



April 30th, 2024

SOCIAL ANAYLSIS & IMPLEMENTATION

PREPARED BY

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Executive Introduction

This paper will analyze and examine Chipotle's social media accounts in detail to form recommendations for the company to improve.

The first section of this document is the "Social Audit," which examines Chipotle's Facebook, Twitter (X), Instagram, YouTube, Tik Tok, and LinkedIn accounts. Each account listed, the companies paid, owned, and earned media is analyzed.

The second portion of this document will be on "Social Listening." Within this section, the research will primarily focus on the content and mentions of the brand outside of Chipotle's owned media. This section will utilize various tools such as Brand Mention and Google Trends, to understand the activity and mentions revolving around Chipotle.

The final area of this document is a "Social Calander," "Target Market Forms," and a "KPI Write-Up." The Social Calander is a representation of a month's worth of content Chipotle could use. The Target Market Forms contain two examples of customers based on collected data and research found within the Social Audit and Social Listening sections. Finally, this paper concludes with a KPI Write-Up containing numerous metrics that would benefit Chipotle and aid in the company accomplishing their online and social media goals.

Social Audit

Chipotle Introduction

Chipotle was originally founded by Steve Ells in 1993. He opened the first-ever Chipotle in Denver, Colorado, outside the University of Denver, serving San Francisco Mission District-inspired burritos.

The popularity grew quickly, and today, Chipotle has more than 2,300 locations worldwide and more than 60,000 employees. The company has a revenue of 9.87 billion as of 2023.

Chipotle's mission is to provide its customers with food that is fresh and real. They pride themselves on the ingredients use and it is one of the first national restaurant brands to achieve goals on local, organic produce and commit to using responsibly raised meat.

Chipotle Social Media Summary

Chipotle has active social media accounts on...

Facebook

Twitter

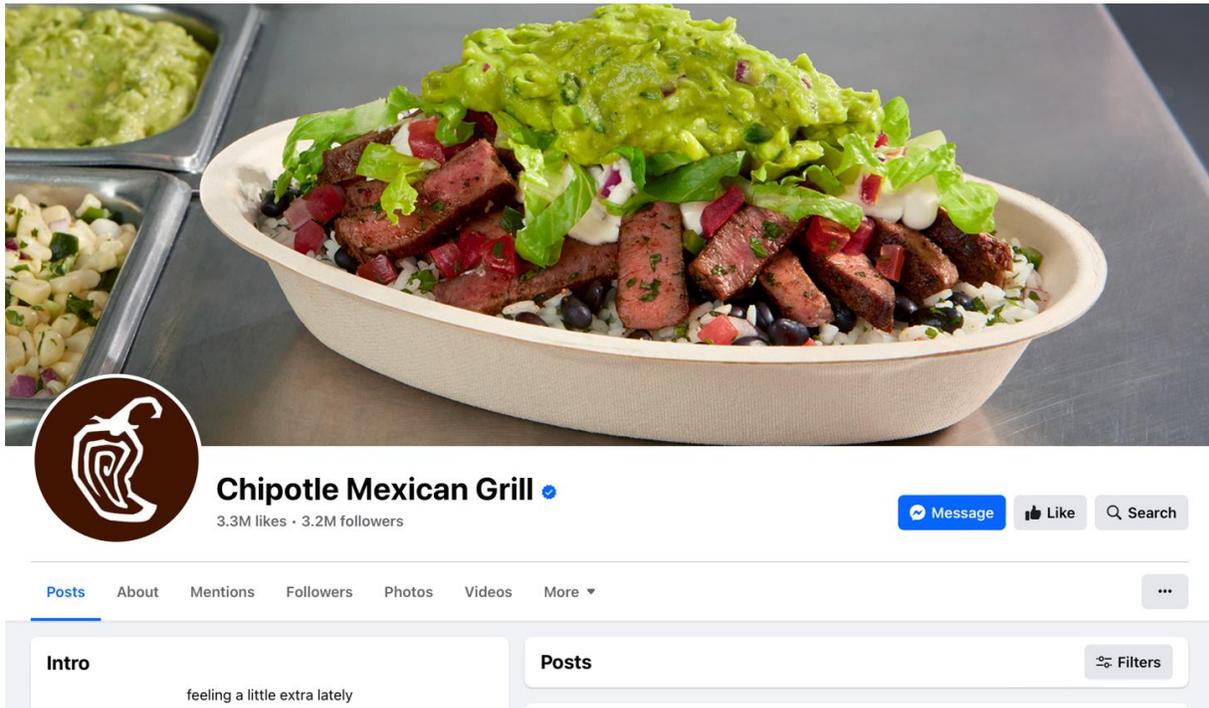
Instagram

YouTube

TikTok

LinkedIn

Facebook

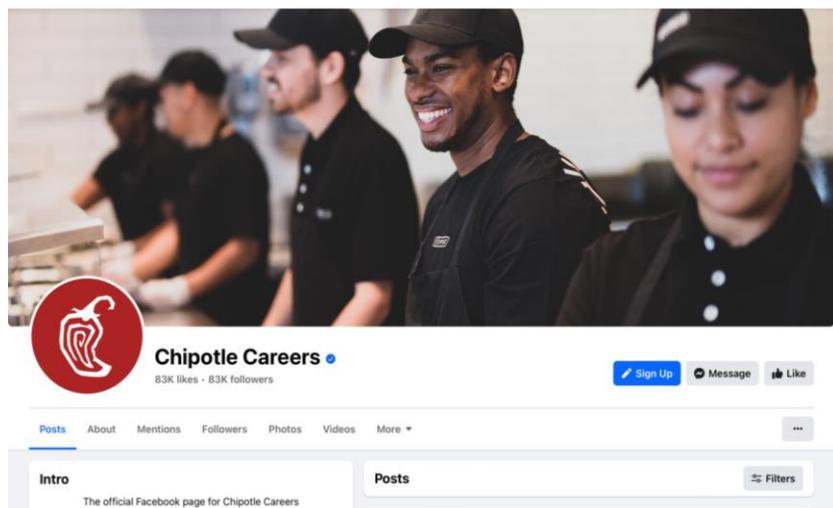


Followers: 3.2 million

Likes: 3.3 million

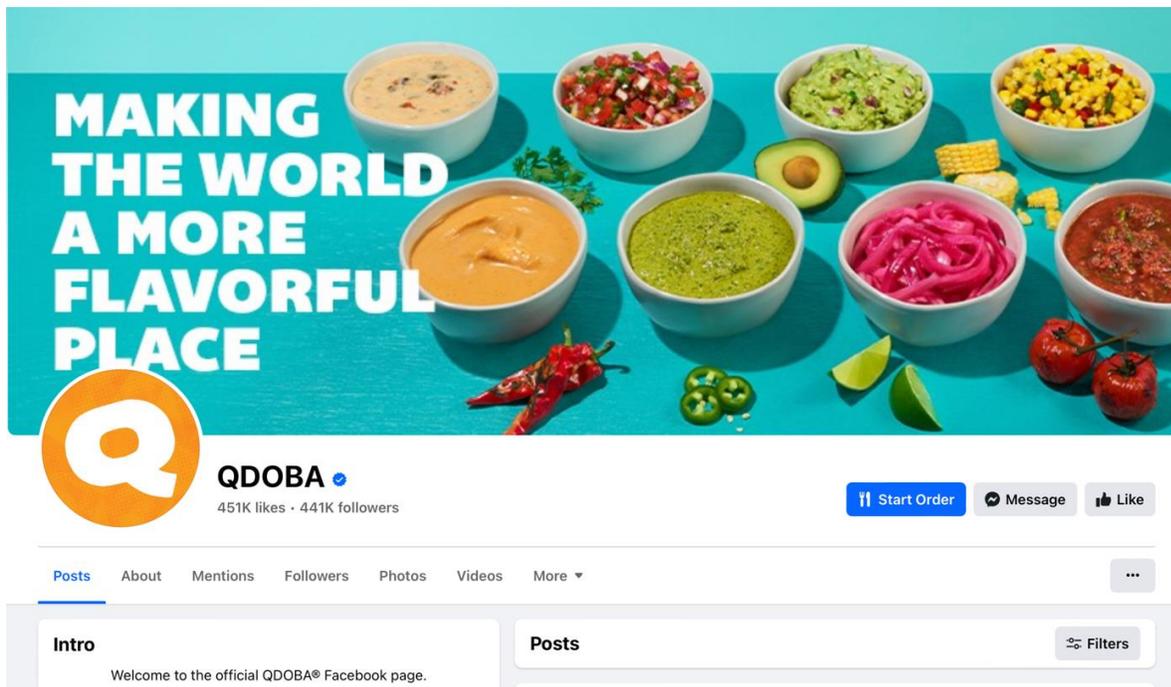
Sub-Specialty Pages:

Chipotle Careers is a sub-specialty Facebook page of Chipotle. This account focuses on the company's employees and provides an inside look. This page has 83k followers and 83k likes.



Comparison to Competitor Brands:

Main competitor: *Qdoba Mexican Eats*



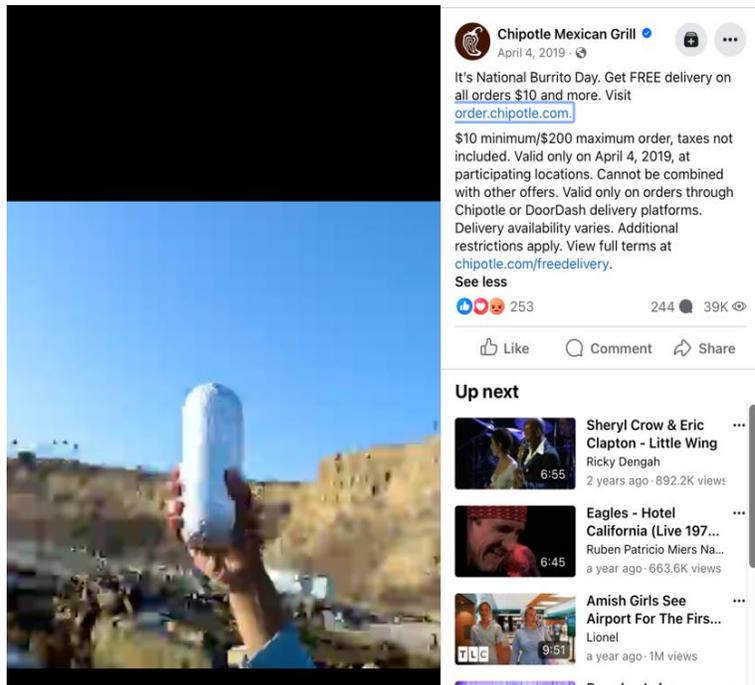
- *Followers:* 441k
- *Likes:* 451k

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle* and is their top competitor.

- This page has far fewer followers and likes compared to *Chipotle*, even though the quality of posts is the same. As well as *Qdoba's* page receives far less engagement from its followers. However, *Qdoba* is just as active on their account as *Chipotle*.

Chipotle's Paid Media:

Some paid content I found was this advertisement Chipotle paid to create. This video's quality is a step up compared to a vlog style video. This video shows a burrito in many different angles to promote National Burrito Day and the current deal they are offering.



Chipotle's Owned Media:

The owned media on Facebook includes anything the company Chipotle chooses to post on its page. Many posts are fun and engaging with the audience and follow a fun vibe, such as this meme seen below.

Chipotle's Earned Media:

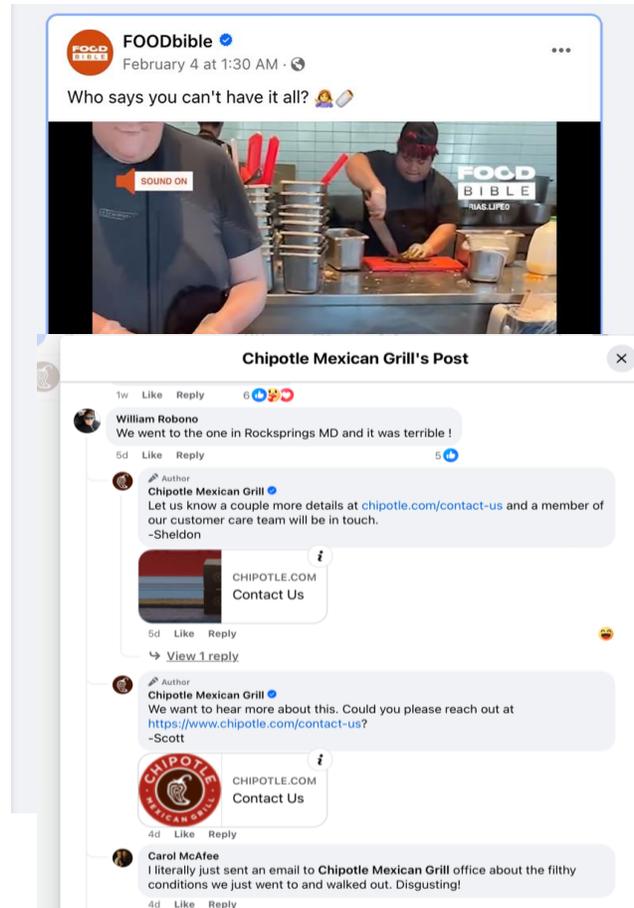
The main earned media Chipotle receives are food reviews or customers sharing their order, as seen below. This content comes from



