

SOCIAL MEDIA AUDIT

PRESENTED TO

BUSTED KNUCKLES



<http://bustedknucklesinc.ca/>

JANUARY 22, 2018



	BUSTED KNUCKLES INC.	
	Social Media channels are great platforms you can utilize to build your community online. The following links to your existing profiles online.	
	FACEBOOK URL:	https://www.facebook.com/Bustedknucklesinc/
	TWITTER URL:	Not Found
	LINKEDIN URL:	Not Found

BUSINESS INFORMATION			
BUSINESS NAME:	Busted Knuckles Inc.	EMAIL:	bustedknucklesinc@gmail.com
ADDRESS:	144 South Railway Street Okotoks, Alberta, Canada	WEBSITE:	http://bustedknucklesinc.ca/
PHONE:	(403) 995-7200	BUSINESS TYPE:	Automotive Repair Shop

SOCIAL MEDIA STRATEGY: OVERVIEW	
CHANNEL ROLES	
FACEBOOK	<p>✓ EXISTING PROFILE TAKE PRECAUTIONS</p> <p>We recommend using Facebook as your main platform to grow your following and promote your brand. With millions of users accessing Facebook every day, you will be able to target your customers and direct your content to them. They utilize an advanced targeting platform that helps you determine your target market. Although you aren't selling weapons, Facebook's bots might potentially flag your account due to your logo that may be detected as a violation of the following ad policy:</p> <ul style="list-style-type: none"> • Weapons, Ammunition, or Explosives: Weapons of any kind, including pepper spray, knives, tasers, or weapons intended for self-defense
LINKEDIN	<p>X NOT RECOMMENDED</p>
	<p>LinkedIn is the platform for business professionals. A company on LinkedIn is optimized to help you hire professionals from your industry and provide company updates. If your main objective is to increase engagement and generate sales, we recommended utilizing Facebook instead.</p>
TWITTER	<p>✓ RECOMMENDED</p>
	<p>Twitter is a platform that should be used to constantly update users about the recent news and trends in the industry or business itself. You can use this platform to demonstrate your knowledge about the automotive industry — share articles, images, and more.</p>

BUSTED KNUCKLES INC.

USERNAME: [@Bustedknucklesinc](#)

CALL-TO-ACTION: Learn More

LINK: [Website](#)

PAGE DETAILS AND RECOMMENDATIONS



PROFILE PICTURE:

FOUND

Increase brand awareness by using a high-quality image of your logo as profile picture. Use this across all Social Media channels so online users can easily recognize your brand. Resize to the recommended dimensions of the round profile pictures; this limits your logo from getting cropped off when your posts get displayed on the News Feed.

COVER PHOTO:

FOUND

Choose a high-quality image of your finished products; avoid cropping them off to showcase the quality of your products and services. Use a high-quality image of your logo. You can also add your tagline and contact details to prompt users to get in touch with you. To make sure text and other elements are visible, add banners and gradients that uses your brand colors. Lastly, resize it to the recommended dimensions by Facebook.

PAGE INFORMATION

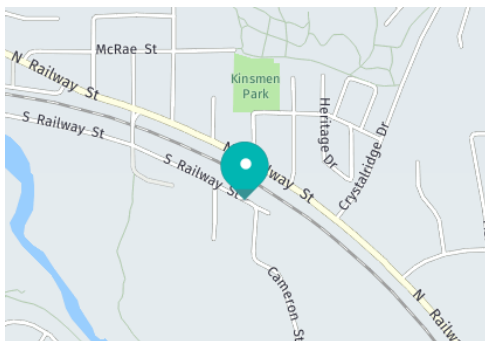
ABOUT:

FOUND

For all your automotive needs, we specialize in Custom Vehicles and Hot Rods. We take on the projects no one else want too.

