

MAY 2021

SOCIAL MEDIA ANALYSIS

PROPOSED TO
Red Oak Brewing

PREPARED BY
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Red Oak Brewery, America's largest lager-only craft brewery, lies off Interstate 40 in Whitsett, North Carolina. This brewery specializes in German-style lagers, following the centuries-old Bavarian Law of Purity. This law states that beer may only be brewed with yeast, barley, hops, and water.

Red Oak is North Carolina's second-oldest brewery. It only distributes throughout the Tar Heel state and selectively ships to some states throughout the country. To keep up with its growing fan base, the brewery controls multiple social media accounts to keep consumers informed about the latest happenings in the LagerHaus.

Proposal Goal

This report aims to analyze the content of Red Oak's Twitter, Instagram, and Facebook accounts as well as analyze their competitor's accounts.

The competitors analyzed in this report are breweries whose headquarters are in *North Carolina*: Catawba Brewing, Wicked Weed Brewing, and Highland Brewing. These specific breweries were chosen due to the location of their headquarters.

This report also analyzed the social media accounts of breweries that distribute nationwide to compare trends. These breweries are Sierra Nevada, Bell's Brewing, and Victory.

After completing the analysis and compiling the overall trends, recommendations on how Red Oak can better its social media accounts will be provided.

Coding note: “Promotional” is defined in this report as posts that promote new types of products and “informational” is defined as providing information about events in the brewery.

Red Oak Analysis

*Most Engaged
Content*



Memes,
#TBT photos

*Least Engaged
Content*

Informational
Graphics



#TBT Photos
of Brewery

Posts with
YouTube Links



Promotional
(Beers)

Graphics

Red Oak Analysis

- Examples

A post shared by Red Oak Brewery (@redoakbrew)

15 & on select taps. Call your favorite local establishment to check on availability. It can take up to 1 week for our drivers to cover their routes! We promise it'll be worth the wait! #redoakbrewery #redoaklagerhaus #ncbeer #craftbeer

6:47 PM · Jan 31, 2019

13 Copy link to Tweet

A post shared by Red Oak Brewery (@redoakbrew)

Competitor Background

Catawba Brewing

Catawba Brewing Company is based in western North Carolina. It is named after the Catawba River, winding through Morganton which is home to the main production hub. The brewery has five tasting rooms across North Carolina. It opened in 1994.

Wicked Weed Brewing

Wicked Weed Brewing calls Asheville, North Carolina home. It has a production hub in Candler, NC. In 2016, the company sold NC distribution rights and opened markets across the Mid-Atlantic region. Wicked Weed has four locations in Asheville. It opened in 2012.

Highland Brewing

Highland Brewing opened its doors in western North Carolina in 1994. Brewers are constantly brewing - four times a day, five days a week. Highland prides itself on only distributing to the Southeastern United States. They are the largest native brewer and are the fifth largest female-led brewery in the United States.



Competitor Analysis - Most Engaged Content

*Catawba
Brewing*

*Wicked Weed
Brewing*

*Highland
Brewing*



Informational
(Brewery
News)

Promotional
(Beers)

Memes



Promotional
(Beers)

Promotional
(Beers)

Informational
(Brewery
News)



Account is mainly
retweets,
some beer
updates

Memes
of 2019

N/A - content is
all
Instagram links



Competitor Analysis - Most Engaged Content Examples



You've been asking for it, and the time has almost come to officially open up The Meadow!! *air horn sounds*

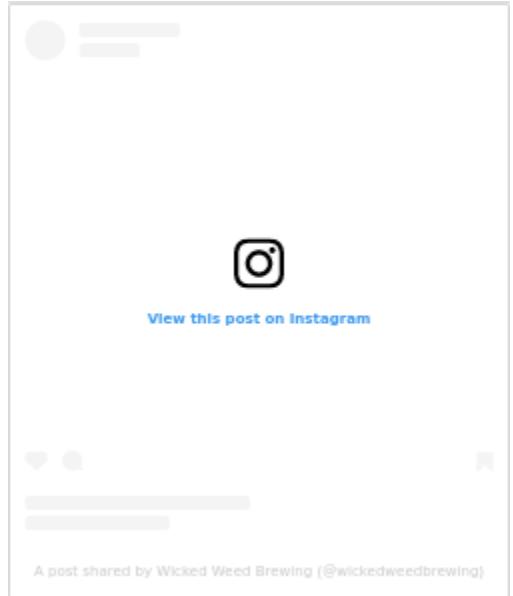
The Meadow will re-open on Friday, April 30 and we're so excited to kick off #MeadowSeason with a weekend of live music, volleyball, and the start of our Sunday Meadow Market! For the full schedule of event visit highlandbrewing.com/events ☀️

