

Social Media Management Burger King

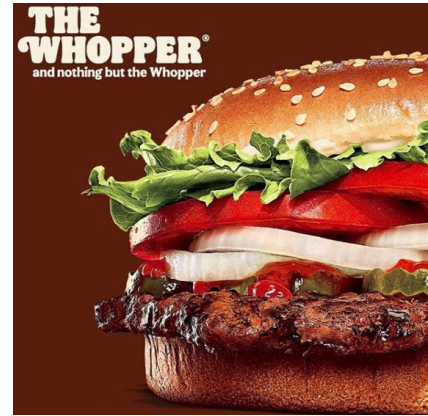
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How to improve Burger
King's presence on its
social media?

Analysis

Instagram

1. 1,9M followers, 10k/200 comments average, 0,56% engagement rate.
Lack of engagement from its community
2. Too many objectives for the page
(product presentation, community, customer relationship, brand image)
3. Good graphic line but not optimized enough and disturbed by partnerships



Facebook

1. 8 348 601 subscribers/ 3-4/ posts per weeks
2. They don't have an edit line: they share pictures of products mainly
3. They promote their partnerships with celebrities



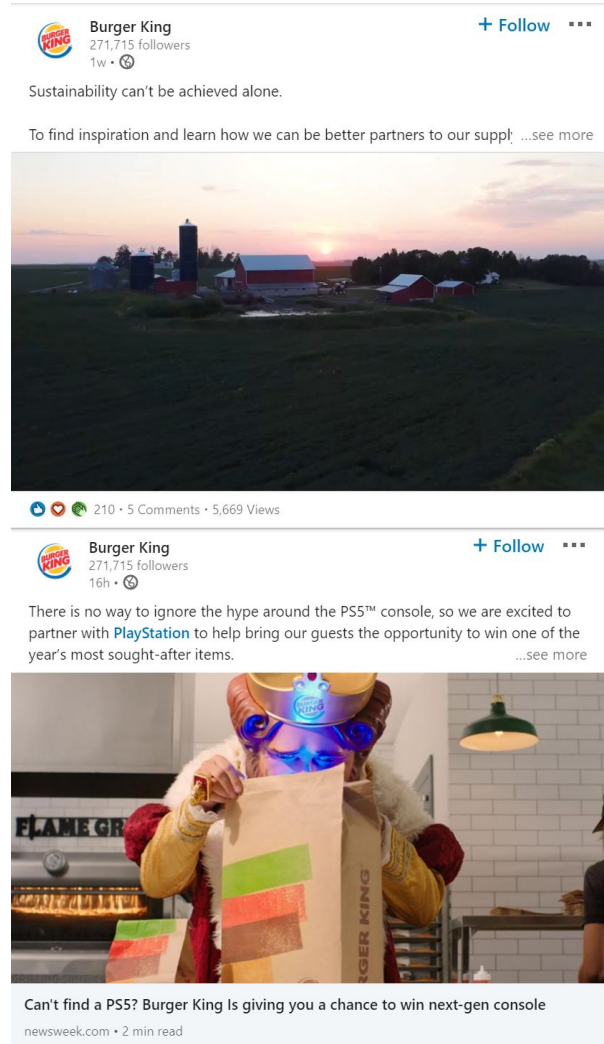
Twitter

1. 1.8M followers, 0.002% engagement rate → Big engagement deficit
2. Communication not very adapted to Twitter :
 - too diverse and randomly published content
 - not very sharp humour
3. No use of Hashtags



LinkedIn

1. 270000 followers, 480 likes and 16 comments/post on average. Engagement isn't so high, but better than its concurrents.
2. Their only content source are other medias, they should also share content from their employees and produce their own content.
3. Graphic line isn't present enough (because the content they share is from other medias).



