Social Media Research

Claire Costilow, Taylor Glissman, Rachel Orland, Anna Swafford, and Audrey Williams

Gaylord College of Journalism and Mass Communication, University of Oklahoma

JMC 5453 Public Relations Research

Dr. Xiaochang Angela Zhang

Nov. 21, 2021

Overview

The world is becoming increasingly digital, so nonprofits and businesses have to as well. Many of the college students that are most inclined to visit Second Wind Coffeehouse are also highly digitally engaged. Because they are a younger demographic, having a strong social media presence is essential for effectively reaching them with the brand offerings, mission, and events.

We thoroughly investigated and audited the social media platforms used by Second Wind, as well as two similar organizations: Haystack and the OU Food Pantry. Through this process, we were able to learn about local competitors and best practices for fostering a strong social media presence. We examined all of this information through the lens of a few different research questions:

RQ1: Does the content's source influence attitudes toward the brand?

RQ2: Which social media platforms are most successful for increasing brand awareness for local coffee shops/nonprofits?

RQ3: How do content themes impact post engagement?

RQ4: How does post frequency impact post engagement?

Social Media Audit

	Second Wind Coffeehouse	Haystack	OU Food Pantry
Social Media Platforms	Instagram Facebook Twitter	Instagram Twitter Facebook	Instagram Twitter Facebook
Time Evaluated	Past nine posts (seven months)	Previous 10 posts (9 weeks)	Previous 9 posts (2 weeks)
Followers	Instagram - 1257 followers, 505	Instagram - 2178 followers, 1561	Instagram -1075 followers, 283

	following Twitter - 202 followers, 86 following Facebook - 1730 likes, 1774 followers	following Twitter - 57 followers, 32 following Facebook - 632 likes, 655 followers	following Twitter -732 followers, 333 followers Facebook - 809 likes, 875 followers
Key Message	Second Wind Coffeehouse is a community-centered place to gather with friends for events, activities, and hang outs, centered around affordable coffee.	Haystack is a trendy and comfortable location for coffee and hangouts. They are a great coffee spot for OU students and try to interact with campus. They are also a hub for art and religious events.	OU Food Pantry is a free organization that provides supplemental food services to the OU community. They are working toward educating the Norman community about food insecurity and promoting health and wellness.
Post Themes	Instagram posts have a community theme and focus on promoting events and activities that have happened or will be happening at the coffee house. Their Twitter appears to be the least active, often just retweeting other users who mention them and other partner organizations. Their posts on Instagram and Facebook are not consistently cross-posted to Twitter. Facebook posts have a stronger nonprofit theme, as they emphasize hours of operation, product and donations.	Their posts mostly revolve around product features like new or popular drinks. They also post graphics about specials, pricing and hours. Occasionally, Haystack posts photos of customers or baristas. All of Haystack's posts are identical across all three social media platforms.	Their Instagram and Facebook posts have a strong community and authentic, fun-loving theme. They focus on promoting the community within the OU Food Pantry and announcing the overall pantry news. Their Twitter posts primarily focus on promoting the pantry partnerships.
Content Type	Most Instagram posts are informative	The coffee shop uploads photos, videos	Across all three platforms, they post an

	graphics regarding events. They have highlighted stories which consist of a mix of graphics and photos and videos of the site and their employees and products. Facebook posts feature more photos and videos of their site, products, and employees with links to a GoFundMe account.	and graphics into their main feed. They also utilize the Stories feature on Instagram to share content, occasionally from other accounts.	assortment of photos and graphics. They utilize their Instagram Stories and Highlights features to share further.
Content Source	All posts on both platform's feeds are brand-generated. They share content from on campus organizations when they collaborate with groups on their story.	The feed posts are all brand-generated content for all platforms. There is no retweeted or reposted content on Twitter or Facebook. Haystack may occasionally share customer content via Instagram Stories.	The platforms all share a majority of brand-generated content. There is some retweeted content on their Twitter from other campus organizations that they have partnered with.
Communication Styles	Second Wind has a sincere communication style that expresses their authenticity and appreciation for community. It is clear through posts and copy that they support the community and want to better the lives of community members. The communication to their Twitter followers is much more casual and humorous.	Haystack's social media expresses a sincere communication style. The brand's posts convey an honest and down-to-earth atmosphere where community members can go for a friendly and cheerful experience.	OU Food Pantry has a very authentic and friendly communication style. This branding allows them to communicate how easy and nonchalant it should be for community members to both volunteer and accept their help.
Post Frequency	They post around monthly with a large	They are inconsistent in their post frequency.	They post very frequently across all