Wicked Weed Brewing ✅
@wickedweedbeer

trying to cure the existential dread that is the 3-day-weekend-monday-scaries? we recommend beer

8:40 PM · May 27, 2019 · Twitter for iPhone

13 Likes



Wicked Weed Brewing ✅
@wickedweedbeer

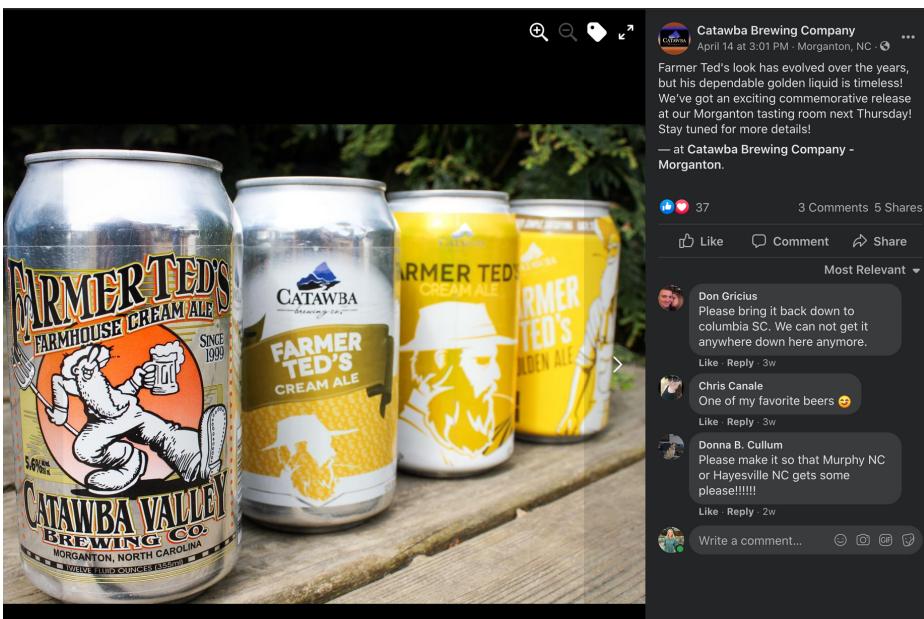
therapist: and what do we do when we feel that way

us: drink a pernicious

therapist: ...actually, ok yea

3:47 PM · Aug 5, 2019 · Twitter for iPhone

6 Retweets 1 Quote Tweet 20 Likes



Competitor Analysis - Least Engaged Content

Catawba
Brewing

Wicked Weed
Brewing

Highland
Brewing



User-
Generated
Content

Photos
with
models

Staged
Photos



Informational
(Brewery
News)

Photos
with
models

Facebook
Events



N/A
(Only
Retweets)

Graphics

N/A
(Only links to
Instagram
posts)



Competitor Analysis - Least Engaged Content Examples

A post shared by Wicked Weed Brewing (@wickedweedbrewing)



highlandbrewing • Follow
Highland Brewing Company

highlandbrewing • All our beers are brewed with the power of the sun, including this Earth Day brewty, Plizzanet Earth, a sweet & crisp lager

We owe a lot to this beautiful planet and in as many ways as we take in our surroundings, we look for ways to give back. Visit highlandbrewing.com/about to read all about our efforts.

And don't forget to drink a beer and raise it high in honor of Highland President, Leah Wong Ashburn's birthday today! 🎉

2w

335 likes

APRIL 22

Add a comment... Post

catawbabrewing • Follow
Catawba Brewing Company - Morganton

catawbabrewing • Come soak up the sun before this cold front hits!!! All of our tasting rooms have great outdoor spaces and tons of amazing beer options! PC: @adventures.and.ales ✨

It's also trivia night tonight at our Morganton Tasting Room!

2w

catawbabrewing • #catawbabrewing #catawbabeer #drinkcatawba #beerisgood #brewerylife #sunnyday #sunny #sunsoaked #morganton #morgantonbeer #morgangonnec #beerstagram #beerlover

Liked by _taylorzane and 188 others

APRIL 20

Add a comment... Post



Competitor Background

Sierra Nevada

Sierra Nevada began brewing in the 1980s in Chico, California. With taprooms in North Carolina and California and a lineup of dozens of beers, Sierra Nevada has become a household name in the beer industry.

Bell's Brewing

Based in Kalamazoo, Michigan, Bell's Brewing began in 1983. They produce award-winning beers among an impressive inventory. In 2015, Bell's hosted a 30th-anniversary festival that boated over 4,000 attendees and over 200 beers on tap.

Victory Brewing

The outskirts of Philadelphia is where Victory brewing has planted its roots. In 2017, the brewery celebrated its 25th anniversary. There are locations throughout Pennsylvania and a taproom in Charlotte.