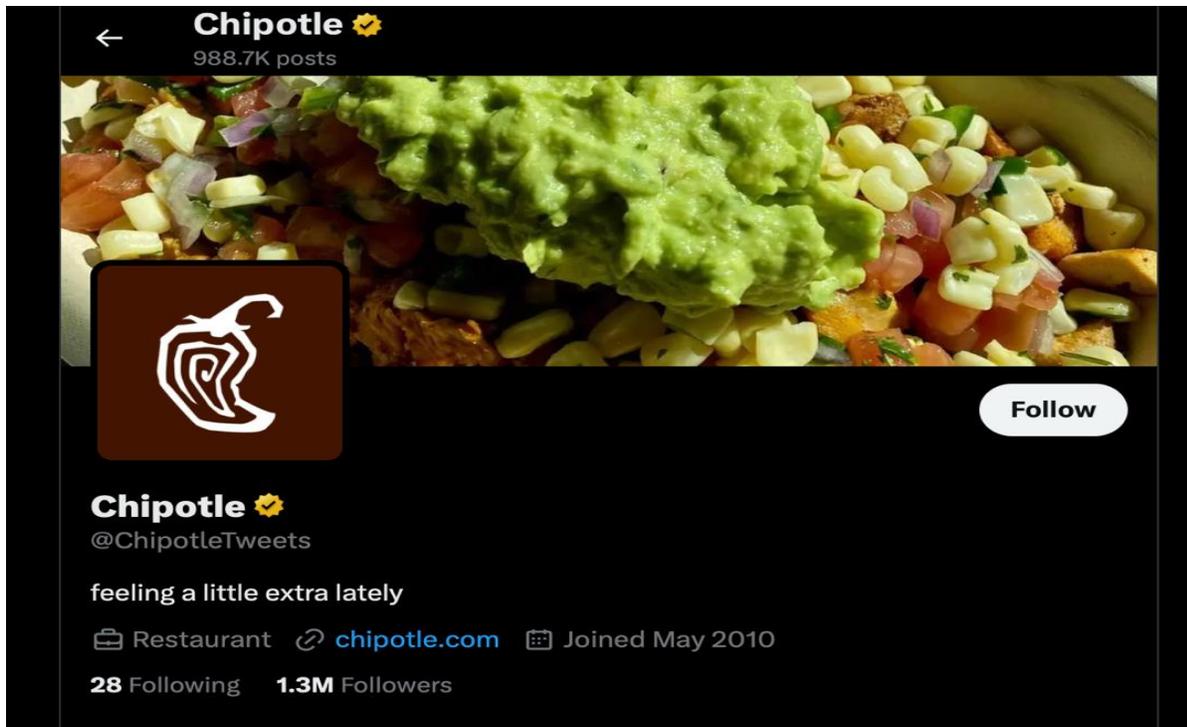
anyone who chooses to post about the company, without being paid.

Highlights of Customer/Brand Interaction:

Chipotle receives many comments on each of their posts. The company does not respond to every comment, but if any negative review is left, the company makes sure to reach out to the customer to help solve the issue.



Twitter



Followers: 1.3 million

Sub-Specialty Pages:

Chipotle UK is a sub-specialty page for Chipotle that is specifically meant for any Chipotle located in the UK. This allows the company to share information that specializes towards that community. This page has 40.8k followers.

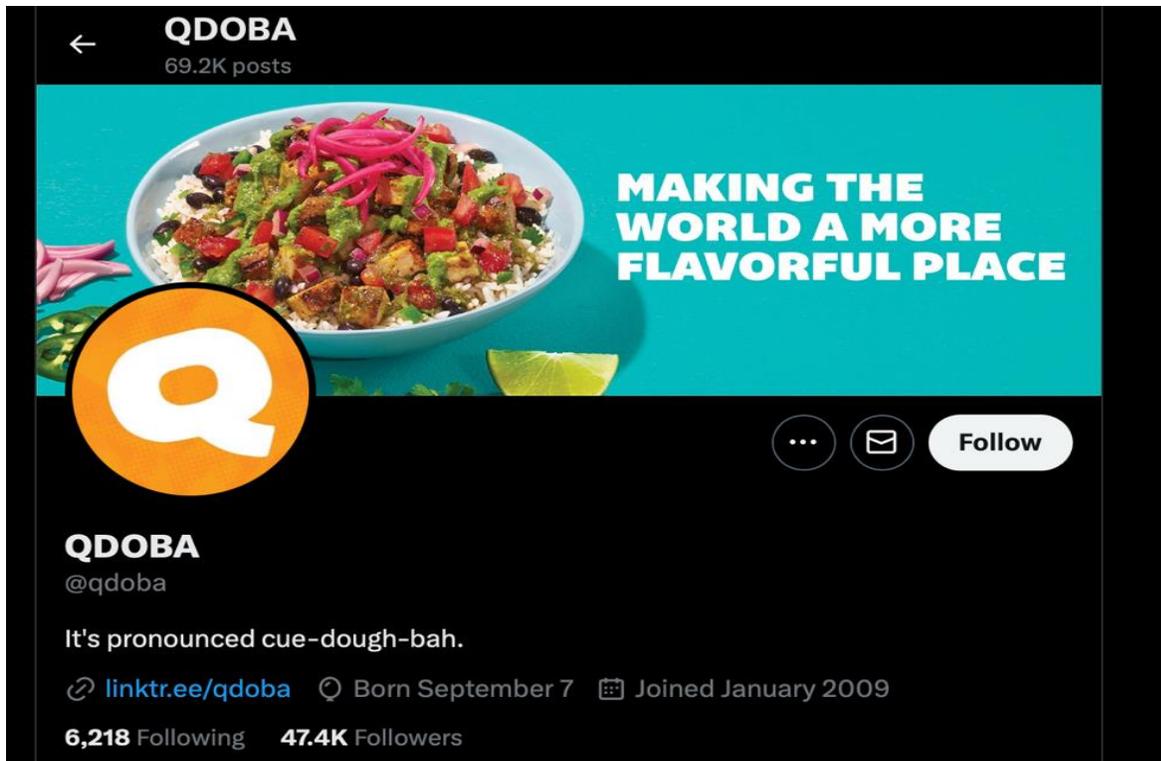


Chipotle Careers again is a sub-specialty page for the company that focuses on the employees. This page has 2,490 followers.



Comparison to Competitor Brands:

- Main competitor: *Qdoba Mexican Eats*



Followers: 47.4K

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle* and is their top competitor.

- Qdoba's page once again has far less followers compared to Chipotle, even though the posts follow similar meme-like formats. However, Chipotle shares pro codes with their audience and Qdoba is more ad based. As well as Qdoba's Twitter page is also not verified, unlike Chipotles.

Chipotle's Paid Media:

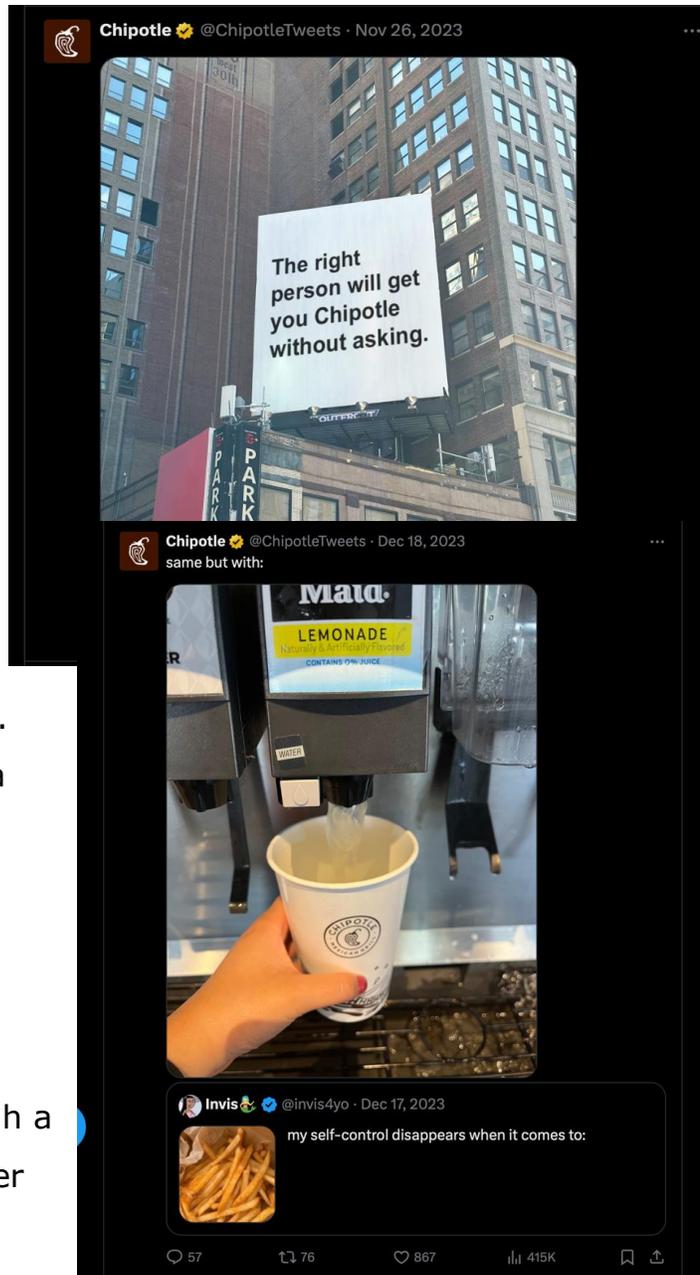
Chipotle paid to promote their company on this billboard, to be seen by anyone who passes by. This method can turn into earned media if people take pictures.

Chipotle's Owned Media:

Chipotle's owned media includes anything posted on their main twitter account, as well as Chipotle Careers and Chipotle UK. Through this they are able build a community, like sharing this relatable experience.

Chipotle's Earned Media:

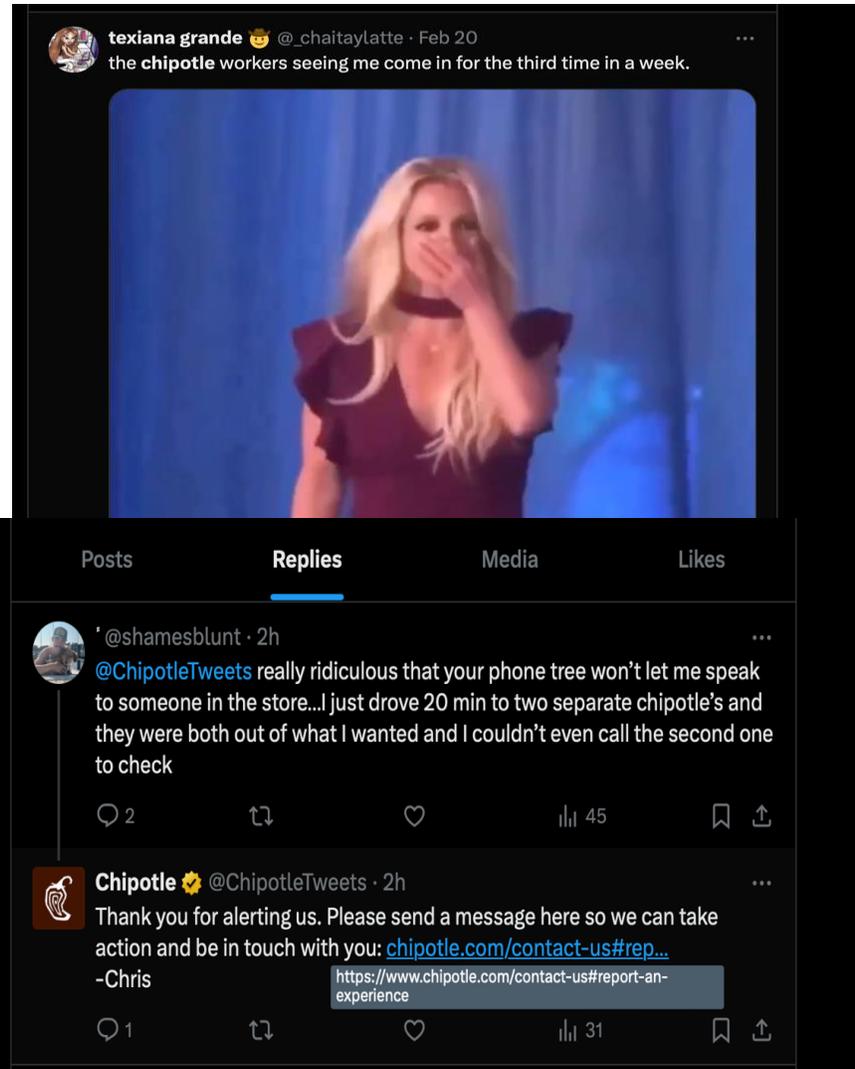
Earned media can be seen through a post made by a non-paid customer that promotes the company. This



