

Social Media Audit

This audit is to be viewed with: <https://magic.piktochart.com/output/5164157-untitled-infographic>.

Introduction:

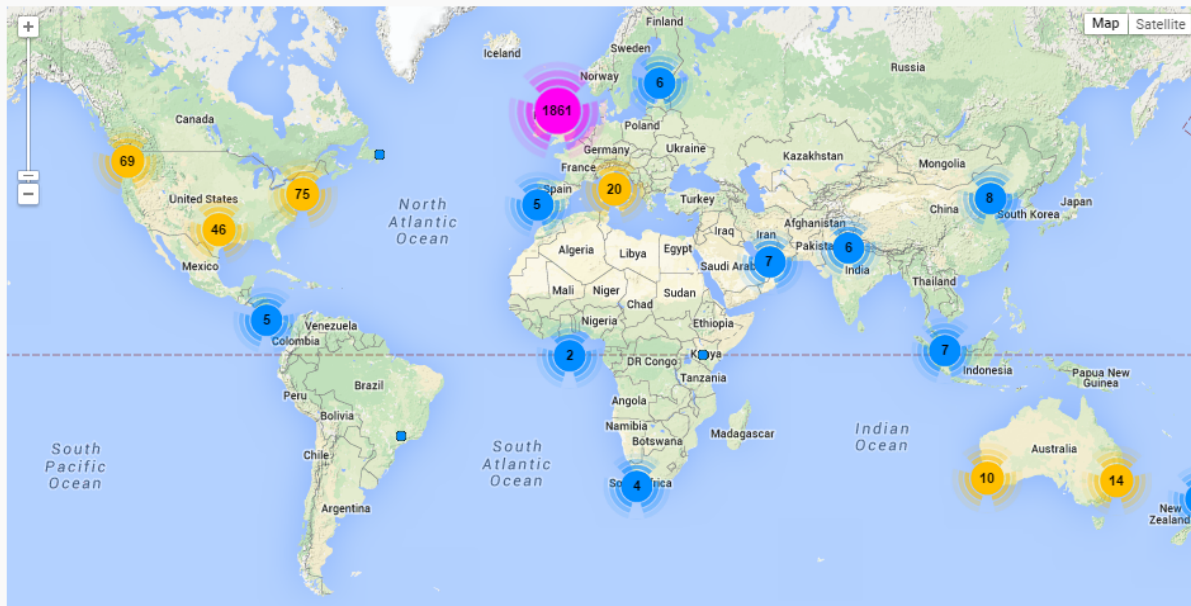
Strategic use of social media channels is essential for any organization or industry professional to best engage with key publics through the digital space. For the purpose of this audit, Scotland-based public relations agency Holyrood Partnership and its director Scott Douglas will be audited to bring greater insight into several areas, including social presence, digital brand, posting trends and social influence.

Holyrood is a multi-award winning agency that specializes in clients involved in travel, hospitality, retail and government. Scott Douglas is one of the agency's directors, and he is also one of the agency's most active members on social media. Both of these targets are relevant to analyze to gain a better understanding of how professionals use social media channels, as well as to discover positive social media practices that the organization and professional are doing that can be integrated into any individual's social media plan.

Demographics of @HolyroodPR Followers:

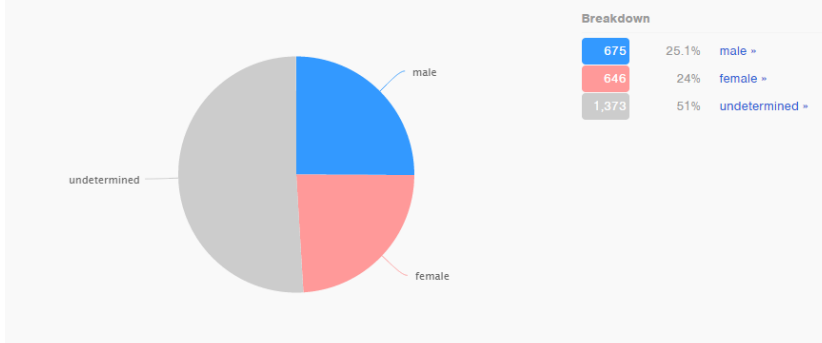
Mapped locations of holyroodpr's followers

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



Inferred gender of holyroodpr's followers

Based on an analysis of users' profile data, when applicable and available, we guess their gender.



