

Social Media Audit & Conversation Analysis



Evaluated by Sarah MacKenzie, Carlyne Snipes, Matt Korn and Ephraim Payne

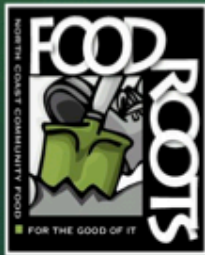
Willamette Farm and Food Coalition

- Serves Lane County
- Established in 2005
- Supports sustainable farming and local food systems



Purpose

To analyze and improve the social media presence of Willamette Farm and Food Coalition (WFFC).



Method



January 2013



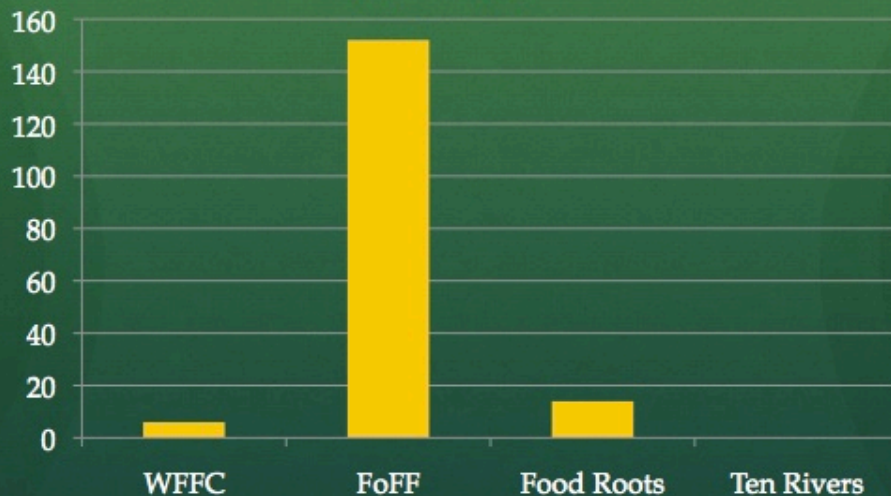
March 2013

Brand Consistency



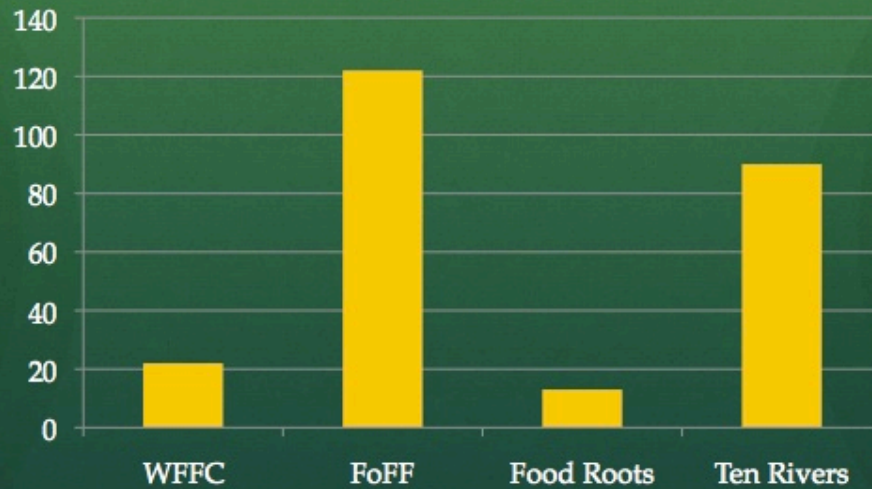
Channel Frequency

Total Twitter Posts
1/1/13 - 3/31/13



Channel Frequency

