

SOCIAL MEDIA AUDIT

Restaurant Name: CAMBRIDGE MILL

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Prepared by: Douglas Kibazohi

Site	URL	Profile Name	Followers
Facebook	https://www.facebook.com/cambridgemill/	Cambridge Mill	3196
Instagram	https://www.instagram.com/cambridge_mill/	Cambridge Mill	1923
Twitter	https://twitter.com/Cambridge_Mill	Cambridge Mill	2903

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?”

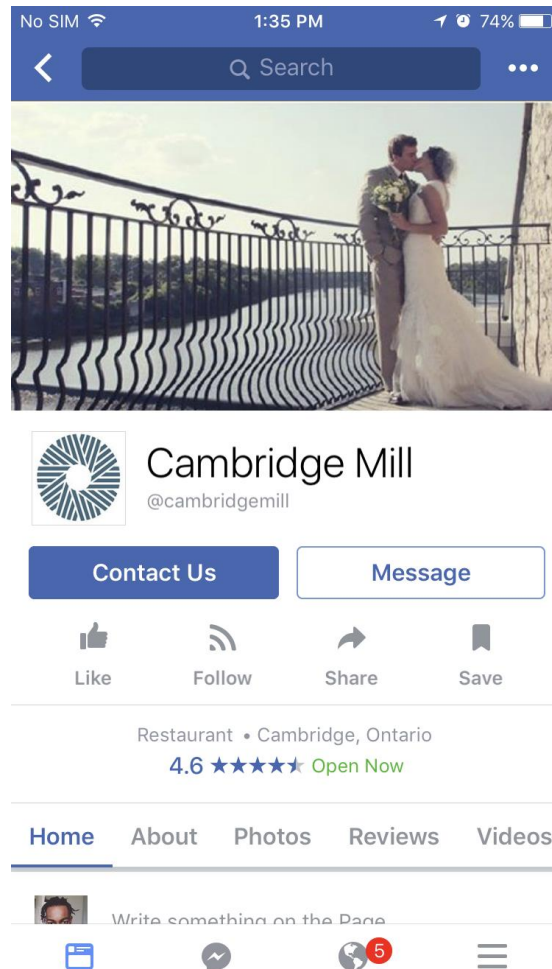
“Are our target markets using it?”

INITIAL OBSERVATIONS

There is too little congruency between posts of separate platforms (Facebook, Twitter, Instagram). Post frequency is low and engagement can be significantly improved on Facebook. 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:

- ✓ Does the cover fully reveal what your business is about? You are known for being a restaurant and for hosting weddings and social events. But will a new follower know that you are a restaurant?

- ✓ Cover art photo is not sharp on mobile phones. Looks a bit blurry. It's not clear what the objective is. Who's the target market and is this imagery doing a good job of targeting them? *Crucial.
- ✓ Posting is infrequent (about 0.38 posts per day)
- ✓ Engagement with posts is relatively better than other restaurants but still moderately low (average of 16 responses per post)
- ✓ Looks like you are not boosting any of the posts through ads manager to increase engagement.

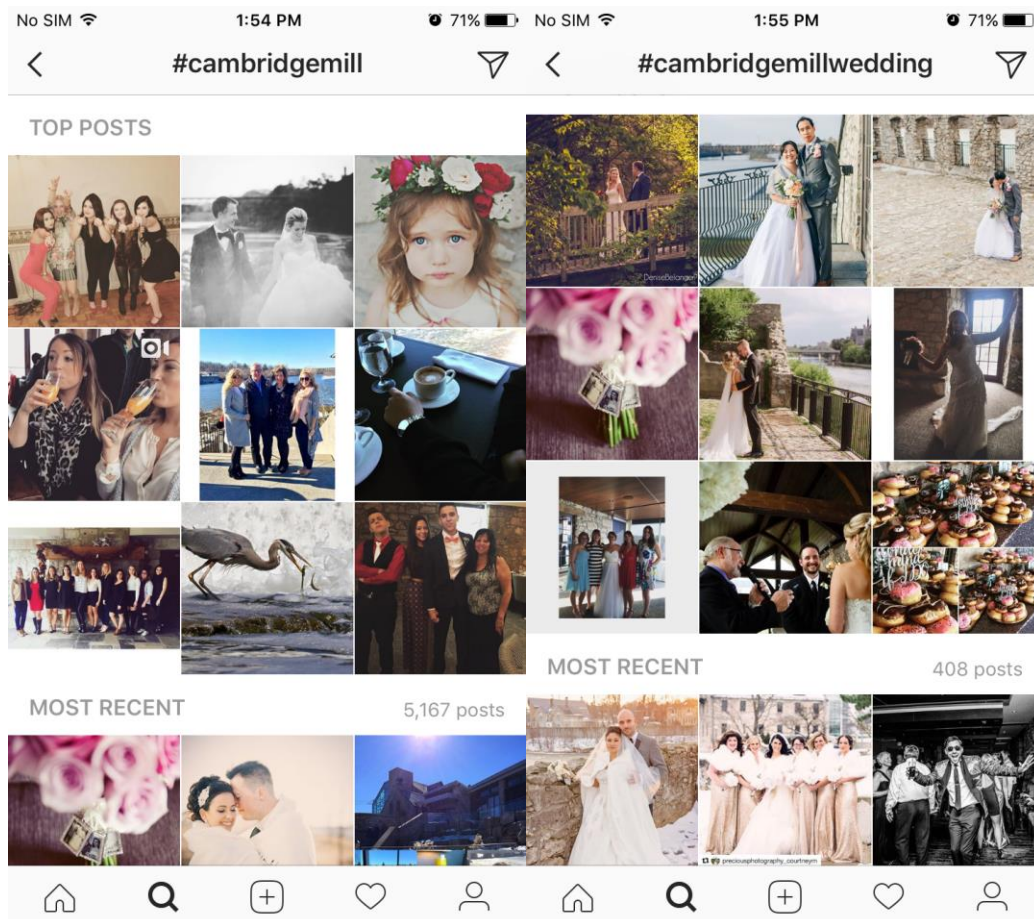
Recommendations:

