

# SPUD's Social Media Auditing

Prepare for

By



SUSTAINABLE PRODUCE  
URBAN DELIVERY  
**SPUD.CA**

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# Campaign Overview

SPUD is a local and organic online grocery delivery service that operates throughout Vancouver, Victoria, Calgary, Edmonton, San Francisco and the Bay Area, and Los Angeles and Orange County.

Social Media is an ideal channel for SPUD to reach its target market and increase its exposure to potential customers.

The purpose of this audit is to analyze the performance of the SPUD on social media, their reputation and its presence. It will be analyzed the profiles of the SPUD on social media platforms, as well as those of their competitors in order to compare efforts, tactics and results.

This audit is vital to know the trends on social media, analyze the tactics used by competitors and observe the actions that had better results.

Subsequently can be created a plan of action to implement social strategies and tactics Media that will help SPUD to become more well known as well as understood, since an online grocery delivery service is a relatively new concept for many people.

By creating awareness of SPUD's local produce and easy to use service, SPUD will be able to demonstrate that an online grocery delivery service is not just for the extremely affluent, it is for professionals who realize the value of local and organic produce and are willing to pay for that value.










## Analysis of current Social Media Auditing

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# Size of Current Accounts

**SPUD has low number of followers compared to its competitors.** It is a fairly new company that clearly needs work on increase its reach on social networks.


Social Media Platforms	 SUSTAINABLE PRODUCE URBAN DELIVERY SPUD.CA	Main Competitors*	
		 WHOLE FOODS MARKET	 save on foods
<b>Facebook</b>			
#Fans	7,311	1,818,556	93,671
<b>Twitter</b>			
#Followers	6,743	4,763,064	8477
<b>Pinterest</b>			
#Followers	254	274,400	1100
<b>Instagram</b>			
#Followers	4,664	598,000	1558
<b>LinkedIn</b>			
#Followers	340	149,898	216
<b>Youtube</b>			
#Subscriptions	71	36,343	182

\*Competitors has been chose base on the top ranked results on Google's Search after search for the query "online grocery shopping Vancouver". Despite Whole Foods is not an online grocery shop is has been included in the analysis because is considered by the SPUD its main competitor.



# Effectiveness of Content on SPUD's Social Media Platforms

**Recipes, tips, and tricks** is the most compelling content across all platforms except **Twitter**, where **News about Spud** is most valued. **Promotions** is the category that generates the most interaction.

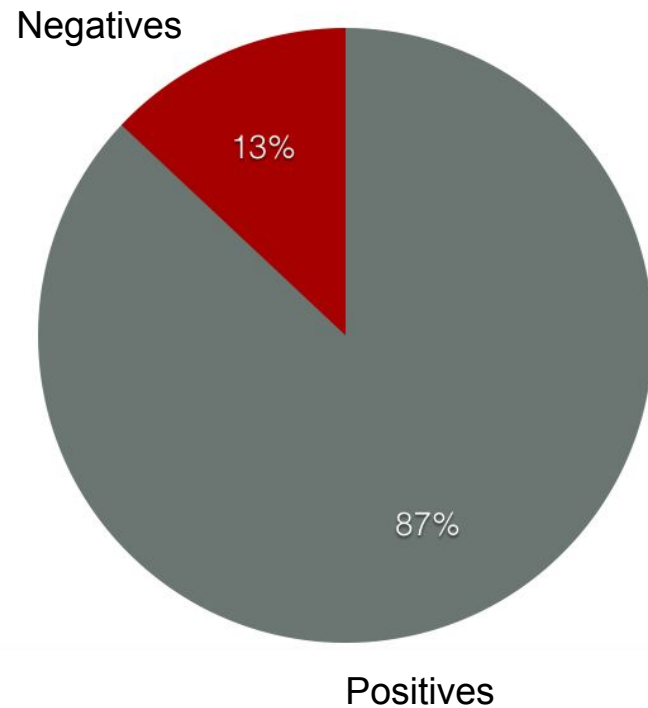
 <b>SUSTAINABLE PRODUCE</b> <small>URBAN DELIVERY</small> <b>SPUD.CA</b>	Facebook	Twitter	Instagram	Pinterest
Most Effective Category	<b>Recipes, tips, and lifestyle</b> received the most likes, but <b>Promotions</b> received the most comments.	<b>Product features</b> received the most likes and the most comments. <b>News about Spud</b> received the most retweets, <b>followed by health tips</b> , and <b>promotions</b> .	<b>Recipes, tips, and lifestyle</b> received the most likes and the most comments.	<b>Recipes, tips, and lifestyle</b> received the most repins. Comments are not a measure of effectiveness on pinterest.
Least Effective Category	<b>Product Features</b> received the least likes.	<b>Health tips</b> and <b>Promotional</b> received the least likes.	<b>News about Spud</b> received the least likes and the least comments.	<b>Household tips and tricks</b> received the least repins.
Competitor's most effective category	<b>Promotional</b>	<b>Health, tips, and lifestyle</b>	<b>Health, tips, and lifestyle</b>	<b>Recipes (mainly seasonal)</b>
Competitor's least effective category	<b>Product Features</b>	<b>Company News</b>	<b>Company News</b>	<b>Food tips and tricks</b>



