

Social Media Management

Burger King

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Yvan Bourel - Capucine Bacqué**

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

Analysis

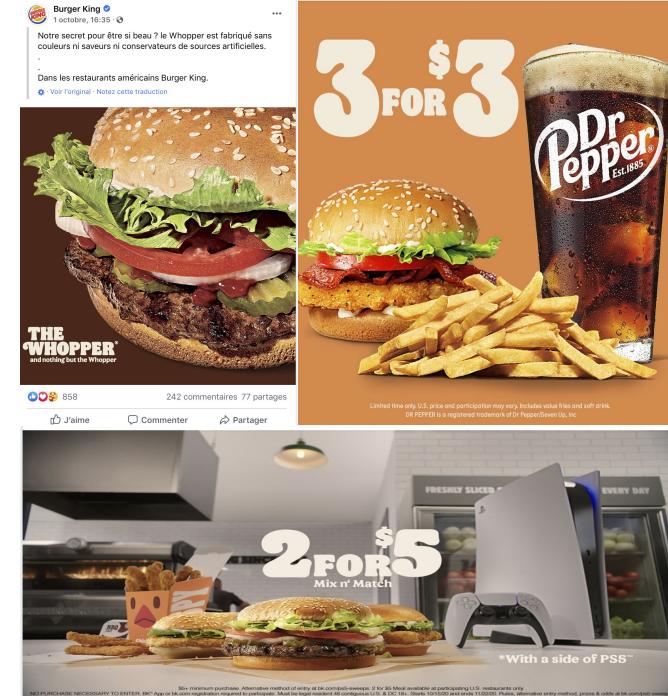
Instagram

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



2 for 5 PS5™

BURGER KING

Suivre

Burger King 

@BurgerKing

the official tweets of Burger King USA.

[Traduire la biographie](#)

 [bk.com](#)  Anniversaire : 23 juillet

 A rejoint Twitter en juillet 2010

3 892 Abonnements 1,8M Abonnés

 Suivi par Darky37, Owned Boula et Hugo69

[Tweets](#) [Tweets et réponses](#) [Médias](#) [J'aime](#)

Burger King  @BurgerKing · 2 j

the King has his hands full. help a guy out by ordering the 2 for \$5 for a chance to win a PS5™ console.

Rules: [bk.com/ps5-sweeps](#)

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).

 Burger King
271,715 followers
1w • 

Sustainability can't be achieved alone.

To find inspiration and learn how we can be better partners to our suppl... [...see more](#)



   210 • 5 Comments • 5,669 Views

 Burger King
271,715 followers
16h • 

There is no way to ignore the hype around the PS5™ console, so we are excited to partner with [PlayStation](#) to help bring our guests the opportunity to win one of the year's most sought-after items. [...see more](#)



Can't find a PS5? Burger King Is giving you a chance to win next-gen console

[newsweek.com](#) • 2 min read

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)



Burger King | Look What The King's Got

44 k vues • il y a 6 jours

Tik Tok

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



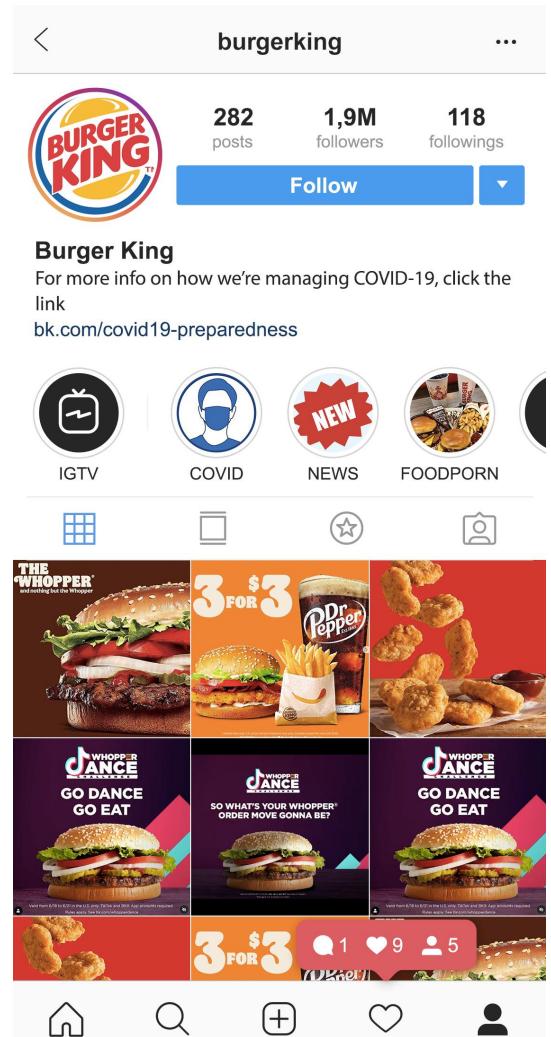
126 Abonnements 432.5K Abonnés 2.3M J'aime

