



Social Media
Content Analysis
Project

Social Media Audit



MKT387
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Munoz



Social Media Platforms



Instagram
5.4M followers



TikTok
802K followers



Twitter
223.2K followers



Facebook
225.5K followers
194.4K page likes



Instagram



- **5.4 million followers**
- **1,812 total posts**
- **2 average posts per day**

Kylie Skin by Kylie Jenner is a skincare brand who promotes their products to be vegan, cruelty free, sulfate free and paraben free.

The general brand perception is positive! Its chic and satisfying packaging + natural ingredients make it attractive to the consumer.

- ★ Verified
- ✓ Color coordination
- ✓ High Quality Graphics

kylieskin  [Follow](#)  

1,812 posts 5.4m followers 770 following

Kylie Skin by Kylie Jenner

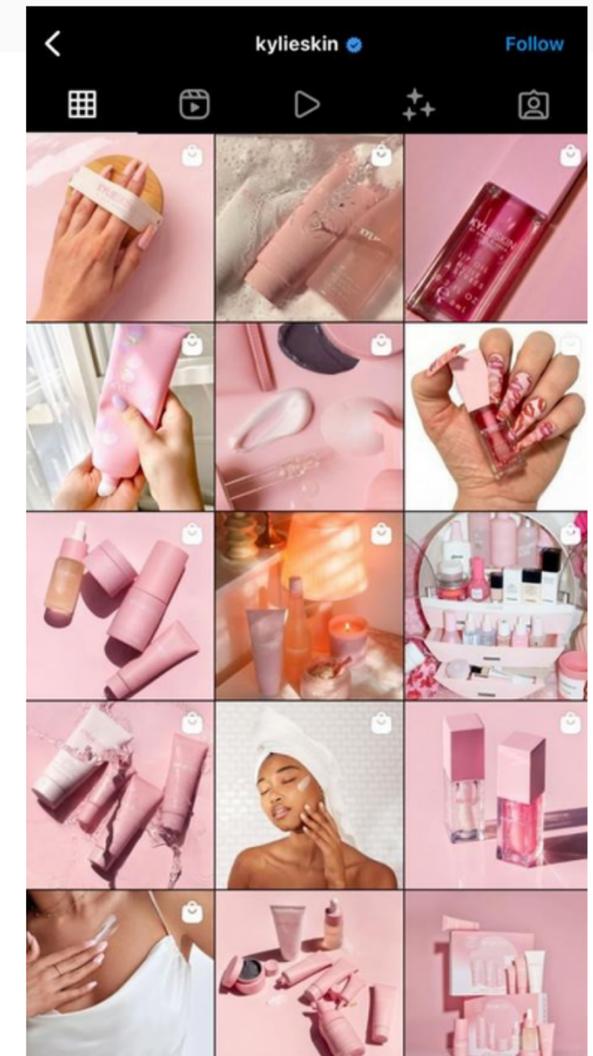
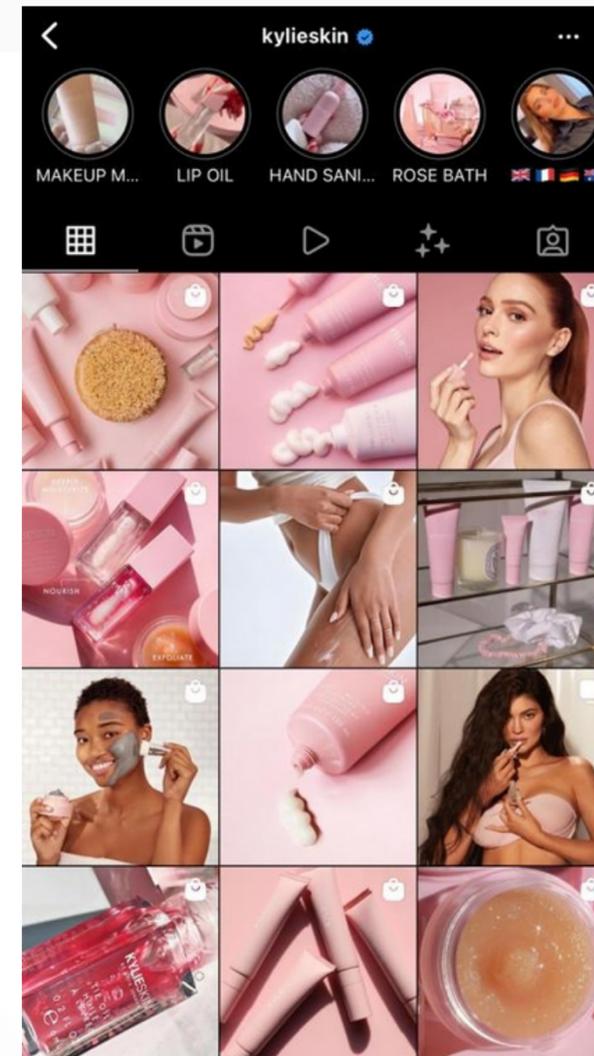
Brand

 watermelon lip oil available now!