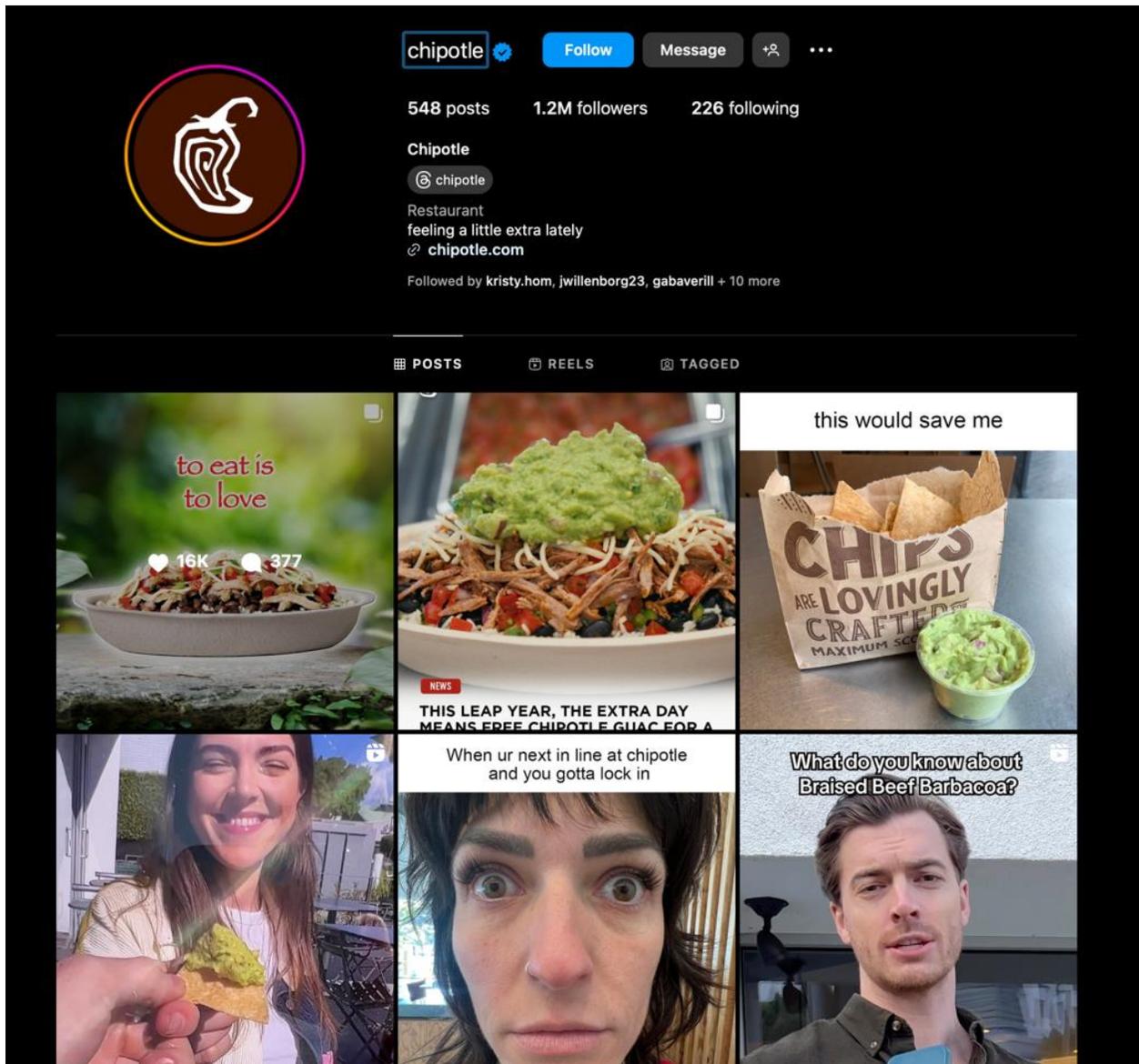
meme video reflects how many times they eat Chipotle.

Highlights of Customer/Brand Interaction:

Like Facebook, when the company receives a customer complaint, they reply to help solve the problem.



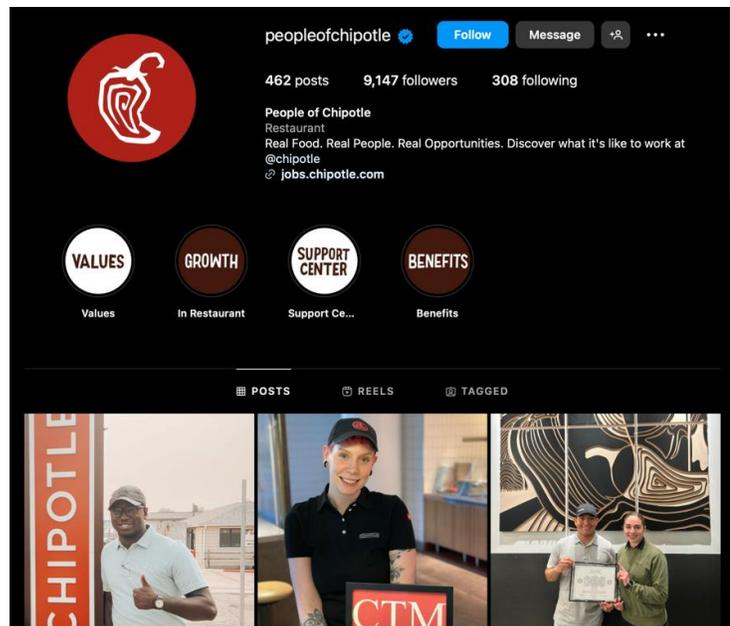
Instagram



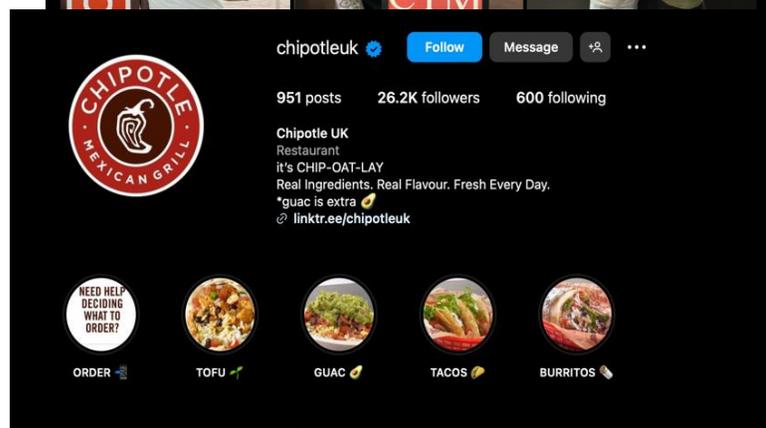
Followers: 1.2 million

Sub-Specialty Pages:

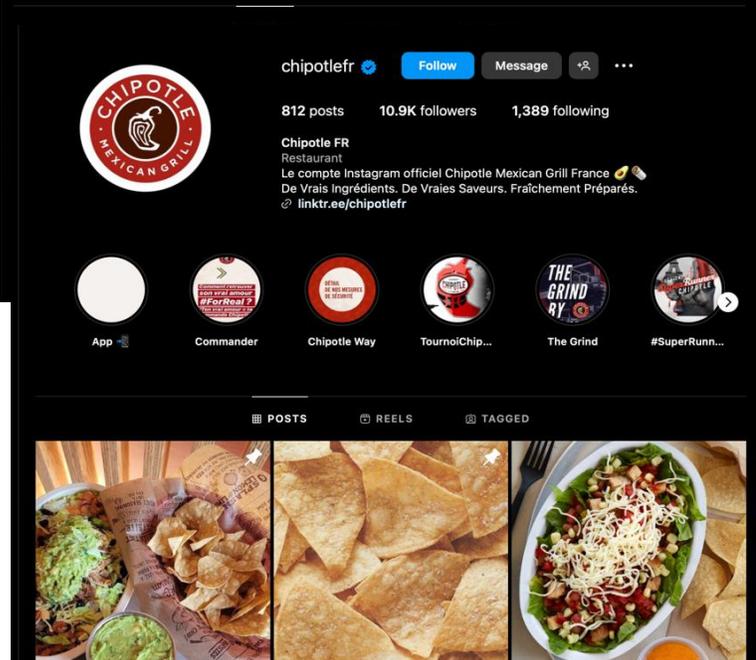
People of Chipotle is a sub-specialty page that highlights the company employees and shows the different store locations worldwide. This account correlates with the Career Chipotle account seen on other platforms. This page has 9,147 followers.



Chipotle UK again is a sub-specialty page that specifies Chipotles located in the UK. This page has 26.2K followers.

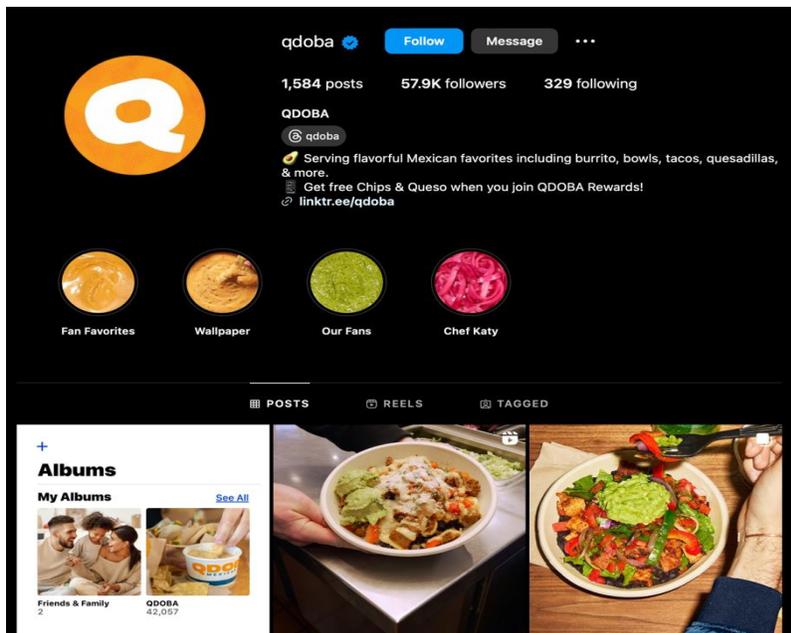


Chipotle Fr is a sub-specialty page that specifies on the Chipotles located in France. This page has a similar format to their Chipotle UK account to help connect with that specific community. This page has 10.9K followers.



Comparison to Competitor Brands:

- Main competitor: *Qdoba Mexican Eat*



Followers: 57.9K

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle* and is their top competitor.

- This page again has far less followers and likes compared to Chipotle, even though the content is similar. However, Qdoba has twice as many posts to Chipotle as well as includes highlights on their page, but they lack engagement from their followers and non-followers.

Chipotle's Paid Media:

Chipotle collaborated with a popular influencer, Jordan Howlett, and paid him to promote the exclusive metal Chipotle Card by playing the Chipotle IQ. He used the video format found within his own content, making the message feel natural.



Chipotle's Owned Media:

Chipotle owned media includes everything the main account posts as well as their sub-specialty pages, People of Chipotle, Chipotle Fr, and Chipotle



UK. Through this, they can post content that relates to their audience in a fun way, as seen through this meme posted to make people laugh and engage in the content.

Chipotle's Earned Media:

The earned media Chipotle gains is from any non-paid post that relates to the company. Many people share their orders or photos from lunch dates. This can be seen through this post of a lunch date between a grandson and grandma.

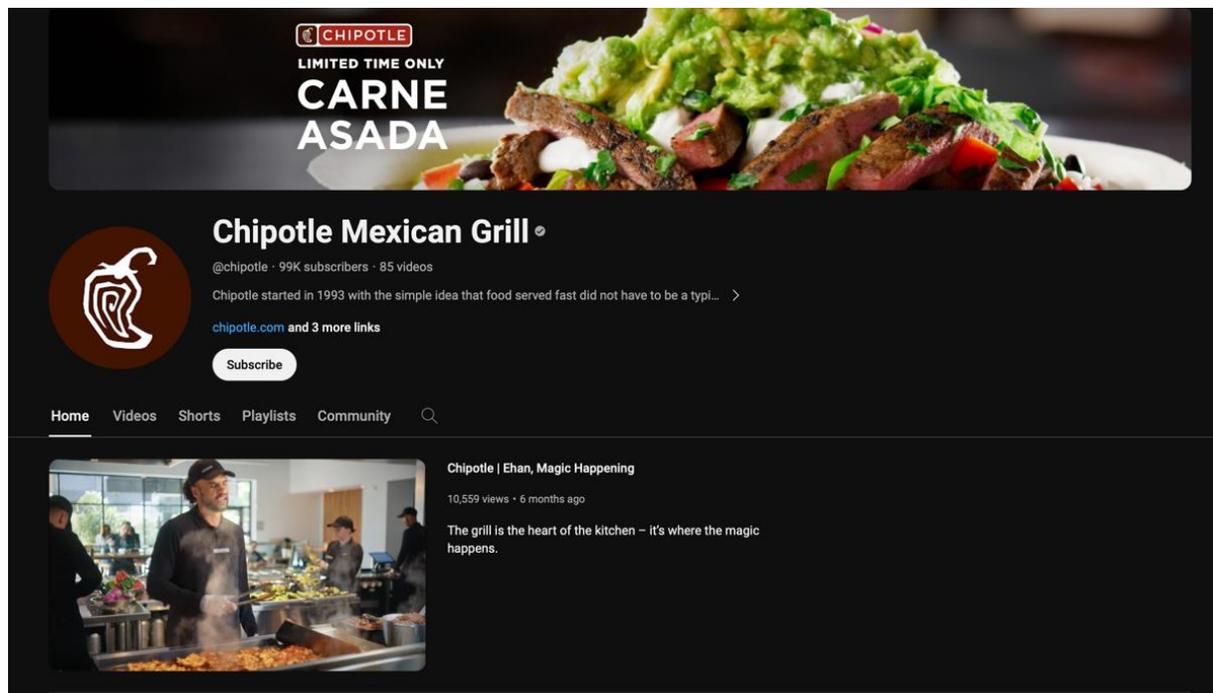


Highlights of Customer/Brand Interaction:

Unlike their previous platforms, Chipotle Instagram account does not engage with their audience as often. Both positive and negative comments had no response from the company. However, Chipotle does post regular on their Instagram story.