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.



2:15 · 07 oct. 20 · Twitter for iPhone



120 Retweets 25 Tweets cités 1 139 J'aime

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"

Burger King  @BurgerKing · 13 oct.
do Whopper sandwiches normally do this?



0:08 | 3,9 M vues

1,3 k 6,7 k 34,8 k

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

Burger King
272,002 followers
2d • 

+ Follow ...

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  78 • 1 Comment

 Like  Comment  Share  Send

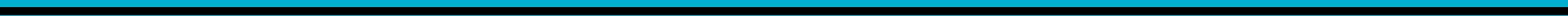
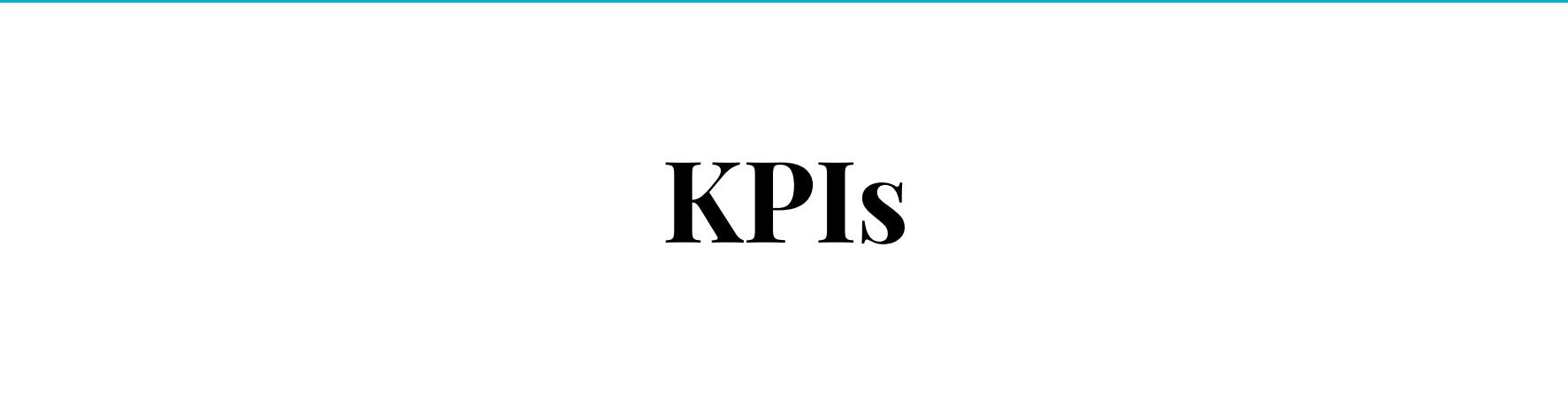
| Publication date | Theme | Format | Visual | Hint to hide | Legend | Hashtags |
|------------------|-----------------------|----------------------|---|--------------|--|------------------------------|
| 31/11/20 | Treasure Hunt | 1 picture | King, face down, without his crown | | The King has lost 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 | | 1 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



