



**Social Media Audit: Chick-Fil-A**  
**By: Lora Bishop**

## INTRODUCTION

Chick-Fil-A has become one of the most popular fast food giants over the years. Its founder Truett Cathy is credited for the now classic staple menu item of fast food, the boneless chicken sandwich. Since its first location opening up back in 1967, the fast food corporation has come a long way. The first restaurant location to be opened based on the chicken sandwich was in Atlanta's Greenbriar Mall, only spanning 384 square feet.

Since then, Chick-Fil-A has grown its brand and name for being known as one of the only restaurants that closes every franchise location on Sunday, says "my pleasure" in response to customers' thank you and sings songs about how much they love their franchise (Business Insider, 2016).

Today, Chick-Fil-A and all its franchise locations generate more revenue per restaurant than any other established fast food chain. The only American states that the restaurant has not established a location in are Hawaii, Alaska and Vermont. It has been reported and speculated that the company will become the third-largest fast-food chain well within the next two years, surpassing even Burger King, Taco Bell and Wendy's (Entrepreneur, 2019).

Chick-Fil-A puts a heavy emphasis on social media use; sharing heartfelt stories of employees, giving away recipes, taking stances on social issues and of course advertising with their famous Chick-Fil-A cow. The company's app allows customers to scan QR codes or order online and gain points toward rewards with every purchase. With mobile devices so popular and essential in today's world, it is important for Chick-Fil-A to have a sizeable presence on the platforms most frequently used today.

Chick-Fil-A has been known to take a stand on several issues, their most controversial being their donations and funding to the WinShape Foundation, a charity program dedicated to

marriage counseling, only for marriage between a man and woman. It is important for them to remain active on social media so that they may clarify their beliefs, engage with their customers who may disagree and have open discussion and dialogue with their large following. They do this as well as maintaining their ad campaigns usually on a day-to-day basis.

### **METHODS**

Although Chick-Fil-A reels in customers from every walk of life, they do have a unique niche market of buyers that remain fiercely loyal to the brand and what they stand for. These customers include:

- Christians who appreciate the foundations that the restaurant is built on
- Those that agree with their stance on same-sex marriage
- Those that appreciate the family-oriented atmosphere
- Those that appreciate exceptional customer service

Considering these segments, Chick-Fil-A's primary target audience includes the following:

- All genders
- Ages 18-65 and young children
- Middle-Upper class citizens
- Church attendees ("Faithfuls")
- Moms

Chick-Fil-A does not appeal to specific genders, but it does value a family-oriented atmosphere paired with a strong stance on specific social issues that go in accordance with the Bible. Chick-Fil-A's returning customer base are considered to be extremely brand loyal and continue to eat at the restaurant in order to reinforce their own sense of self and morals. (WordPress, 2020)

After researching Chick-Fil-A's target market based on age, psychographics and demographics, I found that its buyer's behaviors clearly align with the intended target audience. My buyer persona referenced in Appendix A, shows a middle-aged real estate agent with a husband, two children under the age of 8 and a sunny disposition. She struggles with motherly duties, her job and keeping healthy, and appreciates the service and family-friendly atmosphere Chick-Fil-A has to offer her and her children.

### STATISTICS/MEASUREMENT

Chick-Fil-A was established and founded nearly 10 years before the first Burger King was built, but their following on social media is hovering roughly around the same numbers. After auditing both Chick-Fil-A and Burger King's social media stats for the full month of March 1-30, I found that their numbers were just about the same, with the exception of a few outliers such as Chick-Fil-A's higher Instagram likes and Burger King's lower Facebook shares. They both are highly established fast food restaurants with a great following and similar customer bases. Full data and numbers are shown below:

	<b>Chick-Fil-A</b>	<b>Burger King</b>
<b>Facebook</b>	Page Likes: 8,089,666 Posts: 14 Average Shares: 1,096 Average Comments: 364 Average Reactions: 2,488	Page Likes: 8,471,396 Posts: 18 Average Shares: 241 Average Comments: 448 Average Reactions: 1,055
<b>Twitter</b>	Page Followers: 1.8 M Tweets: 10 Average Retweets: 444 Average Replies: 220 Average Likes: 1,152	Page Followers: 1.1 M Tweets: 19 Average Retweets: 369 Average Replies: 99 Average Likes: 1,065
<b>Instagram</b>	Page Followers: 1.7 M Posts: 13 Average Comments: 266 Average Likes: 37,693	Page Followers: 1.9 M Posts: 6 Average Comments: 293 Average Likes: 12,687