- ✓ 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.
- ✓ Re-do cover art.

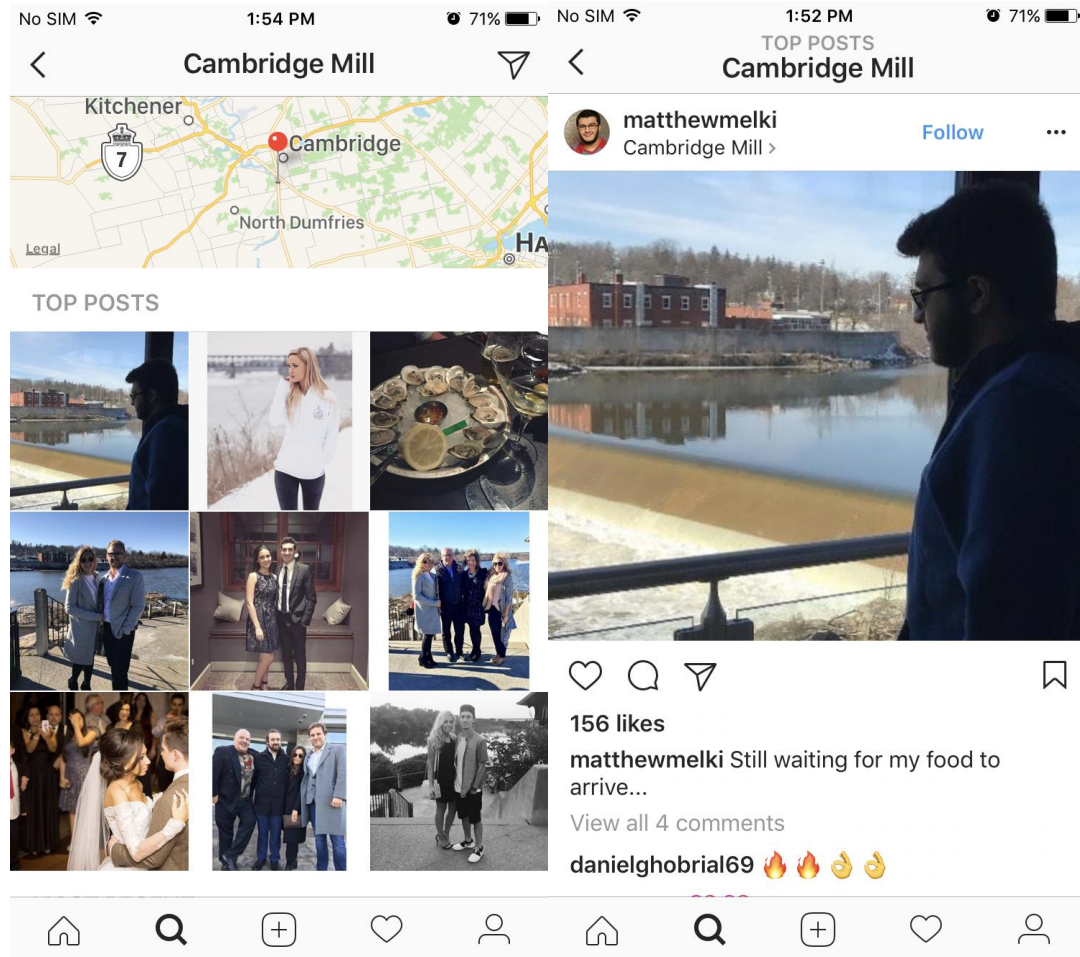
INSTAGRAM

Observations:

- ✓ Posting is infrequent. *Instagram is a powerful but underused tool. What are your goals with using Instagram?
- ✓ Photos are not congruent with Facebook photos/posts
- ✓ Very little interaction with people who mention Cambridge Mill in their photos via hashtag #cambridgemill (5167 posts!) and #cambridgemillwedding (about 408 posts). There's an entire conversation going on about you, but where are you?
- ✓ Little interaction with people who geo-tag Cambridge Mill as a location (similar to hashtag case)



MBMS
My Business My Story - Social Media Marketing Agency



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.

TWITTER

Observations:

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

Recommendations:

- ✓ Interact with local bloggers

SUMMARY OF RECOMMENDATIONS

- ✓ Increase interaction with followers.
- ✓ 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).
- ✓ Stay consistent with post frequency.