 vegan, cruelty free, gluten free, sulfate free & paraben free

kylieskin.com

Followed by miriam.laya.3, tatyanaeicentos, vivid_balloons +24 more

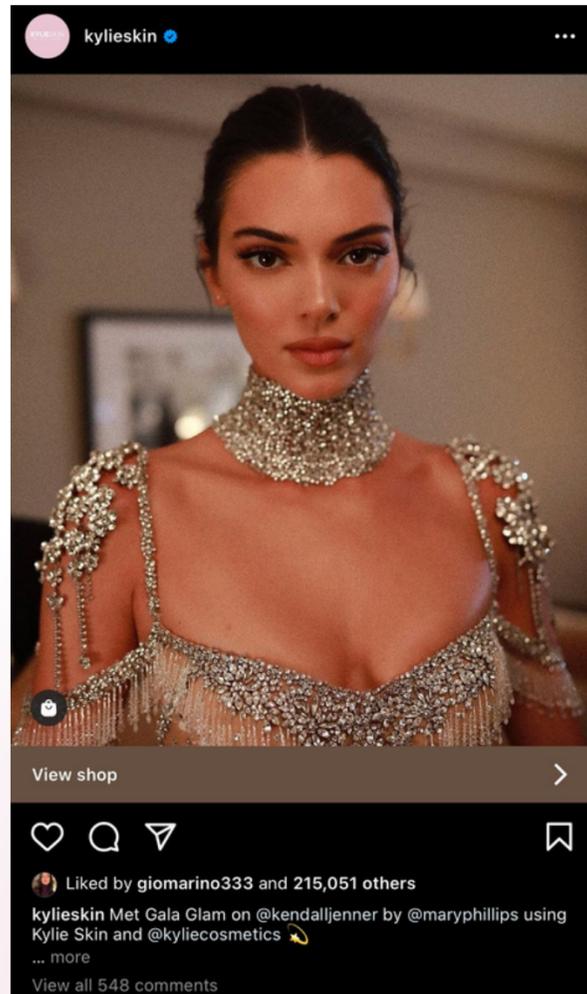




Top Posts

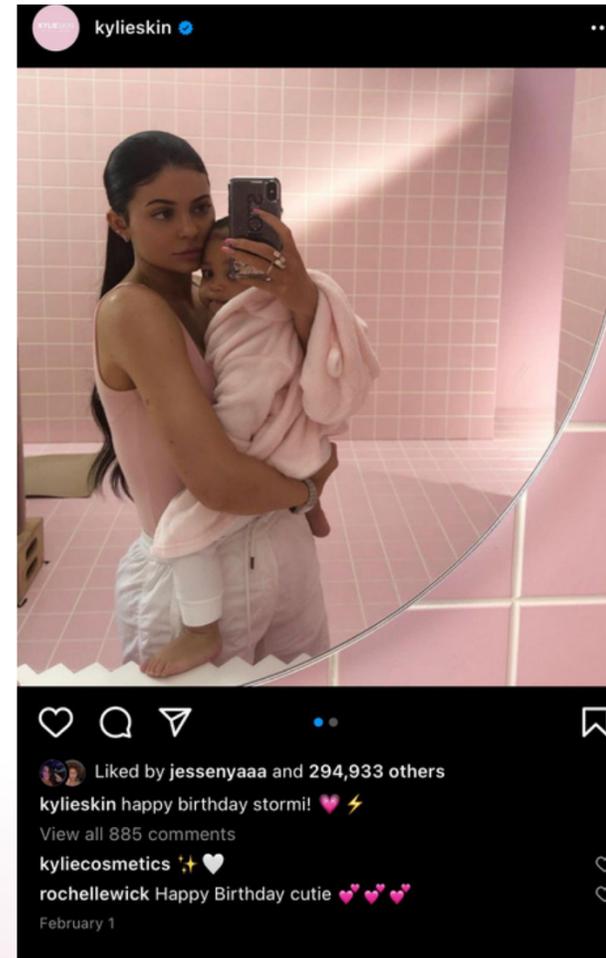


- 215,052 likes
- 548 comments
- Featured Kendall Jenner using Kylie Skin for her Met Gala Glam



- 195,293 likes
- 494 comments
- Featured Kylie Jenner for National Boss Day

★ Top out of 20 latest posts



- 250,398 likes
- 601 comments
- Featured Kylie Jenner and daughter Stormi for Stormi's birthday

- 97,272 likes
- 275 comments
- Featured Kylie Jenner catching flights with Kylie Skin hand sanitizer



Instagram Comments

Kylie's overall comments are positive. Throughout all the posts we see consecutive heart eyes and people raving about the skincare products. The brand does a fantastic job in engaging with their followers by answering back to a couple users in every post. Bad comments and spam comments are hidden by the account.

lanae_laine I have this mask and it made my skin so clear 🥰🥰
4d 1 like Reply
View replies (1)

makeupwithcrystal_ The best lip oil 🥰❤️
5d 5 likes Reply
View replies (1)

neikks dark circles were nowhere to be found 🥰🥰
6d 4 likes Reply ...

kylie.is.my.life_ the detox mask is wonderful but i cant wait to get the entire set 🥰🥰❤️❤️
1w 1 like Reply ...

johncerpap OMG my favorite product 🥰🥰
6d 1 like Reply ...

alana.teles I love your products 🙏❤️
2d 1 like Reply
View replies (1)

leighannesheila Those nails...that lip oil 🥰🥰 EVERYTHING 🙌❤️ @kyleskin
1w Reply

laura_martins_makeup totally in love with these products
1w Reply ...

mia.s_ Absolutely Favorite product!!
1w 2 likes Reply
Hide replies

kyleskin @mia.s_ yay!! 🥰❤️

nightmare.jenner The new lip oil looks heavenly ❤️
2w 1 like Reply ...
Hide replies

kyleskin @nightmare.jenner it's so amazing 🥰❤️

la_sara_me Love your lip oil! I really want to buy one 🥰🥰
2d 3 likes Reply
Hide replies

kyleskin @la_sara_me you will LOVE it 🥰🥰🍉

glowing.amber omg these are perfect holiday gifts 🎁🥰❤️
2w 3 likes Reply ...
Hide replies

kyleskin @glowing.amber facts!! 🥰❤️

fabbeautyboss Mine is on route. Can't wait to try
2w 1 like Reply ...
Hide replies

kyleskin @fabbeautyboss so excited to hear your thoughts! ❤️🍉

glowing.amber these are all my favs 🥰❤️
3d 2 likes Reply ...
Hide replies

kyleskin @glowing.amber the best lip care combo 🥰❤️
3d 8 likes Reply



TikTok

- **802.7K followers**
- **5.7M likes**
- **Averages 1-2 posts per week**

The brand's TikTok account differs from its Instagram account in the best possible way. The content seen here is not seen in their IG account. Here we are able to see the product in use more by influencers and by Kylie herself.

