

Assignment 2

It is common for a business to utilize social media network sites as a means to connect to their audiences. The Knot, one of the leading personal wedding planning websites, is no different. In fact they have five main social media sites, which are indicated on their homepage of The Knot website. The social media sites displayed on their website are: Facebook, Twitter, Pinterest, Instagram, and Google Plus.

Each of the social media sites have accumulated a different sized community. Facebook has 636,840 followers, Instagram has 1.3 million followers, Twitter has 244,919 followers, Pinterest has 259,698 followers, and lastly Google Plus has 416,607 followers. Along with these community size differences, each site offers distinct features for the audiences. In addition to this, the company uses some of the sites more than others, which narrows down to a top three social media sites.

The three main social media sites in which the client uses are Facebook, Instagram, and Twitter. Facebook seems to be the main outlet for the company as far as engaging with their audience through blogs, articles, and wedding ideas. Instagram provides a visual appeal for the audience, typically capturing Twitter offers links to familiar household names, such as Target and Disney, in hopes to capture the attention of broad audience members.

After analyzing the social media posts on Facebook it is evident that much of the engagement stems from blog postings. Popular topics include wedding themes, registry ideas, and tips for married couples. The topics are centered around the married life as well as the wedding itself. Audience members are able to share the posts by either sharing it directly to their personal Facebook accounts or by tagging another person. This level of engagement helps to

garner more followers. The frequency of the postings also helps to do this. On average, The Knot posts about 15 times per day. Followers are sure to never miss a post as the information will show on the Facebook feeds throughout all times of the day.

Although Facebook is a great tool for people to read about wedding ideas and tag friends, there is little company to follower engagement. When someone comments, rarely does The Knot comment back. Commenting back to followers comments on posts can help to generate more comments, which will continually bump the posting up on the news feed. This will result in more people seeing the posts, thus creating a greater following on Facebook. In addition, Facebook users typically seek out engagement with others, and so followers can build an appreciation for the strong relationship The Knot can build with their audience.

The next social media site included in the top three is Instagram. With over 1 million followers, this site has a strong influence on the company. The visual appeals is most likely the cause of the traffic for the company. The main audience is young women who are hoping to get married or are currently planning their weddings. Instagram is a great tool for them, as many of the photos offer ideas for wedding décor, dress designs, and even memorable proposal moments. This visual aspect makes it easy for followers to engage. Again, the company rarely engages back with their followers; however, on average The Knot posts 4 to 5 times per day on Instagram.

Lastly, Twitter is another social media site used on a daily basis. On average the company posts 5 to 7 times per day. Typically, the posts are visual and offer quick reads for the audience. Twitter does not garner as much attention as Instagram and Facebook do. In addition to this, the engagement level is lower than both Instagram and Facebook.

The two social media sites used the least often is Pinterest and Google Plus. Although Pinterest has many followers, the actual site is not updated on a regular basis. The organization of Pinterest is beneficial for the users because the “pins” are divided into categories such as “new wedding dresses”, “wedding food”, and “reception inspiration”. Pinterest is similar to Instagram in the sense that it is very visual, however there is little to no engagement between the company and the audience. It is still a useful site because followers can gather ideas quickly.

Google Plus, on the other hand, has not been updated since October 2016. The Knot somewhat gave up on the use of this social media, which is understandable because it does not necessarily meet the needs of the company. My suggestion would be to take the Google Plus icon off of the homepage of the website because it is somewhat misleading. The information on Google Plus either needs to be relevant and updated, or not used at all. If the company can find a way to utilize this social media site, such as business relations, then that would benefit the company more so than it is now.

Overall, I believe the main focus of engagement should be on Facebook, Instagram, and Twitter. Some suggestions I have is to respond timely to comments on all social media, and also to get rid of any sites that are not updated regularly. The content The Knot shares is interesting, engaging, and enjoyable for readers, which is a plus. It is important that The Knot continues to generate topic ideas for their audiences so that they can maintain these relationships.