



Social Media Analytics

NOVEMBER 2020

PREPARED BY
Roblyn Powley



October 1st-October 31st 2020

User response to menu changes drives the conversation

Taco Bell continues to use social media to build and expand brand awareness and affinity, to market the brand, products, and promotions, and to drive traffic to tacobell.com and to the Taco Bell App to promote direct engagement and drive conversion to purchases. The period of of October 1st to October 31st was marked by mixed success and inconsistent engagement spurred by late summer's significant menu changes.

Full statistics are available at the end of this report.

PLATFORM SUMMARY



TWITTER

- Current Followers: 1.9m
- Marketing/promotional content
- Special Campaigns (Xbox Campaign, MLB Campaign)
- Conversational posts
- Low user engagement rate per follower



INSTAGRAM

- Current Followers: 1.4m
- Combination of in-house created content and curated user content
- High user engagement rate with posts in the form of likes and comments
- Low mention-engagement





















FACEBOOK

- 10.2m "Like", 9.7m "Follow" the page
- 100% marketing and promotional content
- Low user engagement rate per follower

ENGAGEMENT AND MENTIONS

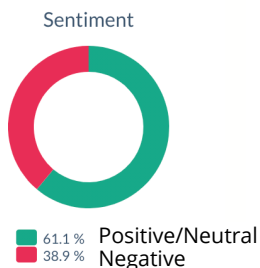
17,000+ TOTAL MENTIONS

Mentions per category (comparing to previous period)

 12 033 +100% <small>TWITTER</small> 	 23 +100% <small>INSTAGRAM</small> 	 48 +100% <small>FACEBOOK</small> 
 1162 +100% <small>NEWS</small> 	 470 +4600% <small>VIDEOS</small> 	 122 +100% <small>PODCASTS</small> 
 1104 +100% <small>FORUMS</small> 	 923 +100% <small>BLOGS</small> 	 1872 +100% <small>WEB</small> 

Twitter has the greatest number of mentions via user post, while Instagram dominates with the volume of likes and comments on posts in the Taco Bell feed. This is likely because the more creative and artistic content created for Instagram, as well as the user content that is reshared by the brand, is more compelling to prompt a direct response, while Twitter is primarily driven by conversation, so we see more Twitter mentions in users own posts as opposed to in response to brand content.

WHAT ARE USERS SAYING



” Why does **Taco Bell** s menu have to be **so sad** these days? It s like Bell is as **depressed** as the rest of us in 2020.

” @brittwillks404 @tacobell Omg I had **Taco Bell** on Saturday for the first time in a year and it was **so good!!**

” I didn't **like** the dragon fruit freeze from **Taco Bell**.

” I'm **really loving** the Pizza Hut and **Taco Bell** trend on tiktok ngl

Sentiment on social media is mixed. A large portion is 'Neutral', with some positive and current strong negative trends from users. Currently mentions and comments are heavily skewed towards the recently revised menu.

What October Taught Us

- Our Twitter and Facebook generate comparatively low interaction and content should be reconsidered to create more incentive for direct engagement
- Customers are inclined to express their displeasure at the revised menu via social media and the negative sentiment regarding the menu changes is strong
- Taco Bell **does not control** the social media **conversation around the brand**

Context of discussion

don't ate menu baja lol eats people does don i'm chicken getting eating world potato drive day better love got
 time fast burrito xbox sound i've uber actually try tiktok didn't gonna stuck bring head shit doing win pepsi right say hot know stuff
 like way free it's sauce mexican maybe blast eat god think fuck song brain going subway good yeah life mcdonald
 thing combination potatoes night work need mentally mean bad man tacobell said today box ass kfc really tacos new
 order king hut burger ps5 want i'll dew restaurants pizza lot food mountain mcdonalds went items home

Keywords used in social media posts that mention Taco Bell or #tacobell are often only peripherally related to the brand

