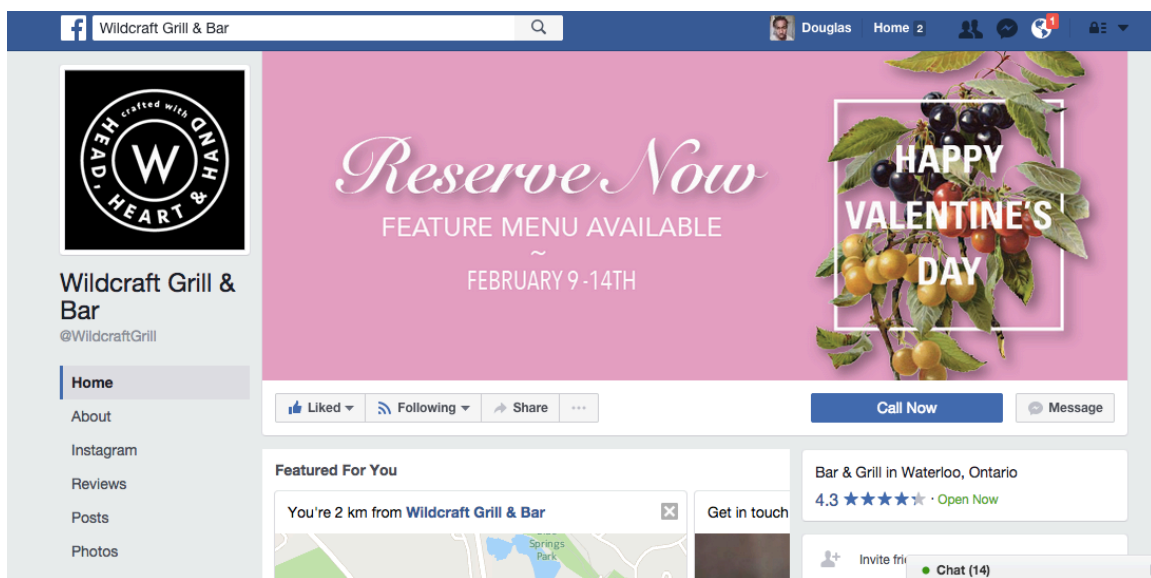
INITIAL OBSERVATIONS

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

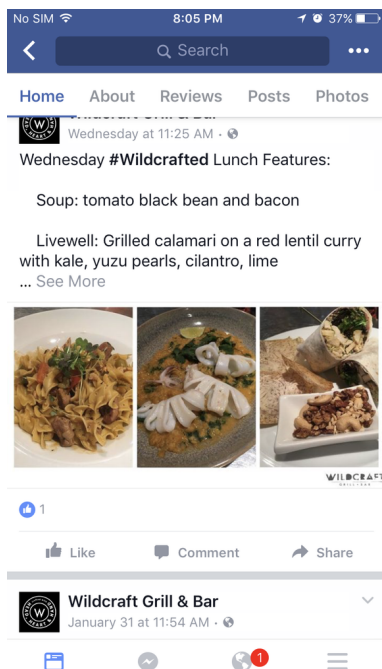
FACEBOOK

Observations:



- ✓ Cover art is not picturesque, just contains text. Does not draw people in. Who's the target market and is this imagery doing a good job of targeting them? *Crucial.

- ✓ Some photos are not well done. Collages of 3 pictures is not the best use of screen space. (If it won't look good on Instagram, don't use it on Facebook)



- ✓ Posting is frequent, but not always consistent, timing is also off.
- ✓ Engagement with posts is low (average of 4 responses per post)
- ✓ Looks like you are not boosting any of the posts through ads manager to increase engagement.

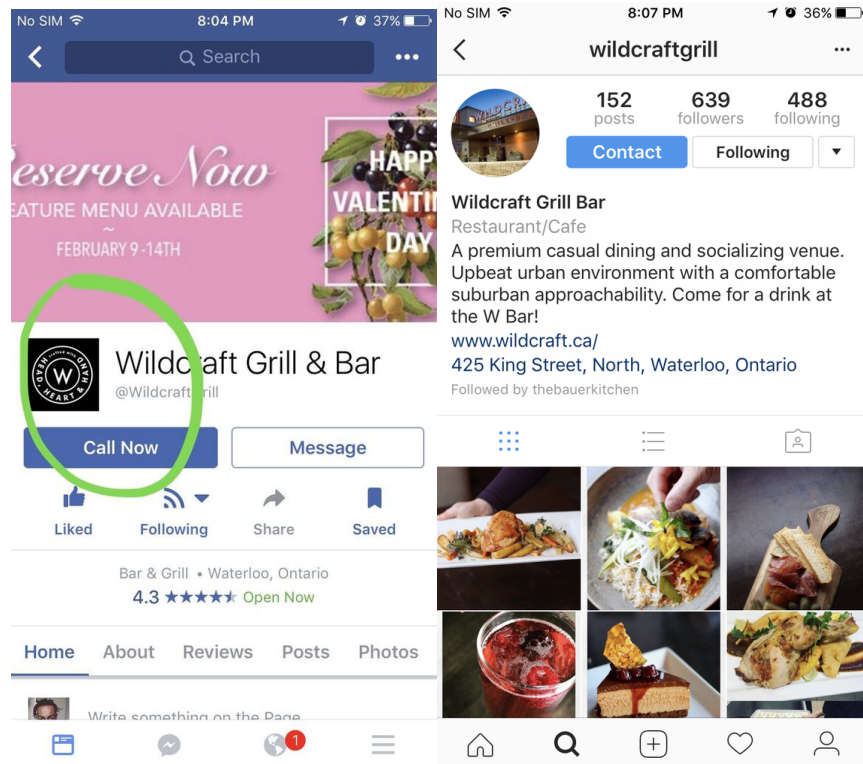
Recommendations:

- ✓ 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 with the boost button (if you decide to use ads) – 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.
- ✓ Use one image per post instead of collages.

INSTAGRAM

Observations:

- ✓ Profile photo on Instagram is different from Facebook



- ✓ Posting is infrequent. *Instagram is a powerful but underused tool. What are your goals with using Instagram?
- ✓ Very little interaction with people who mention Wildcraft Grill & Bar in their photos via hashtag #wildcraftgrillandbar
- ✓ Little interaction with people who geo-tag Wildcraft Grill & Bar as a location
- ✓ Photos are better looking than on Facebook

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.
- ✓ Interact more with people who hashtag and geo-tag your restaurant. Can result into amazing growth in followers.
- ✓ Use the same branding image across all platforms.

TWITTER

Observations:

- ✓ Very little engagement
- ✓ What is your strategy with twitter?

Recommendations:

- ✓ Interact with local bloggers

SUMMARY OF RECOMMENDATIONS

- ✓ Increase interaction with followers. (Especially on Instagram).
- ✓ Implement a congruent marketing strategy and brand image 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).
- ✓ Stay consistent with post frequency.