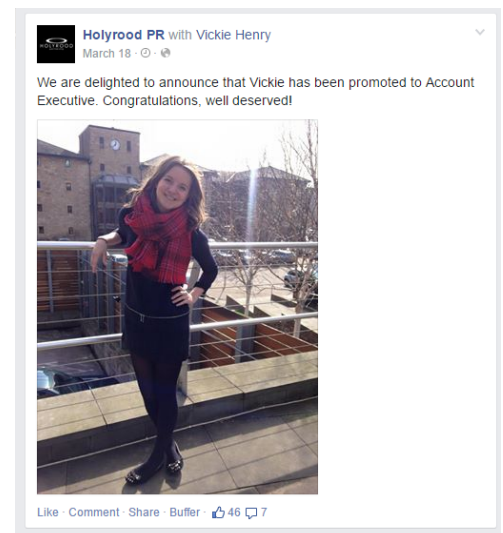
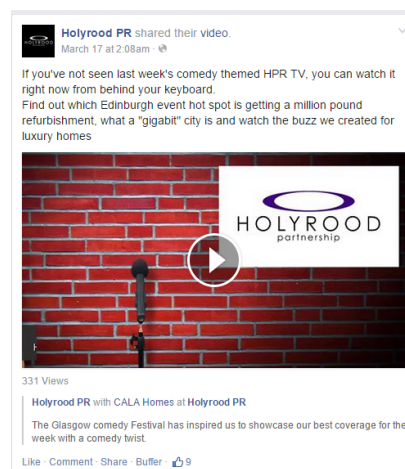
Audit: Holyrood-

Branding: The Holyrood brand is consistent across most channels. All channels, besides Pinterest and Instagram, feature the same company logo and banner image. All pages consistently feature a color scheme of black, purple and oranges. The voice and tone of the organization remains consistent throughout. Words like “we” and “us” help to humanize the organization in its about sections. The organization also focuses on quality of service and maintains a highly professional demeanor.

Content Analysis: The majority of the content on Twitter posted links to the organization’s blog posts, and usually a very similar, if not identical, tweet is used to link to the same article on multiple occasions. Every tweet features an ow.ly shortened link, which means the organization uses Hootsuite, however there does not seem to be a consistent posting schedule in place. Videos are typically posted during the morning time, and articles are posted closer to afternoon times. Also, no videos were posted on the weekend.

Facebook content was either posted first thing in the morning or right before the agency closed. All of the content was either an image or video, and the majority of the images were of the staff watching the eclipse or playing around on St. Patrick’s Day.

The three posts that received the highest level of audience engagement were:



These three posts received the highest user engagement because of the personal appeal in all of them. The picture of the eclipse was taken by a local media station, and that station was tagged in the post. The use of the #eclipse2015 also opened an additional range of potential participants, because the hashtag was trending at the time. The video post on Facebook has over 300 views, and the content was more humorous than most other PR agency’s content. The video appealed to a softer side of PR, and helped to showcase the agency’s personality. The third post is congratulating an agency member on her promotion. This, too, appeals to the personal side of the agency.

All three of these posts also utilized image or video that was visible without expanding the post, and studies have shown that content with a visual element are far more likely to be engaged with.

It is worth noting that the same post on Twitter did not receive the same attention, and that can be attributed to the type of content that flourishes on Facebook. Something like a job promotion, with an accompanying photo, is easier to like and comment on through Facebook, where one's feed is likely not as flooded as Twitter. Also, the crowd to like a page on Facebook is likely more engaged with the organization, and that shows with Holyrood and its increased level of engagement on Facebook versus its Twitter account.