STORY:

NOT FOUND



CONTACT INFORMATION

PHONE: **FOUND** (403) 995-7200

WEBSITE: **FOUND** <http://bustedknucklesinc.ca/>

EMAIL: **NOT FOUND**

LOCATION: **FOUND** 144 South Railway Street Okotoks, Alberta, Canada

PAGE ACTIVITY			
PAGE PERFORMANCE		OVERALL RESPONSIVENESS	
PHOTOS:	83%	Can users post? Facebook is an amazing channel for fans to interact with their favorite brands. Allowing users to post to a page is the first step in increasing engagement.	YES
STATUS:	8%	Response Rate A Page should be able to respond to most user posts. A high response rate is indicative of a responsive brand. Target 50% and above for better results.	N/A
VIDEOS:	8%	Response time Facebook users demand fast responses. A page should try to reduce the time between a user post and its answer. The optimal time is within 24 hours.	N/A
POSTS PER DAY			
0.4	MODERATE	Posts per day A Facebook page should optimize its number of posts per day in order to increase user engagement. Posting too little or too much can damage engagement.	
1	GOOD	Events Events from Facebook are a neat way to interact with the community. When creating events, it is important to communicate an attractive message, be creative!	
1	GOOD	Native Facebook videos Native Facebook Videos are the most engaging type of content on Facebook. Pages that take advantage of them are very likely to improve their overall engagement level among their followers.	
65	GOOD	Average post length The length of a post matters. Our research shows that posts whose length ranges between 40 - 100 characters on average will produce more engagement with users.	
ENGAGEMENT			
1		69	
People Talking About Your Page Measures how many people have interacted with a page or its content, in any way, over the last seven days.		Total Page Likes Measures how many people liked your page since you've created the page. This does not pertain to the number of people who follow your page.	
		1%	
		Engagement Rate Engagement rate is calculated by dividing the Page's PTAT with the total number of Likes.	

FACEBOOK POSTS

SAMPLE POST:



RECOMMENDATIONS:

Boost your posts.

Promote your posts to your target market. Facebook has a great audience platform that can help you identify the interests and behaviors of your client.

Create a template.

Use a template for all posts. Add your logo or a watermark. Base the design of your template on the brand colors and website design.

Use 1-2 hashtags.

Use hashtags sparingly. Increase post performance by keeping your captions engaging, short, and direct.

Review the length of your posts.

Limit your character count to 480 characters or fewer. Despite Facebook's limit of 63,206, a short caption helps your posts look better across all devices.

Use call-to-actions.

Direct them to your website or provide your contact number. Invite them to participate and respond to your posts.

Try Promoted Page Ads to gain more likes.

Allot a monthly budget to promote your page to your target audience. This will help increase the number of your followers.

OTHER SOCIAL MEDIA ACCOUNTS

PAGE DETAILS AND RECOMMENDATIONS

PROFILE PICTURE:	Keep your profile picture consistent across all Social Media channels to increase brand retention. Use a high-quality picture of your logo. Resize to the recommended dimensions of the round profile pictures; this limits your logo from getting cropped off when your posts get displayed on the News Feed or timeline.
TWITTER HEADER PHOTO:	Create a header photo for Twitter. For increased brand retention, make them consistent across all Social Media channels. Use a high-quality image of your products such as customized cars or motorbikes together with your tagline to help users identify your services. Take into consideration that Twitter scales your header depending on the device used. Follow the Twitter header photo recommended dimensions. If you are optimizing for both mobile and desktop, ensure that the text is not cropped out when viewed from the desktop perspective.

TWITTER RECOMMENDATIONS

PAGE NAME:	Busted Knuckles Inc.	RECOMMENDATIONS: Choose a Twitter handle from the selection. If you want to use your preferred handle, please advise so the availability of the username can be verified.
HANDLE:	@BustedKnucklesInc @BustedKnucklesInc_CA @BustedKnuckles_CA	
BIO:	Busted Knuckles is a family-owned business that has been specializing in the design, build, and customization of motorcycles since 1994.	
LOCATION:	144 South Railway Street Okotoks, Alberta, Canada	
WEBSITE:	http://bustedknucklesinc.ca/	

Note:

All posts for Twitter are optimized for Facebook. They will follow the 1200x628 dimensions, and the content (captions, copies, graphics) will be retained. All captions will be shortened to Twitter's limit of 280 characters.

COMPETITOR RESEARCH

We analyzed your competitors to show possible opportunities for growth which would then focus our strategy for your brand.



