



Social Media Analytics Executive Summary

Date Range: 04/01/19 - 04/30/19

Social Media Content Analysis

Below is an analysis of Sodexo content indicating top performing topics and trends.

Theme	Facebook				Twitter			
	Posts	Engagements	Average engagement per post	Impressions	Tweets	Engagements	Average engagement per post	Impressions
What's cooking at Sodexo	4	1044	261.0	38,520	13	397	30.5	19,988
Sodexo Insights	2	121	60.5	8,974	10	234	23.4	25,315
Community + Hunger	3	417	139.0	19,607	3	71	23.7	3,239
Nutrition + Wellness	N/A	N/A	N/A	N/A	4	138	34.5	17,233
Diversity + Inclusion	2	235	117.5	12,279	7	211	30.1	32,653
Brand Story	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
We Are Sodexo	2	342	171.0	16,769	1	21	21.0	2,492
Sustainability	3	321	107.0	16,609	19	370	19.5	33,840
Sodexo Partners	N/A	N/A	N/A	N/A	3	104	34.7	9,245
Improving Facilities	N/A	N/A	N/A	N/A	4	94	23.5	6,539
Miscellaneous	1	54	54.0	4,256	1	31	31.0	3,826
Customer Engagement	N/A	N/A	N/A	N/A	46	1056	23.0	10,729
Total	17	2,534	149.1	117,014	111	2,727	24.6	165,099



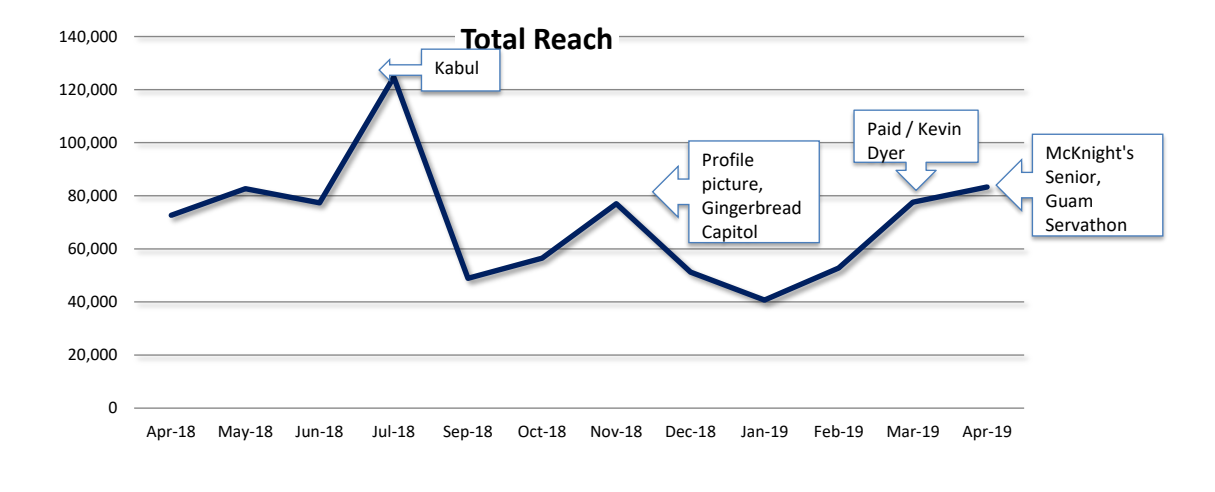
Social Media Analytics Executive Summary, cont.

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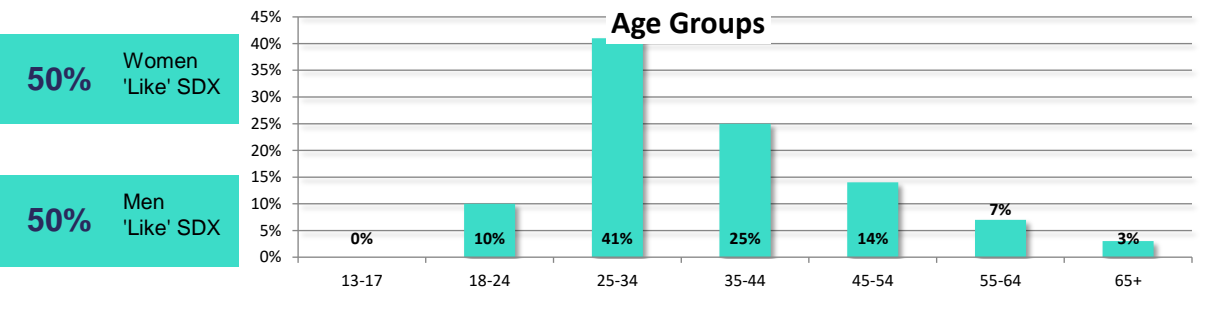
Facebook Data