# Sentiment Analysis

**SPUD's sentiment on social media platforms is highly positive.** The majority of the posts are about recipes and meals that appeal to their users as was mentioned before.

Sentiment Distribution  
across SPUDS Social Media Platforms



## Comments Examples

Recipes, tips, lifestyle

Pin-->Recipes & Meal, Balsamic Pot Roast  
Comment-->Sheri Prins. Recipes & Meal, Balsamic Pot Roast - turned out great! I added carrots and potatoes to the crockpot. Next time buy a better quality beef cut so meat is more tender

Promotional

Instagram→ Looking at testing you guys out ☺☐🐦 Do you deliver to Deep Cove?

News About SPUD

Facebook→The healthy treats helped offset the not-so-healthy treats. It was a good balance, and even better, no one left hungry or thirsty after their big hill climb effort. Thanks for your continued support of the Cypress Challenge!

Product Features / Services

Twitter→@SPUDVancouver here's what happened to the beautiful galas you delivered to me this week! xo <http://itstodiefor.ca/whole-roasted-crumble-stuffed-apples-with-coconut-ice->

# Internal Assessment part 1

## Social Media Presence

**SPUD has a growing social media presence** . It has started to getting mentions on twitters accounts, bloggers have written about it, yelpers have written reviews about the convenience of the services SPUD provides, and reputable sources such as the Globe and Mail have published articles about it as well.

## Look and Feel

**SPUD has a very consistent style and tone across all media platforms**, which is helpful for creating a recognizable brand identity that will help the company to continue to strengthen its brand image. For example, SPUD uses the same simple drawing of an apple as their logo that looks as if it was hand drawn. The grocery shop also uses the same colour scheme across all platforms.

## Content Quality

**SPUD has high content quality as demonstrated by its good likes to followers ratio**. The content is consistent with the brand image in that its posts encourage the use of local and seasonal products in recipes, living a healthy lifestyle, while also allowing for delicious indulgences once in awhile.

However, in order to generate more engagement, Spud must work on creating relevant content that generates more shares, invites more comments, and invites more interaction in general.

SPUD is currently on the right track to do this because they are starting to offer promotions, asking questions, working with third party ambassadors, and provide a picture of what life is like at their company. With time, these actions will continue to benefit them and their social media comments and followings will increase along with their market penetration.





# Social Media Presence Analysis

socialmention\*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Images](#) [Video](#) [All](#)

spud.ca

Search

[Advanced Search](#)  
[Preferences](#)

0%  
strength

5:0  
sentiment

25%  
passion

2%  
reach

17 days avg. per mention

last mention 3 days ago

3 unique authors

0 retweets

## Sentiment

positive	<div></div>	5
neutral	<div></div>	1
negative	<div></div>	0

## Top Keywords

calgary	<div></div>	4
recipe	<div></div>	2
market	<div></div>	2
comments	<div></div>	2
link	<div></div>	2
love	<div></div>	2
guys	<div></div>	2
august	<div></div>	2
submitted	<div></div>	2



## Top Users

Toques and Truffles	<div></div>	2
PitchTicker	<div></div>	1
LifeDelish	<div></div>	1

## Mentions about spud.ca

Sort By:  Results:

Results 1 - 15 of 6 mentions.