Youtube

1. 106000 subscribers, +- 50k views/video (ranging from 1k to 3,9M views)
2. Various videos from various campaigns (more of a social “storage” media)



Tik Tok

1. 432 500 subscribers, 2,3M total likes
2. Adapted content from other social media, shared content from users



burgerking ✓

Burger King

S'abonner

126 Abonnements

432.5K Abonnés

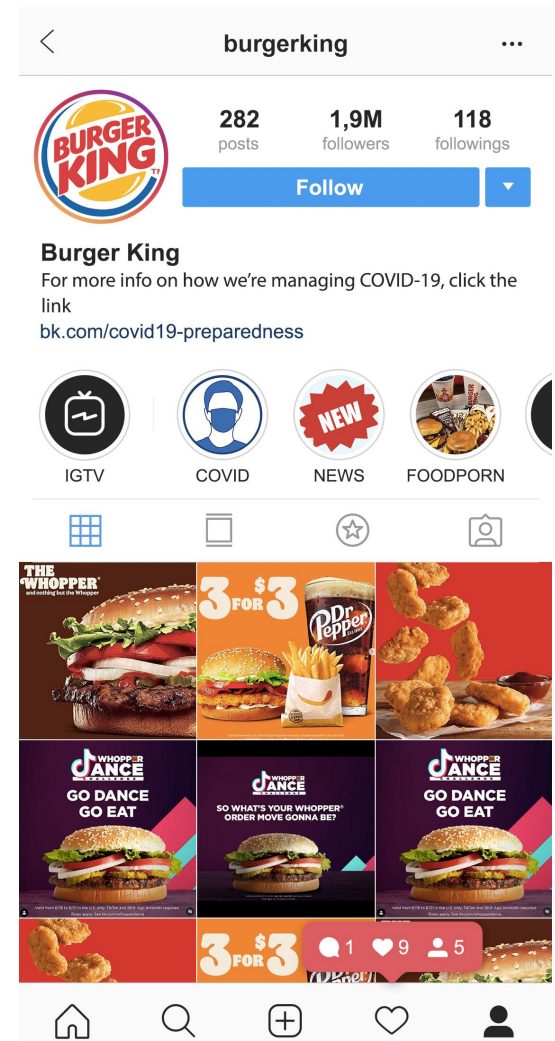
2.3M J'aime

There is no editorial line for
the different social medias
which means that they don't
have a clear guideline on
their use and purpose

Improvement

Instagram

1. Focus on one objective and share the others with other social media
2. Do brand endorsement and partnership
3. Follow the marronnier for a good use of the mascot
4. Create derived product to enhance and reinforce the sense of belonging
5. Post more videos (higher engagement rate)



Facebook

1. Use communication speech link to this social media : for older public than on instagram
2. Follow with more attention the editorial line : events, partnership
3. Create engagement with its community with games or interactions
4. Create derived product to enhance and reinforce the sense of belonging



Twitter

1. Unify its communication on one principal objective
2. Follow a “marronnier” to prepare judicious, humorous publications
3. Make publications with a better use of the mascot.



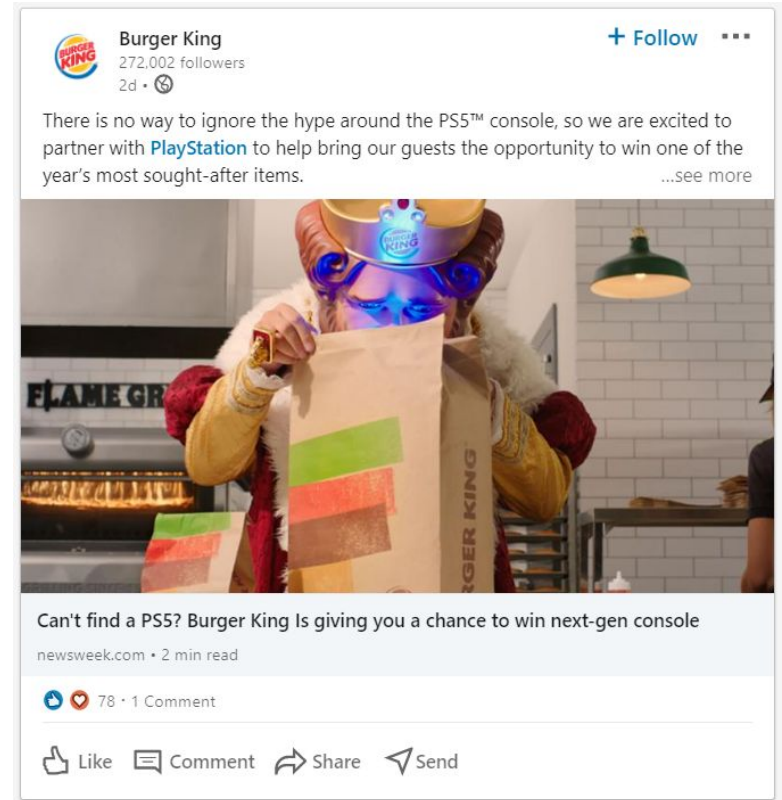
Twitter

4. Trying to engage with Twitter influencers or funny tweets
5. Monitor Top Tweets (TT)
6. Use more Hashtags
7. Make funny tweets more "daring"