YouTube

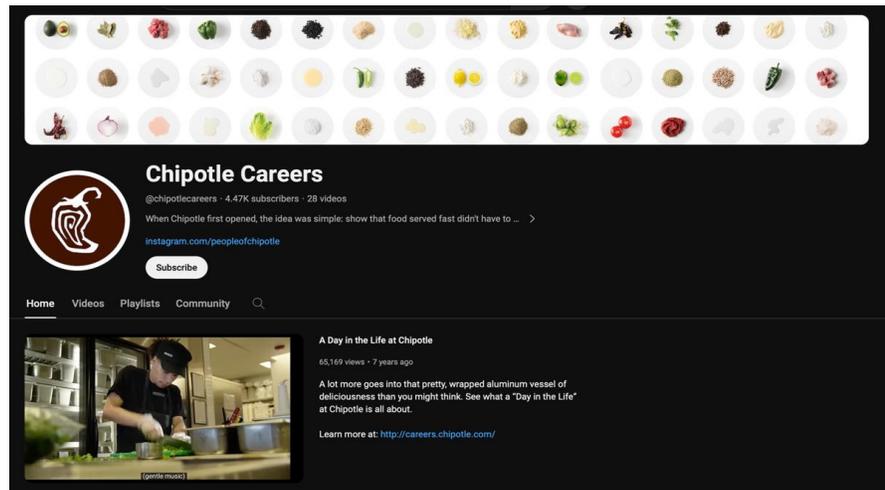


Subscribers: 99K

Views: 58,716,652

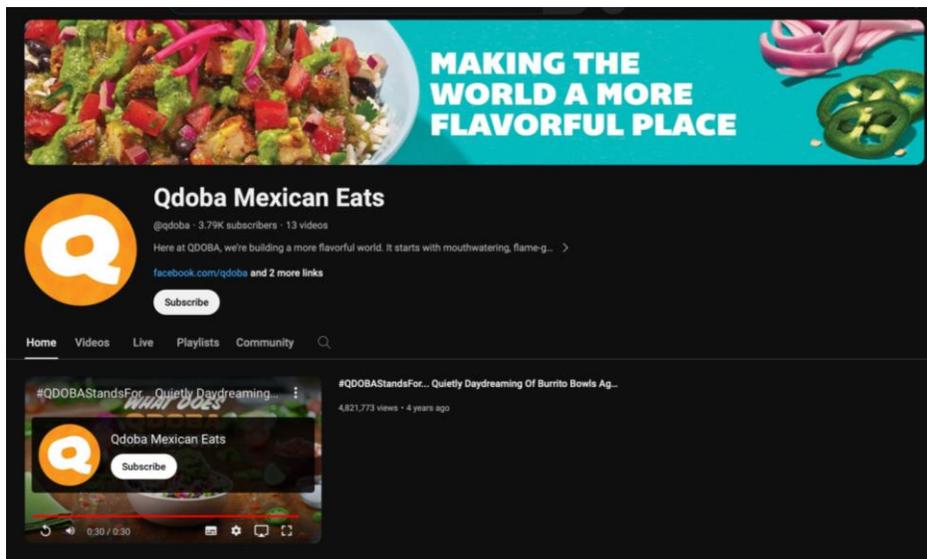
Sub-Specialty Pages:

Chipotle Careers is again a sub-specialty page to show the employee experience at Chipotle. This channel has 4.47K subscribers and 401,843 views.



Comparison to Competitor Brands:

- Main competitor: *Qdoba Mexican Eats*



Subscribers: 3.79K

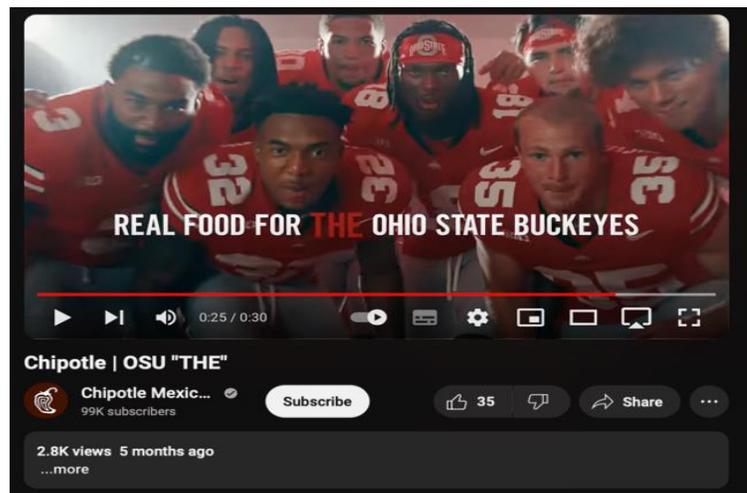
Views: 22,123 views

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle* and is their top competitor.

- This page has fewer subscribers, views, and content compared to Chipotle. The company has not posted a video in two years and the content varies from commercials to a series called *Cooking with Chef Katy*, which did not perform well. Chipotle’s content was also made with a higher quality.

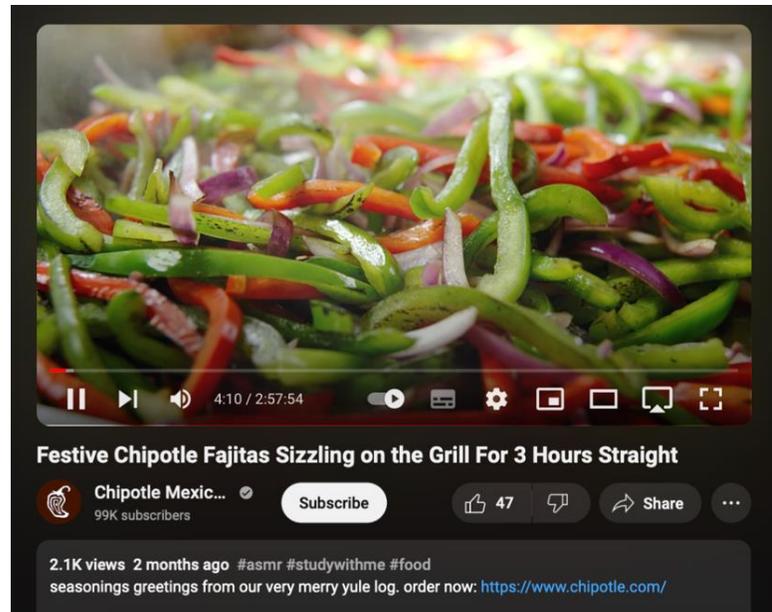
Chipotle’s Paid Media:

Chipotle collaborated with the Ohio State Buckeyes and paid the players featured in the video to create a commercial to promote their food, with the slogan, “Real food for THE Ohio State Buckeyes.”



Chipotle’s Owned Media:

Chipotle’s owned media for YouTube is any content posted on either their main channel or the Chipotle Career channel. With these posts, the company can have the freedom to post fun content to increase engagement with the community, such as this fun video or fajitas sizzling for 3 hours straight.



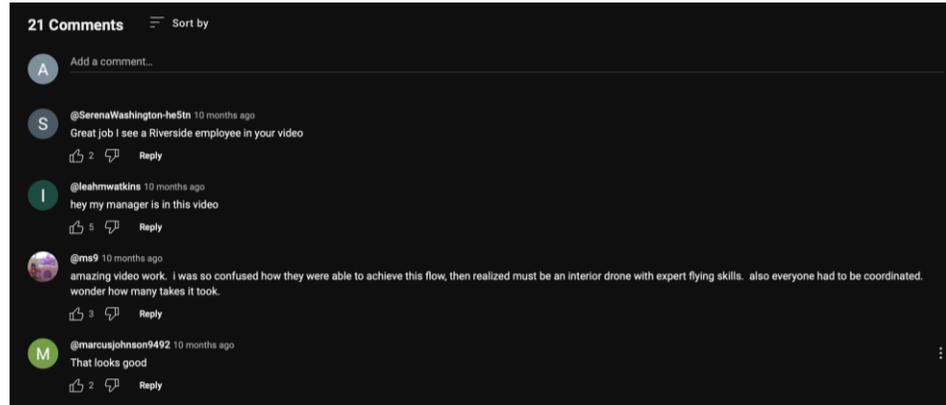
Chipotle’s Earned Media:

Much of Chipotle’s earned media within YouTube follows in the range of mukbang's, vlogs, food challenges, or food review as seen in the image below. These videos inspire people to purchase Chipotle themselves.



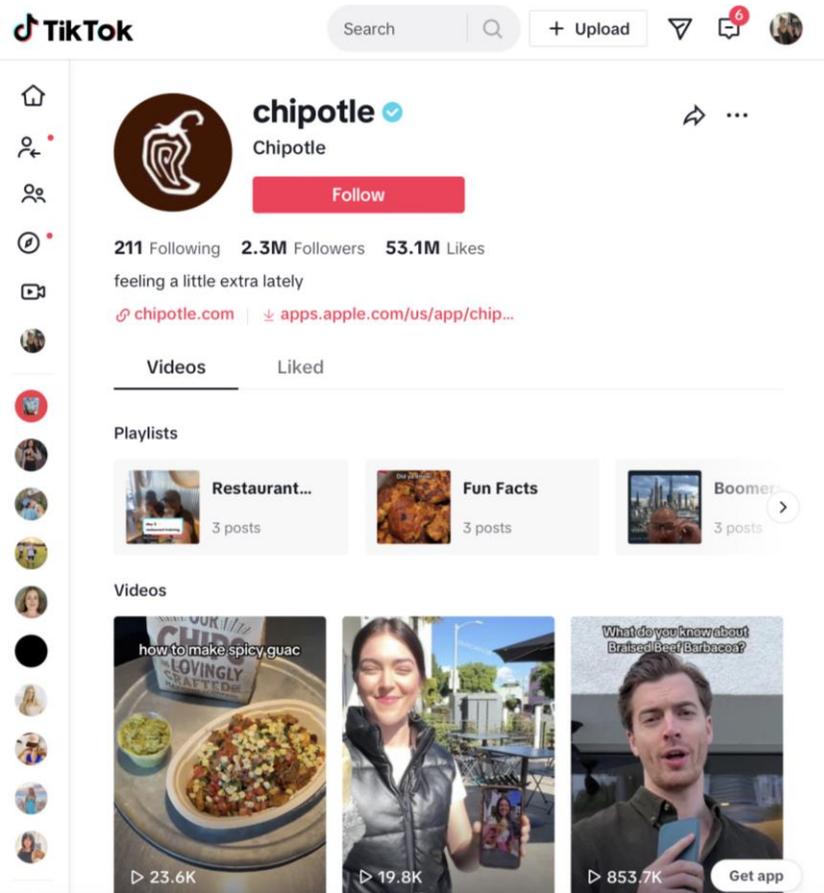
Highlights of Customer/Brand Interaction:

On YouTube, Chipotle's interaction with their customers does not go past simply posting a video with a



caption. However, the actual comments received from the viewers are not as great compared to other platforms.

Tik Tok



Followers: 2.3 million

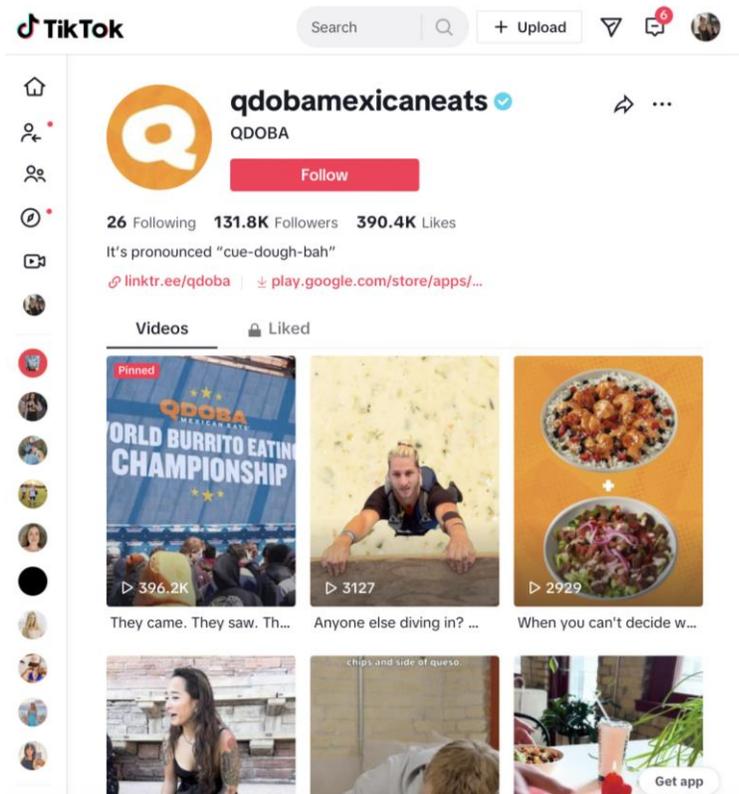
Likes: 53.1 million

Sub-Specialty Pages:

- None

Comparison to Competitor Brands:

- Main competitor: *Qdoba Mexican Eats*



Followers: 131.8 K

Likes: 390.4K

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle*.