- [One of the many things I love about SPUD.ca is their commitment to supporting local businesses by... https://t.co/U5py2UoXp4](#)  
[twitter.com/LifeDelish/status/662011621934542850](#)  
3 days ago - by  @LifeDelish on [twitter](#)
- [Shopping for alternatives. SPUD.ca's list of over 100 banned substances helps... https://t.co/vyRbQ1islo #pitch](#)  
[twitter.com/PitchTicker/status/65981755071234048](#)  
9 days ago - by  @PitchTicker on [twitter](#)
- [SPUD.CA x MARKET: SEPTEMBER RECIPE](#)  
With perfect timing for the current temperature drop in Calgary, we have a crazy delicious, easy creamy ragout fettuccine dish from Executive Chefs Sean MacDonald...  
[toquesandtruffles.com/2015/09/15/spud-ca-x-market-september-recipe/](#)  
2 months ago - by Toques and Truffles on [wordpress](#)
- [SPUD.CA x MARKET: AUGUST RECIPE](#)  
It's August, it's hot as hell and we, maybe just me?, don't like to think too hard about what to make for dinner. If it's fast, super delicious and [...]  
[toquesandtruffles.com/2015/08/13/spud-ca-x-market-august-recipe/](#)  
3 months ago - by Toques and Truffles on [wordpress](#)
- [Asked spud.ca for a hand drawn picture of Nicolas Cage... got a damned good delivery!](#)  
submitted by draxa to Calgary [link] [20 comments]  
[www.reddit.com/r/Calgary/comments/39ir89/asked\\_spudca\\_for\\_a\\_hand\\_drawn\\_picture\\_of\\_nicolas/?ref=search\\_posts](#)  
5 months ago - on [reddit](#)
- [Does anyone order their groceries online in Calgary?](#)  
If so who do you guys use? Walmart? Sunterra? Spud.ca? I would love to hear some of your guy's experiences with it. Can you set up automatic weekly

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# Internal Assessment part 2

## Quality of interactivity

**SPUD's overall quality of interactivity is quite poor.** Although Spud tries to generate engagement by asking questions of its followers, the questions are not usually answered because they aren't that interesting. The questions the company asks are not relevant and come off as clearly attempting to create dialogue. For example, they often post very vague things and say something like "what are your plans this weekend?" which people will not answer. Instead, they should try to integrate their questions meaningfully into their posts. For example, "we are having a sale on strawberries this week! What are your favourite ways to enjoy strawberries?" Asking questions about food is a better idea because that is something they have in common with their followers, whereas they are not close enough to them to be asking what their weekend plans are and expecting a response.

## Integration with Online Media

**Spud does an effective job of integrating their messages with online marketing initiatives.** Spud uses AdWords to promote its services and through Ad extensions it emphasizes the company's unique selling points→ It sells local and sustainable produce, which is an increasing value amongst their target market.

## Integration with Offline Media

**SPUD does an effective job of promoting the company in its offline shops** and it **participates in trade events** such as farmers markets and other community initiatives.

**Links to Social Media Platforms could be included on its Newsletter** to drive more traffic to the social networks.



# Outcome of Social Media Audit

To conclude the findings of our analysis, we urge Spud to focus on generating content that is more interactive. This would have to be done differently according to the social media platform being used.

## On Facebook

Integrate recipes with their promotional posts, similar to how Whole Foods does. This makes their posts seem helpful in that they are adding value as opposed to just business like as if they are only concerned with pushing products.

## On Instagram

Focus on increasing their posts in the recipes, tips, and lifestyle category. Although was the most well liked and commented upon category, they did not post that many of these types of posts. Clearly it is the kind of content that is most important to their audience.

## On Twitter

Focus on increasing their News posts and promotional posts. Twitter is a very appropriate platform for this sort of post because it is a microblog and people view twitter as the kind of place to receive updates like this. They should decrease these kinds of posts on their other platforms.

## On Pinterest

Work on strengthening their brand image, which they are already doing very well at. They could increase their post frequency. To make sure people see their Pinterest, they could post information on Instagram or facebook to let those followers know about their Pinterest boards. This is an effective idea because the kind of posts that people like on Facebook and Instagram (recipes, tips, etc.) are the most prominent type of post on Pinterest.

## Learn from Competitors

Spud should look to Whole Foods as an example of how to create engagement across their social media platforms. Whole Foods and Save on Foods manages to have high engagement due to the relevance of their content to their target market and by posting 'problem solver' content that actually adds value for their followers and strengthens their bond with the brand. For example, Whole Foods posts instructional content and help people to plan their weekly meals.



# Appendix

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# Effectiveness of Content on SPUD's Social Media Platforms

