

6-1 Discussion: Social Media and Me

For your discussion post this week, select one of your favorite companies and research how it uses social media. In your post, identify the social media networks the company uses (e.g., Facebook, Instagram, Twitter, LinkedIn, Pinterest, etc.) and discuss the marketing strategies used. Is the company a frequent poster? Does it run contests or giveaways? Identify at least one way the company could improve its strategies.

In your response to your classmates, compare how the company you chose uses social media with the ways your classmate's chosen company uses social media. What strategies do they share? How are their strategies different?

To complete this assignment, review the Discussion Rubric document.

Rubrics

Discussion Rubric: Undergraduate

Start a New Thread

Filter by: All Threads

Sort by: Least Recent Activity

6-1: Social Media and Me

Sabrina Hickman posted Oct 7, 2019 7:57 PM

The company I chose is Zulily. They are an online retailer that sells pretty much everything. Being a working mom of 3 boys, and now a student myself, purchasing online is my preferred method (my husband loves seeing boxes on the porch, ha). Zulily utilizes facebook, instagram, and twitter. The company posts several times a day on facebook and instagram. The twitter posts are generally retweets of other news in their industry. They do not offer discounts on social media as the company uses a flash sale method daily.

I think Zulily could be more consistent in their posting and social media presence. The Zulily facebook page features several different posts featuring different items that can be found on their site. There's a comment on each post and they use emojis. They do not post nearly as much on Instagram and the presence on twitter seems to only be re-tweets with the occasional original tweet.

2 Unread 2 Replies 5 Views

Last post Tue at 2:50 PM by Timothy Ashton

6-1 Social Media

Brittany Randolph posted Oct 7, 2019 2:13 PM

The company I chose to go with is REI, it's an outdoors co-op that sells gear, apparel, expert advice and rental equipment. The first thing I did was scroll to the bottom of the page to look for the social media icons. They have icons for twitter, Pinterest, facebook, instagram and youtube. I've never looked at their Pinterest boards but it's actually really convenient. They have all of their gear separated by activity as well as an outdoors recipe board that I found helpful. They also post every 1-3 days on instagram sharing other peoples photos and also their own content. On Facebook that post several times a day mostly showcasing their on content.

I personally think on facebook they post too much, each post has about 25-150 likes and under 50 shares which tells me that people probably think the similar to me and that is that they come off spammy. I wouldn't want 3-5 posts showing up on my feed a day from one person or business so I would limit their reach to me.

I don't see any giveaways but one thing that they did come up with a few years back is #optoutside and this was a campaign to get people outside instead of indoors shopping on Black Friday. So they actually close on BF and pay their employees. In 2016 more than 275 organizations and 1.4 million people were involved and over the last three years that's grown to 15 million people and 700 organizations. The campaign "drove a 14% increase in brand awareness, a 9% boost in purchase intent and a 7% increase in purchase intent, with retail locations seeing a 3.6x increase in in-store visits."

<https://www.marketingdive.com/news/reis-optoutside-boosts-in-store-foot-traffic-36x-with-digital-oooh/518655/>

2 Unread 2 Replies 3 Views

Last post Tue at 3:34 PM by Raven Lewis

Discussion 6-1

Raven Lewis posted Oct 8, 2019 3:28 PM

One of my favorite companies is a athleisure company called Skywear Threads. They are an online store that found me on Instagram. They also have Facebook and Twitter, but I would say Instagram is the primary way of marketing. They post just about everyday on their page, and sometimes multiple times a day on their story. When they share on Instagram, they also share their name to more people. They also have ambassadors for their company (which I am) and this helps spread their business as well. I think they have a strong marketing strategy and do great with the online presence. If I could recommend something, maybe do different giveaways on other social platforms, it seems most of their giveaways are focused towards the Instagram and not other platforms.

2 Unread 2 Replies 3 Views

Last post yesterday at 8:54 AM by Timothy Ashton

6-1

Lily Hagen posted Oct 8, 2019 1:54 PM

I chose to look at Audible and their social media pages. Audible provides audio books, magazines, etc. I've been an avid reader my whole life, but with two young children my reading time has gone out the window. Audible rocks because I can listen to my books while doing chores, driving, even while showering! It makes me so happy to be able to get my reading in and be able to accomplish things at the same time. Audible has pages on all social media: Facebook, Twitter, Instagram, Pinterest, LinkedIn. I originally learned about Audible from Amazon, they are owned by Amazon and I am a Amazon Prime member.