Competitor Analysis - Most Engaged Content

*Sierra
Nevada*

*Bell's
Brewing*

*Victory
Brewing*



Promotional
(Beers)

UGC
(Puppies)

Promotional
(Beers)



Promotional
(Beers)

Promotional
(Beers)

Localized
Promotional
(Philly brewery
celebrating
#NatlCheesesteak
Day)



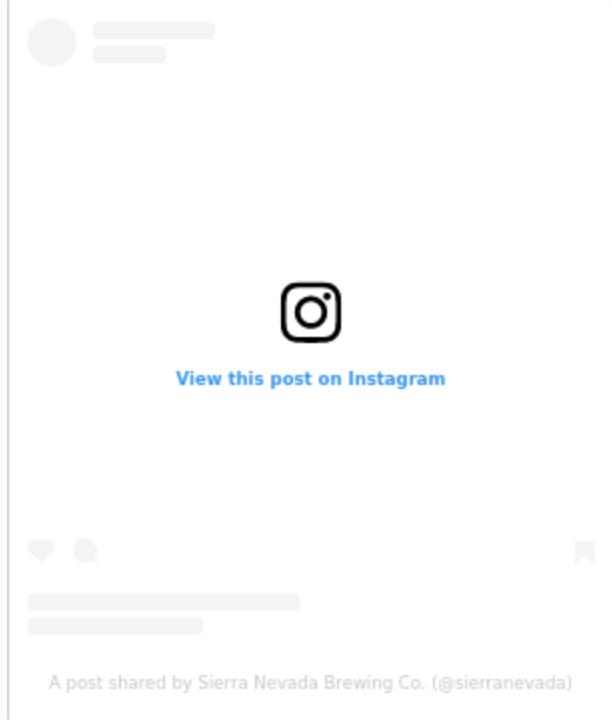
Memes

Promotional
(Beers)

Promotional
(Beers)



Competitor Analysis - Most Engaged Content Examples



 **Sierra Nevada Beer**
@SierraNevada 

Grab a beer...it's gonna be May.



7:54 PM · Apr 20, 2021 

 **Bell's Brewery** 
@BellsBrewery

Happy #OberonDay from all of us including our Wake Up! with Oberon crew! The sun is shining & the beer is flowing! Celebrate safely wherever you are. Cheers! ☀️🍺☀️

We'll be celebrating virtually live at noon today! Join us bit.ly/3ILv4TF #BellsBeer



Competitor Analysis - Least Engaged Content

*Sierra
Nevada*

*Bell's
Brewing*

*Victory
Brewing*



UGC Videos

Informational

Videos



Cooking
Videos

Employee
Videos

Videos



Videos

Informational

UGC



Competitor Analysis - Least Engaged Content Examples

 **Victory Brewing Co.**  
@VictoryBeer

We like to call this "The Cheers: Pandemic Edition." Tag your Golden Monkey drinking buddy below
#TasteVictory #GoldenMonkey
#MeMyselfAndI

 : @CheersYallCast



 **Bell's Brewery**  
@BellsBrewery

It's just a really nice ride. #NoYeah bit.ly/3eaKGyn

 **Iceman Cometh Challenge**  · Mar 5
Today is the day. Registration for the 2021 @BellsBrewery Iceman Cometh Challenge p/b @TrekBikes opens at 9am EST. We're ready. Are you?

#NovemberIsComing



0:08 1.9K views

10:47 AM · Mar 5, 2021 · Sprout Social

1 Retweet 9 Likes



Takeaways

Across the board, **beer is the most engaging content.**

People follow these breweries for a reason - their products. Whether it's an announcement about a new seasonal brew or just a photo of a brewery classic, consumers will like and comment.

As well as beer, **memes** regularly generate a lot of engagement. Content written in a witty tone shows that the brewery is down-to-earth - a welcome difference from a majority of business-based social media accounts.

On the other side of the spectrum, **videos are the least engaging content.** This could be due to a lack of attention span - people like short, "bites" of information on social media, compared to minute-long videos.

Also, **graphics** do not do as well as other types of content. Photos of products, the brewery, the brewing process, and consumers enjoying the beer have more engagement than any graphic.

Recommendations

Red Oak Brewery can keep fans interested and engaged in their products by **consistently posting photos of new beers**, anniversaries of beer releases, and the brewing process.

The company should **keep posting relevant memes tailored to products and recent events**, such as the Bernie Sanders Instagram post.

Red Oak should also **respond to relevant questions and comments about its products**. Whether it's a quick "Thanks for the love!" response to a positive Instagram comment or a succinct answer to a question asked on Facebook, it shows that the brewery cares about what its consumers have to say.

The brewery should actively post on Instagram and Facebook at least four times a week - even if it is the same content pushed out on each platform. These two platforms have the most followers and could be a way to reach more people, compared to the Twitter account.

CHEERS!