- Like the other platforms, this page has far fewer followers and likes compared to Chipotle. The content focuses on an advertisement style rather than the influencer/vlog style Chipotle uses. Also, Qdoba's page gets a significant difference in views and engagement with followers compared to Chipotle.

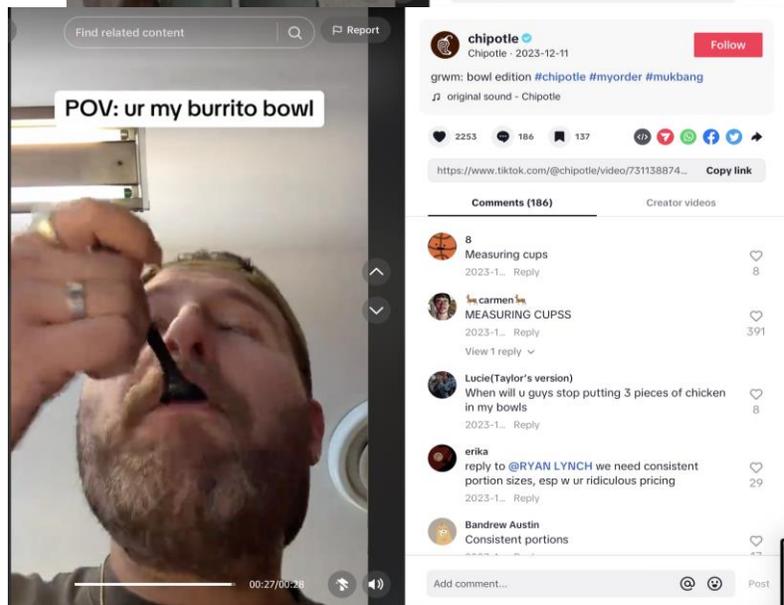
Chipotle's Paid Media:

Chipotle collaborated with an influencer, HBella to promote their new graphic tees. This content not only brought together the company's audience and hers, but also introduced a new product.



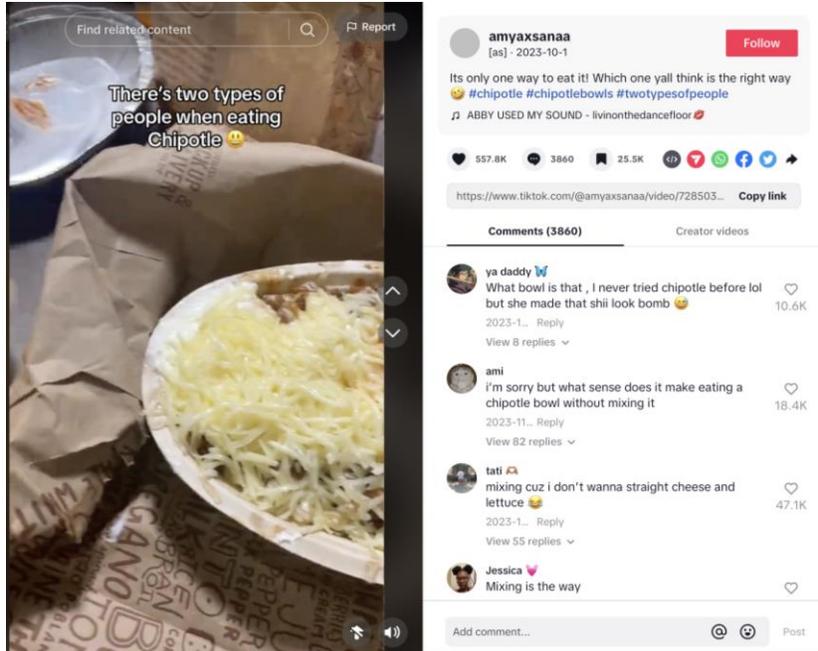
Chipotle's Owned Media:

Chipotle's owned media is any video that they post on their own account, which allows them to have full control on how to interact with their audience. Such as making funny videos like the one seen below, which does not feel like a brand post.



Chipotle's Earned Media:

Chipotle earns earned media through others posting about their company which is seen in a comparable way as YouTube with mukbang's, vlogs, food challenges, food review, but also incorporating relatable Chipotle experiences with trends as seen below.



Highlights of Customer/Brand Interaction:

Chipotle’s videos range in a variety of amounts of comments received on each video. Chipotle does not respond to every comment, but certain comments receive a response. The most popular response often includes a complaint from a customer and the company is reaching out to help.



LinkedIn

The screenshot shows the LinkedIn profile for Chipotle Mexican Grill. At the top, there is a banner image with the text "IGNITE YOUR FUTURE" and a photo of a smiling woman, Nakeysha, holding a small photo of herself. To the right of her photo is a short bio: "NAKEYSHA From a crew member trying to navigate a fast-paced work environment to the General Manager and mom of three, I'm proud of the impact I get to make at Chipotle every day." Below the banner is the Chipotle logo, the company name "Chipotle Mexican Grill", and the tagline "Real Food. Real People. Real Opportunities." It also lists "Restaurants · Newport Beach, California · 199K followers · 10K+ employees". There are buttons for "+ Follow" and "Visit website". A navigation bar includes "Home", "About", "Posts", "Jobs", "Life", and "People". The "About" section is expanded, showing the company description: "Chipotle Mexican Grill, Inc. (NYSE: CMG) is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. Chipotle has over 3,250 restaurants in the United States, Canada, the United ... see more".

Followers: 199K

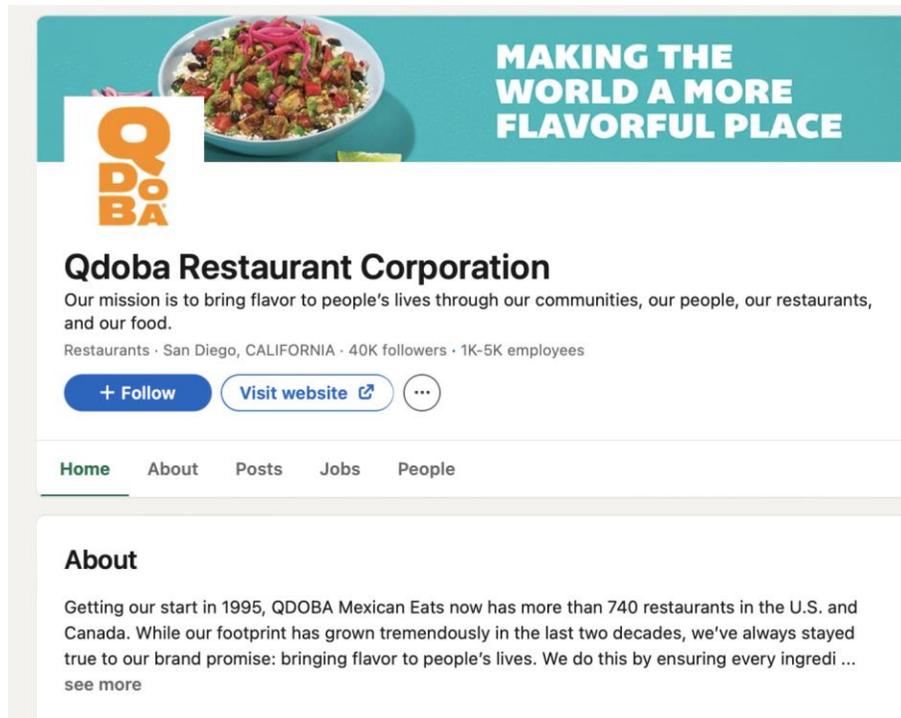
Employees: 10K+

Sub-Specialty Pages:

- None

Comparison to Competitor Brands:

- Main competitor: *Qdoba Mexican Eats*



Followers: 40K

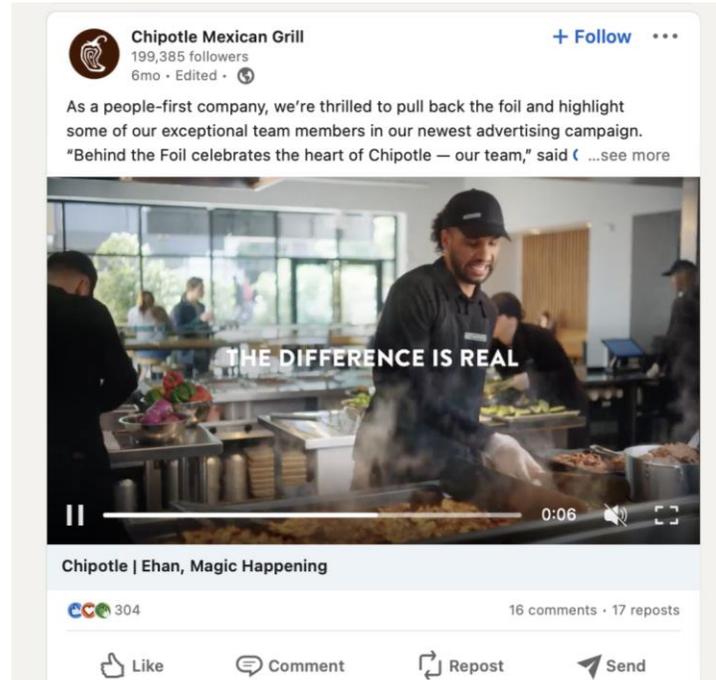
Employees: 1K-5K

Qdoba Mexican Eats is a Mexican-inspired food restaurant with the similar buffet-style of ordering as *Chipotle*.

- This page has far fewer followers and likes compared to Chipotle and has a significant difference in employees. Chipotle is also more active on LinkedIn by posting more regularly. Chipotle also provides and promotes more job opportunities compared to Qdoba.

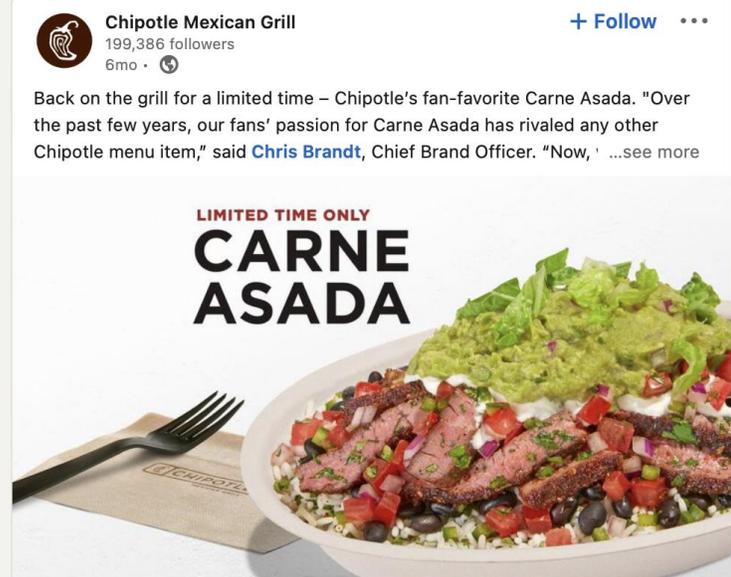
Chipotle’s Paid Media:

Chipotle pays to create commercials, which are then shared on many different websites, such as LinkedIn. In these advertisements, they focus on the people of the company to show the community's strength and love.



Chipotle’s Owned Media:

Chipotle’s owned media comes from every post they make on their own account. On LinkedIn this reflects more news-based posts, or updates within the company, such as additions to the menu as seen below.



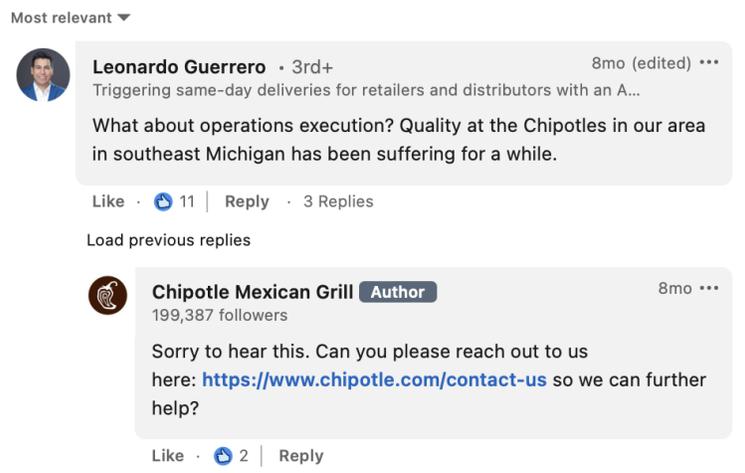
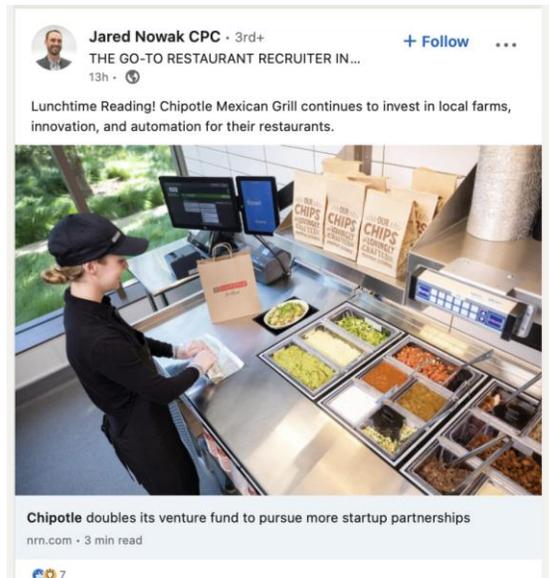
Chipotle’s Earned Media:

Chipotle brings back carne asada nationwide, adds Carne Asada Quesadilla to menu
 usatoday.com · 1 min read

The earned media the company receives is based on statistics and professionalism compared to other social media platforms. This post highlights Chipotle’s core value of real food.