56,642	Fans Like Sodexo USA	322	New Likes	17	Total Posts
		136	Unlikes	2,126	Likes
		83,294	Total Reach	181	Comments
		4,555	Engagements	227	Shares

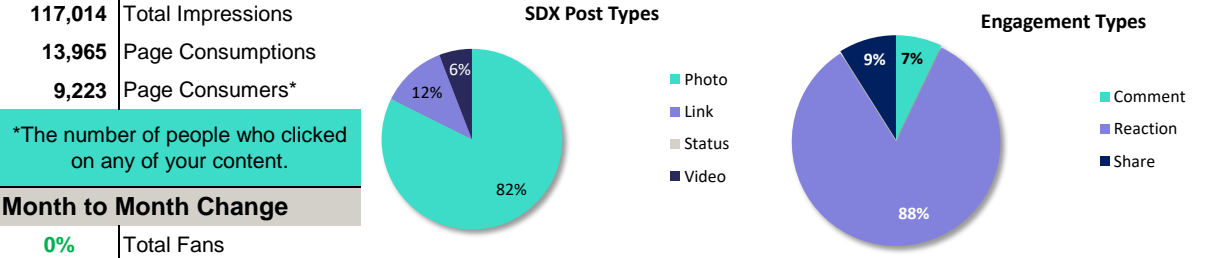
Facebook Total Reach



Facebook Fan Demographics



Facebook Interaction Information



Top Performing Posts		
Post Content	Impressions	Engagements
With more seniors taking control of their health, chefs must know how to provide excellent food that meets food preferences and intolerances. McKnight's Senior Living featured Brethren Village Retirement Community, Frederick Living, Garden Spot Village, and Laurel Circle – all partnering with Sodexo to elevate the dining experience for residents #SilverEconomy #SodexoSeniors	14,541	454
Sodexo teams around Guam and for the Guam Department of Education provided free breakfast to the local community for #Servathon in what has become an annual tradition. #SodexoCares	11,172	298
This year over 2700 students from 256 school districts, in 31 states across the nation, participated in the Sodexo Future Chefs challenge. Now we're down to our Top Five Semi-Finalists! View each chef's video and vote for your favorite! #SDXFutureChefs	10,748	240



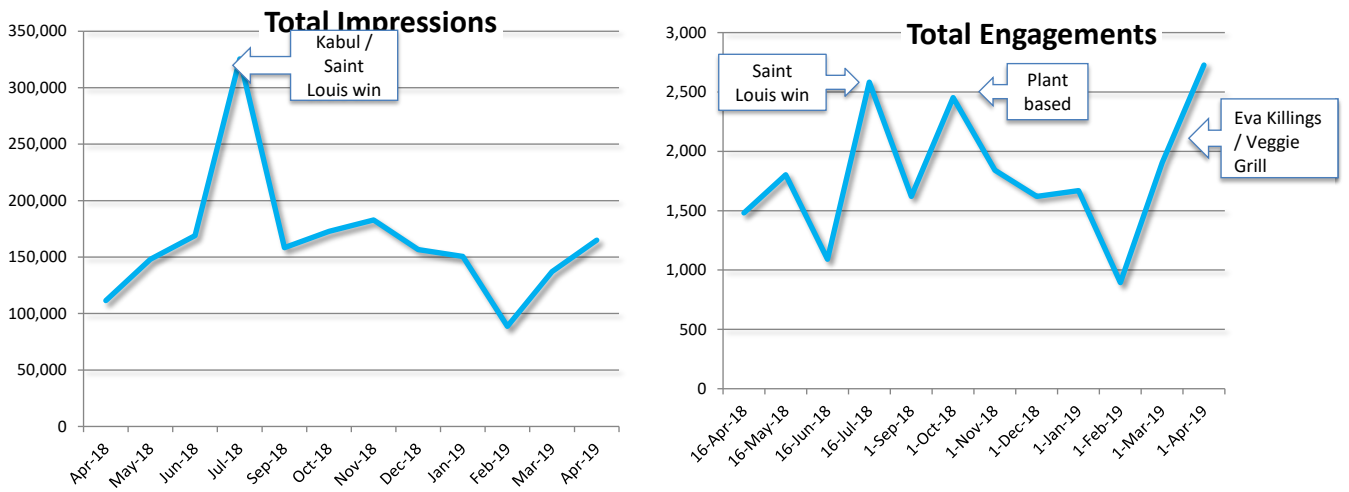
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Twitter Data