- ★ Verified account
- ✓ Product Display / ASMR
- ✓ Unboxing
- ✓ Kylie skincare routine
- ✓ Influencer product use
- ✓ Kylie Skin hauls



kylieskin ✓

Kylie Skin

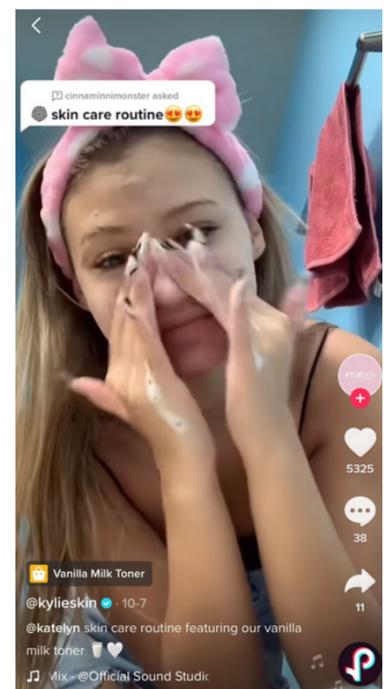
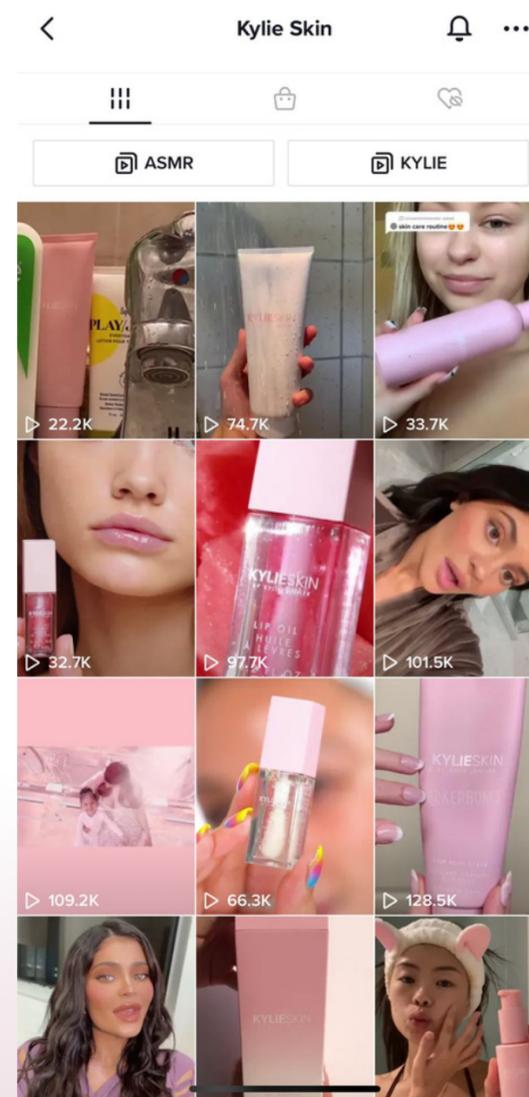
Follow

06

4 Following 802.7K Followers 5.7M Likes

♡ clean, vegan, cruelty free, gluten free, sulfate free & paraben free

[KylieSkin.com](https://www.kylieskin.com)



Facebook

- 226K page followers
- 194K page likes
- 4.9 star reviews

Kylie Skin on Facebook is not much different from its Instagram account, the posts are more or less the same. The brand does not engage with users on Facebook the way that it does on Instagram but they do have a Kylie Skin Shop and an Ask Kylie Skin submission box.

- ★ Verified
- ✓ Color coordination
- ✓ High Quality Graphics
- ✓ Ask Kylie Submission Box



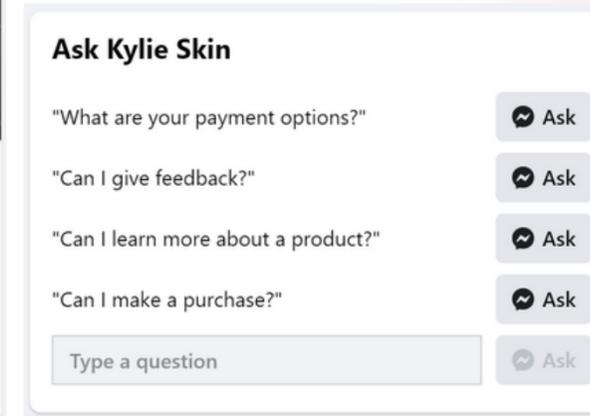
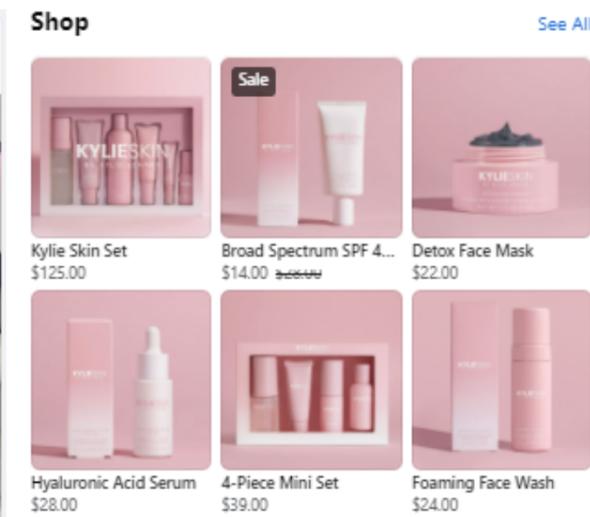
07