SMOTO CUSTOM & AUTO

POSTS BREAKDOWN		PAGE AND POST ACTIVITY		PAGE LIKES
PHOTOS	100%	POSTS PER DAY	0.1	201
NOTES	0%	PEOPLE TALKING ABOUT YOUR PAGE	1	
VIDEOS	0%	ENGAGEMENT RATE	0%	



ILL-FATED KUSTOMS

POSTS BREAKDOWN		PAGE AND POST ACTIVITY		PAGE LIKES
PHOTOS	88%	POSTS PER DAY	0.8	852
NOTES	0%	PEOPLE TALKING ABOUT YOUR PAGE	26	
VIDEOS	12%	ENGAGEMENT RATE	3%	

TARGET DEMOGRAPHIC



The following information you initially provided allows us to create the content calendar for your intended audience. This information is important as it dictates the methodology and approach that we will use to engage your market.

PROPOSED AUDIENCE 1		PROPOSED AUDIENCE 2	
GENDER:	Male	GENDER:	Male
LANGUAGE:	English (All)	LANGUAGE:	English (US)
AGE:	25-65+	AGE:	25-65+
POTENTIAL REACH:	30,000	POTENTIAL REACH:	28,000



OKOTOKS, ALBERTA



OKOTOKS, ALBERTA

This audience targets male Facebook users who display a keen interest in motorcycle brands from the pages they like, such as Harley-Davidson, Ducati, Honda, in addition to their interest in auto detailing services. These people are also engaged shoppers in Facebook, making them highly likely to respond to your ads through call-to-action buttons.

This audience is optimized to reach male Facebook users showing a high interest in pages related to the automotive industry; this includes pages of popular car brands and auto detailing services, as well as related media. These people are also engaged shoppers who made payments using Facebook in the last 90 days.

Due to privacy laws in Canada, particularly the [Personal Information Protection and Electronic Documents Act \(PIPEDA\)](#), hypertargeting Facebook users based on their behavior towards the auto industry is unavailable for your region. This limits us to create a primarily interest-based targeting, layered with user behaviors and engagement with Facebook ads. [Read more.](#)

AUDIENCE OVERLAP



TOTAL AUDIENCE SIZE:

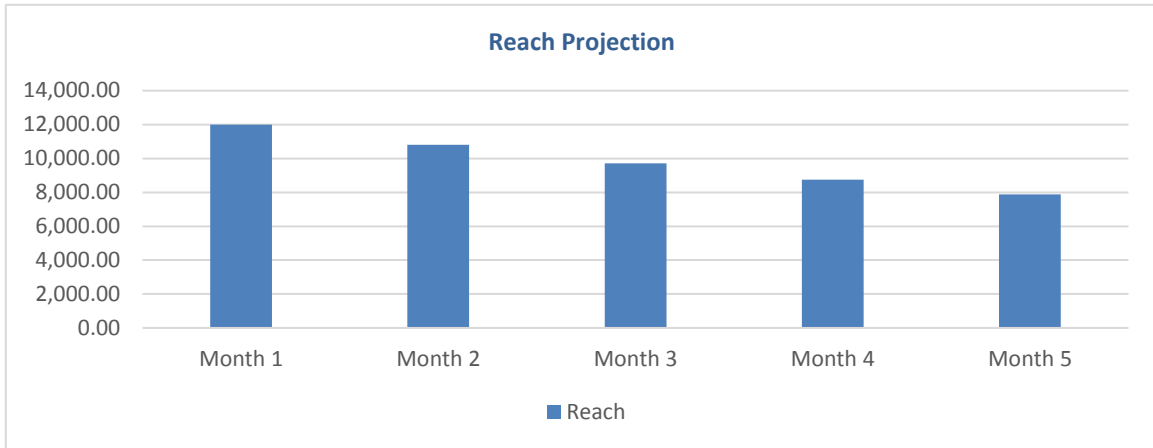
58,000

Total Audience

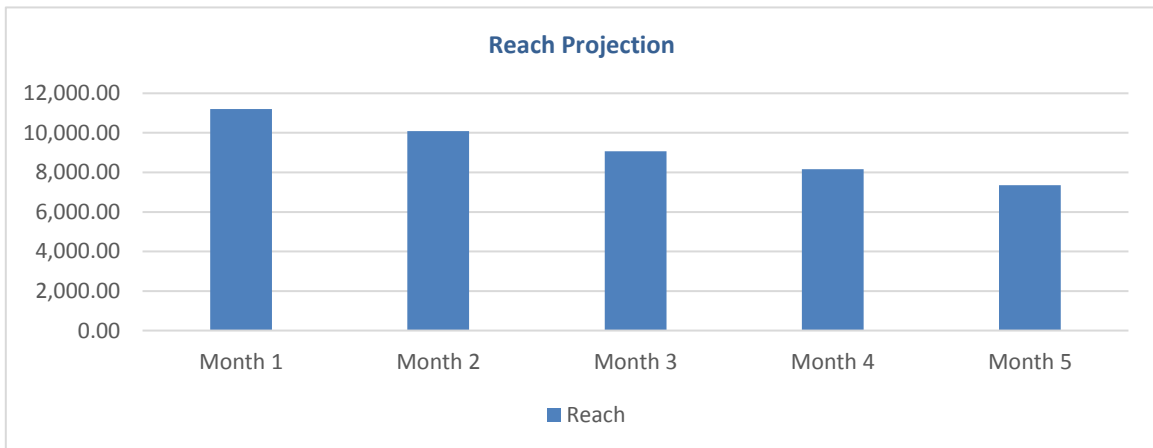
The total audience is calculated based on Facebook's Overlap tool. We measure the duplication of audience targets and set the unique audience.

FACEBOOK OBJECTIVES

PROPOSED AUDIENCE 1

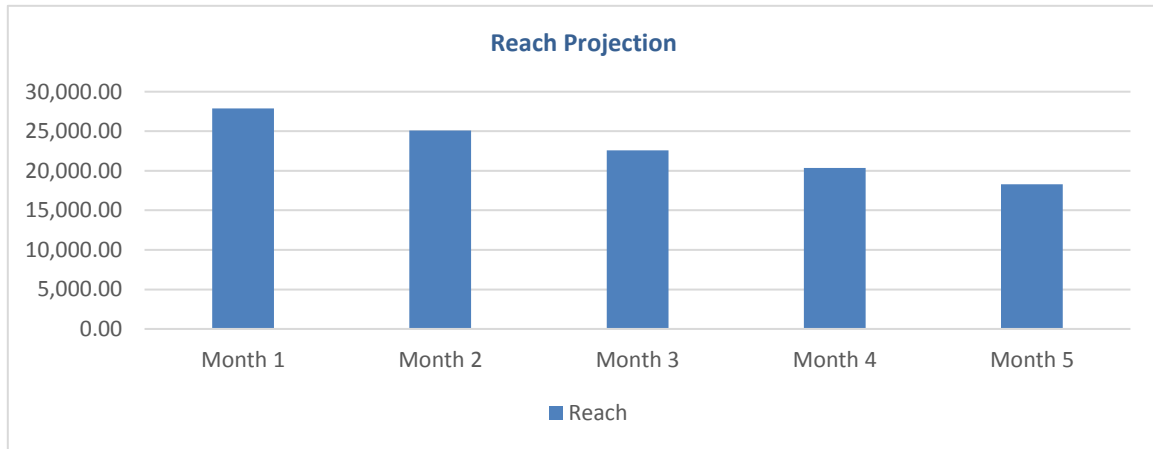


PROPOSED AUDIENCE 2



FACEBOOK OBJECTIVES

CAMPAIGN OBJECTIVE: AWARENESS



FREQUENCY TARGET:

4

BASE SUFFICIENCY GOAL:

100% saturation in 5th month

Our Frequency Target is based on established historical research in the industry that demonstrates at least 4 times exposure to the brand before forming a recall.

BUDGET ALLOCATION FOR FACEBOOK

FACEBOOK ADS	We will create two Facebook ads to promote your business every month. Your budget will be divided equally per ad.	\$30.00
POSTS BOOSTS	Each post will have a boosting budget to guarantee reach and impressions. Your budget will be divided equally per post.	\$30.00
PAGE PROMOTION	Your page followers contribute towards getting organic reach. They help determine how your target market is responding to your content and page. Stands for	\$15.00
TOTAL BUDGET ALLOCATED		\$75.00

SOCIAL MEDIA STRATEGY: BUDGET ALLOCATION

TARGET BUDGET: \$150 (HIGH BUDGET)

BUDGET ALLOCATION FOR FACEBOOK

ESTIMATED DAILY REACH

FACEBOOK ADS	\$60.00
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We will create two Facebook ads to promote your business every month.

