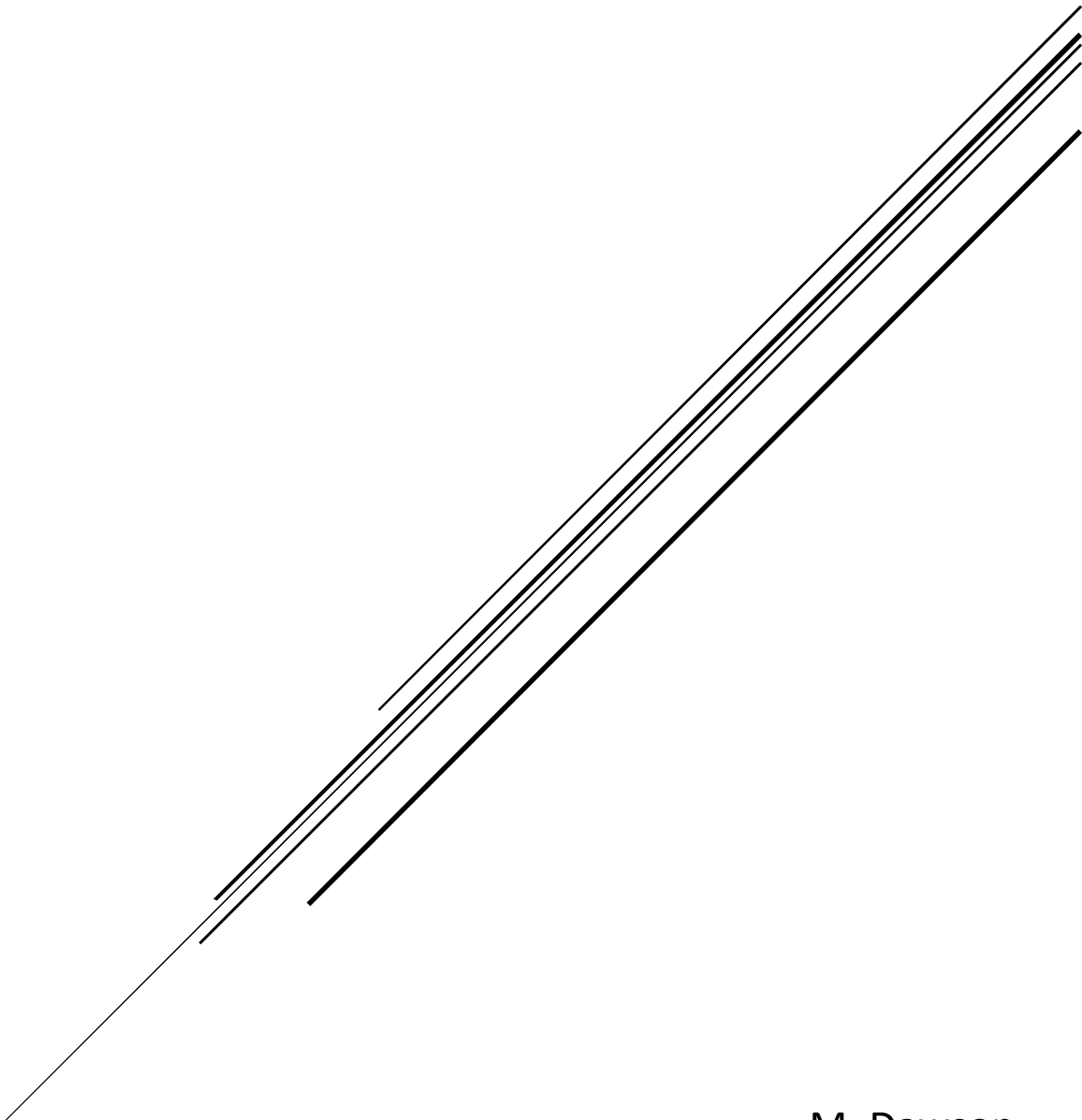


SOCIAL MEDIA AUDIT

Southern Foods



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Social media audit-Southern Foods

Current platforms: Facebook, Instagram (194 followers)

Platforms with best results: Facebook (4967 likes, 5145 followers)

Are accounts optimized: NO (see below)

- **Branding is inconsistent**—Facebook is “Southern Foods” avg. 2-3 posts per week; Instagram has total of 7 posts.
- **Information is incorrect**—store hours on FB ‘9am-5pm’, contact email ‘lclark@cheney, key terms are ‘foodservice distributor’, but Instagram’s focus is market? Need better relation between the two. Need terminology on Facebook to drive locals to the storefront.
- **No ‘call to action’ or landing page**— in terms of the store, there is not much call to action, audience is not driven to do anything with current lingo, current posts are very text heavy, if goal is to expand to laymen audience pictures may represent items better.
- **Need more organic posts**— current FB posts are weekly specials and repetitive posts of stock image with location and website.
- Need to incorporate CTA on Facebook— this can be used to drive traffic to the website or direct follower from Facebook to Instagram. Instagram may generate more leads to younger audience.

Evaluation against the competition:

[Gordon Food Service | Food Distributor for Restaurants, Hospitals, Schools \(gfs.com\)](#)

[Gordon Food Service Store \(gfsstore.com\)](#) Concord, NC

Gordon Food Service has clear distinction between their distribution website and their store website. They do not have a large following via Facebook. Major presence on Instagram.

@gordonfoodservice (distributor)(8632 followers, 254 posts) Landing page in bio. Organic content: demo of chef serving new products, highlights of changes with the brands they sell, highlights of new clients, reminders of company growth, and sustainability.

@gordon_food_service_store (3299 followers, 386 posts) Link to store in bio. Organic content: sales advertisements, recipe tutorials, store hours, holiday hours, hiring events, featured products, online ordering.

[Greensboro Butcher Shop Menu | The Gate City Butcher & Gourmet Market](#)

@gatecitybutchershop (752 followers, 545 posts)

Gate City Butcher and Gourmet Market (3017 likes)

Sells similar products (CAB, Joyce Farms) with some variations. Facebook highlights meals to go and ready to eat meals that are available for purchase. Social media primarily focuses on cooked meals vs raw meat. Instagram is a little personal, has content unrelated to business. Little engagement with followers.

[Town & Country Meat & Produce, LLC in Greensboro, North Carolina \(townandcountrymeatandproduce.com\)](#)

@townandcountrymkt (107 followers, 59 posts)

Town & Country Meat & Produce Market LLC (3541 likes)

Has engagement/interactions on majority of posts via Facebook. Featured in O'Henry magazine 'the Greensboro gourmet'. Organic content: informational posts and organic photos.