Scott Douglas-

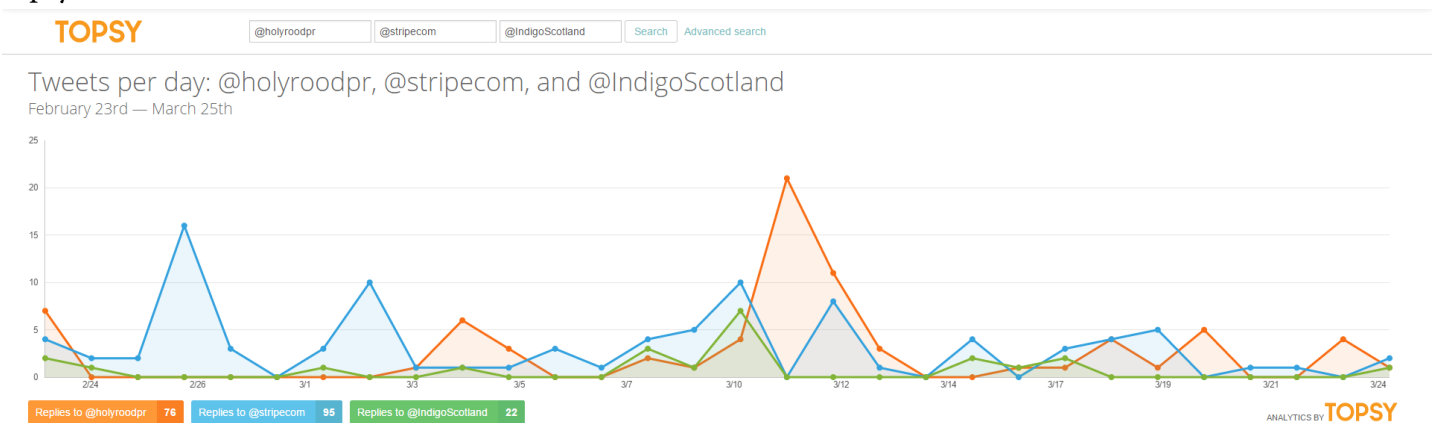
Branding: Scott Douglas' social accounts all have the same profile image but different banners. It is still easy to identify it is the same person because of the profile picture, and all of the bio and about me sections convey the same general point. As an individual and not an organization, Scott can easier work humor and personality into his posts and content, and it shows. He often makes sarcastic remarks or shares content with his friends. He always remains professional in the content, and it is pleasant to see his personality come through in his posts.

Content Analysis: Most of Scott's content involves things happening in Edinburgh or the surrounding area. Very little of the content deals with PR topics, and when it does he is usually giving praise to either Holyrood or its competitors. What was interesting about Scott's Twitter is that some tweets did not link to an article. They were simply him saying something that was on his mind, and I think that was helpful to further convey that he is, indeed, not a robot. His tweets are about an 80 percent personal 20 percent professional split, and I believe that I can connect with him through many of the random articles that he shares. Since he is in Scotland, though, it is difficult for me to connect on hyperlocal subjects like restaurants or Scottish events and gatherings.

Social Influence:

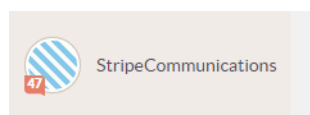
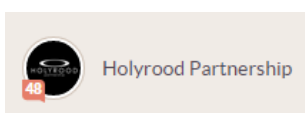
For this section, Holyrood PR will be compared to its competitors Stripe Communications and Indigo Scotland.

Topsy:



Klout:

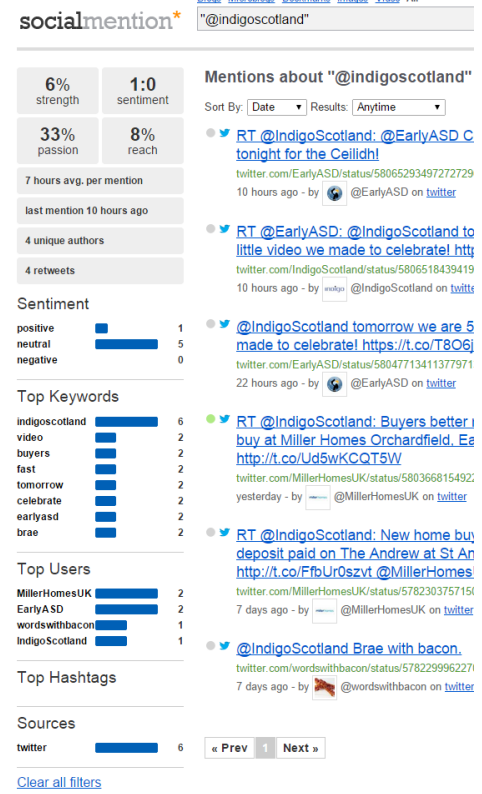
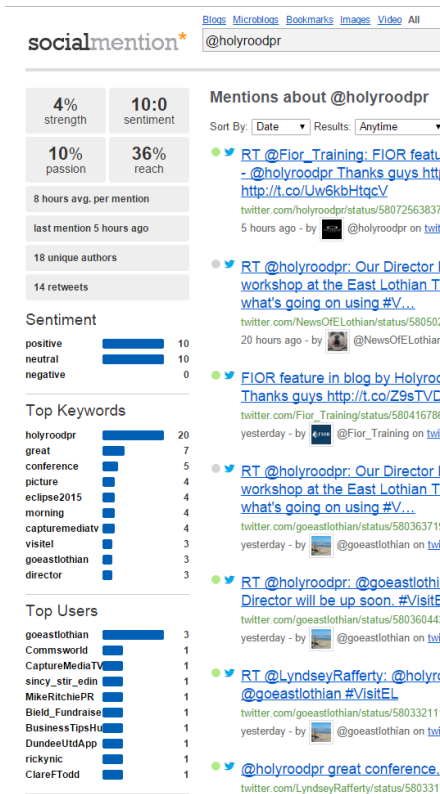
Holyrood: 48 ; Stripe Communications: 47 ; Indigo Scotland: n/a