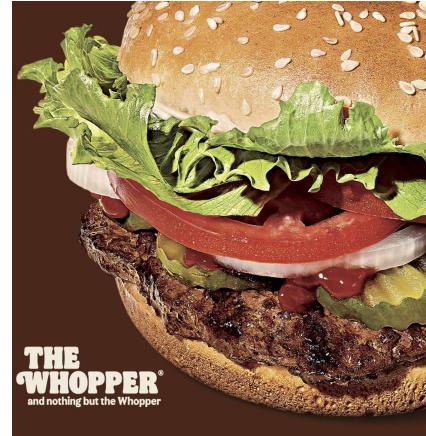
Instagram

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



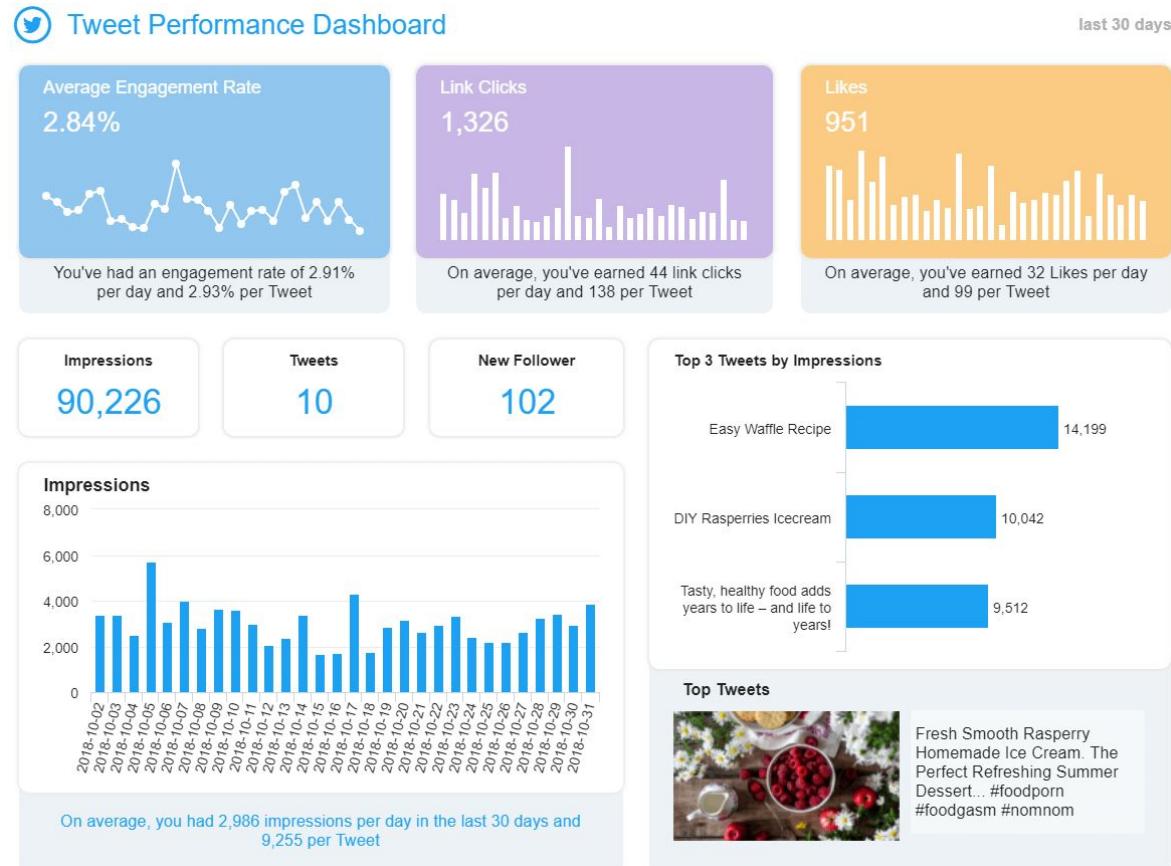
Facebook

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





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



Linkedin

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

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1w • 

[+ Follow](#) [...](#)

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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





burgerking

...

Type of post



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