Kylie Skin ✓

@KylieSkin · ⭐ 4.9 (3,133 reviews) · Brand

Send Message





Competitor Analysis



Fenty Skin

The new culture of skincare

Kylie Skin

Cruelty-free, vegan, gluten-free, paraben and sulfate free

Glossier

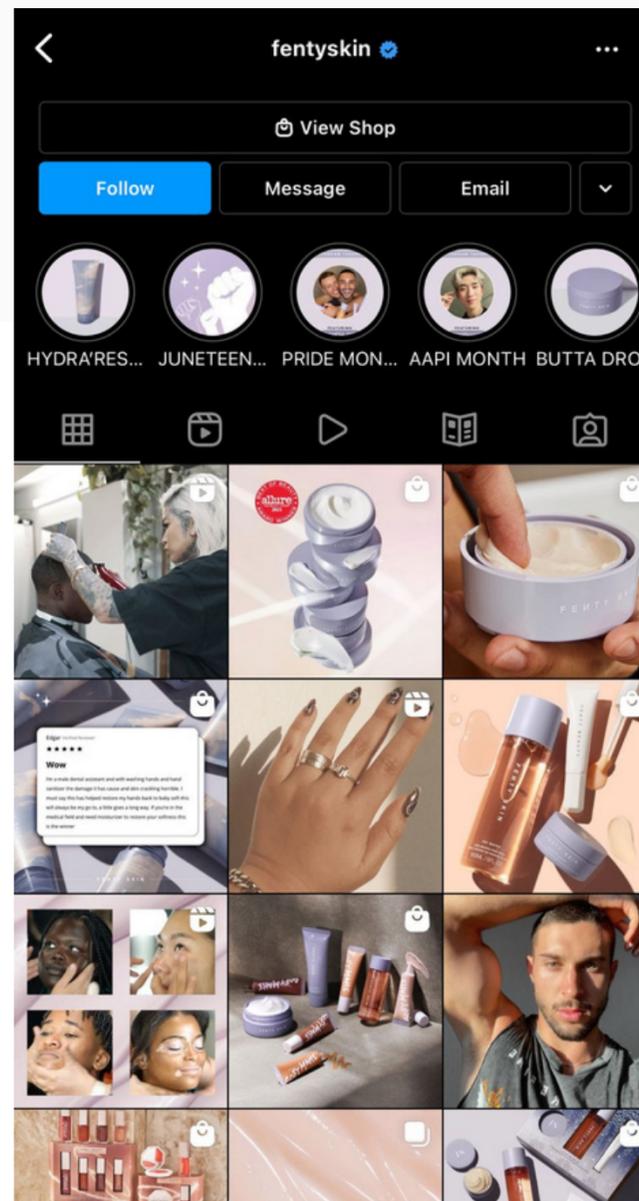
People-powered beauty ecosystem

Instagram

Fenty Skin by Rihanna

- 984K followers
- 1,059 total posts
- 3 average posts per day
- Clean, cruelty-free & earth-conscious
- Bio has link to URL
- Aesthetic throughout the feed
- Diversity
- Reviews
- Ingredient Breakdown
- Influencer features

- ★ Verified
- ✓ Color coordination
- ✓ High Quality Graphics



fentyskin ✓

Follow

08

1,059 posts

984k followers

102 following

FENTY SKIN

THE NEW CULTURE OF SKINCARE

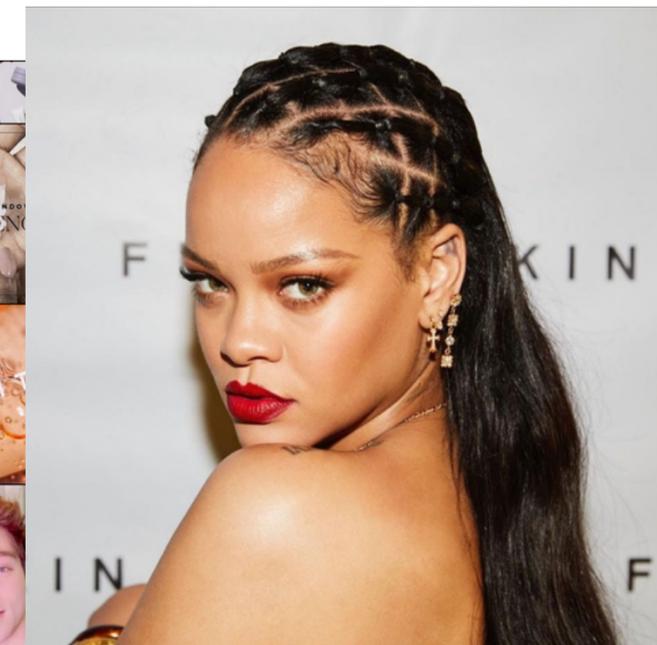
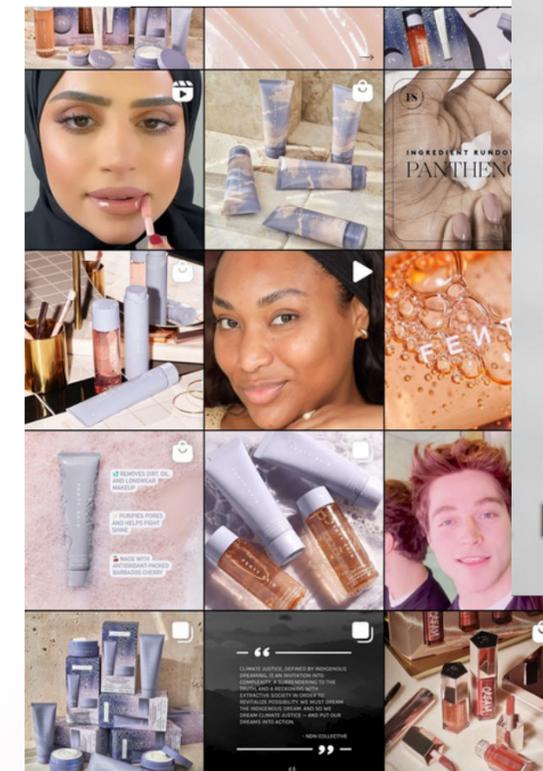
Created by Rihanna