	gap in the summer when the students return home from school. Twitter is very sporadic.	They post regularly, but sometimes post twice a week or wait two weeks before uploading new content. They have uploaded content to all social media feeds 10 times in the past nine weeks.	platforms. There seems to be no set schedule, but they are posting every few days.
Post Times	They do not have consistent posting times or days.	They do not have a consistent posting time or day. Recently, Haystack tended to upload content toward the end of the week. However, most of their posts did not demonstrate a clear pattern of upload days.	They tend to post their content around mid-day, spanning from 10 a.m.-2p.m.
Average Number of Reactions	Instagram averages 74 likes and 1 comment on their posts. Facebook had an average of 5 likes and 0 comments.	Instagram: average of 115.5 likes and 1.9 comments per post. Range from 44-240 likes Twitter: average of .4 retweets and 1.3 likes per tweet Facebook: average 5.4 likes and 0 comments.	Instagram averages about 103.7 likes and 4.1 comments per post. Twitter averages 2.75 retweets and 10 likes per tweet. Facebook averages 10.1 likes and .2 comments.
Content with Highest Engagement	Instagram's best posts were the ones featuring new staff and products. They performed far better in likes and comments than the graphic content.	On Instagram, posts centered around products, especially videos, create the highest levels of follower engagement. Additionally, seasonal posts like fall or football season tend to have more interaction. Photos of customers and baristas also gain higher engagement.	Instagram's best posts center on volunteering and work at the food pantry with the highest comments and likes. Twitter's best content focused on the news and benefits that the pantry provides. Facebook's best posts centered on the workers and highlighting the personable parts of the

		For Twitter and Facebook, there is a fairly steady level of engagement across posts, with no patterns for specific content types.	organization.
Time for Higher Engagement	There is no noticeable difference in engagement between posting times. Neither platform reveals time stamps for when the content was posted beyond the date.	There is not a clear time that Haystack experiences higher engagement. In general, the majority of the engagement occurs within a week of the posts' upload date.	There is no noticeable difference in engagement as there is fairly consistent posting times across all platforms.
General Sentiment	On Instagram, the brand sentiment is generally positive. Comments are all positive and supportive. People are excited to participate in activities held in Second Wind. Twitter posts are very infrequent but are often popular. They focus on humor and seem to resonate most with long-time existing fans of the coffeehouse. On Facebook, the lack of engagement leads to a neutral sentiment. The few comments are positive but the lack of engagement on the majority of posts creates some doubt about the sentiment held by audiences regarding Second	On Instagram, there is a generally positive sentiment for the brand. There is a strong Haystack fanbase, and followers get especially excited at new products and upcoming news. There is a neutral sentiment for Twitter and Facebook. There is not enough user interaction to determine if viewers have a positive or negative reaction to the brand.	All three platforms tend to share the same content while having slightly different responses. They have consistent branding that showcases the OU Food Pantry as friendly, positive, and authentic. Followers tended to react best differently on each platform: for Instagram, photos of activities and work that the volunteers are accomplishing resounds best; for Twitter, news content seems to increase engagement; and for Facebook, personable content about volunteers seems to resonate the best.

| | | | Wind. | | |

Website Comparison

	Second Wind Coffeehouse	Haystack	OU Food Pantry
UI/UX evaluation	The Second Wind Coffeehouse website is well designed and easy to navigate. The front page includes hyperlinks to the subpages in the top right corner and throughout the homepage as you scroll. There are also internal and external links, but not all links work. The colors and fonts are consistent throughout the website and white space is used to separate categories.	The Haystack website is aesthetically pleasing and has a consistent design theme; however, it was not compatible with the size window I viewed it in. There are external and internal links and they are easy to use. The overall website design is good, but the user experience is hindered because the display does not match all user devices.	The OU Food Pantry website is easy to navigate, especially for OU students because it uses the same layout as all other university organizations. There are internal and external links, as well as clearly labeled hyperlinks to the subpages.
Call to Action	The call to action items for Second Wind are seamlessly incorporated into the overall website design, which makes them easy to find and enticing to click.	There are several call to action items that are very easy to find on the home page, including a contact form that is embedded in the first page.	There are several call to actions on the homepage of the website. It is made very easy to understand how to get involved with the OU Food Pantry.
Updated Content	The website does not seem to be frequently updated. Other than the SWC instagram page that's embedded	The website is not updated frequently. The most recent blog post was posted in May 2020.	The site is updated frequently. There is a calendar that has the dates of OU Food Pantry events and

	into the front page, there isn't any current information. The most recent blog post and review are both from 2019.		when they are closed. There is also a live view of their Facebook and Twitter feeds.
SEO Terms and Ease of Access	Second result when searching "Second Wind Coffee" Ninth result when searching "coffee norman ok" First result when searching "church coffee shop norman"	First result when searching "Haystack Norman" First result on Yelp Page "The Best 10 Coffee & Tea in Norman, OK," which is the first result when searching "coffee shop near ou campus"	First result when searching "OU Food Pantry" The terms "food pantry oklahoma" and "food pantry norman" do not pull up the OU Food Pantry website.