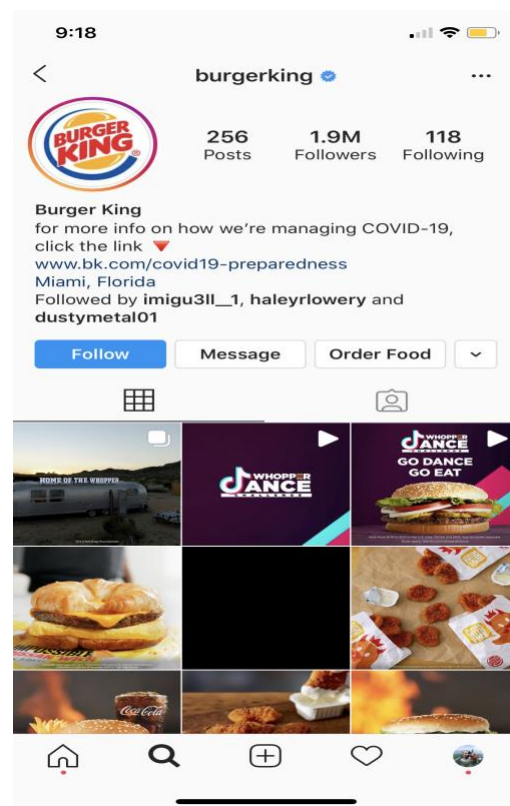
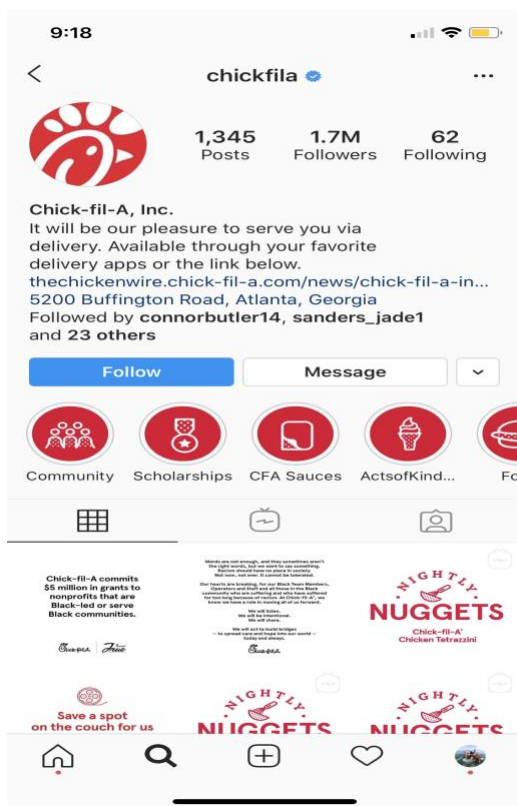
After looking further into both the restaurants' social media platforms, I found that most of the posts both Chick-Fil-A and Burger King had posted were referencing social distancing and the Coronavirus during the month of March and comparing two similar posts on each page showed that roughly 0.01% of Burger King's followers and 0.02% of Chick-Fil-A's followers like their posts on average.

It is clear that both restaurants value social media and use all three platforms fairly frequently. Burger King and Chick-Fil-A both had been focusing their posts on quarantine and giving out their own unique tips to help their followers through it. Chick-Fil-A is continuing to post nightly recipes for these recent stay-at-home moms and dads, and Burger King is appealing to the younger demographic by posting videos with new burger related TikTok challenges every so often.

