Evaluate Content Strategy – Themes/Topic

As mentioned in our suggested content strategy for themes, monitoring social media conversations certainly could prove to be beneficial to Tesla. However, it carries risks as well. Constant mining of current trends and consumer points of interest could expose Tesla to irrelevant and misleading statements, causing them to adopt false perceptions of their targeted consumer market (Negative Effects of Social Media on Business, 2020). Such a situation could attract negative views from consumers.

Another potential area of concern Tesla must be aware of is social trolling and bad publicity if their chosen catchphrase, hashtag or any other activity is disliked by the community. While this modern tactic is useful in leaving a strong impression within the consumer mind, it is imperative for the organisation to carefully study their market and respective consumer behaviour patterns.

Our suggestion to the client of incorporating friendly terms of communication when reacting to customer-initiated interactions certainly will increase social media engagement. A metric that Tesla can use to measure the resulting social media engagement is increased conversation rate. A conversation rate is the ratio of comments per post to the number of overall followers the business has (Hootsuite Social Media Management, 2020). This metric will allow Tesla to track their comments with a purpose and context relevant to business growth. It will further allow our client to understand how powerful their post is in terms of compelling viewers to add their voice (in the form of comments) to their content.

Another metric Tesla can use to measure the effects of posting activities on their social media engagement is the click-through rate. A click-through rate is defined as the frequency of users clicking on Tesla’s call-to-action activity links. Tracking this metric is beneficial for Tesla in terms of understanding consumer appreciation towards the content in their posts.

Overall, the content strategy we have suggested to our client will certainly succeed in driving social media engagement. However, Tesla must ensure they thoroughly analyse the consumer response to be able to further enhance these strategies in future.

Hootsuite Social Media Management. 2020. *19 Social Media Metrics That Really Matter—And How To Track Them*. [online] Available at: <https://blog.hootsuite.com/social-media-metrics/> [Accessed 17 April 2020].

Smallbusiness.chron.com. 2020. *Negative Effects Of Social Media On Business*. [online] Available at: <https://smallbusiness.chron.com/negative-effects-social-media-business-25682.html> [Accessed 17 April 2020].

Speech

A sentiment analysis on the brand’s name across all social media platforms highlighted that while there certainly has been an increase in the overall positive focus of Tesla, the negative mentions of the brand have also increased by a smaller percentage.

The existing social content strategies have additionally invited monetary benefits to the company. Today, Tesla’s revenue has totalled to 24.6 billion US$. The electric car company has recently surpassed most of it’s competitors to reach a market valuation of 145 billion US$. This record made Tesla become the first US based company to score a market value above $100 billion. Establishing new factories and incorporating faster processes to deliver their products, Tesla’s ability to lead the electric car manufacturing, infrastructure and marketing industry is accountable for their remarkable performance.

As mentioned in our suggested content strategy for themes and topics, monitoring social media conversations certainly could prove to be beneficial for Tesla in terms of increasing consumer engagement. However, it carries risks as well. Constant mining of current trends and consumer points of interest could expose Tesla to irrelevant and misleading statements, causing them to adopt false perceptions of their targeted consumer market. Such a situation could attract negative views from consumers.

Another potential area of concern Tesla must be aware of is social trolling and bad publicity if their chosen catchphrase, hashtag or any other activity is disliked by the community. While this modern tactic is useful in leaving a strong impression within the consumer mind, it is imperative for the organisation to carefully study their market and respective consumer behaviour patterns.

Our team chose 2 key metrics to measure the percentage change in consumer engagement. These were conversation rate and click-through rate. These metrics will allow Tesla to track their comments with a context relevant to business growth. It will further allow our client to understand how powerful their post is in terms of compelling viewers to add their voice on social media content.