Highlights of Customer/Brand Interaction:

LinkedIn provides a more professional base for customers to interact with the company within the comment section and reposts. Chipotle continues to reply to comments with negative context to fix the issue at hand, as seen below.



Recommendations

I have four recommendations for Chipotle after this social media audit. First, I believe that their social media team should respond to more comments than just those pertaining complaints. Although it is good to address these situations, providing positive feedback to customers will increase their

interest in the company. Second, Chipotle should simply respond to more comments on Instagram. Especially since the company is regularly active and has a growing community on that platform. Third, Chipotle should vary their content from the different social media platforms. Many of their posts were the exact same on multiple platforms. Having a variety of posts will keep followers from becoming bored with their content. Lastly, Chipotle should include their Tik Tok account within their social media section of their website, due to the popularity. This will also provide another opportunity for their customers to see their content better and bring different viewers from a variety of ages and backgrounds.

Social Listening

posts, reactions, shares, and comments from the past seven days

(03/21-03/27)

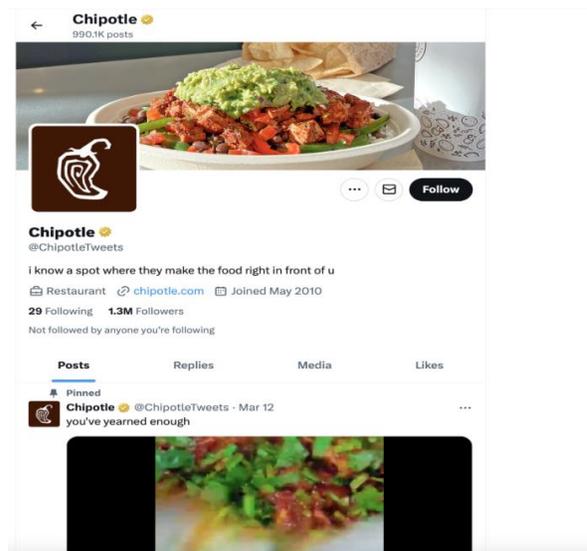
Facebook



Within the past seven days, there have been 0 posts made on Chipotle’s Facebook page. Their last post was made on March 20th.

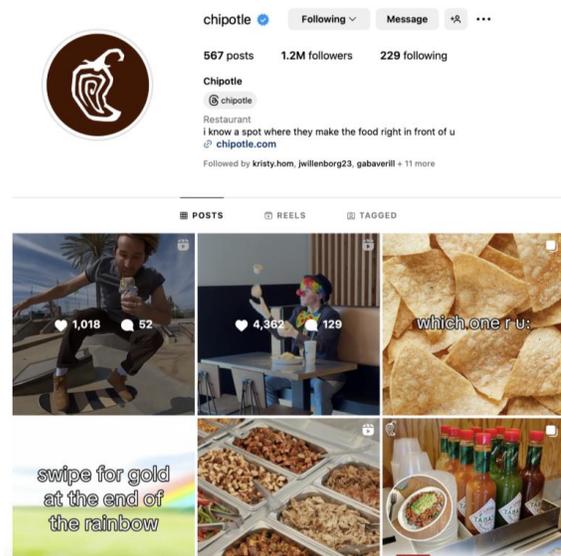
Twitter (X)

Within the past seven days, there have been 0 posts made on Chipotle’s Twitter (X) page. Their last post was made on March 12th.



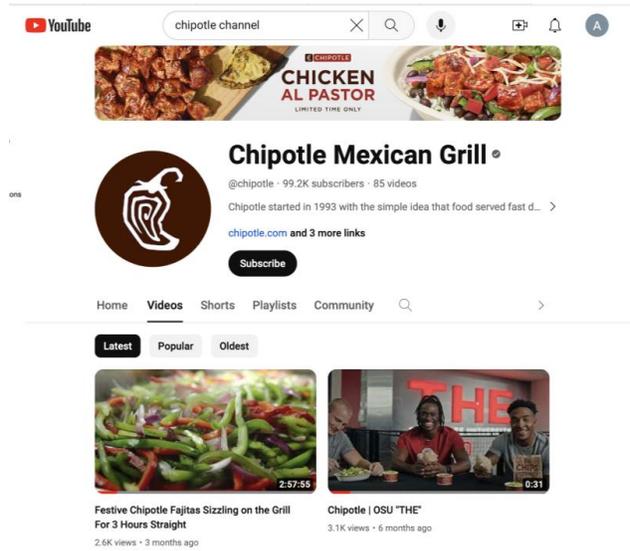
Instagram

Within the past seven days, there have been 2 posts made on Chipotle’s Instagram page. Those 2 posts, in total, received about 5,000 likes, 182,000 views, and 180 comments.



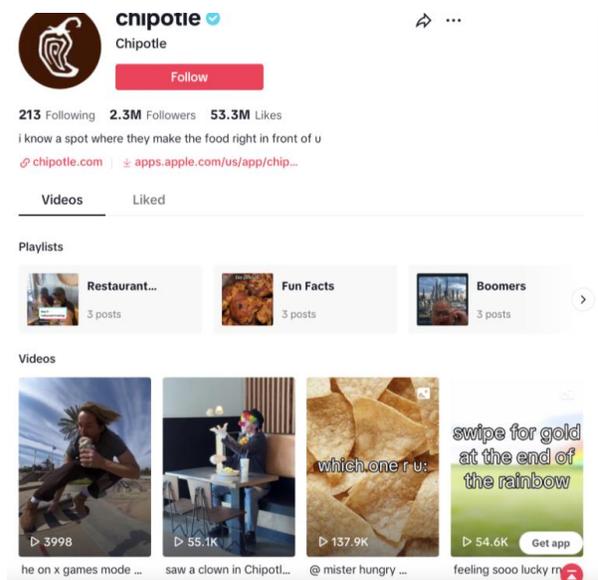
YouTube

Within the past seven days, there have been 0 posts made on Chipotle’s YouTube page. Their last video posted was in December of 2023.



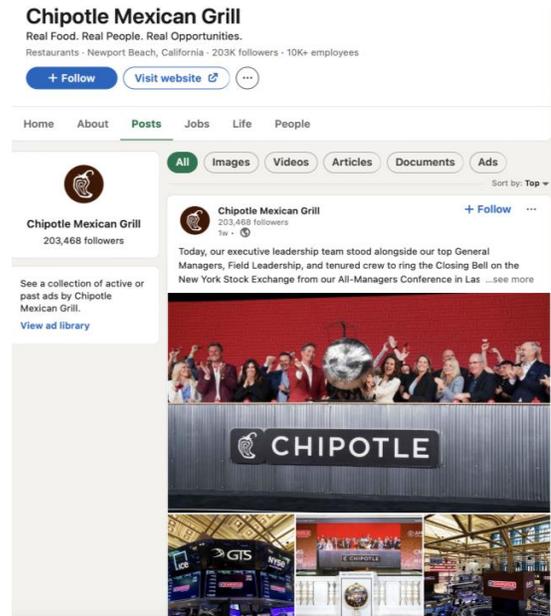
Tik Tok

Within the past seven days, there have been 2 posts made on Chipotle’s TikTok page. Those 2 posts, in total, received about 1, 150 likes, 59,000 views, 90 comments, and 25 shares.



LinkedIn

Within the past seven days, there has been 1 post made on Chipotle’s LinkedIn page. This post received 1,137 reactions, 77 reposts, and 26 comments.

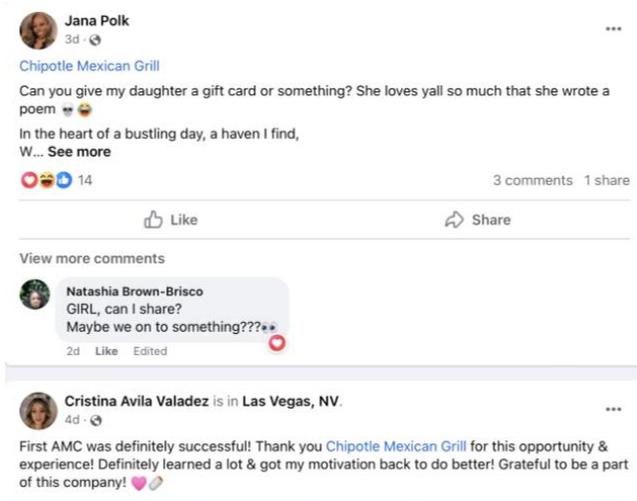


Mentions: positive, negatives, or neutrals

Facebook

Although Chipotle did not post over the past seven days, they received various mentions on their Facebook page. The comments were split even between positive and negative comments. Some posts thanked the company while others complained about a negative experience they had.





Twitter (X)

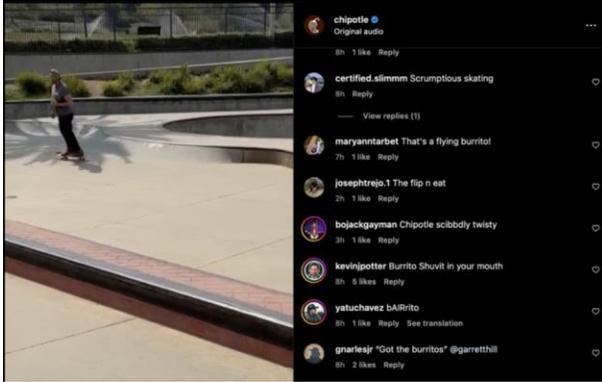
Chipotle’s Twitter (X) page did not have any posts from the past seven days, but they have been mentioned in multiple tweets. Most of the comments were negative and shared pictures of issues found with orders. However, for each comment, Chipotle responds to address the situation.



Instagram

The overall reaction from Chipotle’s last two Instagram posts were different in terms of positive vs negative comments. The post from March 21st received comments again addressing issues with the customer's





order. While their post from March 27th received comments talking about the activity in the video posted.

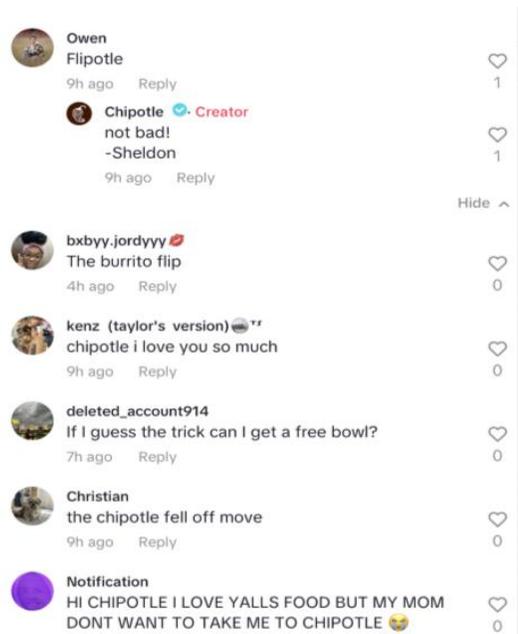
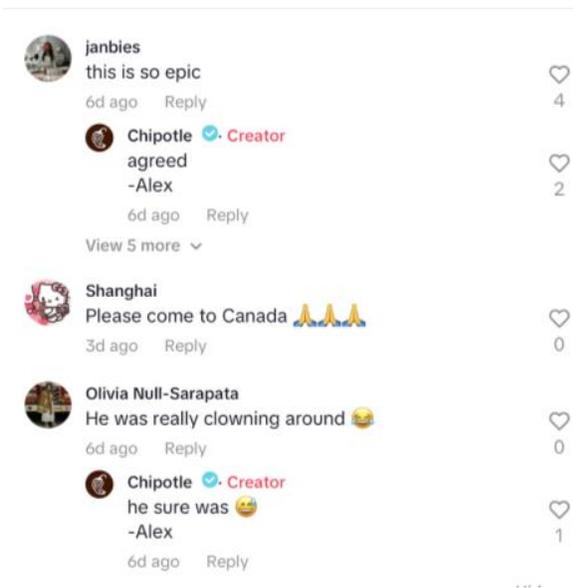
You Tube

Within the past seven days, Chipotle has not received any comments or

mentions on their YouTube Channel.