### **CONVERSATION ANALYSIS**

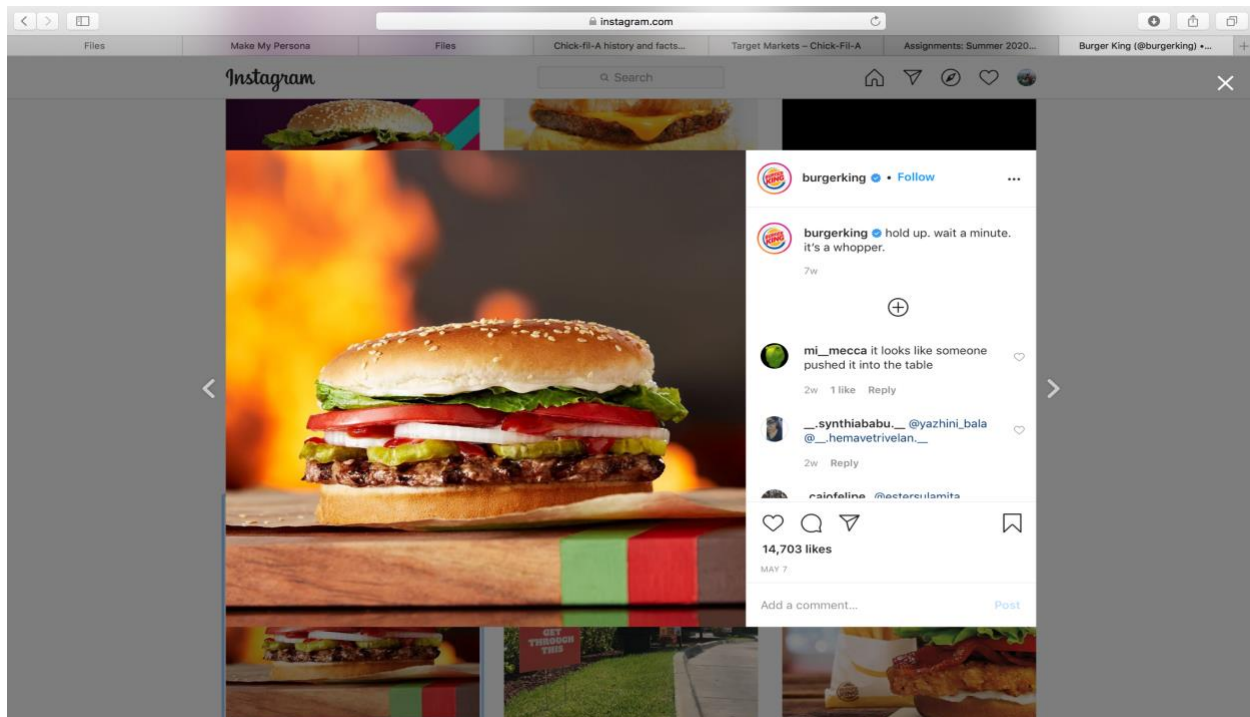
Chick-Fil-A's primary tone of voice and style across Facebook, Twitter and Instagram is bright, happy and engaging. Their visuals on all three platforms can be described as light and airy, with bright, usually white visuals that create a uniform look down their page. If they are promoting an ad campaign, they almost always use a white background with red letters and graphics that coincide with their logo. When they post a picture of customers or upload a positive video, the image seems to be brightened and sharpened to achieve unity with previous white ad posts. Their captions are usually positive and to the point, but some can go into more detail like their most recent campaign of sharing a nightly recipe. Even when keeping a positive and light-hearted tone to draw in customers, they still manage to become serious and genuine with heavier topics, such as discussing their role in the recent racial unrest across the country and the concerns surrounding the CoronaVirus pandemic.

One area of inconsistency across Chick-Fil-A's platforms is their social media handle. On Instagram, their name is all lower case with no hyphens while on Facebook it's capitalized and hyphenated. The company's twitter name is also different from the others because it includes "Inc." at the end of the capitalized and hyphenated company name. Chick-Fil-A's visuals are pretty much the same across all platforms and so are their messages and posts, they frequently duplicate posts on each page. They rarely use emojis or hashtags and keep their captions simple, fun and to the point. They run most of their ad campaigns on Facebook and Instagram such as their "Nightly Nuggets" recipe sharing to help their customers through quarantine, while Twitter is mostly reserved for more serious posts.



In contrast to Chick-Fil-A's bright and uniform page, Burger King's is darker and uses a more vibrant variation of color. In terms of captions and content, while Chick-Fil-A uses their platform to reach their target audience of moms, families and older generations; Burger King

focuses their content toward the millennial and gen-z generations by keeping up with the trends on TikTok and the memes across other forms of social media. For example, a popular TikTok dance is to the words “Hold up, wait a minute, it’s a chopper” with a beat behind it, Burger King posted a vibrantly colored whopper with the caption, “hold up. wait a minute. it’s a whopper.”



Similar to Chick-Fil-A, Burger King does not utilize emojis or hashtags often, but their social media handles are consistent across the board. Both restaurants tend to be more serious when talking about somber topics and like Chick-Fil-A, Burger King has released their own statements about the BLM movement and the CoronaVirus pandemic. Neither company has a consistent hashtag that is associated with every post, but they support and use the hashtags of other movements like BLM or they include a temporary hashtag when running an ad campaign like Chick-Fil-A’s #thelittlethings or Burger King’s #Whopperdance.

Both Burger King and Chick-Fil-A’s content is focused around their menu items, they both post promotions or deals that are being run frequently or are sharing their favorite recipes to

try at home with their favorite ingredients. Right now, both restaurants most currently talked about topics across all platforms are the quarantine and what they can contribute to make it fun. Chick-Fil-A is running a campaign called “Nightly Nuggets” where they share recipes for a different menu item each day, while Burger King is running the “#Whopperdance” challenge where they choose the dancer on TikTok that will receive a free whopper for each win.