Summary and Recommendation

Each social media platform has unique benefits to offer. In our comparison with local competitors, we saw the OU Food Pantry tailors their content depending on the platform they used. Instagram was often used in a more casual setting, taking advantage of the "stories" feature to highlight clients or repost content. On Facebook, the OU Food Pantry gets more formal, as the older demographic that uses this platform make up a large portion of their donorbase. They use less emojis and also primarily use this platform throughout their fundraising month to make larger asks.

Second Wind Coffeehouse followed a similar strategy with their Twitter account. Judging by their content, they seem to know their audience well on Twitter. They focus on more humorous posts and see higher levels of engagement.

One key thing that Second Wind seems to lack in comparison to local competitors is consistency in their posting. Although neither the OU Food Pantry or Haystack seem to have a strict posting schedule, they post much more frequently than Second Wind. As seen in the comparison chart, the pantry had nine posts in two weeks, and Haystack had ten posts in nine weeks. This is much more than Second Wind, who had only nine posts over seven months.

Based on all of this collected information, we can develop recommendations for Second Wind's social media presence. We discovered that many of Second Wind's existing posts, as well as the OU Food Pantry's and Haystack's, perform better when they highlight people and products over graphics. That could be a best practice for Second Wind moving forward -- when they invest their time into taking and posting artful and high-quality photos, they see higher engagement and reach a larger crowd with their mission.

Another best practice Second Wind should follow is keeping their usernames as consistent as possible across platforms. When we were performing our audit, we had a hard time even finding their Twitter. Their display name is simply "Second Wind" and their username is "2ndwindcoffee." This highly limits their discoverability and could prevent them from gaining more followers.

Finally, posting more often and more consistently could create a more loyal follower base. It will keep Second Wind Coffeehouse at the top of users' minds and will see its social media more often recommended as a result of its higher engagement.

References

HAYSTACK Coffee [@haystackcoffee] (n.d.). Posts. [Instagram Profile]. Instagram. Retrieved

   November 10, 2021, from https://www.instagram.com/haystackcoffee/

Haystack Coffee. (n.d.) *Home* [Facebook Page]. Facebook. Retrieved November 10, 2021, from

   https://www.facebook.com/HAYSTACKcoffee

Haystack Coffee [@haystack_coffee] (n.d.) *Tweets and Replies*. [Twitter Profile]. Twitter.

   Retrieved November 16, 2021, from https://twitter.com/haystack_coffee

 Haystack Coffee (n.d.) *Norman Coffee Shop*. Retrieved November 10, 2021, from

   https://www.haystack.coffee/.

OU Food Pantry [@oupantry] (n.d.). Posts. [Instagram Profile]. Instagram. Retrieved November

   10, 2021, from https://www.instagram.com/oupantry/

OU Food Pantry. (n.d.) *Home* [Facebook Page]. Facebook. Retrieved November 10, 2021, from

   https://www.facebook.com/OUpantry

OU Food Pantry [@OUFoodPantry] (n.d.) *Tweets and Replies*. [Twitter Profile]. Twitter.

   Retrieved November 16, 2021, from https://twitter.com/OUFoodPantry

 OU Food Pantry (n.d.) *Food Pantry University of Oklahoma.* Retrieved November 19, from

   https://www.ou.edu/foodpantry

Second wind [@2ndwindcoffee] (n.d.). Posts. [Instagram Profile]. Instagram. Retrieved

   November 10, 2021, from https://www.instagram.com/2ndwindcoffee/.

Second Wind Coffeehouse. (n.d.) *Home* [Facebook Page]. Facebook. Retrieved November 10,

    2021,t from https://www.facebook.com/secondwindcoffeehouse.

Second Wind [@2ndwindcoffee] (n.d.) *Tweets and Replies*. [Twitter Profile]. Twitter. Retrieved

    November 16, 2021, from https://twitter.com/2ndwindcoffee.

Second Wind Coffeehouse (n.d.). *Our Partners.*

    https://www.secondwindcoffeehouse.com/our-partners

Second Wind Coffeehouse (n.d.) *Our Mission.*

    https://www.secondwindcoffeehouse.com/our-mission

Second Wind Coffeehouse (n.d.) *Shop*. Retrieved November 10, from

    https://second-wind.square.site/s/shop