

## Selah Vie Bistro and Coffee Cottage Social Media Audit

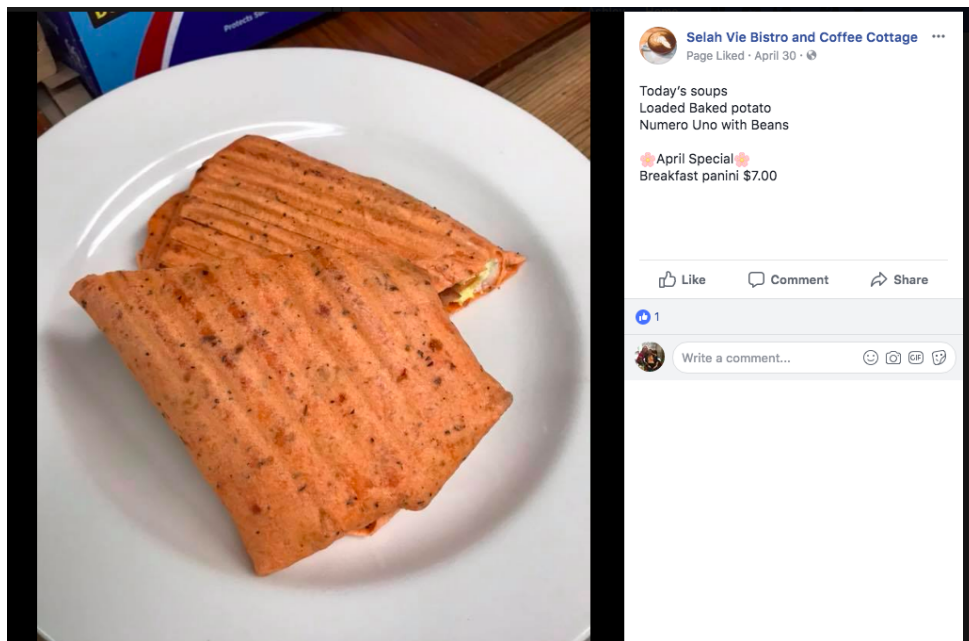
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For MARC 230 with instructor Kristen Pechacek at University of Wisconsin-River Falls  
8 May 2018

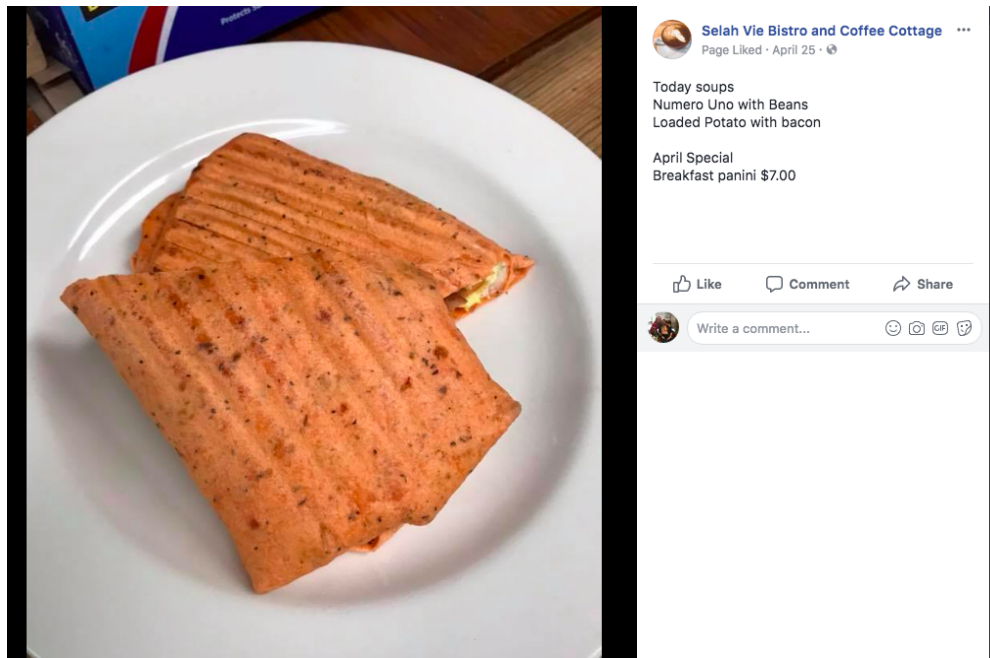
Selah Vie Bistro and Coffee Cottage is a small business located in downtown River Falls, WI, that primarily serves coffee, baked goods and lunch. This business was established in 2017, but before it was called “Selah Vie” it was another coffee shop called “The Dish and Spoon”. Selah Vie has a physical location that provides seating to customers, with free WiFi that makes it attractive to college students and business professionals. The 8 tables in the establishment make it an ideal location for meetings and sit down lunches. During the summer, and warmer parts of the spring and fall, the store offers outdoor seating where individuals can enjoy their coffee and lunch. The store’s manager, Stephanie, says that the main product the company sells is coffee, and wants to be known for their quality coffee, and friendly staff.