The Next 30 Days

- The brand needs to direct and control the social media conversation
 - Social Media team to coordinate a unifying strategy with marketing department
- Utilize more branded hashtags
 - Create specialized hashtags for every marketing campaign to utilize on social
 - (MLB and Xbox campaign posts did *NOT* have hashtags)
- CALL(S) TO ACTION
 - Utilize a call to action strategy to encourage more interaction with Twitter and Facebook content
 - Seek out user generated content for even more variety on Instagram, content-contests create interaction

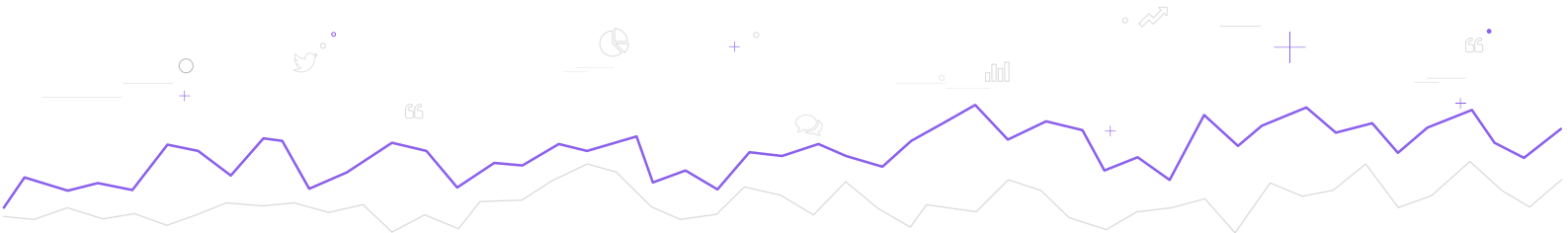


TACO BELL™

Taco Bell

 **DATE RANGE**

1 Oct 2020 - 31 Oct 2020 (30 days)

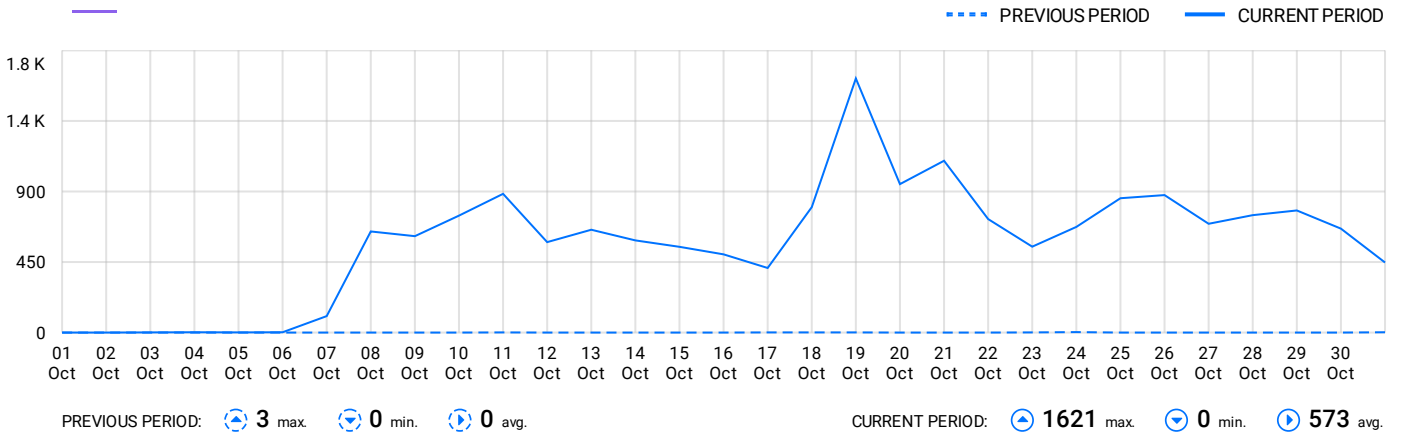


Summary of mentions

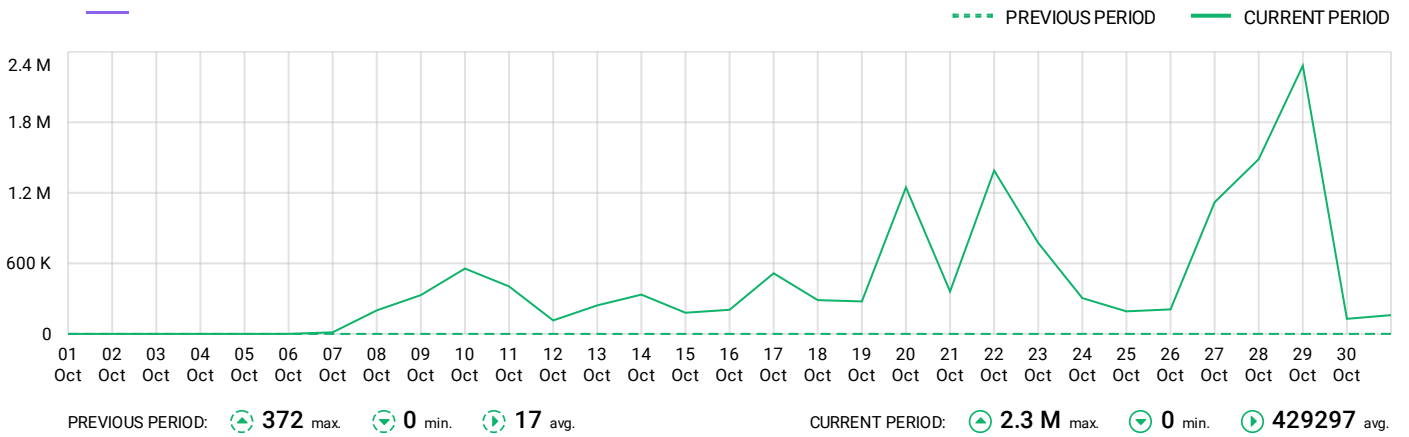


VOLUME OF MENTIONS 18 K +18 K (+177470%)	SOCIAL MEDIA REACH 13 M +13 M (+2478149%)	NON SOCIAL MEDIA REACH 57 M +57 M (+100%)	POSITIVE 7513 +7507 (+125117%)	NEGATIVE 4781 +4778 (+159267%)
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Volume of mentions graph



Social media reach graph















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1162 +100% NEWS	470 +4600% VIDEOS	122 +100% PODCASTS