Total Facebook Posts
1/1/13 - 3/31/13

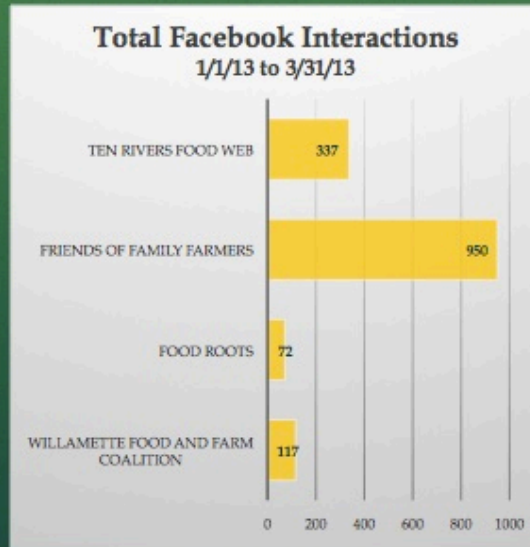


Voice

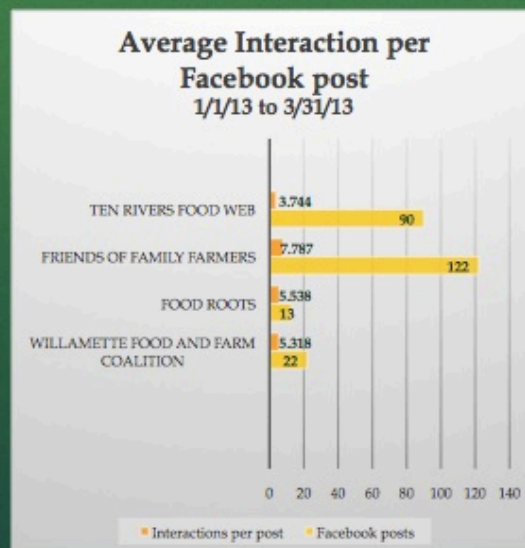
This weekend: Fun with Fermentation
at the WOW Hall!

– @WillFarmFood

Interaction



Interaction

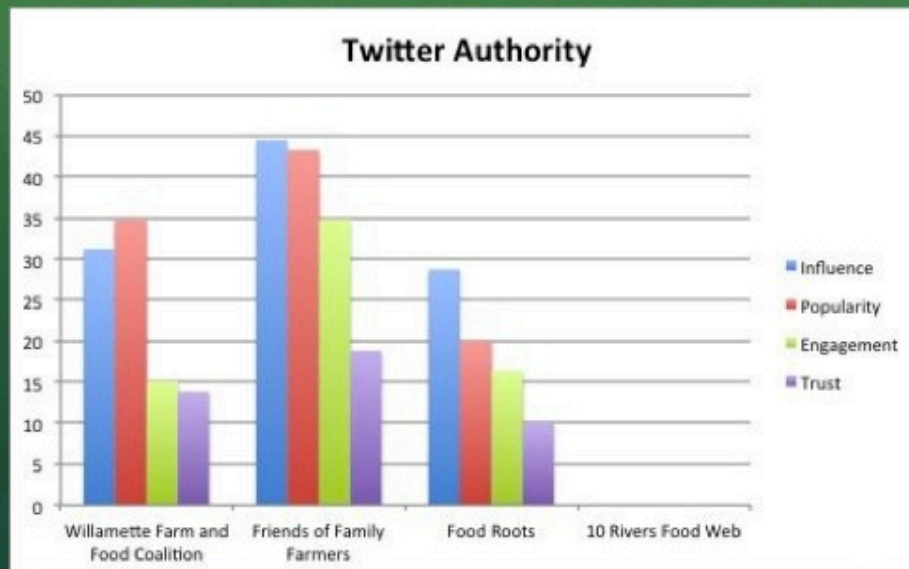


Themes

- Conversations about events and programs
- Followers respond to posts
- Conversation limited to WFFC 's platforms



Authority



Discussion

- Positive or neutral on all platforms
- Dialogue about issue of farm fresh food
- Collaborative not competitive



Recommendations

- Cross promote social media
- Delete extraneous Facebook page