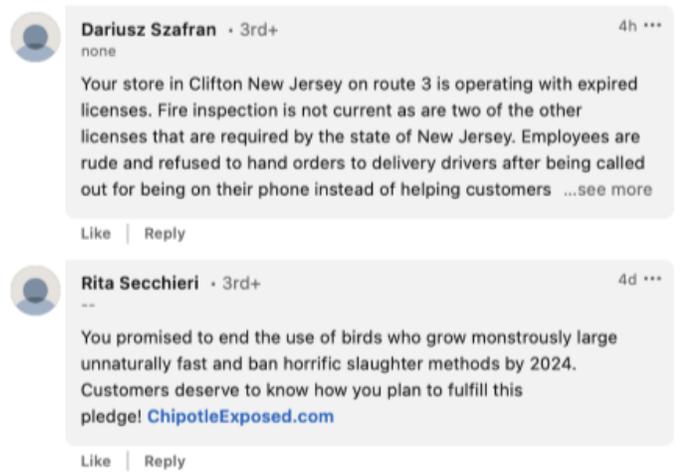
Tik Tok

The overall response from Chipotle’s audience on their last two posts on their Tik Tok account is positive. Many comments are fun and find the content engaging and creative.



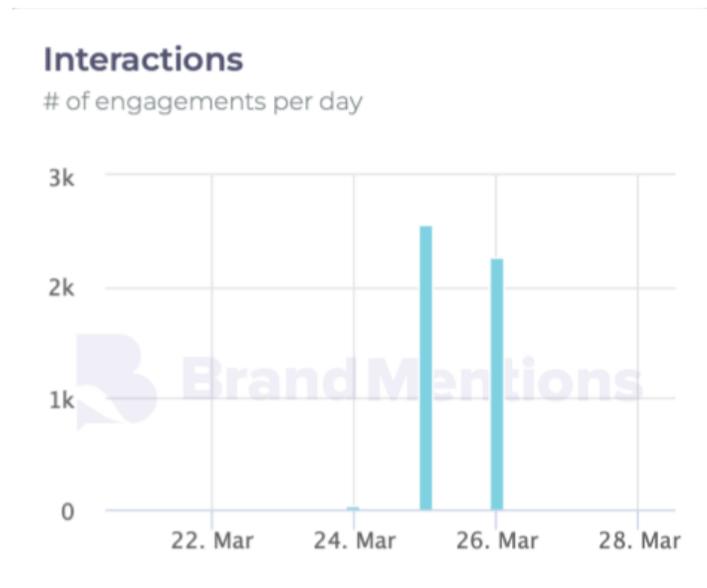
LinkedIn

Chipotle had one LinkedIn post this past week about their executive leadership team. Most of their comments from this post criticked the company on the state of certain locations or challenged statements the company has made in the past.



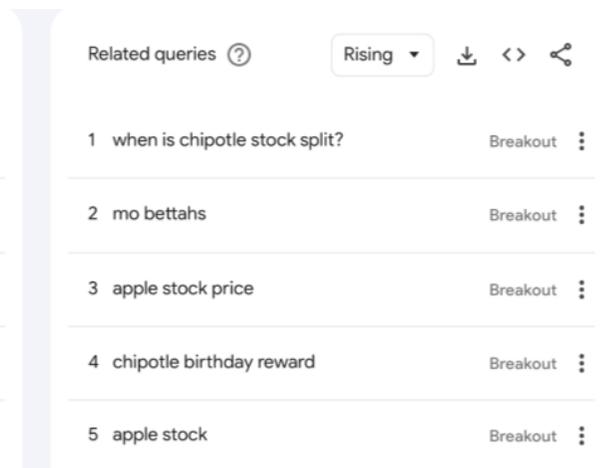
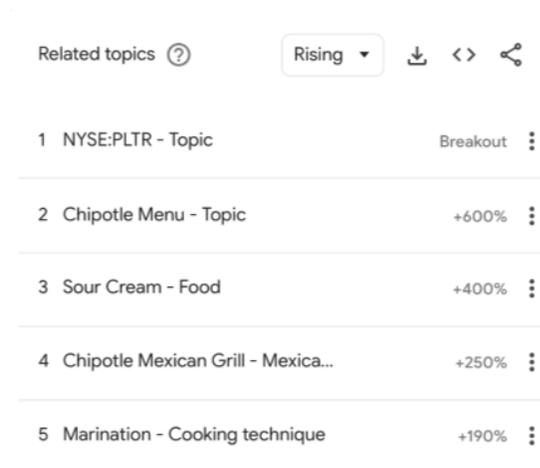
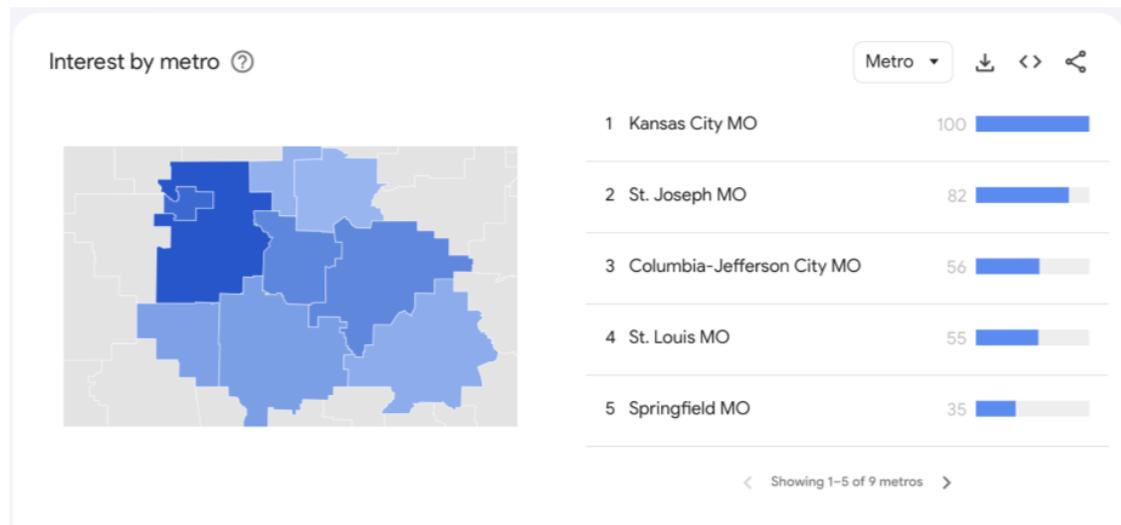
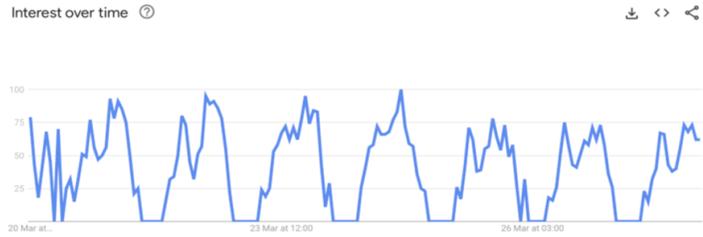
Overall Interactions

Using Brand Mention, "Chipotle" was the keyword used to see the number of interactions Chipotle had for the past seven days (March 21st-March 27th.) The company was mentioned 167 times and was interacted with 4.9k times.



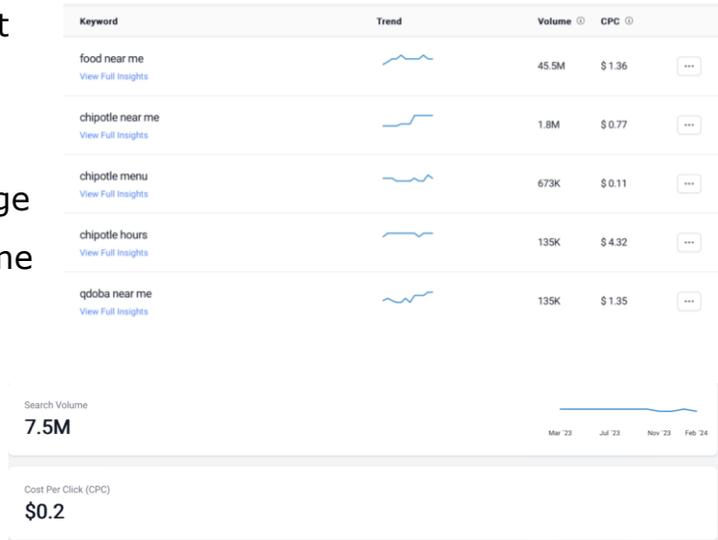
Top cities of Missouri searching up Chipotle

Using Google Trends, we can see the top Missouri cities that are searching for Chipotle. The top two cities include Kansas City and St. Joseph. The company's top related query asks about Chipotle's stock.



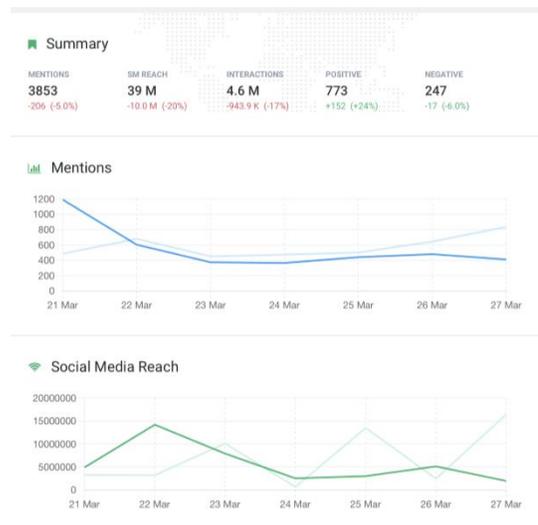
Related Keywords

Using the platform, Buzzsumo, it was found that the top five keywords in relation to the term "Chipotle" are shown in the image to the right, as well as the volume and cost per click (CPC).



Positive and Negative Sentiment Rate

Brand24 was used to find the following information with the keyword, "Chipotle." The company had 773 positive mentions and 247 negative mentions over the past seven days. The user generate content rate was 1,870 and the estimate social media rate was 39,524, 544. The company's top five influencers are listed to the below.



Profile name	Site	Mentions	Followers	Voice Share	Influence	Influencer Score	Options
nurse.johnn		1	4 500 000	0.126	49 900	10/10	
miawaifu.priv		1	4 189 562	0.009	3 520	10/10	
danosseasoning		1	3 700 000	0.027	10 530	10/10	
Bloveslife		1	3 110 000	0.099	38 935	10/10	
fordjawaun		2	3 100 000	0.310	122 456	10/10	

Google Alerts

Chipotle received many alerts of content created involving the company over the past seven days. Each day contained at least five articles, but below are the top two articles received per day:

March 21st

1. <https://www.dailydot.com/news/chipotle-worker-doesnt-know-how-to-take-cash-payment/>
2. <https://www.nhl.com/nhl-network/topic/nhl-all-star/chipotle-highlight-of-the-night-6349419354112>

March 22nd

1. <https://www.gurufocus.com/news/2395686/chipotle-mexican-grill-incs-chief-brand-officer-sells-company-shares>
2. <https://www.marketbeat.com/instant-alerts/nyse-cmg-insider-buying-and-selling-2024-03-22/>

March 23rd

1. <https://nypost.com/2024/03/23/lifestyle/inside-kernel-the-vegan-fast-food-chain-from-former-chipotle-ceo/>
2. <https://guiltyeats.com/posts/does-taco-bell-or-chipotle-have-the-better-deal-for-a-chicken-bowl-01hsm2jvr0ag>

March 24th

1. <https://www.financialexpress.com/business/investing-abroad-chipotle-stock-split-get-49-additional-shares-for-every-one-share-held-check-key-dates-3435495/>
2. <https://www.dailydot.com/news/chipotle-chicken-quesadilla-no-cheese/>

March 25th

1. <https://www.nasdaq.com/articles/chipotle-mexican-grill-cmg-increases-despite-market-slip:-heres-what-you-need-to-know-0>
2. <https://www.nasdaq.com/articles/chipotle-mexican-grill-cmg-increases-despite-market-slip:-heres-what-you-need-to-know-0>

March 26th

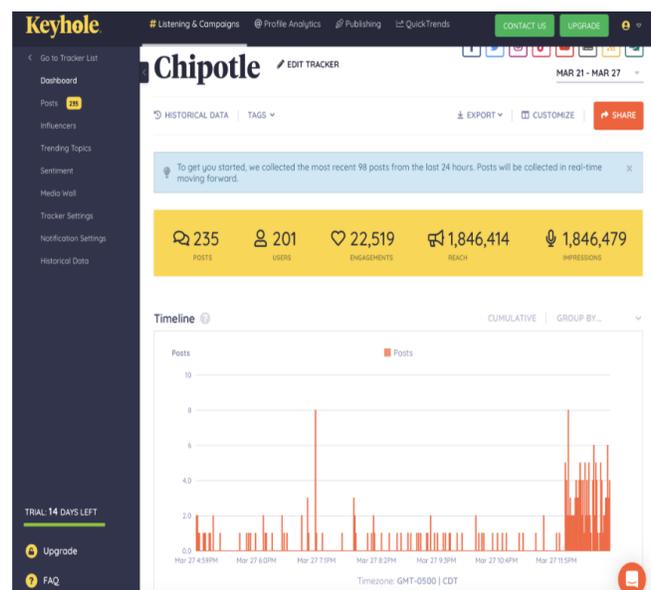
1. <https://www.msn.com/en-us/money/topstocks/chipotle-has-1-of-the-biggest-stock-splits-in-new-york-stock-exchange-history-here-s-why-i-m-still-not-buying-it/ar-BB1kzdf9>
2. <https://www.wspa.com/news/local-news/chipotle-to-open-first-gaffney-location/>