POSTS BOOSTS	\$60.00
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Each post will have a boosting budget to guarantee reach and impressions.

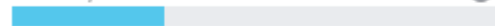
PAGE PROMOTION	\$30.00
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TOTAL BUDGET ALLOCATED	\$150.00
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Estimated Daily Results

Reach

440 - 2,700



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

TARGET BUDGET: \$40 (LOW BUDGET)

BUDGET ALLOCATION FOR FACEBOOK

ESTIMATED DAILY REACH

FACEBOOK ADS	\$15.00
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We will create two Facebook ads to promote your business every month.

POSTS BOOSTS	\$15.00
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Each post will have a boosting budget to guarantee reach and impressions.

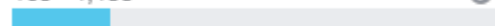
PAGE PROMOTION	\$10.00
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TOTAL BUDGET ALLOCATED	\$40.00
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Estimated Daily Results

Reach

180 - 1,100

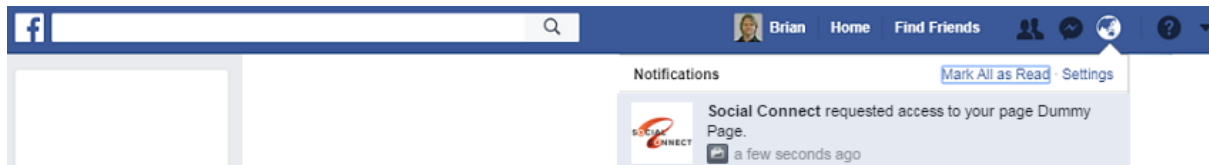


The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

ACCESS TO SOCIAL MEDIA ACCOUNTS

FACEBOOK

1. Log in to your Facebook account.
2. Check your notifications. Find and click on this notification:


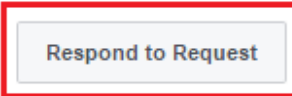


Social Connect is the Business Manager we use to manage all Facebook page and ad accounts. This allows us to run your ads, promote pages, and boost posts.

3. The notification will lead you to your Page Settings. Scroll down to your Pending Partner Requests and click Respond to Request.



Pending Partner Requests

Accept or decline requests from businesses who have asked to work on your Page. If you approve the request, they'll be able to assign these roles to other people in their business to help you manage your Page.

	Social Connect Roles requested: Admin, Editor, Moderator, Advertiser, Analyst	
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4. Click Give Social Connect access to my Page.

Please confirm that you work with this Business Manager and that you want to give it access to your Page.

	Give Social Connect access to my Page I work with Social Connect.
	Don't give Social Connect access to my Page I don't work with Social Connect.

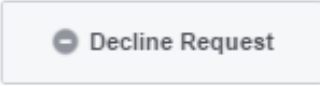

ACCESS TO SOCIAL MEDIA ACCOUNTS

5. Choose Approve Request.

Approve Page Access? 

Please confirm that you want to give **Social Connect** access to your Page **Dummy Page**.

Dummy Page
to
Social Connect

ACCESS TO SOCIAL MEDIA ACCOUNTS

TWITTER

1. Provide the username and password used to log in to your Twitter account.
2. There are instances when Twitter may ask for a confirmation code. Twitter adds this extra layer of security to stop other users from accessing your account.

Check your email

In order to protect your account from suspicious activity, we've sent a confirmation code to
Enter it below to sign in.

Confirmation code:

Submit

[I didn't receive the email](#)
[Report a problem](#)

3. The confirmation code will be forwarded to your email address. Forward this confirmation code to us so we can access your account.
4. Twitter sometimes asks for your phone number. If this is a different number from the one in your intake form, please inform us.

Help us keep your account safe.

Verify your identity by entering the phone number associated with your Twitter account.

