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Social Media Audit and Strategy  
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**Audit**

What Channels are they on?

Twitter, YouTube, and Instagram. On Twitter they post about five times a week and retweet something about everyday.

How often are they posting?

On Twitter they post about five times a week and retweet something about everyday. Usually between every ten and twelve hours. On YouTube they post about once a week. On Instagram they post about once a day.

- What type of content are they using?

Mostly photos of their products with the occasional video that talk about their car or products. Some detail cool things the cars can do while others are facts about safety.

- What is their target audience?

They want to target the middle class eventually but due to their types of products they are only targeting the upper middle class and upper class.

- Other notes about their current strategy

Sometimes utilize humor and satire in their posts to seem very laid back and nonchalant.

## **Strategy**

- Overall Social Media Strategy
  - What is their target audience?

Anyone with money. They want to target the middle class eventually but due to their types of products they are most-recently only targeting the upper middle class and upper class.

- What channels should they be on?

Probably Facebook to target older audiences but they deleted their Facebook account.

- What is the best type of content to reach their audience?

Videos of their cars and what they can do. Really simple videos that demonstrate their vehicles' abilities on a level where everyone can understand.

- How often should they be posting?

Once a day at least in total, with breaks in between larger projects.

- Any other notes about strategy

Utilize different types of content to keep the audience engaged and to make them want to stay updated with our company.

- Create a 1 month content calendar. For each post you need the following info:
  - Channel
  - Type of content (video, GIF, image, post)
  - Theme of content
  - Target audience

Month	Channel	Content Type	Theme	Audience
1	Insta	Pic	Brand A picture of our brand logo. Just a normal post that is targeted towards everyone.	Everyone
2	Insta	Pic	Product picture A picture of one of our new vehicles.	Rich people
3	Insta	Short vid	Car video Showcases details of the vehicle	Guys who like cars
4	Insta	Pic	Product picture New vehicle	Rich people
5	Insta	Pic	Brand A repost of our brand logo to keep our audiences updated	Everyone
6				
7	Insta	Short vid	Safety video On how our vehicles' safety features work	Parents
8				
9	Twitter	Tweet	Safety fact About our vehicles	Parents

10	Twitter	Tweet	Cool fact About how the company is doing as a whole	Teens
11	Twitter	Gif	Pertains to cool fact Probably funny	Teens
12				
13	YouTube	Video	Awesome brand promo An update on our company with a new company vid	Everyone
14				
15	Twitter	Tweet	Brand news An update on how our new vehicles are doing in the market	Everyone
16	Twitter	Tweet	Teaser for product A new product that will be released in the future	Potential buyers
17				
18				
19				
20				
21	YouTube	Big Video	Product reveal A big new reveal with awesome effects	Tesla buyers
22				
23	YouTube	Video	Product usage and response	Tesla buyers
24				
25	Insta	Short vid	Cool product video on something that is not a car, possibly solar panels	Car owners
26	Insta	Short vid	Cool product video possibly on clean energy storage	Car enthusiasts

27	Twitter	Pic	Celebrity endorsement from Owe Wilson and Samuel L. Jackson	Teens
28	Twitter	Pic	Brand news update with facts on how our other products are doing	Everyone
29				
30				
31	YouTube	Video	Month recap with everything significant that happened in the company	Investors