The store sells a variety of different types of speciality beverages, including smoothies, tea, and alcoholic coffee drinks. In addition, the store sells a variety of baked goods. These consist of muffins, scones, coffee cake, and other delectables that are perfect for grab and go. The store also has a breakfast and lunch menu that features crepes, breakfast sandwiches, paninis, and salads. Finally, the store has a cold case at the front of their location, with desserts and other grab and go items.

### **Social Media Audit**

Currently, Selah Vie is on Facebook and Instagram, with their Facebook account being the same one the old coffee shop had, so they have quite a bit of followers. They are not on Twitter, and we do not recommend them doing so, as Twitter is too fast paced and time-consuming for their small business. The company post every once in awhile but there appears to not be a set schedule for how much is posted per week. Specifically on Instagram, the company does not post regularly. They also do not have much success on either platforms, because they only get a few likes and comments on each post. Below are examples of a typical post, specifically from Facebook.





Above is two posts that were on their Facebook page. The first post is from April 30th, and the post below it is from April 25th. The company has many posts like this, where they reuse the same photo for the posts about their specials. The first post only got one like, and the post below it received none. We believe there is definite room for improvement in these posts, specifically by changing up the photos, and talking about the specials on a different type of photo. Below are some posts that have had some success on their Facebook page.



Selah Vie Bistro and Coffee Cottage

April 12 at 1:30pm · 🌐

New Dessert 🚨 Alert

Blueberry Cobbler with white chocolate



Like

Comment

Share

You, Grace Carpenter and 21 others

Most Relevant ▾



Write a comment...



Laura Felix LaFrance

Save a piece for me! I will be down next month!! Lol

Like · Reply · 3w



Selah Vie Bistro and Coffee Cottage

Page Liked · April 17 · 🌐

Now that's a good looking salad! It's all ready to go in our case! Stop in and stay for a bit or if your in a hurry remember to call ahead with your order.

Like

Comment

Share

You, Brandie Evens and 12 others

Most Relevant ▾

2 Shares

2 Comments

Ashley Bredeson Yum 🤤

Like · Reply · 2w

Barbara Beedle

Now that looks good

Like · Reply · 2w

Write a comment...