Spud					Whole Foods					Save On Foods				
Category by Social Platform					Category by Social Platform					Category by Social Platform				
Facebook	Average Post	Average Likes	Average Comments	Average Shares	Facebook (Vancouver profile)	Average Post	Average Likes	Average Comments	Average Shares	Facebook (Vancouver profile)	Average Post	Average Likes	Average Comments	Average Shares
Promotional (Week promotion, Contest, Third Party deals)	30	6.57	6.8	0.33	Promotional (Week promotion, Contest, Third Party deals)	30	10.6	9.67	0.27	Promotional (Week promotion, Contest, Third Party deals)	30	553.57	198.37	410.83
Product Features / Services	30	6.67	0.8	2.8	Product Features / Services	30	8.6	0.6	0.1	Product Features / Services	30	48.63	3.4	3.5
Recipes, tips, lifestyle	30	8.43	0.4	0.1	Tips/Recipes/Entertainment	30	9.37	0.57	0.43	Tips/Recipes/Entertainment	30	86.7	21.47	13.2
About SPUD (Events, news, CEO communications)	30	8.53	0.3	0.27	About Whole Foods (Events, news, CEO communications)	30	9.77	0.97	0.87	About Save On Foods (Events, news, CEO communications)	30	46.97	4.03	7.87
Twitter	Average Tweet	Average Likes	Average Comments	Average Re-tweet	Twitter	Average Tweet	Average Likes	Average Comments	Average Re-tweet	Twitter	Average Tweet	Average Likes	Average Comments	Average Re-tweet
Promotional (Week promotion, Contest, Third Party deals)	30	1.3	0.36	1.03	Promotional (Week promotion, Contest, Third Party deals)	30	68.17	3.45	34.83	Promotional (Week promotion, Contest, Third Party deals)	30	0.77	0.03	0.43
Product Features	30	2.8	1.1	0.93	Product Features (New products)	30	59.8	2.63	27.7	Product Features	30	0.67	0.03	0.57
Recipes, tips, lifestyle	30	1.3	0.13	1.27	Health Tips (Recipes, Health Eating recommendations)	30	82.67	1.73	37.27	Donations Causes	30	2.2	0.06	3.2
News About SPUD (Events, CEO communications)	30	3	0.1	1.73	News (Events, CEO communications)	30	31.97	1.3	31.2	News (Events, CEO communications)	30	1.23	0.2	0.97
Pinterest	Average Pins	Average Repins	Average Likes	Average Comments	Pinterest	Average Pins	Average Repins	Average Likes	Average Comments	Pinterest	Average Pins	Average Repins	Average Likes	Average Comments
Recipes, Tips, Lifestyle	30	3.47	0.3	0	Food Tips and Tricks	30	7.6	4.03	0.87	Recipes	30	2.87	0.17	0.03
Desserts	30	0.57	0.03	0	Holidays Festivities	30	48.5	6.13	0	Product Features	30	1.33	0.13	0
Vegetarian Recipes	30	1.33	0	0	Seasonal Recipes	30	64	7.63	0.07	Deals-Promotions	30	0.3	0.1	0.07
Household Tips and Tricks	30	0.47	0	0	Eat Veggies	30	55.1	7.87	0.13	Healthy Meals	30	0.77	0.27	0
Instagram	Average Post	Average Likes	Average Comments		Instagram	Average Post	Average Likes	Average Comments		Instagram	Average Post	Average Likes	Average Comments	
Promotional (Promotions, Contests, Third Party deals, Brand Ambassadors)	30	66	5.1		Promotional	30	5,873.0 0	157		Promotional	17.27	1.5		
Product Features	30	15.5	65.4		Product Features	30	7,256.0 0	186		Product Features	15.5	24.63		
Recipes, tips, lifestyle	30	70.7	5.9		Health, Lifestyle, etc.	30	7,774.0 0	287		Health, Lifestyle, etc.	22.43	1.63		
News About SPUD (Events, CEO communications)	30	60.6	3.4		Company and CEO news	30	5,660.0 0	229		Company and CEO news	27.1	0.9		



# Sentiment Analysis- SPUD's Comments on Facebook

Category by Social Platform	Spud	
	#Comments	Sentiment Score (-1, 0, +1)
<b>Facebook</b>		
Promotional (Week promotion, Contest, Third Party deals)	Liked and shared - Once you taste organic you can't go back~	1
	Shared. would love to win but will order one again this year	1
Product Features / Services	Will the current avian flu effect this?	0
	happy you guys are delivering up on the north shore a little earlier on tuesdays..... much appreciated	1
Recipes, tips, lifestyle	mmmm, sounds like a great idea!	1
	Look's delish!!!	1
About SPUD (Events, news, CEO communications)	WOWIE ZOWIE THATS GREAT!!! Keep it going SPUD!!	1
	The healthy treats helped offset the not-so-healthy treats. It was a good balance, and even better, no one left hungry or thirsty after their big hill climb effort. Thanks for your continued support of the Cypress Challenge!	1