14,967	Followers of Sodexo USA	111	Total Tweets by SDX
		51	Retweets
		332	Mentions of @SodexoUSA by others
		286	Likes

Twitter Total Engagements



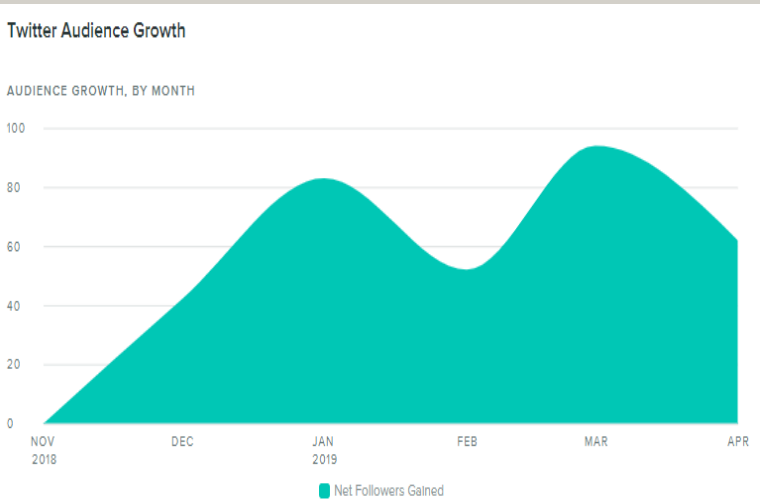
Twitter Metrics Month to Month Percent Change and Insights

165,099 Impressions		Twitter Top Locations		43% Women follow SDX
20%	Impressions	6%	California, US	
0%	Total Followers	6%	England, GB	
-52%	Retweets of SDX content by other users	6%	New York, US	57% Men follow SDX
-22%	Mentions of @SodexoUSA by others	4%	Texas, US	
-18%	Likes	4%	Illinois, US	

Top Performing Tweets

Tweet Text	Impressions	Engagements
Congratulations to Addie B @ElkhornPS on winning the National #SDXFutureChefs Challenge! It was a tight race, and we want to thank our five finalists for their participation and hard work on their videos!	2,237	72
This week at the U.S. #HouseOfRepresentatives, two of our top Chefs, Fred Johnson and Stephanie Charns, designed #EasterEggs. Guests at the Longworth Caf�� were given a chance to roll up their sleeves, get creative and hang out with the #Easter Bunny.	2,014	67
Congratulations to our partners who completed their @PHAnews Healthier Campus Initiative three-year commitment to expanding healthier options across their campuses: @binghamtonu, @floridastate, @GeorgeMasonU, @HowardU! #NourishThriveSodexo	6,129	61

Six Month Follower Growth



Top Audience Interests

99%	Dogs	90%	Science News
94%	Technology	87%	Comedy(Hobbies,Interest)
92%	Tech news	86%	Space & Astronomy
92%	Weather	86%	Sporting events



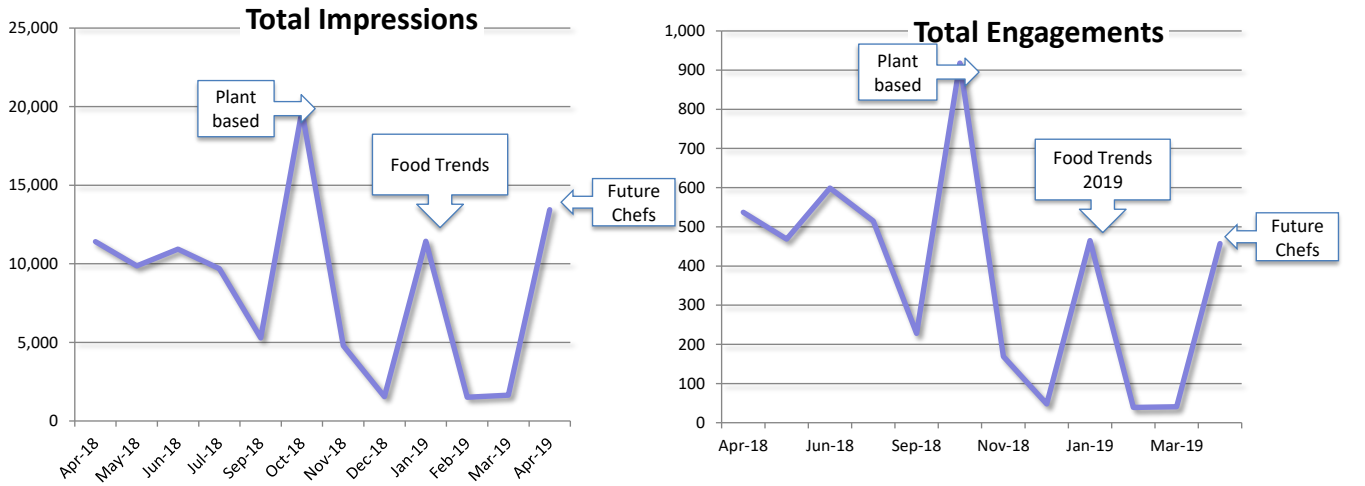
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Instagram Data

