

KFC Social Media Plan: July 2021

Post Date & Time	Topic	Graphic	Caption	Platform
07/06/2021 10 am	National Fried Chicken Day		It's National Fried Chicken Day! Our BOGO deal on our signature KFC bucket will have you jumping with joy #NationalFriedChickenDay #BOGO	Twitter
07/06/2021 10 am	National Fried Chicken Day		It's National Fried Chicken Day! Our BOGO deal on our signature KFC bucket will have you jumping with joy #NationalFriedChickenDay #BOGO	Instagram
07/10/2021 12 pm	7 Eleven Day Partnership		You asked, we listened! We are proud to officially announce our partnership with @7eleven for National 7 Eleven Day! Use a KFC Bucket to fill up your Slurpee and post a pic using #DreamTeam and we will retweet our favorite ones	Twitter
07/10/2021 12 pm	7/11-Day Partnership		You asked, we listened! We are proud to officially announce our partnership with @7eleven for National 7 Eleven Day! Use a KFC Bucket to fill up your Slurpee and post a pic using #DreamTeam and we will share our favorite ones on our story	Instagram
07/22/2021 5pm	Pick a Twitter Fight with Wendy's	N/A	Hey @Wendys you fried chicken sandwich has nothing on us	Twitter

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- The intended audience is new and existing audiences in between the ages of 16-55 that are active on social media, specifically those who like chicken and do not have dietary restrictions (like vegans and vegetarians). The goal is to take advantage of people's hunger needs and convince them to eat at KFC for their next meal. I my two platforms strategically. Younger people are typically more active on social media and since this campaign will be conducted primarily through social media, Twitter and Instagram are the best bet. This way, the odds of going viral are increased.
- I recommended the number of times to post should stay between three to seven times a month. KFC does not appear to have a set social media schedule, so I thought it would be best to keep it at that. I chose specific days to post on that are significant to the company's brand and designed posts that coordinated with that.
- My plans and posts encourage two-way communication by having people send pictures of themselves using the company's products and reposting them. By doing this, KFC is building a relationship with its audience.
- One thing that surprised me was how few images of Slurpee's there are on the internet. I had a very specific idea for my 7 Eleven and KFC post, but I could not execute it the way I wanted because of the lack of high-quality images. Instead, I had to go in a different with my post.
- One thing I learned about social media from completing this assignment is how much truly goes into forming a brands image. KFC has a very strong reputation, and they did not get to where they are now by posting haphazardly.