People You May Know

See All

Alyssa Cowan

14 mutual friends

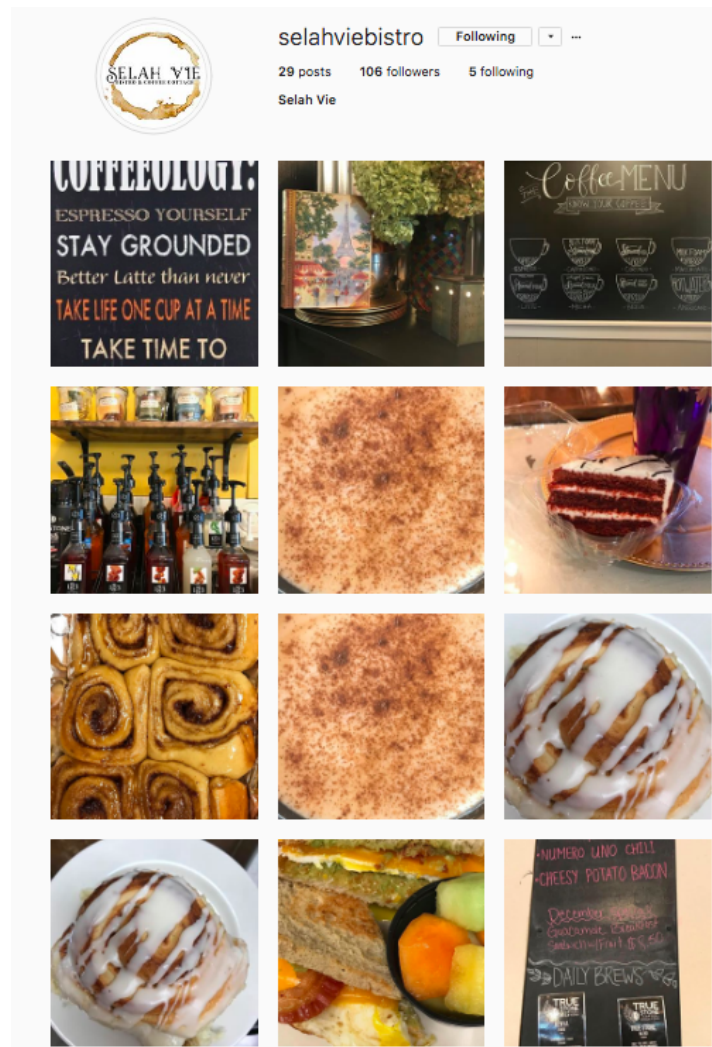
➦

Add Friend



The above photos are some of the more successful recent posts the company has had on Facebook. The first photo is a post from April 12th, and has a total of 23 likes, and one comment. The popularity of the post could be due to the fact that the image is appealing to those who did see it, and this was the first time the company had posted about this product on their Facebook page. The second above photo is from April 17th, and had a total of 14 likes, two shares, and two comments. This photo is also related to food, and is eye-catching. There is room for improvement though in interaction with those they are trying to reach, and 23 and 14 likes is not much for a company with such a large following on Facebook.

As for Instagram, the company just created the account in the summer of 2017. Their posting is very sporadic, where there are months with nothing being posted. When the company does post, it is multiple times in one day. Below is their profile and information on Instagram.



As we can see above, the company only has 106 followers, which is relatively low for a company. There is plenty of room for improvement, as each post gets minimal likes. From the photo above, the company appears to post the same photo multiple times. They could work on getting fresh and new photos for each post. Below I have an example of one of their posts on Instagram.



The above photo was posted on March 6th, and had a total of 9 likes and one comment. The photo is nice and displays what the company has to offer, but the company did not post a caption with this that could have caught their followers attention. The organization could work on creating consistent and unique Instagram posts.

Selah Vie does not have any reviews on Yelp which is not good, but they do have a few on Facebook which they reply to periodically. Below is their rating on Facebook, which is an average of 4.7.



Typically, the business replies to any negative reviews. They could work on trying to respond to the positive reviews as well, to create rapport with their customers, which would help encourage them to come back again if they knew the business was willing to take the extra step to interact.

For Google, when searching the business, photos of a coffee, and the inside of their business pops up on the right. The top results on google when typing “selah vie river falls” is their Facebook and Instagram pages. One downfall, is that one of the photos on Google is of the old business (The Dish and Spoon) which could be misleading to those looking for Selah Vie. The organization should try and rectify this, by either adding a new photo or requesting a new photo be taken to represent the current business that is in the building.