Clean ✨ Cruelty-Free 🐾 Earth-Conscious ♻️

Available @sephora @bootsuk @harveynichols

bit.ly/HydraReset

Followed by amiebee_, cleanpros_dmv, delyedith +1 more



Tik Tok

Fenty Skin by Rihanna

- 111K followers
- 1.1M likes
- 2 average posts per week
- Clean + earth-conscious
- Bio has link to URL
- #FentySkin101
- ASMR content
- Influencer product use
- Use of Products
- Memes

★ Verified

✓ Aesthetic

✓ High Quality Graphics



fentyskin ✓

FENTY SKIN

Follow

8 Following 111K Followers 1.1M Likes

THE NEW CULTURE OF SKINCARE

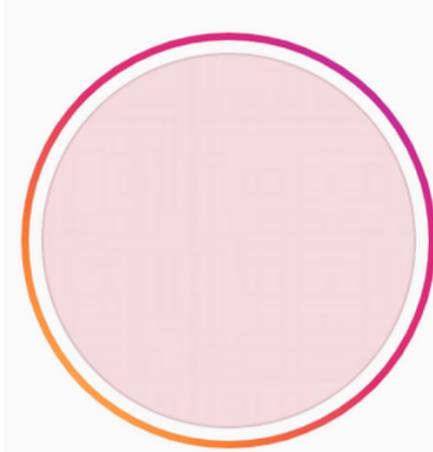
Created by Rihanna

Clean + Earth-Conscious ✨♻️

bit.ly/HydraReset



Instagram



glossier

Follow

10

4,120 posts

2.7m followers

3,610 following

Glossier

Glossier Inc. is a people-powered beauty ecosystem ✨ Skin first, makeup second 🤝

gls.sr/shop_Glossier_here

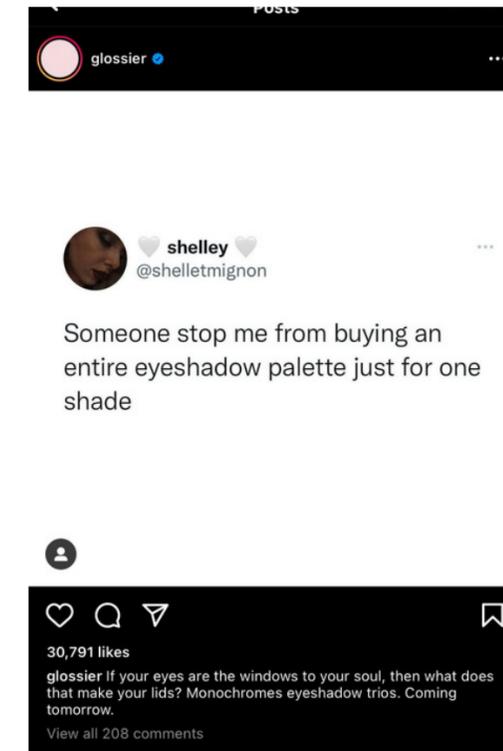
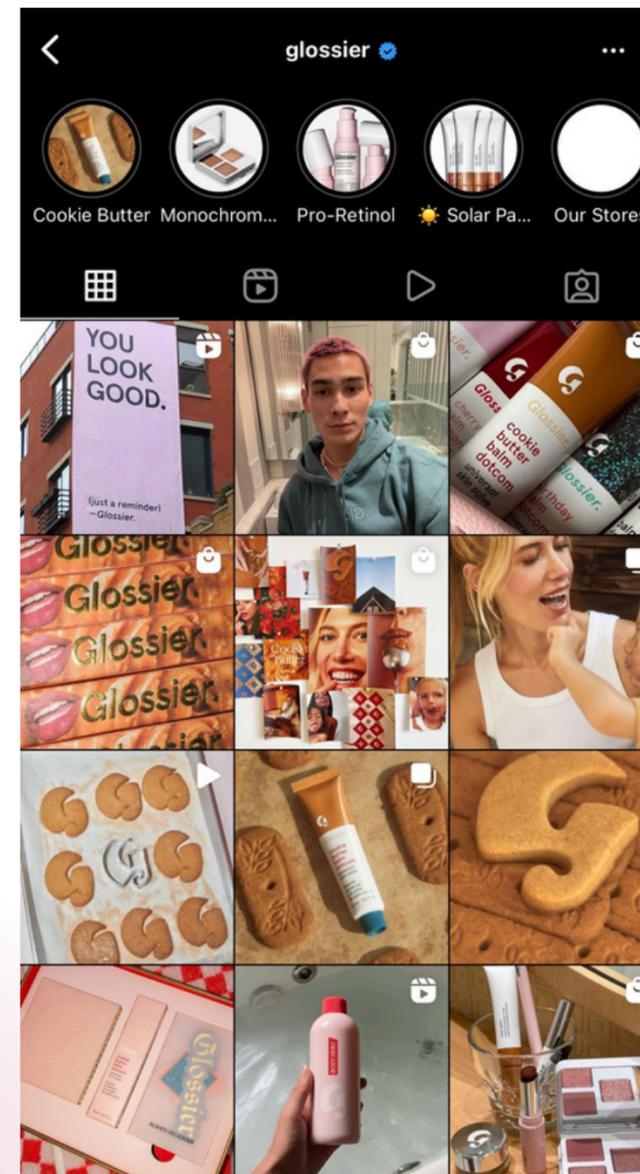
Followed by bfreegorrell, nursedeewiththetea, izzyborrego13 +16 more