1104 +100% FORUMS	923 +100% BLOGS	1872 +100% WEB



Numerical summary

 17 757 MENTIONS	 12 595 SOCIAL MEDIA MENTIONS	 5162 NON-SOCIAL MENTIONS	 13 M SOCIAL MEDIA REACH
 57 M NON SOCIAL MEDIA REACH	 92 008 INTERACTIONS	 847 SHARES	 89 647 LIKES
 7513 61% POSITIVE MENTIONS	 4781 39% NEGATIVE MENTIONS	 923 MENTIONS FROM BLOGS	 12 033 MENTIONS FROM TWITTER

Context of discussion

don't ate menu baja lol eats people does don i'm chicken getting eating world potato drive day better love got
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★ Most popular mentions

👍 Recent mentions

1  ASMR EATING SOUNDS. Taco Bell 📅 2020-10-22 20:24
[instagram.com](#)


or nahhhhh..... #asmr #asmrfood #asmreating #mukbang #etseat #asmrcommunity #taco #tacobell

1  MarketWatch web web Site Logo 📅 2020-10-31 23:55
[prfctmelodies.com](#)


...find a dozen fast-food restaurants вЂ“ Taco Bell, McDonaldвЂ“s MCD, +0.82%, DominovЂ“s DPZ...

2  *° please click 📅 2020-10-27 08:10
[instagram.com](#)


#exploreeverything #explorers #exploretocreate #repostaccount #repost #asmr食へる #fastfood #tacobell

2  mandyw1278612 📅 2020-10-31 23:50
[twitter.com](#)


@MattWi77iams I say taco bell would need to go. I am still holding out that BK will bring back...