On Google, when typing in “coffee shop river falls WI” the first result is the Caribou coffee inside Family Fresh. One way to increase SEO is to encourage customers to review them on various sites, by posting a sign in their physical location. On Yelp, under “best coffee shop in River Falls”, Selah Vie is still being referred to by the old business, the “Dish and Spoon”, and the company should work to try and change this if possible, or create a new business on Yelp.



## **SWOT Analysis**

Selah Vie has many strengths that contribute to their success in River Falls, WI. The Facebook page speaks for itself in that it “is a specialty coffee shop with fresh daily bakery, take out fast options, bagels, paninis, and fresh homemade soups!” In addition to the many options available within the bistro, there are many strengths online. Selah Vie’s strengths are that there is room for growth on their social media. They have a good base to start and are doing a good job at replying to reviews on Facebook. There are quite a few opportunities for this coffee shop including the potential for unique posts, and it is also in a town with a large population that would be willing to follow them. Being in a college town, there is a great amount of young and trendy adults that like the vibe of coffee shops, and would love to be featured on their Instagram page. There is also an opportunity for posts promoting local events and contests. In addition, there is no other local speciality coffee shop in River Falls. This sets up Selah Vie to dominate this market, with the correct advertising and marketing.

Their social media weaknesses are that they do not post enough, there is no set schedule on when they post so it does not keep followers engaged, and they kind of fall of the deep end. Another weakness is that when they do post, they are dull. There is nothing really exciting about their posts, just pictures and a generic status. The major threat is that Facebook and Instagrams algorithms put more popular posts on top so with their current like and follower rate, their posts probably do not get seen as much as they could with a bigger following. With a good idea of

what they want their social media to look and sound like, the company has many opportunities for fixing these weaknesses.

There are many opportunities to grow as a business utilizing social media for Selah Vie. Some opportunities are to utilize user generated content, heightened Facebook and Instagram posting, and hiring a professional photographer. More information follows:

- User Generated Content:
  - After some research, it's no secret that the community likes Selah Vie, and this is demonstrated online, particularly on Instagram. User generated content is when a business reposts content from a consumer who used their hashtag or handle. This kind of content is a stellar way of interacting with the shop's customers along with growing their online presence. A good way to find content easily is to implement a hashtag. Hashtags are a great way to invite audiences to share their photos and as a reference point for the business to find content that people have posted easily.
  - Another way to encourage user generated content is to include promotional materials around the shop that tell people to follow or like their Instagram and Facebook pages along with including the hashtag on their posts. Generated content can also be encouraged by including a phrase such as "use our hashtag for a chance to be featured" on the promotional materials.
- Heightened Instagram and Facebook postings:
  - Posting more frequently can enhance engagement and awareness within the community. The more content put out, the more people know about the business.

That being said, ideally, Facebook posting can be around 4-5 times a day.

Instagram is more flexible depending on the week but typically 1-2 posts a day.

- Hiring a professional photographer:
  - Coffee shops and bistros are so “clickable” in today’s online world. Having professional photos of the shop can draw people in and want to experience it firsthand. Making the shop as inviting and intriguing as possible can boost engagement and interest. Professional photography will stand out and can be staggered within the posts that are not as “clickable.”