4,777	Followers of Sodexo North America	13,438	Total Impressions	9	Total Posts
		7,239	Total Reach	453	Likes
		76	New Followers	4	Comments

Instagram Total Impressions and Engagements



Instagram Fan Demographics & Engagement Insights

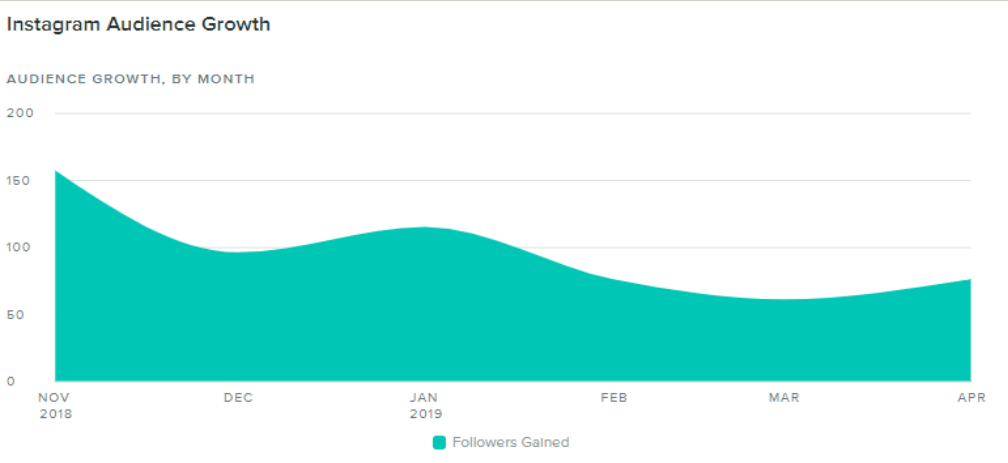
58% Women 'Like' SDX	Most used hashtag		Most engaged hashtag		SDX Post Types
	#heathlyeating	9	440	#chefinthemaking	
42% Men 'Like' SDX	#heathlychoices	9	357	#sodexomakeslifebetter	<div>■ Photos</div> <div>■ Videos</div> <div>■ Other</div>
	#sdxfuturechefs	9	357	#kidscooking	
	#sodexoinsights	9	357	#healthychoices	
	#chefinthemaking	9	334	#kidsinthekitchen	

Month to Month Change

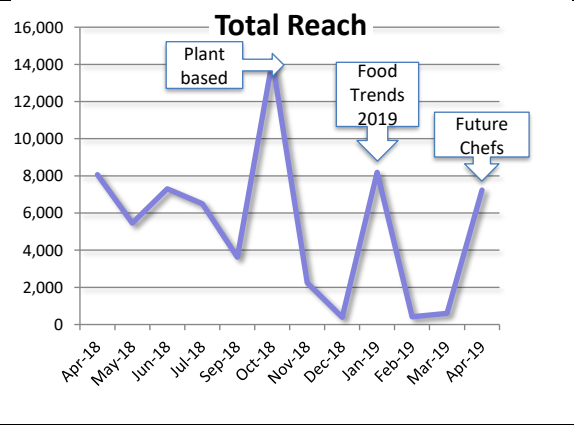
2%	Total Followers
25%	New Followers
720%	Total Impressions
1015%	Engagements
1100%	Total Reach