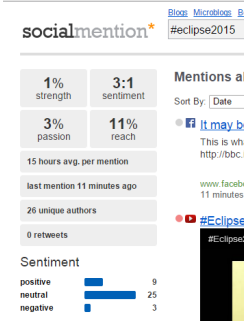
Keyhole results for #b2b:



Social Mention:



Social Mention of #eclipse2015:



Analysis:

Based on this variety of social metrics tools, Holyrood is slightly more influential than Stripe Communications and much better adapted to the online sphere than Indigo Scotland. Holyrood and Stripe are only one point different on Klout score, and this position likely flips from day to day. Indigo Scotland is not yet measuring its social influence through Klout.

According to the Topsy chart, Stripe Communications receives replies on a more consistent basis than Holyrood, and Stripe receives more replies. Indigo Scotland posts irregularly, and usually makes very few posts in a day, so its replies are low and inconsistent.

Based on the Social Mention charts, Holyrood has the highest reach at 36 percent, with Stripe at 32 percent and Indigo at 8 percent. Both Stripe and Holyrood have a 4 percent strength, with Indigo at 6 percent. Indigo does have the strongest passion at 33 percent, with Holyrood at 10 percent and Stripe at 5 percent.

These results come as a surprise, because Stripe Communications seems more dominant on Twitter based off of its consistent postings and higher follower count. Stripe also uses far more hashtags and mentions in its tweets which would, in theory, increase engagement. Looking further into the account, though, it seems that Stripe did not tweet very often during the past month, which would account for the seemingly low Klout score. Holyrood posted a lot in the last couple days, which could account for its higher Klout score. So even though Stripe has a lower Klout score now, I believe that is just due to Holyrood's recent influx of tweets. In the next few days I think Stripe will have a higher score, as long as it posts more frequently.

I believe Stripe has the better strategy of integrating hashtags, mentions and photo or video content into tweets, but Stripe experiences the opposite problem of Holyrood. Holyrood posts too many links with not enough photos or videos, and Stripe posts too many photos or videos and not enough links.

Most of Indigo Scotland's Twitter is used for retweets, which does not build a solid social presence. The organization needs to increase its original content posting.

All organizations would have a stronger social presence if the staff utilized post scheduling software like Hootsuite. There is no evidence that any of the organizations have a posting schedule. With proper analysis of the organization's followers and the best times to post to reach those audiences, like using the tool Tweriod, all of these organizations could better reach the digital publics and increase the reach and influence of the organization's account.

Discovery:

Both Holyrood and Scott Douglas have displayed social media practices that I plan on integrating into my strategy. These include:

- Engaging with the community by using hashtags that are trending. I have never attempted to join in on conversations or trending hashtags. Both Holyrood and Scott Douglas gained user engagement by using hashtags involving the solar eclipse, and I plan on also being more receptive to using trending hashtags, such as #ChooseChico.
- Scott Douglas tweets a lot about topics not directly related to PR, but the tweets give better insight to his personality. I intend on sharing more content, even if it is just once every day, that gives more insight to my hobbies. This can help me gain more followers that connect with me on levels beyond simply our field of work.
- Integrating pictures into my posts. Holyrood's Facebook is proof that content with an image will get greater engagement, and I need to take my social media off the autodrive that it has been on with Buffer and I need to take more time to personalize the content and include images that are relevant to the content.

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