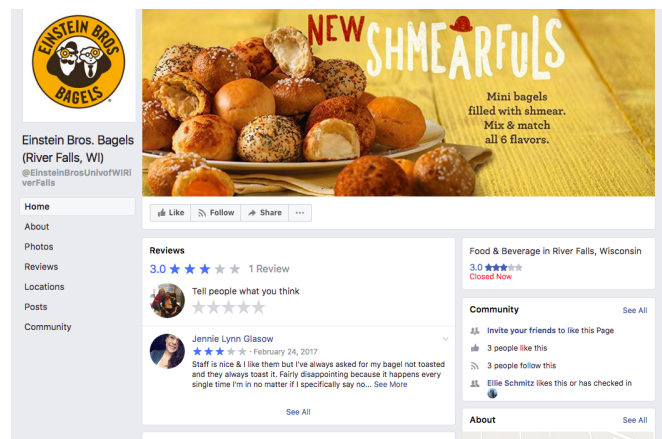
Threats on a more widespread level include Starbucks, Caribou coffee, and Einstein's Brothers Bagels. The threats advertise American founded coffee chains or American neighborhood bagel shop that provides a variety of options for their customers. There is a Caribou coffee located in the Family Fresh grocery store down the road and an Einstein’s Brothers Bagels inside the University. On the local (River Falls) level, threats include the Kinni Cafe and the South Fork Cafe. The two cafes are included in this list because they sell similar items to Selah Vie, such as food, but one positive is that Selah Vie dominates the market for local speciality beverages.

## **Competitive Analysis**

For coffee, the main competitors are Starbucks in Hudson, WI, Caribou, Einstein Bros. Bagels, and the local coffee shops in the Twin Cities like Spyhouse and Urban Bean. They have a strong presence on Facebook and Instagram with very clean layouts on both showing their coffee

and their coffee shops. The competitors also post about deals like buy one get one and when there are new drinks.

Specifically to the River Falls area, there is Caribou located in Family Fresh, and Einstein Bros. Bagels located in the University of Wisconsin River Falls. Below is the Facebook pages of both of these businesses.



Both of these pages have few likes, but have the advantage of having content sent to them from larger offices. Overall, Selah Vie could excel on social media, due to the lack of the competitors social media marketing.

## **Social Media Strategy**

We believe that Selah Vie should at least have a well-managed Facebook account, that they post to 1-2 times per day. Facebook has the highest amount of users across the world, and almost every business can benefit from the site. Selah Vie also already has a high number of likes for its business on Facebook, so through strategically boosting certain posts, the company can reach a lot of individuals.

We suggest posting 1-2 a day, because we believe it strikes the perfect balance of content for a smaller business. The company has many options for what it can post, so they will not run out of content. Some examples of what they can post are daily specials, sharing their customers posts and even contests.

We believe that the next social media site that Selah Vie should increase their presence on is Instagram. Instagram is one of the leading social media sites for young adults (Smith and Anderson 2018), and by being present on Instagram, the company could attract and retain a younger crowd. Instagram is best for visual content, and we believe that Selah Vie has no shortage of items to share on this platform. We suggest posting once per day on the site. The company could even consider sharing the same post on Instagram and Facebook, to save time and money.

We suggest that the social media sites of Twitter, Snapchat, Pinterest, LinkedIn, and others would not be the best idea for the company. Since this is a small business that sells products in a physical location, some of these sites, such as Pinterest, would not yield much

results. In addition, these social media sites, specifically Twitter, would cost too much time and money to manage, with little reward.

### **Social Media Persona**

Our social media persona is Courtney, she is in the business world and is someone who is fun, light-hearted but very hard working. She loves all of the trendy things like Facebook, Instagram and of course, coffee! She values her community and local small businesses. We decided to go with her because Selah Vie wants to target a younger audience of people and more business professionals.

As for how the social media sites look, we relate this back to what the manager, Stephanie, said about being known for having good coffee, and friendly staff. On Facebook and Instagram the company should have friendly posts, and light photos, rather than dark. They should ask questions to their audience, but also be informative about the services they provide.

