



THE BARTRAM SOCIAL MEDIA AUDIT THE AGENCY AT UF

Introduction

The Agency at UF has evaluated The Bartram's social media accounts across Instagram, Facebook, Twitter and Pinterest. The team conducted research on each of the social platforms. Through this research, we have compiled the following insights and recommendations in this social media audit.

Executive Summary

INSTAGRAM AUDIT

[@TheBartramGainesville](https://www.instagram.com/TheBartramGainesville)

Executive Summary

The Bartram can get a lot out of being active on Instagram by creating a bond with their residents. Posting pictures of residents, pets and activities on a consistent basis displays the benefits of the apartment complex in a personable and interactive way. The Instagram account needs to work on posting consistently, finding an aesthetically pleasing way to share information and increasing engagement.

Types and tones of posts

- Promotional but fun tone
- Shows off the activities and events at The Bartram
- Positive and informative

Content

- Main topics
 - The Bartram's property, its facilities, amenities, etc.
 - Seasonal activities to participate in and pictures from past events
 - Lots of dog pictures (so cute!)
- Frequency
 - Last post was on October 29, 2020
 - Before Oct. 29th, they were active for a few months and then absent for a few months; not consistent
- How The Bartram's Instagram compares to other platforms
 - The content is very cute and not too "in-your-face" promotional
 - Almost all of the same content on the FB and IG pages
 - Posts perform noticeably better on IG
 - Noteworthy considering IG has about 300 less followers than the FB page



Audience engagement

- Patterns/trends
 - Low engagement
 - Little to no comments

The Bartram metrics for Instagram

- Followers
 - 497 followers
- Average number of likes (based on 5 most recent posts)
 - Avg: 26.6 likes per post
- Average number of comments (based on 5 most recent posts)
 - Avg: 0.4 comments per post

Key findings

- Negatives
 - Posting is inconsistent
 - There is no theme or aesthetic present
- Positives
 - Lots of photos of residents, pets and activities that make the account fun and personable
 - Great tone (casual and inviting)

Challenges

- Need to raise engagement with posts
- Become active again

Opportunities (Same as Facebook)

- Develop brand guidelines and adhere to them when developing content and graphics and writing copy
 - Or if guidelines already exist, adhere to brand standards outlined in the guidelines
- Take updated photos and videos of the property
- Utilize user-generated content (UGC) to feature high-quality content related to The Bartram from current residents
- Share resident testimonials in an authentic and storytelling manner

FACEBOOK AUDIT

[@TheBartramGainesville](#)



Executive Summary

There is a valuable opportunity for The Bartram to better connect with its audience on Facebook by posting more reaction-worthy content, such as testimonials and relevant photos from residents, on a more frequent and consistent basis. In addition, The Bartram has the opportunity to make its brand image more cohesive through the implementation of more strategic brand guidelines that will help guide the tone of copy for posts, color and fonts to use for graphics, etc. Their Facebook page already utilizes a positive, relatable and somewhat promotional tone that provides a good foundation for them to build upon. The following is a summarization of findings related to the Facebook page for The Bartram.

Types and tones of posts

- Good mix of evergreen and campaign/ seasonal content
- Positive and somewhat promotional tone
- Photos of the property, amenities and events hosted at The Bartram
- Photos of residents, pets (including some reposted user-generated content)

Content

- Main topics
 - The Bartram's property, its facilities, amenities, etc.
 - The lifestyle that The Bartram offers
 - Why someone would want to live at The Bartram
- About Page
 - Brief description of The Bartram, its purpose and value
 - Includes contact information
 - Links to Instagram page
- Frequency
 - Inconsistent
 - Posted on a more consistent basis during Summer 2020 but has since become more sporadic and random
- How The Bartram's Facebook compares to other platforms
 - Almost all of the same content on the FB and IG pages
 - Posts perform noticeably better on IG
 - Noteworthy considering IG has about 300 less followers than the FB page
- Photos
 - Residents, their pets, amenities, property, contests, etc.

Audience engagement

- Patterns/trends
 - Low post engagement
 - Less than 5 likes on a majority of the posts
 - No comments or shares



The Bartram metrics for Facebook

- Page likes
 - 782
- Page followers
 - 795
- Average post performance
 - 3-5 likes
- Average comments per post
 - 0 comments
- Average reacts per post
 - 0 shares

Key findings

- Lack of consistent visual aesthetic
 - Consider developing/ implementing brand guidelines (standards for fonts, colors for graphics, etc.)
- Low engagement
- Maintain positive and approachable tone
- Continue to showcase personable content (such as photos of actual residents enjoying The Bartram's features, their pets, etc.)
- Avoid stock photos where possible