Audible's Facebook page has content mainly about their new released books, or quotes from some books or authors, some short videos. They post once or twice a day and have over 5 million likes on their Facebook page. Some of their posts help you find a new book for you to listen too. Audibles Twitter page posts multiple times a day. Their content features retweets from others asking what new books to listen to, they also share the same posts that are shown on their Facebook page. The difference from their Facebook to their Twitter page was that Twitter features daily book deals, discounted chosen books. Audible's Twitter page only has 240,000 followers. Audible's Instagram mirrored their Facebook posts. Their Instagram has 343 thousand followers.

Audible has a Pinterest page that has 47 thousand monthly views, however the page on Pinterest was all in German...I did find several pins about Audible on Pinterest all just recommending good books to read based on genre, or what a particular person liked.

Audibles LinkedIn has almost 38 thousand followers. It shows how many employees Audible has (2065). It has a short video posted from an employee of Audible saying how much he loves working for them, and how Audible focuses on customer service. It also has a couple posts highlighting a popular author and promoting her new book.

Audible does not appear to run any contests, giveaways or specials on social media. I searched online to find out if they have ever run contests or giveaways and found that in the March of 2019 Audible ran a sweepstakes but it was advertised to members from the Audible app itself. Running contests or giveaways a couple times a year would be my recommendation to Audible to improve it's social media likes and followers. This is an obvious way to up their social media presence.

2 Unread 2 Replies 5 Views

Last post yesterday at 9:53 AM by Timothy Ashton

Social Media and Me

Fronette Hammond posted Oct 9, 2019 1:31 AM

A company I like to keep up with is Cash App. I all so follow them on Instagram I enjoy seeing the cool pictures they post. I all so see that they have a Twitter that is kind of set up like Instagram I only have two social media accounts Facebook and Instagram. The marketing strategy they use is where they offer to pay you money for promoting something they post. I would like to consider them weekly posters on Instagram. I see they do a giveaway on Friday by posting you Cash App name which I thing is really cool to get free money.

1 Unread 1 Replies 1 Views

Last post yesterday at 10:34 AM by Timothy Ashton

Social Media n Me.

Jason Evans posted Oct 9, 2019 12:47 PM

Burlington Coat Factory is a good store that I prefer; they interact through facebook by initial posts engaging customers ,not with a sell, well, mentality just being normal by posting sales, trends, and gains that's not over the top to the consumer. Studies show they have mastered one of the biggest outlets in the world which is facebook standing at 1.40 billion facebook users, and I had a job with one of the main buildings in New Jersey, they post giveaways, clearances, sales and more. maybe they can do national T.v. appearances for an older crowd social outlets are just to big thanks to technology.

0 Unread 0 Replies 0 Views

Crumbl Cookie

Jennifer Simpson posted Oct 8, 2019 2:12 PM

Hello Class

One of my FAVORITE places to get delicious cookies is Crumbl Cookie. This is a popular gourmet cookie chain here in the northwest. What makes them unique is every week they have different flavors of cookies. I believe they do five a week, with one always being their chocolate chip cookies.

Crumbl cookie utilizes Facebook, Instagram and their website only to advertise the weekly flavors. Every Sunday, the post videos of the what those week flavors will be. Every Sunday I go to their pages and watch the videos multiple times and try to talk myself out of getting a box.

They do not run contests or giveaways that I've seen since following them over a year ago. I do feel though the cookies are so reasonably priced (\$10 for four HUGE specialty cookies), they don't need to promote in that manner. One thing they could do for more exposure online is allow people to tag them when getting their cookies, well not tag but post to their social media pages. They come in a really cute pink box and every always posts their boxes on social media anyways. That would be free advertisement for them.

<https://crumblcookies.com/index.html>

4 Unread 4 Replies 6 Views

Last post yesterday at 4:37 PM by Timothy Ashton

Social Media

Ladonna Fernandes posted Oct 8, 2019 12:24 PM

Currently my favorite company is the one I would for lol It's True! I work for a very small dealership where I have placed in a position to help push the company into the forefront on social media. Before I started here, it was a traditional car sales environment. Car salesman and their managers only. The major marketing has been the owner and his famous catch phrase " If you wanna buy a car or truck, we will sell you a car or truck". He is well known in the community and adored for his more relaxed sales experience. He utilized TV and radio much more because the catch phrase grabbed people's attention. Once I started I pushed for more social media. We have reworked the platforms by adding truly organic content, there are shirt giveaways, local events and focused customer service. I post on the dealership page and I also handle the owner's personal page to ensure no customer is overlooked.

