Buhi Social Media Audit

Facebook

A screenshot of a social media account

Description automatically generated

A graph with a blue triangle

Description automatically generated

Excel Spreadsheet

|  |  |  |  |
| --- | --- | --- | --- |
| **Column1** | **Column2** | **Column3** | **Column4** |
| **Social Media Networks** | Posting Frequency | Average # of Engagements, Reach, Clicks | Type of Content Shared |
| **Facebook** | 2x/week | 40,000 | School, travel |
| **Instagram** | 1x/week | 65,000 | School, travel |
| **Pinterest** | 1x/week | 700 | School, travel |
| **Twitter** | 1x/week | 800 |  |
| **TikTok** | 0x/week | 6,000 |  |
| **Total** |  |  |  |

## Social Media and Target Audience:

Daypacker Tom: Collects bulk of market share

Demographics:

* Age: 24-31
* Gender: Male
* Income: $25,000-$35,000
* Active lifestyle, enjoys the outdoors, hiking, fishing, etc.
* Key product features:
  + Versatile
  + Functional
  + Spacious
  + Styled

## Summary:

* Facebook
* Checks app at least once a day
  + Popular posting times:
    - Thursdays – 9am, 1pm, 3pm
    - Fridays – 9am, 1pm, 3pm
    - Saturdays – 9am, 1pm, 3pm
  + Content should promote function and versatility
* Twitter:
* Checks app at least one a day
  + Popular posting times:
    - Wednesdays – 12pm, 3pm, 5pm
  + Content should help build awareness
* Instagram:
* Checks app multiple times a day
  + Popular posting times:
    - Mondays – 2am, 8am
    - Thursdays – 2am, 8am, 5pm