Instagram Top Locations	
New York, US	
São Paulo, Brazil	
Chicago, US	
Washington DC, US	
Los Angeles, US	

Six Months Follower Growth



Instagram Total Reach



Top Performing Posts

Post Content	Impressions	Engagements
"No one is born a great cook, one learns by doing."• Julia Child #sodexoLoveOfFood #sdxfuturechefs #kidscooking #kidscancook #chefinthemaking #juliachild #juliachildquote	1,945	78
Kids are getting creative in the kitchen! Sodexo's Future Chef's Competition has been helping kids learn hands-on cooking and healthy eating skills for nine years running. This year, kids will use their skills to create original, Fiesta Fit, Mexican-inspired recipes!	1,947	66
Meet Hayden! Hayden's a 5th grader from Earl Harris Elementary in Bethany, OK. His Taco-Tastic Egg Cups are kid friendly and healthy! "I was inspired to find a recipe that was kid friendly and healthy. I finally combined two different recipes to put my spin on it."	1,477	66

sodexo

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LinkedIn Data

93,000

Followers of Sodexo company page in North America

23

110,378

1,519

1,848

Total Posts by SDX

Total Impressions

Total Clicks

Total Engagements

1.38%

3.05%

66

80

Click-through rate

Engagement rate

Avg Clicks

Avg Eng.

LinkedIn Engagements by Category

Content

Engagement From Main Sodexo Page

Impressions

Clicks

Social Actions

With more seniors taking control of their health, chefs must know how to provide excellent food that meets food preferences and intolerances.

2,137

23

31

Ted Monk, VP of Corporate Responsibility for Sodexo USA accepts the US Environmental Protection Agency (EPA) Food Recovery Challenge

4,113

48

155

With so many chasing the next generation of customers, let's not forget about the booming #SilverEconomy

2,315

19

19

Congratulations to SodexoMAGIC on receiving the 2019 Alliance Data Corporate Champion Award

4,146

73

79

Lorna Donatone on the news of her recognition from International Foodservice Manufacturers Association

2,154

37

47

Celebrating #EarthDay year-round through composting food waste, green spaces for fresh produce and protecting wildlife at Asbury Communities, Inc

3,267

21

44

There's a competition going on right now that has less to do with winning and more to do with bringing together two perspectives

1,526

15

28

Help us choose the next Future Chef! Thousands of students have been competing to win the title and now we're down to 5.

1,406

35

19

Sodexo teams for the Guam Department of Education and around Guam provided free breakfast for spring break

3,155

19

56

Voting begins today to select the National 2019 Sodexo Future Chefs Champion among five elementary school students!

3,995

105

80

Asbury Communities residents are growing oysters and creating a nature preserve for future generations.

2,412

22

54

Congratulations to our partners who completed their Partnership for a Healthier America Healthier Campus Initiative three-year commitment

2,955

21

43

Congratulations to our partners who completed their Partnership for a Healthier America Healthier Campus Initiative three-year commitment

2,156

13

17

More than a third of college students find the transition into freshman year difficult.

3,354

58

46

Food delivered by robots sounds like a futuristic concept, but not for Northern Arizona University!

3,173

38

49

Thank you ADP for sharing our teams' stories! We're honored to be recognized as a Humanity@Work award winner.

1,814

25

30

We've opened an Au Bon Pain Café Bakery at the Cannon House Office Building in Washington D.C.

3,365

51

36

The Baby Boomer generation revolutionized the world in their youth and now they are doing it again.

3,461

55

40

We know college students are often so busy that they skip meals - NAU Starship partnership

35,080

416

359

We're proud to be recognized as a Humanity@Work award-winner by ADP for our commitment to a diverse and inclusive workplace.

5,133

48

123

63% of college students are not eating the recommended servings of fruits and veggies each day - Saladworks partnership

4,107

75

86

We've proudly launched SheWorks, a global job shadowing program aimed at providing women with practical work experience

10,023

249

263

We're thrilled to have earned 100% on @HRC's Corporate Equality Index for LGBTQ-inclusive workplace policies and practices.

5,131

53

144

Competitor Comparison (PR coverage only)

Competitor Sentiment

Sodexo +	Sodexo -	Aramark +	Aramark -	Compass +	Compass -	Johnson +	Johnson -	JLL +	JLL -
530	30	350	20	350	10	650	30	200	0

Competitor Share of Voice

Sodexo	Aramark	Compass Group	Johnson Controls	JLL
1400	800	550	1300	350