- 2.7M followers
- 4,120 total posts
- 1-2 average posts per day
- People-powered beauty ecosystem
- Bio has link to URL
- Empowering posts
- Funny tweets
- Aesthetic posts
- Engaging content with followers
- High interaction with followers via comments

★ Verified

✓ User friendly

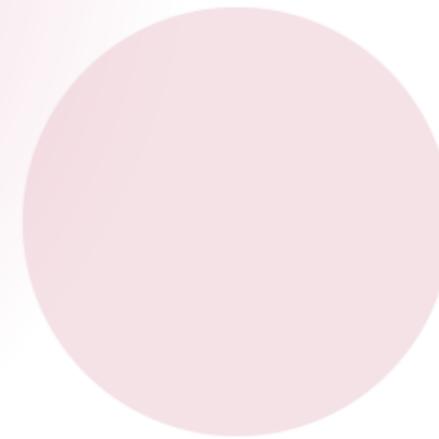
✓ High Quality Graphics



Tik Tok

- 146.1K followers
- 3.6M likes
- 3 average posts per week
- People-empowered beauty ecosystem
- Bio has link to URL
- Memes / funny content
- Influencers/Celebrities
- Product use / unboxings
- Behind the scenes of the brand
- Follower interaction

- ★ Verified
- ✓ Color coordination
- ✓ High Quality Graphics



glossier ✓

Glossier

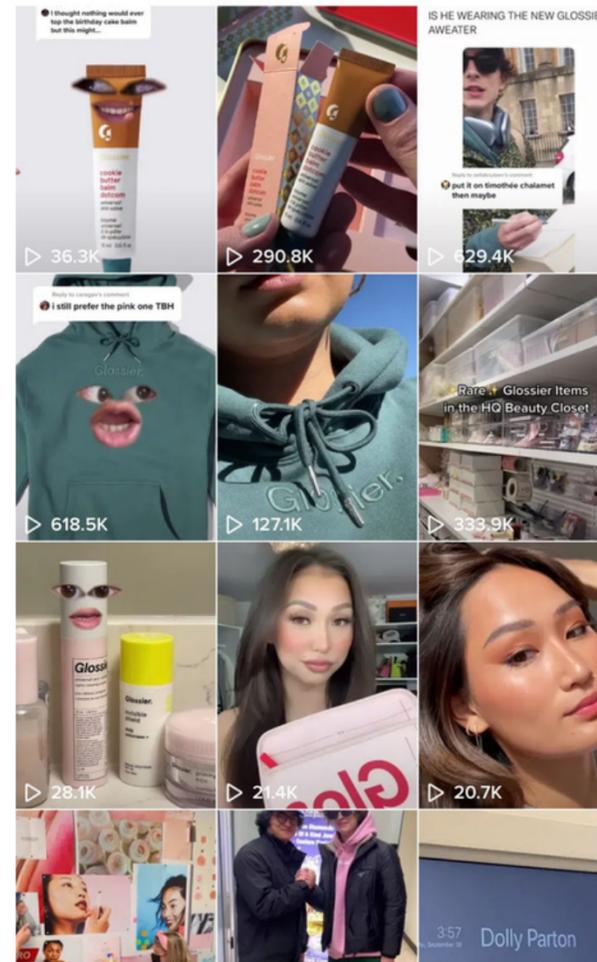
Follow

11

0 Following 146.1K Followers 3.6M Likes

Glossier Inc. is a people-powered beauty ecosystem ✨

www.glossier.com





Top 10 Social Media Recommendations

1. Utilize the use of hashtags
2. Be more inclusive
3. Use more video footage in their content
4. Clearly promote the brands mission
5. Tap into trending topics
6. Embrace criticism - not hide it
7. Behind the scenes of Kylie Skin
8. Create more authentic content
9. Variate in content
10. Be useful

1. Hashtags

Hashtags are proven to attract new customers and grow a brands online presence. Users searching a particular hashtag can come across the account and engage, becoming new followers and potential customers. Kylie Skin does not utilize hashtags nearly as often as it should. Fenty Skin uses at least a minimum of one hashtag per post.

kylieskin monday morning moisturizing our rose body lotion will leave your skin hydrated and smelling like a bouquet of fresh roses! shop now on kylieskin.com

kylieskin get soft and smooth skin with our new body brush! this brush gently exfoliates and removes dead skin, leaving it baby-soft. shop now on kylieskin.com

fentyskin Y'all see everyone glowin' in the #SAVAGEXFENTYSHOW?! Shoutout to MVP #HYDRAVIZOR for servin' a soft, hydrated base that allows for smooth, effortless makeup application and an irresistible #FENTYFACE GLOW!

fentyskin If you ain't rockin' #THATFENTYGLOW today like @ldochev (he/him) is, then what is you doin'?!

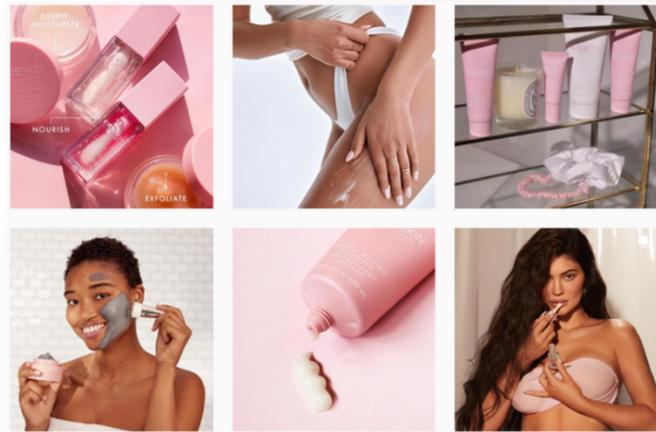
fentyskin #FENTYSKIN101: FALL SEASON SKINCARE With the new season comes cooler weather and a drop in humidity, causing dry air which can promote dry skin Gotta make sure you hydrate, hydrate, hydrate + protect with SPF every day!