3  EAT OR PASS! . You can sw 📅 2020-10-23 10:28
[instagram.com](#)

these? . Credit- reluctantentertainer #tacos #taco #burrito #burritos #burritobowl #tacotuesday

3  TimFromPuyallup 📅 2020-10-31 23:47
[twitter.com](#)


1. McDonalds 2. Subway 3. Taco Bell 4. Jack in the Box 5. Dairy Queen 6. Burger King 7. Taco...

4  EAT OR PASS! . You can swap 📅 2020-10-22 05:25
[instagram.com](#)

these? . Credit- reluctantentertainer #tacos #taco #burrito #burritos #burritobowl #tacotuesday

4  helsinkiddo 📅 2020-10-31 23:44
[twitter.com](#)


...AT THE TACO BELL I M...HUT AND TACO BELL – WE...AT THE TACO BELL WE AT...HUT AND TACO BELL...

5  Mookie Betts becomes the first 📅 2020-10-20 20:00
[instagram.com](#)


#Baseball #Softball #highSchool #College #StudentAthlete #WorldSeries #Dodgers #Rays #TacoBell

5  He Didn t Think It Would Be 📅 2020-10-31 23:40
[youtube.com](#)


Subscribe for more and ring my Taco Bell to stay up to date!

6  Went to Taco Bell to try the 📅 2020-10-20 08:05
[instagram.com](#)

Went to Taco Bell to try the new Dragonfruit Freeze and Grande Stacker, along with a couple of our

6  RealSuWilliams 📅 2020-10-31 23:40
[twitter.com](#)


...R Us. It s right between Pizza Hut and Taco Bell in that strip mall down the road. They have...

7  I know some of you are in your 📅 2020-10-14 19:21
[instagram.com](#)


I know some of you are in your feelings about tacobell removing their iconic Mexican pizza from t...

7  mikirumas 📅 2020-10-31 23:38
[twitter.com](#)


...society progresses to having a combination kfc/taco bell/pizza hut mashup, thats when we will...

8  This is my ultimate fav ill... 📅 2020-10-23 10:44
[instagram.com](#)


This is my ultimate fav illustration I've done so far (swipe to see all the sauces)! I'm really sad

8  helsinkiddo 📅 2020-10-31 23:37
[twitter.com](#)


...AT THE TACO BELL I M...HUT AND TACO BELL
<https://twitter.com/Kybosh42/status/1322925644511092737>

9  Todays food: chipotle tacos! , 📅 2020-10-17 07:10
[instagram.com](#)


Feel free to share, repost, and subscribe. #asmr #youtube #asmrcommunity #eatingfood #asmreating

9  /tg/ - Frankly cute - Tradi... 📅 2020-10-31 23:35
[boards.4channel.org](#)

...or at least 3 times a day? When you go to taco bell, do you also pop into the kitchen to make...

10  Veronica Wang eating: Taco 📅 2020-10-20 06:33
[instagram.com](#)

#satisfyingvideos #satisfyingfood #eatingsounds #crunchyasmr #chewing #chewingsounds #eatingshow

10  fitfrugalsundev 📅 2020-10-31 23:34
[twitter.com](#)

Taco Bell Cantina, a Community of Care partner...





Most active public profiles

	PROFILE	SOURCE	REACH	MENTIONS
1	SuperSmashBot1		4170	33
2	FrontendLA		48	31
3	MyBot13		3	29
4	CombinationFood		1146	25
5	VioletMutt		251	20
6	metalguy1967		30	20
7	Totes3d		2	18
8	JoskaMocha		315	14
9	HR421_bot		52	14
10	momota_nova		74	12
11	TinFoilCatClub		146	12
12	xThExXxJoKeRRx		44	11
13	YasuAlchemical		16	11
14	LaughOutNOW		10 630	11
15	JohnTStella1		41	10
16	IKUZUMIZ		498	9
17	khkatsuki		2072	9
18	ventihibiscus		2091	9
19	ktdabaws		7	9
20	R4tzfuck3r		5	8