March 27th

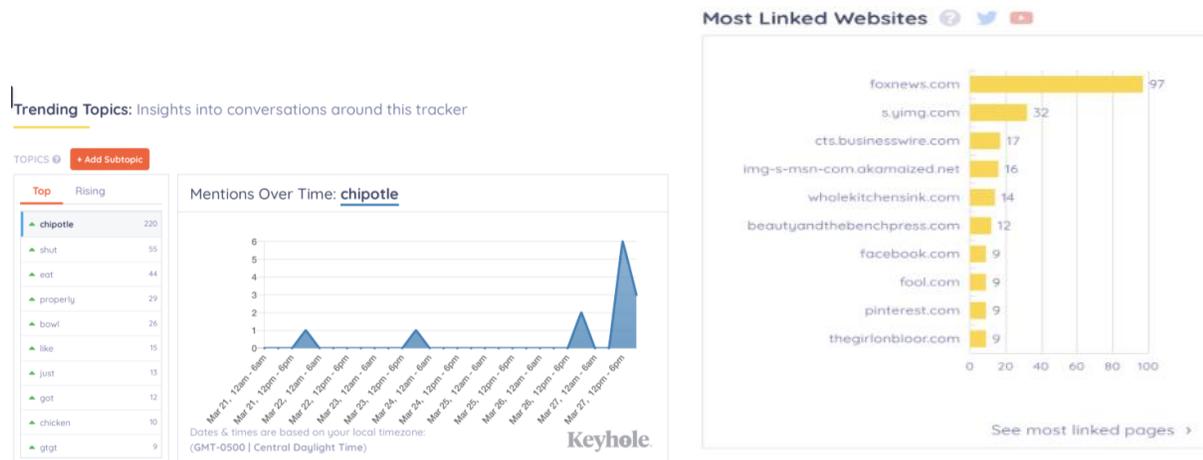
1. https://richmond.com/life-entertainment/nation-world/food-drink/heres-when-chipotle-is-scheduled-to-open-across-from-the-diamond/article_1b338886-eb85-11ee-8272-f33128bf20e9.html
2. <https://www.google.com/url?rct=j&sa=t&url=https://www.mk.co.kr/en/economy/10975666&ct=ga&cd=CAAYBjIaNTq2N2Y4YmI5NWExZDc2NDpjb206ZW46VVM&usq=AOvVaw1NC9ewNTJ0I4kcjtgrOvDk>

Additional Social Listening Tool

Keyhole is a social listening tool that allows a company to gain additional information on their audience. Through this platform, the company can track specific keywords as well as different hashtags. It also allows the company to see relevant influences and topics. They can then use this information to better their content.



There is also a section that shows websites linked to Chipotle, which can help influence people to purchase from Chipotle.



Target Marketing Write-Up

The following two pages contain two market forms, based on the analysis, and collected data from Chipotle’s social media. These forms focus on two types of possible consumers that Chipotle could target. These Two forms will discuss the groups’ behaviors, work/education, hobbies/interests, and common brands they love.



DEMOGRAPHICS

- age 14-20
- average size families
- high school & college
- part time & full time jobs

THE ADOLESCENCE

➤ OVERVIEW

PROVIDE A SUCCINCT DESCRIPTION OF THIS PERSON

This person is the average teenager from ages 14-20. Depending on their age, they are in high school or college and have a job of some type. The average teenager loves to eat out at fast-paced restaurants. As well as adolescence loves popular/trendy places, which Chipotle's brand is a perfect fit.

➤ USE BEHAVIORS

HOW, WHEN, AND WHY DOES THIS PERSON USE SOCIAL MEDIA

- how: an adolescent teenager uses social media to connect with friends and family. They also keep up with the content they enjoy and recent trends. Social media is also used as entertainment.
- when: time of the day varies. Adolescent teens may use social media in between classes, lunch breaks, and in free time. This generation uses it frequently.
- why: social media is used to stay up to date on trends and to connect with others.

➤ WORK/EDUCATION

WHAT LEVEL WORK/EDUCATION DOES THIS PERSON HOLD?

An adolescent teen will be in high school, college, or the work force, depending on their age.

➤ HOBBIES/INTERESTS

WHAT HOBBIES/INTERESTS DOES THIS PERSON HOLD?

- hanging out with friends
- working out
- active activities (sports, walks, hiking)
- reading

➤ BRANDS THEY LOVE

WHAT BRANDS DOES THIS PERSON CONNECT THEMSELVES TO?

- Lululemon
- Gym Shark
- Spotify/ Apple Music
- Apple
- Starbucks/ Dunkin
- Chick-Fil-A
- Celcius/Alani/Ghost



DEMOGRAPHICS

- age 21-35
- average size families
- college degree
- part time & full time jobs

YOUNG ADULT

➤ OVERVIEW

PROVIDE A SUCCINCT DESCRIPTION OF THIS PERSON

A young adult aged from 21-35 years old. Most young adults are finishing up college or starting the workforce. Young adults are focused on bettering themselves, self-discovery journeys, and careers. The average young adult finds Chipotle a quick and healthy lunch option. Young adults also like to follow the trends, so they will enjoy Chipotle's brand.

➤ USE BEHAVIORS

HOW, WHEN, AND WHY DOES THIS PERSON USE SOCIAL MEDIA

- How: Young adults use social media for personal and work purposes. They use social media to display themselves professionally as well as to keep up with recent trends and stay connected with family and friends.
- when: Young adults often use social media during breaks and free time. Young adults use social media frequently.
- why: Social media is used to stay connected with friends and family. It is also used to keep up with trends.

➤ WORK/EDUCATION

WHAT LEVEL WORK/EDUCATION DOES THIS PERSON HOLD?

- high school diploma
- college degree- this vary from a bachelor's, masters's, associate's degree

➤ HOBBIES/INTERESTS

WHAT HOBBIES/INTERESTS DOES THIS PERSON HOLD?

- hanging out with friends and family
- working out and active activities (sports, walks, hiking)
- traveling
- social media

➤ BRANDS THEY LOVE

WHAT BRANDS DOES THIS PERSON CONNECT THEMSELVES TO?

- Lululemon
- Gym Shark
- Spotify/ Apple Music
- Apple
- Starbucks/ Dunkin
- Chick-Fil-A
- Trader Jopes/Aldi's

KPI Write-Up

Using KPIs (Key Performance Indicators) is a way for Chipotle to reach the company's social media goals. Below are some KPIs that Chipotle could use while taking the two previous target market forms into consideration.

According to the Social Audit found within this document, Chipotle has an abundant following on many of their social media platforms, but the overall stats of the interaction of followers with their posts is low. For example, their Instagram account has 1.2 million followers, but on their last two posts received in total, about 5,000 likes, 182,000 views, and 180 comments, according to the Social Listening section found above. A KPI that should be tracked is its impact, specifically the number of likes and comments they receive on their posts. A goal of Chipotle can be to increase the number of likes and comments on their posts by 30% within the next 6 months by generating interactive and creative posts and paid ads. They should focus on getting their followers to engage with their posts rather than scrolling past.

Another KPI that can increase the number of interactions with their posts is increasing the number of new visitors or followers to their social media platforms. Within the Social Audit, Chipotle's use of sub-specialty pages is infrequent. The company should create more fun sub-specialty pages to reach customers in a different and unique way. This will increase their following on all their platforms and strengthen the customer/company relationship. A goal for Chipotle should be to create one new sub-specialty page for each of their social media platforms and increase the number of new followers by 15% in the next 4 months.

Lastly, another form of KPI Chipotle should track is their CTR (click-through rate) on their various posts and paid advertisements. Measure the CTR will help determine how well the post does in reaching viewers, which will also aid them in measuring in engagement. Taking a closer look at the CTR will help the company learn more about which posts generate more interactions with followers compared to others. A goal Chipotle can work towards is

raising their CTR by 10% in the next six months by testing different forms of advertisements and general posts.

Social Calendar

The last pages contain a possible social calendar that Chipotle could use as their posting schedule.

Chipotle Social Media Audit

Date	Title/topic	Content/Details	Call to Action	Keywords	Target Audience	SM Platform
Publish: Mon, April 29th	Go-to Chipotle Order	(Video of top employees sharing their "go-to" Chipotle order) *Highlight new items on the menu	Inspires followers to go to their local Chipotle and try their order	"Chipotle menu" "Chipotle near me" "food near me"	Teen/Young Adult Chipotle Fans	Instagram & Tik Tok
Publish: Wed, May 1st	Which entree are you?	(Images picturing the various entrees Chipotle offers) *Highlight the comeback of the Chicken Al Pastor	Entice followers to comment and interact with the post by saying which Chipotle entree they are	"Chipotle menu" "Chipotle near me" "food near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram, Facebook, & Twitter (X)
Publish: Fri, May 3rd	POV: When someone asks me what I want to eat	(A meme-type-image of two people looking at each other) *Include a thought bubble of a Chipotle bowl	Inspires followers to visit their local Chipotle	"Chipotle menu" "Chipotle near me" "food near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram, Facebook, Tik Tok, & Twitter (X)
Publish: Mon, May 6th	Graduate Appreciation *Chipotle Supports Graduates!	(A picture of a customer in their graduation cap & gown at a Chipotle restaurant) *An informational post announcing any 2024 graduate (high school or college) can receive a free Chipotle bowl if they wear their cap & gown in-store	Motivates high school or college graduates to visit their local Chipotle to receive their free meal	"Chipotle near me" "Qdoba near me"	Teens & Young Adults in School	Instagram, Facebook, & Twitter (X)
Publish: Wed, May 8th	Hump Day Pick-Me-Up	(A meme-type-image of a camel ordering a Chipotle burrito) *Add text to the image "Happy Hump Day!"	Inspires followers to get their own "Hump Day pick-me-up"	"Chipotle menu" "Chipotle near me" "food near me" "Qdoba near me"	Young Adult Chipotle Fans	Instagram, Facebook, & Twitter (X)
Publish: Fri, May 10th	Day in the Life of a Chipotle Employee	(Video of an employee's typical day working at Chipotle) *At the end of the video promote new job openings	Allows followers to see an inside look at the company and strengthens the customer/company relationship	"Chipotle near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram & Tik Tok
Publish: Mon, May 13th	Weekly Agenda	(A weekly calendar with Chipotle written on every day of the week) *Add the caption: "Planning only the essentials"	Inspires followers to make room in their schedules to get Chipotle	"Chipotle near me" "Chipotle hours" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram, Facebook, & Twitter (X)
Publish: Wed, May 15th	Company Update	(A short paragraph highlighting all of the recent accomplishments or latest news within the company) *Include images featuring the main points within the paragraph	Keeps our customers and business partners up to date on the company	"Chipotle hours" "Chipotle near me" "Chipotle menu"	Business Professionals & Young Adult Chipotle Fans	Linkedin
Publish: Fri, May 17th	"Counting Burritos"	(A meme-type image of a person sleeping with a thought bubble above them as they are counting Chipotle burritos- similar to "counting sheep") *Captioned "In case you're having trouble sleeping"	Entices followers to follow their dreams and get their own Chipotle burrito	"Chipotle near me" "Chipotle menu" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram, Facebook, & Twitter (X)
Publish: Mon, May 20th	Exam Week Fuel *Chipotle Supports Students!	(A time-lapse video of a student working on homework/studying for exams while eating a burrito bowl) *Highlight a side of chips & guac with the burrito bowl	Inspires students to go to chipotle to power their study sessions and treat themselves during exam week	"Chipotle hours" "Chipotle near me" "Chipotle menu"	Teens & Young Adults in School	Instagram, Facebook, Tik Tok, & Twitter (X)
Publish: Wed, May 22nd	On Wednesday We Wear Pink!	(A picture of Chipotle employees wearing a pink work shirt, smiling at the camera) *An informational post announcing any customer that comes in wearing pink gets free chips & guac with their order *Builds a community and strengthens company/customer relationship	Motivates customers to participate in the event by coming to their local Chipotle for a meal to receive their free chips & guac	"Chipotle near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans	Instagram, Facebook, & Twitter (X)
Publish: Fri, May 24th	How do you eat a burrito? (Wrong answers only!)	(A video going up to random people in a park asking them, "How do you eat a burrito? Wrong answers only!") *Hand out coupons to participants at the end of their clip	Makes followers laugh and creates a happy emotion in relation to Chipotle	"Chipotle menu" "Chipotle near me" "food near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans & New Fans	Instagram, Facebook, & Tik Tok
Publish: Mon, May 27th	Where's Waldo?	(A series of images with various Chipotle items- food, dishes, merch, etc) *In the mess of items Waldo is hiding and whoever finds him first wins a free meal	Motivates people to engage in the content posted	"Chipotle menu" "Chipotle near me"	Teen/Young Adult Chipotle Fans	Instagram & Facebook
Publish: Wed, May 29th	"You are what you eat"	(A meme-type-image of a person wrapped up in a burrito) *Add text to image "You know what they say... you are what you eat!"	Makes followers laugh and creates a happy emotion in relation to Chipotle	"Chipotle menu" "Chipotle near me" "food near me" "Qdoba near me"	Teen/Young Adult Chipotle Fans and New Fans	Instagram, Facebook, & Twitter (X)
Publish: Fri, May 31st	May Company Update	(A short paragraph highlighting all of the recent accomplishments or latest news within the company, specifically highlighting the month of May) *Include images featuring the main points within the paragraph	Keeps our customers and business partners up to date on the company	"Chipotle hours" "Chipotle near me" "Chipotle menu"	Business Professionals & Young Adult Chipotle Fans	Linkedin