



DISCOVERY + INSIGHT

A PEEK AT THE CONVERSATION



FACEBOOK.

- Current following: 2,118 likes and 2,115 followers
- Posting is frequent; often more than one post a day if not every day
- Copy includes no usage of hashtags
- Posts receive 5-10 likes and < 5 comments
- Content primarily features new or popular recipes to use with products and occasional giveaway contests, with 3 organic mentions in 2017, tagging Miceli Dairy in posts
 - 1 mention from La Gazzetta Italiana; post features recipe using Miceli product
 - 1 mention from Waiting Child Fund; thanking Miceli Dairy for their generous participation in their annual golf outing fundraiser
 - 1 mention from Cleveland Pizza; announcing they have teamed up with Miceli Dairy
- Comments from fans sharing love for Miceli Dairy products receive no engagement back from the page

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TWITTER.

- Currently 683 followers; following 1,153
- Missed opportunity to utilize this support-centric channel for customer service
- Content is focused on encouragement for Cleveland sports teams and occasional recipe ideas utilizing Miceli products
- No organic mentions or current conversation on Twitter; last tweet was April 2016
- Tweets generate little to no engagement including retweets, direct replies and favorites

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INSTAGRAM.

- Currently 134 followers; following 84
- 11 posts total, generating 7-14 likes per post and <5 comments
- Content consists only of recipes that utilize Miceli Dairy products and utilizes hashtags, #MiceliCheese #mozzarella
- Organic mentions include 4 posts using #MiceliDairy showcasing Miceli cheese being incorporated into various recipes and shared photos from satisfied customers
- Photos lack unique captions and generate little to no engagement between the customer and the channel via comments

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PINTEREST.

- Currently 238 followers; 171 following
- 16 boards with the largest being sweets with 173 pins; total of 672 pins
- Other boards are dedicated to content that utilizes the brand in recipes such as 'Pizza,' 'Entrees', 'Appetizers' and 'Sandwiches'