2. Inclusiveness

Diversity across a brands platform is extremely important. 62% of consumers say that a brand's diversity, or lack of it, impacts their perception of the brand. Kylie Skin should be more inclusive with: the LGBTQ community, different types of skin, older audiences, and different ethnicities/cultures around the world.

3. Video content

The use of video content in social media is important. For the purpose of the audit and the analyzation of the last 20 posts there were 0 videos/reels used on the Kylie Skin IG account. The brand does post videos/reels but should be posting at least one or two per week.



4. Brand's mission

Kylie Skin doesn't really have a concise or clear brand mission. A mission statement provides an ideal vision for the company's future and directs its growth. Fenty skin's mission is "the new culture of skincare." Glossier's mission is to "give voice through beauty."

”
FENTY SKIN IS EVERYTHING I WISH I HAD BACK THEN, I WANTED IT TO FEEL APPROACHABLE, EASY, AND TO TAKE THE PRESSURE OFF CHOOSING A ROUTINE, SO I CREATED ONE FOR EVERYONE.
- RIHANNA

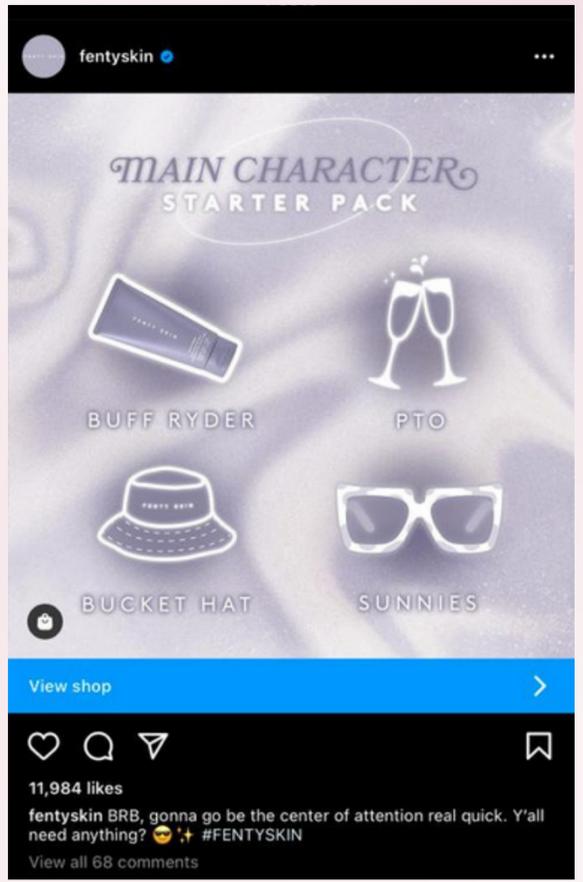
Open Roles

Our mission is to give voice through beauty, and our team is proud to work at Glossier to help democratize an industry that has forever been top-down. Explore career & job opportunities at Glossier.