Linkedin

1. Use new sources of content (employees)
2. Create a Burger King blog to share content from and to redirect to
3. Share more CSR content (which is popular)
4. Try to “cross share” content with other brands during partnerships



Publication date	Theme	Format	Visual	Hint to hide	Legend	Hashtags
31/11/20	Treasure Hunt	1 picture	King, face down, without his crown		The King has lost his crown. Can you find the daily hint hidden in one of our post on social media and guess where it is? Stay tuned and good Luck !	#WhereIsTheCrown #BKQuest
2/12/20	Treasure Hunt	1 picture	Close up of a Whooper	3	This is not a Whooper. Come get a real Whooper in our restaurants or order it online and get a 2\$ discount!	
4/12/20	Product presentation	1 reel	Show the cooking of the Whooper		Flame-grilled, the best	#FlameGrilled
6/12/20	Treasure Hunt	1 picture	A young lady biting in a burger		, Come get some warmth with the best flame-grilled burger ever!	
8/12/20	Treasure Hunt	1 picture	Presentation of a deal	8	5 pieces for 5\$? Why hesitate?	
10/12/20	World Human Right Day	1 IGTV (2,5 minutes)	Values of BK spotlighted through a short spot with the King		Burher King is a fervent defender of Human Rights. We cherish those values and want to share with you how we apply them in our daily life.	#WorldHumanRightDay
12/12/20	Treasure Hunt	1 picture	Close up of nuggets	N	Come enjoy our free artificial colors, flavors or preservatives nuggets !	
14/12/20	Alabama Day	1 picture	Close up of a burger with the Alabama flag drawn on it		Happy Alabama's day !	#AlabamasDay
16/12/20	Treasure Hunt	1 picture	Group of friend sitting and eating at BK	0	It's always better together	
18/12/20	Treasure Hunt	1 picture	Close up on the Steakhouse King	1	Beef patty, crispy onionsn bacon and steakhouse sauce. Why would you choose something else?	
20/12/20	Treasure Hunt	1 picture	Spotlight on the King Jr Meal		We never forget our junior fans ! For 1\$ extra, get 2 menus instead of one. Available only today in our restaurant or by ordering on our app!	

Use of an editorial calendar

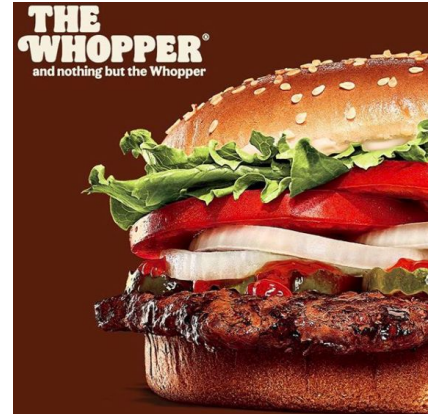
22/12/20	World Orgasm Day	1 carousel (2 pics)	Close up on a woman/man mouth while tasting a burger (that can be seen on their hands)		It's too good to be true	#TooGoodToBeTrue
24/12/20	Treasure Hunt	1 picture	Image related to the location of the crown		Christmas is near now. But how close are you from the King's crown?	#WhereIsTheCrown #BKQuest
25/12/20	Treasure Hunt	1 picture	Pic of the King with its crown back, thanking the community		Thanks to you, the King found his crown just in time! We've dm the 100 first person who found it. Go check to find the reward you well-earned!	#WhereIsTheCrown #BKQuest
27/12/20	Product presentation	1 reel	BK is wearing new year colors and presents its special burger		New Year is getting closer! How about tasting our special burger? Available until the 2nd of January 2021	
29/12/20	Product presentation	1 picture	New Year Special Burger		Chop Chop! Only 5 days left to try this amazing burger! You wouldn't want to miss it, would you?	
31/12/20	New Year Eve	1 reel	Friends ordering the new burger at BK's drive		Happy New Year everyone! Wish you the best for 2021. We haven't forgotten you! That's why we offer a 5\$ discount on every drive ordering. Tonight only!	#HappyNewYear