[Why am I being asked for this information?](#)

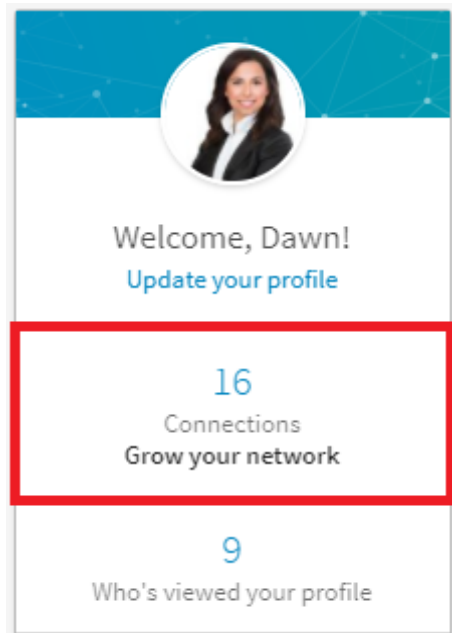
Hint: **Your phone number ends in 58**

ACCESS TO SOCIAL MEDIA ACCOUNTS

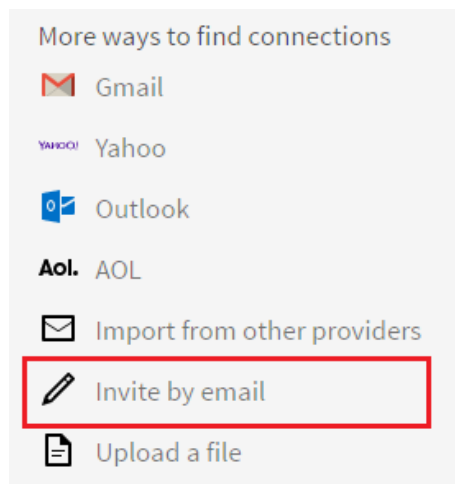
LINKEDIN

Follow these steps to grant us access to your LinkedIn Company Page. If we have already added you as a contact, please proceed to step 3.

1. From the home page by the left sidebar, find Connections:



2. Choose Invite by email from the right sidebar.



ACCESS TO SOCIAL MEDIA ACCOUNTS

3. Add our account (dawnhaskins08@gmail.com) and click Continue.

Directly invite your email contacts to connect on LinkedIn

Enter email addresses here, separated by comma

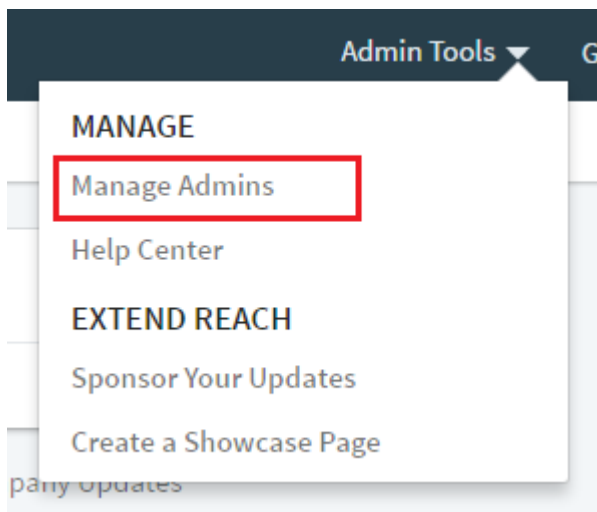
Continue



4. Once we're connected, choose "Me" from the top navigation bar.



5. Choose the designated Company Page in the drop-down menu.
6. From your Company Page, click Admin Tools from the top bar and choose Manage Admins.



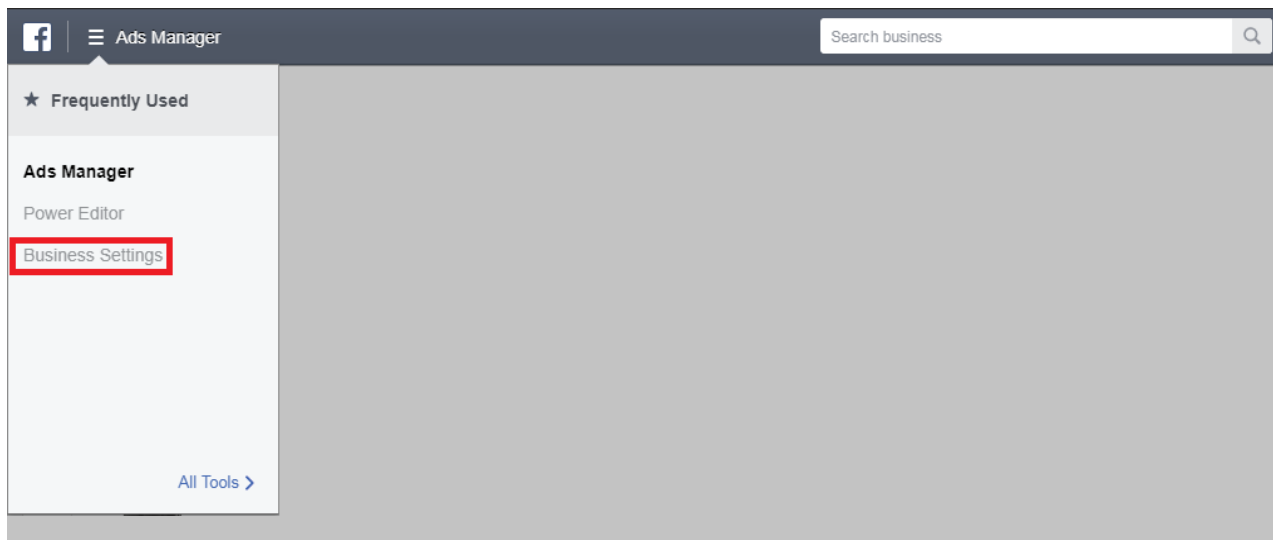
7. Choose our account and save the changes.