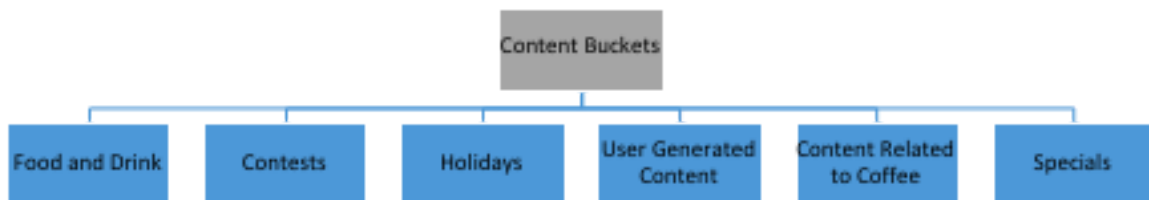
### **Content Generation**

For our content it will be pretty similar on Facebook and Instagram, we plan on sharing our followers posts to recognize them as well as thank them. We also plan on posting pictures of what Selah Vie sells - specifically beverages and food items, posting daily specials on Facebook and videos or Boomerangs on Instagram of baristas making the beverages.

A way in which to engage customers on Social Media, specifically Facebook, is to ask questions on the posts (Gresvig 2018). An example of this would be to post a photo of a popular

coffee beverage on Facebook. In the caption, the company could say “Check out our popular Mocha! What’s your favorite beverage on a cold day?”. Posting questions can help customers get involved. Another idea about asking questions would be to create a poll asking customers about whether or not they like a certain food, or how they feel about a certain modification. For example, let's say Selah Vie is debating discontinuing a side salad with their paninis, and is thinking of offering kettle chips. Rather than making the decision on their own, the company could post a poll on Facebook asking “Which would you rather have as a side for your panini- kettle chips or a side salad?”. By posting this question on Facebook, Selah Vie would be getting valuable feedback about their product, but also appearing to care about their customers opinions. This helps their persona of valuing the community.

A way to get our followers involved would be by posting contests ranging from liking and sharing a post to even creating a hashtag that our customers can use. For example to enter the contest below our customers just have to like and share our post in order to be entered, but we could change it to have our customers post why their mother deserves a fresh cup of coffee with the hashtag #SelahVie. We also plan on posting content from outside sources, this could be fun articles about the benefits of drinking coffee, or content from their coffee supplier’s social media sites. So far we have six specific content buckets, food and drink, contests, holidays, user-generated, content related to coffee, and specials. We would have Stephanie Jensen (manager) post our future content until they find an employee to post on their social media sites. Below is a diagram of our content buckets.



Below is a content calendar, specifically for May of 2018.

\*Post daily/weekly specials on Facebook everyday

May 2018 Content Calendar						
<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday (CLOSED)</u>
	1st: <b>"It's Gonna be May"</b> -Funny meme with post encouraging customers to check out May's food special (Instagram & Facebook)	2nd: -Repost followers post (Facebook & Instagram)  -Post about dessert (Facebook & Instagram)	3rd: -Post about specialty beverage (Facebook & Instagram)	4th: <b>May the Fourth</b> -Post wearing something Star Wars themed "May the Fourth be with you... and your coffee" (Facebook & Instagram)	5th: <b>Cinco De Mayo</b> -Post about pina colada smoothie (Facebook & Instagram)	6th



7th:	8th: -Mother's Day competition (Facebook) Begins (post each day reminding) "MOMS: Like and share for a chance to win a free beverage of your choice"	9th: -Mothers day post  -Post article related to unique product offered (EX: Hemp Milk ( <a href="https://www.self.com/story/hemp-milk">https://www.self.com/story/hemp-milk</a> )) (Facebook & Instagram)	10th: -Mothers day post  -Post about speciality beverage- specifically related to weather (EX: rainy day, hot beverage, sunny day, blended drink) (Facebook & Instagram)	11th: -Mothers day post  -Post about Graduation- "Come celebrate at Selah Vie"	12th: <b>Graduation Mothers Day Weekend</b> -Graduation post "Grads come in for a half off drink" (Facebook & Instagram)	13th -Mother s day post
14th: -Announce the winner of the Mothers Day competition (Facebook)	15th: <b>Chocolate Chip Day</b>  -Post with Chocolate Chip Cookie (Instagram & Facebook)	16th: -Post short video of Barista making a popular beverage (Instagram & Facebook)	17th: -Repost followers post (Facebook & Instagram if applicable)	18th: -Post picture of customers in the shop "We cherish all of you" (Instagram & Facebook)	19th: -Post about the weekend and enjoying some breakfast with photo of popular breakfast item (Instagram and Facebook)	20th
21st:	22nd: - Picture of the coffee beans and "we love our supplier" go on more about who the supplier is. (Instagram & Facebook)	23rd: -Post photo of desserts featured at the store (Facebook & Instagram)	24th: -Post a picture of the bakery food "Muffins and cookies and scones, oh my!" (Instagram & Facebook)	25th:	26th: <b>Memorial Day Weekend</b> - Red White and Blue post "Happy Memorial Day weekend come in for a cold	27th