5 Unread 5 Replies 5 Views

Last post yesterday at 4:41 PM by Timothy Ashton

Social media and me

Kristin Marquis posted Oct 9, 2019 7:26 PM

A company I really love and spend too much of my money on is Garnett Hill. It is an online catalog for everything from clothing to household decor. I personally love the style and quality of their products. Thankfully I have a great friend that works there and can provide me with a discount!

I currently follow Garnett Hill on Instagram and after further examination I found that they also have Facebook page. I find their presence on both of the platforms to be very cohesive in their imagery and soft. I find that they do a great job of posting eye catching photographs of what they are selling along with descriptive, short verbiage and often post about sales as well.

Something I think they could do is post different things on both Facebook and Instagram instead of posting the same exact thing to both. I find people will get bored seeing the same thing twice. They also may want to start utilizing hashtags on their posts in Instagram. They currently don't do this at all which I found to be surprising. People use hashtags all the time to shop for something specific so I think it would be very beneficial to do this!

0 Unread 0 Replies 0 Views

The Friendly Neighborhood Grocery Store

Greggory Nuovo posted Oct 9, 2019 10:38 AM

Hi All,

For this discussion, I chose to look at my local grocery store, Hannaford. While the parent company operates several grocery store chains across the country, I chose to stick just with Hannaford, which operates stores around New England and New York. Hannaford uses several different social media outlets including Facebook, Twitter and Instagram. It uses these outlets to introduce new products, share customer reviews and promote community involvement. Their Instagram page appears to be the least active of all three outlets, but there are a number of pictures that show meals (made with Hannaford products of course) as well as snapshots of employees helping customers with their shopping. This is a good strategy because it promotes the idea that Hannaford is a customer-service oriented business, one that will enhance the customer experience. The Twitter page is much more active, with daily tweets. The most recent one (28 mins at the time of writing this), details the relationship Hannaford has built with area farms to provide fresh, local products. This is very important, particularly here in Vermont where those same local farmers and their families are also customers at the stores. Outlining the ways that Hannaford helps local farms and provides the freshest products to customers is a great way to show that the company cares about the people and the region they serve. I think their most effective social media tool is Facebook. Not only are they active daily, but they take the time to respond to almost every comment made on their page, which highlights their community-driven model, and promotes customer loyalty. Using each of these social media outlets helps to make Hannaford a more interactive experience, and creates an atmosphere that is much more than a simple grocery store. The only room for improvement that I can think of is if they added a section that highlighted employees. I may be a bit biased here because I did work for Hannaford for many years after high school, but a company that puts so much effort into community could benefit from recognizing that the business itself is a community, staffed by members of the larger community in the region. A section that gave shout-outs to outstanding employees would promote good morale for employees and further serve the company's community-centric image.

1 Unread 1 Replies 2 Views

Last post 5 hours ago by Timothy Ashton

6-1 Social Media and Me

Amanda Booth posted Oct 9, 2019 9:15 PM

The company that I have chosen is 7-11. 7-11 is a major convenience store chain that has many locations in the greater Hampton Roads area. There are at least two within a short walking distance to my house and many more that are on my route to and from work. The company uses Facebook, Instagram, Twitter, and Snapchat to market promotions and products. They also have a very successful app that encourages people to take pictures with celebrities in augmented reality and share them on social media.

The company posts on Facebook and Instagram every 2-3 days, and at the time of writing this post, they have not posted on Twitter since October 2. They post to advertise promotions and to promote new features and games in their app. Currently, they are running a special for \$0.49 Big Gulps exclusively for members of their rewards program. I was able to locate their Snapchat, but it appears as if they haven't posted there in quite some time.

In terms of where this company could improve, I think that it would be more beneficial if the company posted something every day as opposed to 2-3 times per week. If they do continue to only post every other day, I think it would be beneficial for them to post on Facebook and Instagram on alternating days, so that both of their most active platforms are being used more frequently. In addition, I think that they would benefit from heavier promotion of their apps on all platforms. I have the app, and because of the way the points are acquired, I get free or discount items quite frequently.

0 Unread 0 Replies 0 Views

Activity Details

Task: Reply to this topic

Assessment

Starts Oct 5, 2019 11:59 PM

Discussion Rubric: Undergraduate