# Sentiment Analysis- SPUD's Comments on Twitter

Twitter	Spud	
	#Comments	Sentiment Score (-1, 0, +1)
Promotional (Week promotion, Contest, Third Party deals)	#BeFresh market from @SPUDVancouver is the best new way to grocery shop: <a href="http://ow.ly/TRerf">http://ow.ly/TRerf</a>	1
	Get the @spreademkitchen dips delivered to your house! @SPUDVancouver <a href="http://goo.gl/OqGYRX">http://goo.gl/OqGYRX</a>	1
Product Features / Services	I love @SPUDVancouver!! Didn't need to leave home to restock my fridge, freezer & pantry <a href="https://www.facebook.com/TheLifeDelicious/photos/a.688231637910114.1073741828.688202421246369/983250175074924/?type=3&amp;theater...">https://www.facebook.com/TheLifeDelicious/photos/a.688231637910114.1073741828.688202421246369/983250175074924/?type=3&amp;theater...</a>	1
	@SPUDVancouver here's what happened to the beautiful galas you delivered to me this week! xo <a href="http://itstodiefor.ca/whole-roasted-crumble-stuffed-apples-with-coconut-ice-cream/">http://itstodiefor.ca/whole-roasted-crumble-stuffed-apples-with-coconut-ice-</a>	1
Health Tips (Recipes, Heat! Eating recommendations)	5 amazing butternut squash soup recipes to try this fall <a href="http://itstodiefor.ca/5-favourite-butternut-squash-soup-recipe-how-to-make-roasted-squash-soup-bowls/">http://itstodiefor.ca/5-favourite-butternut-squash-soup-recipe-how-to-make-roasted-squash-soup-bowls/</a> ...	1
	Try these tonight: Roasted Apples stuffed with apple crumble. #Mmm <a href="http://itstodiefor.ca/whole-roasted-crumble-stuffed-apples-with-coconut-ice-cream/">http://itstodiefor.ca/whole-roasted-crumble-stuffed-apples-with-coconut-ice-cream/</a> ...	1
News About SPUD (Events, CEO communications)	Entrepreneurs! Join @bcbusiness & @Fluevog @Grouplend @SPUDVancouver @Lfngwine @AccentInns Nov18! @AudiVancouver <a href="http://bit.ly/1H9uhzE">http://bit.ly/1H9uhzE</a>	1
	<a href="http://bit.ly/1Gjk5cP">http://bit.ly/1Gjk5cP</a> @SPUDVancouver has expanded quite a bit to be a full online grocery store & delivery service	1

# Sentiment Analysis- SPUD's Comments on Pinterest

Pinterest	Spud	
	#Comments	Sentiment Score (-1, 0, +1)
Healthy Food Recipies	Pin-->Recipes & Meal, Balsamic Pot Roast Comment-->Sheri Prins • 1 year ago Recipes & Meal, Balsamic Pot Roast - turned out great! I added carrots and potatoes to the crockpot. Next time buy a better quality beef cut so meat is more tender	1
	Pin-->Vegan Cabbage Rolls Comment--> Jennifer Castro • 47 weeks ago I'm so excited! I LOVE cabbage rolls! Happy to see vegan cabbage rolls! Yippee!	1
Desserts	Peanut Better Balls (Vegan, gluten-free, no bake/raw)	0
	Recipes & Meal, Blueberry Honey Pecan Cheesecake   Spud.com	0
Vegetarian Recipies	Spring Rolls with Carrot-Ginger Dipping Sauce   Whole Living	0
	Pin--> MUNG BEAN + CILANTRO FALAFEL TACOS Comment-->Sweetteasweetie 7 months ago These look so yummy! I love how colorful of a dish it is! Kari <a href="http://www.sweetteasweetie.com">www.sweetteasweetie.com</a>	1
Kitchen Tips and Tricks	Pin-->The Safest, Cleanest Way to Melt Chocolate The first thing that comes to mind is all that hot air being blown into that chocolate! and along with the air comes dust/specs from the fan or air and anything else roaming around. What's wrong with melting chocolate using steam?	1

# Sentiment Analysis- SPUD's Comments on Pinterest

	Spud	
	#Comments	Sentiment Score (-1, 0, +1)
Instagram	Promotional (Week promotion, Contest, Thrid Party deals)	
	Looking at testing you guys out ☺ ☐ 🍷 Do you deliver to Deep Cove?	1
Product Features (New products, information about existing products)	Love it!	1
	Sweet!	1
	Squee! I might have to get this	1
Health Tips and General Food Related)	I was so thankful for spud this week when I had sick kids and didn't get out to shop - beautiful eggs, bone broth, fruits and veggies and tea - delivered right to my door.	1
	This is amazing!	1
News About SPUD (CEO/employee communications,	Loving the energy here, The rain can't bring that banana down!	1
	Perfect :)	1