					beverage!” (Facebook and Instagram)	
28th: -Repost followers post (Facebook & Instagram)	29th: -Ask a question about customers favorite beverage, along with a post of a coffee drink (Facebook & Instagram)	30th: -Boomerang of barista making a drink “All you need is a little coffee” (Instagram)	31st: -Post about summer approaching along with a photo of a cold beverage (Facebook and Instagram)			

Below is an example post the company could use, specifically for Saturday, May 5th. We recommend using photos that are bright, and feature some of their beverages or foods, since these seem to get the most likes, shares, and comments currently on Facebook.

Happy Cinco De Mayo! ✨

Stop in and enjoy a delicious Pina Colada Smoothie- we promise you won't regret it!



With the coffee shop having a beautiful interior, and selling beverages and food that is easy to be photographed, and easy to post about on Facebook and Instagram, we feel there is a lot of potential for user-generated campaigns. One such campaign idea would be to host monthly competitions, focused on tagging Selah Vie, or using a hashtag in photos. The business could place a sign in the physical location, encouraging customers to tag them in photos on Instagram or Facebook, or using the hashtag #selahvie. Posting a sign encouraging customers to like social media pages can help build an online following (Nestor 2014). At the end of the month, the

business could pick a random winner from all the photos for the month, and supply a \$5 gift card, or a free beverage. This campaign would give the company fresh UGC that could be posted to their social media sites, and get the word out about the company to friends of those uploading the photos. A month would be enough time to collect a couple submissions, and if the competition gained more traction and became more popular, the company could consider doing it twice a month.

### **How To Measure Success**

There are a few ways we plan on measuring the success of the new social media plan. We will use KPI's such as Facebook and Instagram analytics. These will show how many people each post has reached along with how many people have clicked to view the posts. We can also measure the success by our sales, if sales increase after a post it is most likely a result of said post. We will also measure follow growth and when our followers are most active. According to Aaron Agius, "On Facebook, you can view your followers' daily activity over the last week. By narrowing it down to individual days, you can see how engagement shifts by the hour" (Agius).

We can also measure our success through certain campaigns. In a Facebook or Instagram post, the company could offer 10% off to anyone who mentions that specific post. Through this, we can track if Facebook and Instagram posts are reaching the customers.

### **Activation Plan**

As of now, two different people manage their Facebook and Instagram accounts. We recommend either one person entirely manages the two accounts, or the two people doing it now make sure that they have the same idea for how the social media will look like.

Many of the posts that are on Facebook can also be on Instagram. We recommend first sharing to Instagram, and having it automatically upload to Facebook. This way, the company does not have to work as hard to create content for two separate social media accounts.

We recommend planning out the social media posts a week in advance. Hootsuite is a good tool to organize the posts, otherwise Stephanie could just plan out the general ideas for the week, and when she would like to post them each day. It would be a good idea to take photos at any opportunity, and save them to use for a post at a later date.

When we talked with Stephanie, she had stated that she was mainly in charge of the social media account. An opportunity for the future would be to find a student or employee who would be interested in managing the social media accounts. Stephanie could reach out to the marketing department at the University of Wisconsin River Falls, offering an unpaid opportunity to students who wish to develop their social media marketing skills.

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