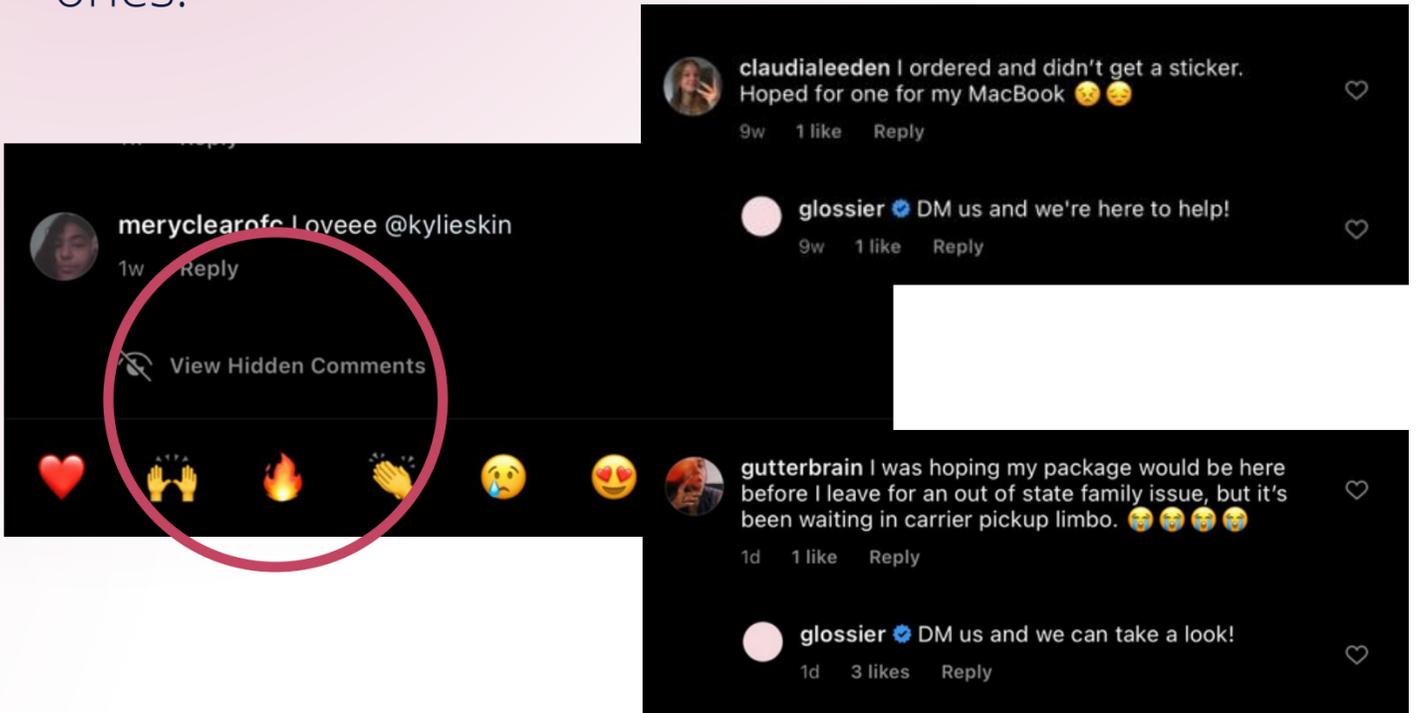
5. Trends

There are always trending topics or current events for a brand to hop into. A lot of brands capitalize on tying a current trend and making it work for the brand. However, jumping on a trending topic has to be done strategically since messages can be taken the wrong way.



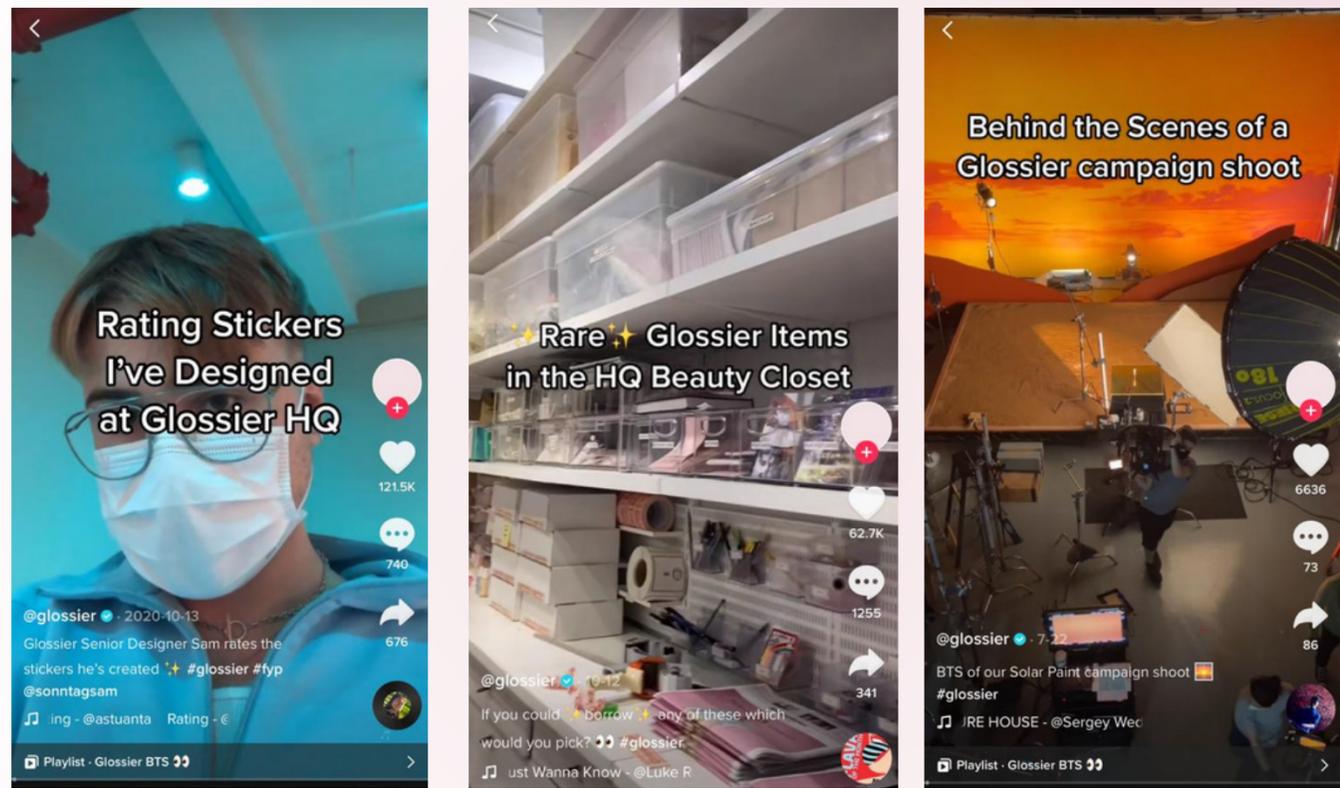
6. Criticism

Kylie Skin should have a plan as to how to react to negative comments. A brand that acknowledges its faults is more respected than a brand that ignores it. Kylie Skin hides the negative comments from their posts. Instead, they should have somebody monitoring criticism for the company. The brand does a good job in engaging with other users via comments, however only answers to positives ones, they should also answer to negative ones.



7. Behind the scenes

Many people would be interested in a what goes on behind the scenes of Kylie Skin. The brand should capitalize on the reputation around Kylie Jenner and all her brands and use it to their advantage. They should put a spotlight on the Kylie's brand and show the company's headquarters and promote their fun corporate culture - if the brand has one.



8. Authenticity

There is a lot of fake content on social media. When a brand shows content that is real, raw, meaningful and relatable WE EAT IT UP. There is nothing better than seeing a brand get real and raw, it builds trust with your audience. Above all, for a skin brand like Kylie its important to show real and raw in order to create awareness sorrounding body positivity, girl power and mental health. Ex:Fenty Skin normalizes men using skincare