Use of an editorial calendar

KPIs

Instagram

1. Follows
2. Comments/likes/shares
3. Reach
4. Impression
5. Redirection to the website



Facebook

1. Follows
2. Comments/likes/shares
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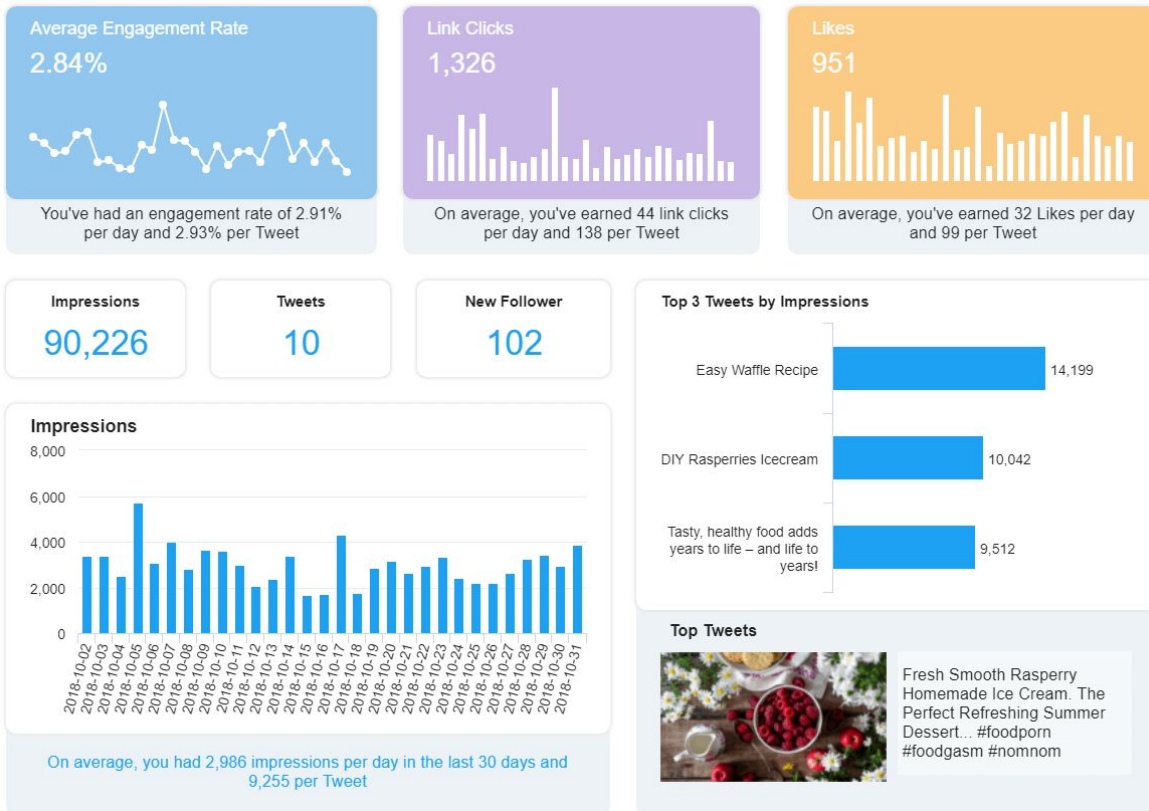


Twitter

1. Followers
2. Profile visits
3. Retweets/Likes/
Mentions/Comments
4. Impression rate
5. Subscriber growth
6. Engagement rate

Tweet Performance Dashboard

last 30 days



LinkedIn

1. Follows
2. Comments/likes/shares
3. Reach
4. Impression
5. Redirection to the website
6. Numbers of corporate articles from other sources



Campaign

The goal

**Make Burger
King's social
media
interdependent**

The concept

**Create a treasure
hunt through the
different social
media**

The visual of the post
to announce the campaign



Type of post



burgerking



Offer valid only on the BK® App or bk.com from 12/2/19 to 1/5/20 when ordering from participating Burger King® restaurants. Fees, taxes, gratuity and other charges may apply. Offer cannot be combined with other offers, discounts or promo codes. Pricing and products may vary from in-restaurant. BK printed coupons not valid on online orders. Delivery vendor terms of service apply.



Conclusion

Main issues of its social media : no proper editorial line and no distinction between the social media

Creation of editorial line proper to each network so they can have their own identity and purpose

Creation of an editorial calendar to follow and organize the posts per network

Creation of a campaign to make the networks interdependent and increase the rate of engagement