Challenges

- Need to gain more of a following in order to have more post engagement and drive traffic to page
- Need to gain followers that fall within The Bartram's target audience/ customer
 - Grad students and young professionals
- Acquire more digital assets (photos and videos) that don't look like stock photography or overly staged and inauthentic

Opportunities

- Develop brand guidelines and adhere to them when developing content and graphics and writing copy
 - Or if guidelines already exist, adhere to brand standards outlined in the guidelines
- Take updated photos and videos of the property
- Utilize user-generated content (UGC) to feature high-quality content related to The Bartram from current residents
- Share resident testimonials in an authentic and storytelling manner



TWITTER AUDIT

[@TheBartram](#)

Executive Summary

Twitter is a great marketing tool if used at its full potential. The Bartram has not been active in over a year and has very low engagement. Consistent tweets full of professional but personable content will help improve The Bartram's Twitter status. In the past, they have liked controversial/divisive political tweets from newspapers, magazines and politicians that may cause possible followers to take a step back and unfollow. The Bartram should stay politically neutral.

Types and tones of posts

- The Bartram retweets posts from University of Florida accounts (e.g. Sustainability UF, UF Health Cancer Center, Gators Football, etc.)
- Tweets are identical to the content from Instagram and Facebook
- Positive, casual tone -- lots of emojis

Content

- Informative about upcoming events through The Bartram and in the Gainesville area
- Posts about amenities and happy residents
- Inactive since September 2019
- Not much engagement -- same posts as those on IG, however, the IG posts perform better

Audience engagement

- Patterns/trends
 - Very low engagement
 - Typically less than 2 retweets and/or likes combined

The Bartram metrics for Twitter

- Followers
 - 146 followers
- Average number of likes per tweet
 - 0.4 likes per post
- Average number of retweets
 - 0 retweets
- Average number of replies
 - 0 replies

Key findings

- Very low engagement
- Content is almost identical on all platforms



- High use of hashtags and emojis
- Retweets content from UF and Gainesville-related accounts
- The Bartram likes a lot of pro-Trump political tweets (not a good idea...)

Challenges

- Need to raise engagement
- Post consistently about upcoming events, highlight model residents and show off amenities
- Remember: Followers can see which tweets are liked by the account; do not click like on political content

Opportunities

- Create a more consistent posting schedule
- Create an aesthetic
- Share resident testimonials
- Be active in liking, commenting and retweeting other tweets from the UF/Gainesville area

PINTEREST AUDIT

[@TheBartram](#)

Executive Summary

In its current state, The Bartram's Pinterest account does not add much value to The Bartram's social media presence. However, Pinterest could be a good opportunity for The Bartram to connect with its audience in a more relatable and "fun" way. Outdated content on its profile should be removed and boards updated to be more relevant and modern. Aside from updated photos, they could include video pins as well as upload content that goes along with what's trending on Pinterest. If they choose to do this, they should also spread awareness of their Pinterest account to increase their following and audience engagement. The following is a summarization of findings related to the Pinterest account for The Bartram.

Content

- Frequency
 - Very outdated content
 - Photos look outdated and as if renovations have been completed since then
 - Last pin/ post was 3+ years ago
 - Profile picture is the old Bartram logo
- Voice
 - Friendly, casual, helpful
- Tone
 - Positive, upbeat



- Content Quality
 - Outdated photos of The Bartram
 - Boards are useful but contain some content that is not relevant anymore/ could be improved
 - i.e. There are some boards about decor ideas, but popular decor styles have evolved in the last few years.
- Original Post Types
 - Photos of the Bartram's property, facilities and amenities
- Board Types
 - DIY projects
 - Decor ideas
 - Outfit inspiration for residents for events hosted at The Bartram
 - Recipes
 - Pet tips and care ideas

Audience engagement

- Without the ability to see native analytics within The Bartram's account, there is no way to see what type of content is outperforming others in terms of profile clicks, clicks per post, etc.
- No comments on any posts

The Bartram metrics for Pinterest

- Monthly viewers
 - 34
- Followers
 - 40
- Following
 - 58
- Total pins
 - 558
- Total boards
 - 32

Key findings

- Photos of The Bartram were outdated
- Outdated profile picture
- Utilizing Pinterest for The Bartram is a great idea, however it needs to be revamped.

Challenges

- Spread awareness of Pinterest to their account.



- Acquire updated digital assets (photos and videos) that don't look like stock photography or overly staged and inauthentic

Opportunities

- Update profile picture to match other platforms.
- Delete all old boards and start from scratch.
- Limit number of boards to prevent the boards from becoming overwhelming.
- Create video pins. According to Pinterest, its users crave video with 75% saying they're likely to watch videos about topics that interest them, compared to 55% of people on other platforms.
- Use Pinterest Trends to help predict search and provide insight into future content. The Bartram can seed content to match those search trends and push impressions to the page.