ACCESS TO FACEBOOK AD ACCOUNT

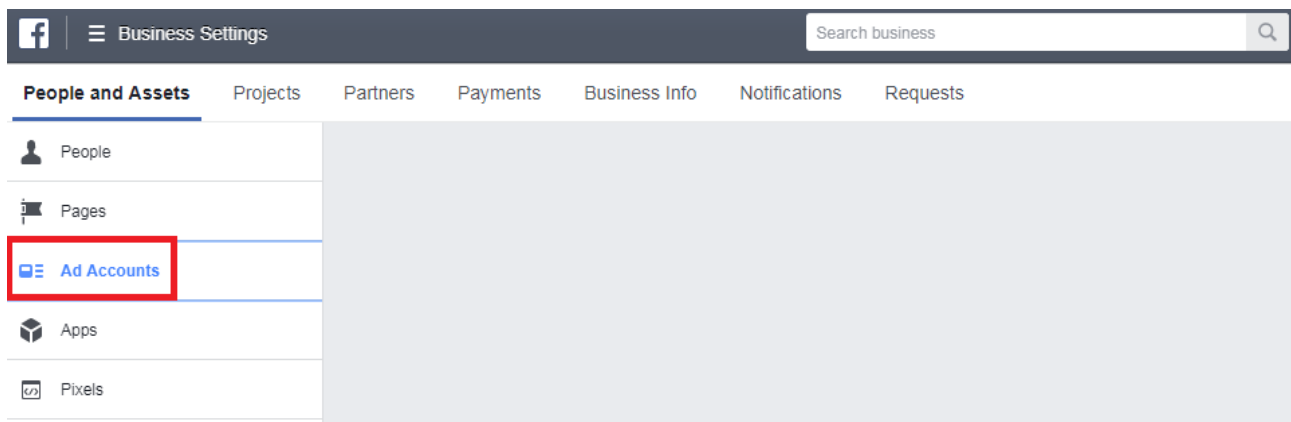
CLIENT PROVIDES AD ACCOUNT ACCESS

Please assign Social Connect as an ad account partner. Here are the step-by-step instructions:

1. Go to <https://business.facebook.com/> and log in to your account.
2. Go to Business Settings.

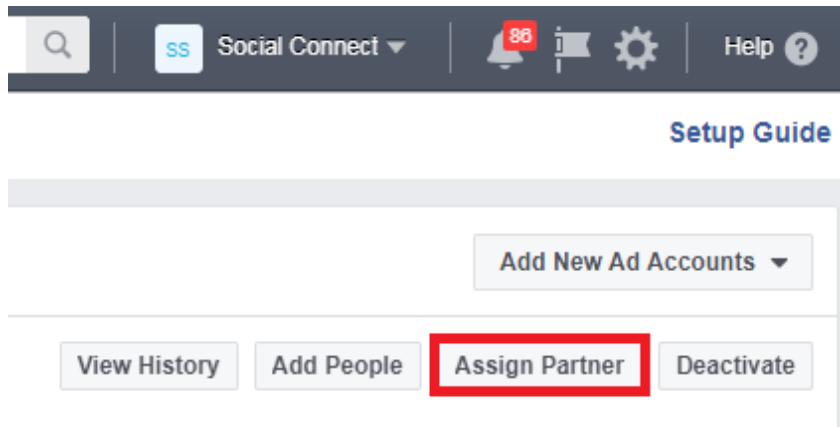


3. Under People and Assets, choose Ad Accounts and select the account to be accessed.



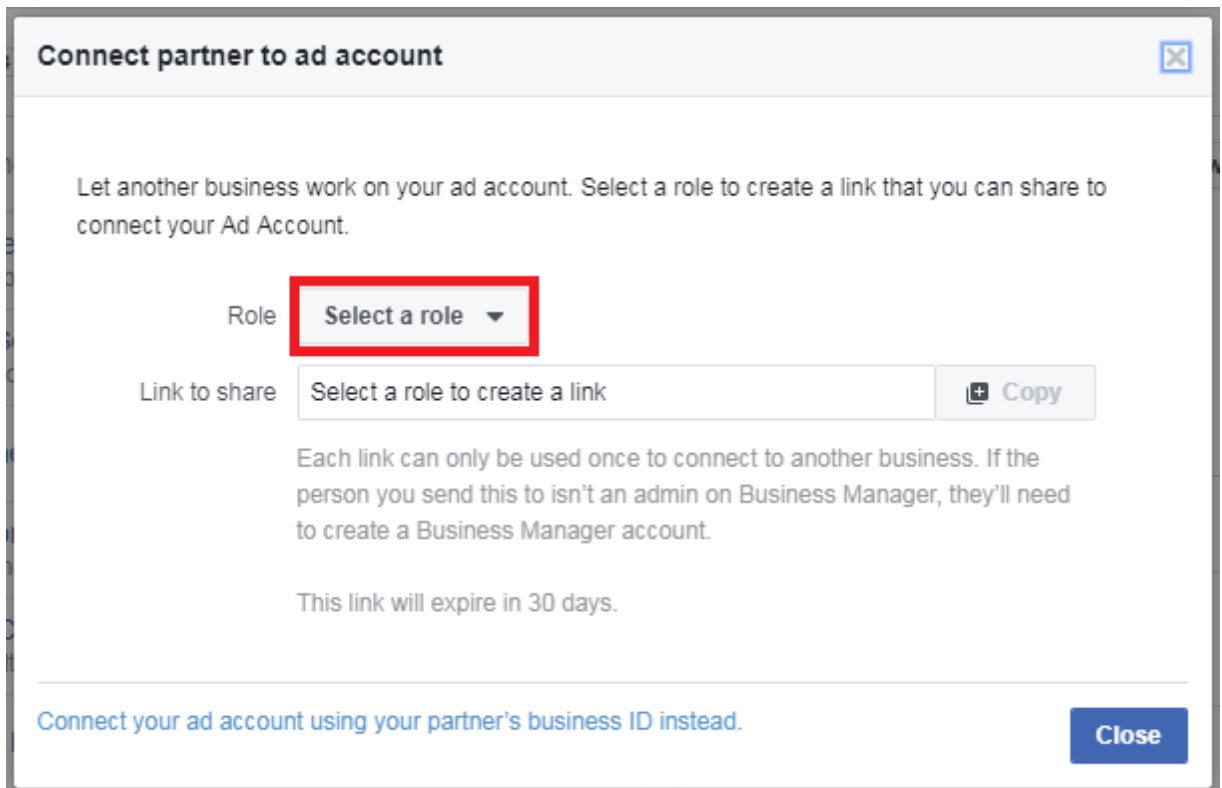
ACCESS TO FACEBOOK AD ACCOUNT

4. Choose Assign Partner.



5. Either generate a link or input Social Connect's Business ID onto the text box to give us access.

a. **Generate a link** by selecting Ad Account Advertiser in the drop-down menu and forward this link to us.



ACCESS TO FACEBOOK AD ACCOUNT

- b. **Input our Business ID** by selecting the link on the bottom and entering **925524764172970** (Social Connect’s ID) in the textbox.

Connect partner to ad account ✕

Enter the business ID for your partner to let them work on your ad account. Your partner can find their business ID by going to the Business Info tab in Business Settings.

Role

Business ID

[Connect your ad account using a link instead.](#)