Posts that deal with current social issues like the BLM movement and racial unrest tend to receive better engagement across all platforms for both companies. When comparing platforms, the posts that discussed these topics received more likes and engagement on Instagram than other social media the restaurants posted on. The best time to post these statements and campaigns would be around 10:00 am to 11:00 am on Wednesday and Friday and the worst day to post would be on Sundays, which is a rest day for most people. (Sprout Social, 2020)

Unlike Chick-Fil-A, Burger King seems to interact more with their customers platform by platform, the most replies received from them being on Twitter. When looking through the comments of their most recent posts, both restaurants had an overwhelming number of customers demanding their support for BLM, speaking negatively about the in-action, and on their posts supporting the movement, an overwhelming number of customers unhappy that the restaurants were not “sticking to” acting like a restaurant.

Most of the content both Chick-Fil-A and Burger King post is repetitive across all social media platforms with few exceptions and interactions that are worth being noted. Based on each other, both companies do not really use their platform in a particularly unique way, other than finding different ways to promote the same type of food.

## **ASSESSMENT AND RECOMMENDATIONS**



Based on research and the auditing of Chick-Fil-A's social media platforms and conducting a SWOT analysis, the following are three recommendations to further Chick-Fil-A's social media presence and success:

1. Bolster engagement and participation in the current trends of the younger generation.

After comparing Chick-Fil-A's content to Burger King's it is clear that Chick-Fil-A's younger customer base is drawn in by purely the product and does not have the stability of brand loyalty with this group of people. To remedy this, Chick-Fil-A can:

- Increase participation in trends and challenges coined by the younger demographic. When the audience sees this effort, they are more likely to identify and relate to the company.
- Offer rewards for participating in these challenges based off trends to encourage engagement and participation, which will also boost views and clicks from other users.
- Partner with young activists that will encourage clicks and engagements from their counterparts.

2. Increase engagement with existing customer base to create a feeling of close community and togetherness. Chick-Fil-A rarely replies to customer comments or replies unless there is a problem with customer service satisfaction. It can improve this by:

- Engaging with top customer comments on a day-to-day basis by setting number goals. Comments that receive the most likes appear at the top of the comment section, where Chick-Fil-A's replies and effort will be most well seen.

- Set automatic interaction and replies for comments that are similar in content. This helps to reduce the amount of human work put into day-to-day conversation while still maintaining the daily goal. (Conversocial.com, 2020)
3. Focus campaigns and ads on real success stories that include the Chick-Fil-A brand to boost interaction and loyalty. 66% of customers and consumers switch brands due to poor service and interaction which leads to brand disloyalty. (Conversocial.com, 2020)
- Run posts on social media that highlight loyal employees that are a part of a specific demographic of target customers. This creates a relatable space on the social media page that encourages engagement and conversation between consumers.
  - Highlight loyal returning customers and offer rewards for brand loyalty. This encourages customers to return to Chick-Fil-A over and over again and reinforces their commitment to the brand.

Findings from the SWOT analysis show that Chick-Fil-A's strengths include better and more uniform content than Burger King, and being known for having impeccable, in-person customer service with a family-oriented atmosphere. The only concrete weakness would be the ostracizing of a large demographic of the LGBTQ+ population with their clear stances on same-sex marriage and donations to charities that actively teach against them. Opportunities include the chance to become in tune with the younger generation and continue its reign over the fast food industry while threats are the lack of willingness to support and adapt its message to a continuously evolving social climate.

# Appendix

## Buyer Persona

**Make My Persona Overview**

Color Scheme [Save] [Download/Export]

**Name**  
Miranda Thomsor

**Age**  
35 to 44 years

**Highest Level of Education**  
Some college, no

**Social Networks**  
f, @, t, in, p

**Preferred Method of Communication**

- Phone
- Email
- Social Media
- Text Messaging
- Face-To-face

**Tools They Need to Do Their Job**

- Business Intelligence Dashboards
- Employee Scheduling Software

**Their Job Is Measured By**  
Houses sold

**Job Responsibilities**  
Customer service, Listing, Client satisfaction

**Goals or Objectives**  
Customer Service, Sales, Listings

**Age**  
35 to 44 years

**Highest Level of Education**  
Some college, no

**Social Networks**  
f, @, t, in, p

**Industry**  
Real Estate

**Organization Size**  
1-10 employees

**Their Job Is Measured By**  
Houses sold

**Job Responsibilities**  
Customer service, Listing, Client satisfaction

**Goals or Objectives**  
Customer Service, Sales, Listings

**Reports to**  
Real Estate Broker

**They Gain Information By**  
Take a certification course

**Biggest Challenges**

- Problem Solving & Decision Making
- Navigating Client Relationships & Communications
- Communication
- Project Management & Disorganization
- Professional Development

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