Top public profiles

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	business		8.616%	1.1 M
2	Ninja		8.257%	1.1 M
3	CNBC		4.875%	648 815
4	GovMikeHuckabee		2.212%	294 331
5	KHOU		1.858%	247 264
6	redditships		1.09%	145 117
7	FoxBusiness		1.04%	138 470
8	adam22		1.035%	137 676
9	AriTheDon		1.008%	134 141
10	Asmongold		0.983%	130 856
11	Datto		0.737%	98 065
12	atrupar		0.735%	97 867
13	Leafy		0.627%	83 414
14	PasteMagazine		0.606%	80 700
15	ComicBook		0.562%	74 835
16	USATODAYmoney		0.556%	73 959
17	QuackityHQ		0.555%	73 888
18	ArsenioHall		0.533%	70 891
19	Moreno		0.527%	70 136
20	JasonKander		0.471%	62 731





















Most influential sites

	SITE	 VISITS	 INFLUENCE SCORE
1	youtube.com	34 B	10 /10
2	facebook.com	26 B	10 /10
3	twitter.com	5.8 B	10 /10
4	instagram.com	5.5 B	10 /10
5	yahoo.com	3.6 B	10 /10
6	uk.news.yahoo.com	3.6 B	10 /10
7	sports.yahoo.com	3.6 B	10 /10
8	news.yahoo.com	3.6 B	10 /10
9	ca.style.yahoo.com	3.6 B	10 /10
10	nz.answers.yahoo.com	3.5 B	10 /10
11	finance.yahoo.com	3.5 B	10 /10
12	ca.news.yahoo.com	3.5 B	10 /10
13	pinterest.com	1.1 B	10 /10
14	twitch.tv	929 M	10 /10
15	clips.twitch.tv	929 M	10 /10
16	msn.com	829 M	10 /10
17	rss.cnn.com	755 M	10 /10
18	cnn.com	662 M	10 /10
19	espn.com	514 M	10 /10
20	tiktok.com	500 M	10 /10

Trending hashtags

	HASHTAG	 MENTIONS
1	#tacobell	278
2	#14	103
3	#15	97
4	#51	90
5	#55	90
6	#food	41
7	#jobs	31
8	#forthejourney	26
9	#phtwin2win	26
10	#promotion	26
11	#whollysweepstakes	25
12	#avocadohandinsurance	25
13	#xboxseriesx	23
14	#tacos	23
15	#foodie	23
16	#opportunity	23
17	#burgerking	22
18	#25	22
19	#cheese	21
20	#13	21

Most active countries

	COUNTRY	MENTIONS	REACH
1	 United States	3879	3.1 M
2	 United Kingdom	162	95 513
3	 Canada	162	57 676
4	 Australia	28	9354
5	 Japan	20	10 545
6	 Brazil	19	3296
7	 India	15	5049
8	 Ireland	14	6551
9	 Germany	13	1516
10	 France	12	1125
11	 Spain	11	948
12	 Mexico	8	665
13	 Netherlands	7	886
14	 Malaysia	7	509
15	 Colombia	6	90 444
16	 New Zealand	5	351
17	 Portugal	5	506
18	 South Africa	5	1202
19	 Puerto Rico	4	375
20	 Thailand	4	500

17757 Mentions
7513 Positive mentions
4781 Negative mentions

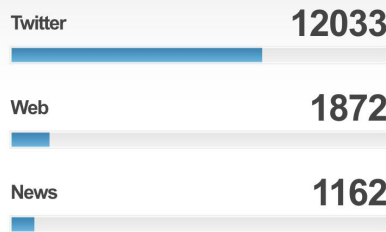
Most active sites



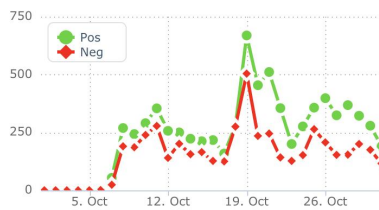
Number of mentions



The most active categories



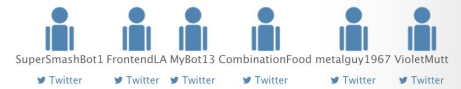
Sentiment



The most influential



The most active



Source types

