

The word "Fast" is centered in a large, white, sans-serif font. It is surrounded by several thin, horizontal white lines of varying lengths, some positioned above and some below the text, creating a sense of motion or speed.

Fast

FY20 H1 Social Media Review

Prepared by Nicole Tabak on July 7, 2020

Twitter

Engagement Rate: 0.27%

Content Themes:

36.2% HR/Talent

34.5% Press/Speaking

12.1% Informational

10.3% Brand

6.9% Product

Content engagement spread widely - HR/Talent, Press, and Informational content accounted for most engaging content

Top Performing Post by Engagement Rate (1.43%):



Instagram

Engagement Rate: 11.66%*

Content Themes:

85% HR/Talent

10% Press/Speaking

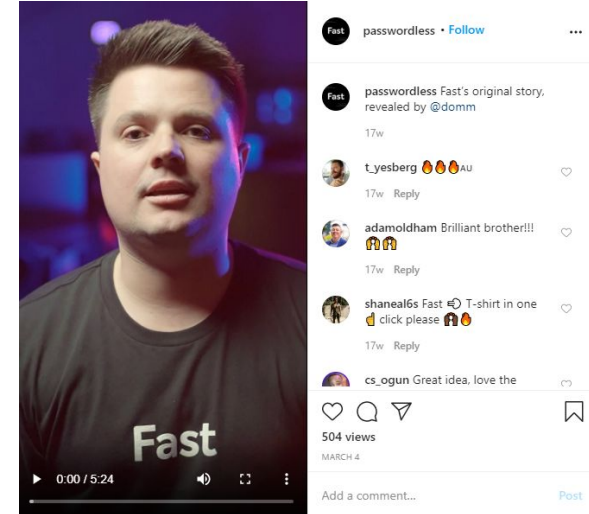
5% Product

Press/Speaking posts earned +12.5% engagement over HR/Talent posts

Product posts earned +6.2% engagement over HR/Talent posts

*Video views counted as Engagements

Top Performing Post by Engagement Rate (41.5%, including views):



LinkedIn

Engagement Rate: 0.27%

Content Themes:

95.2% HR/Talent

4.8% Press/Speaking

HR/Talent posts earned +0.18% engagement over press posts, though not surprising as most posts were HR/Talent

Top Performing Posts by Engagement Rate (both 0.79%):



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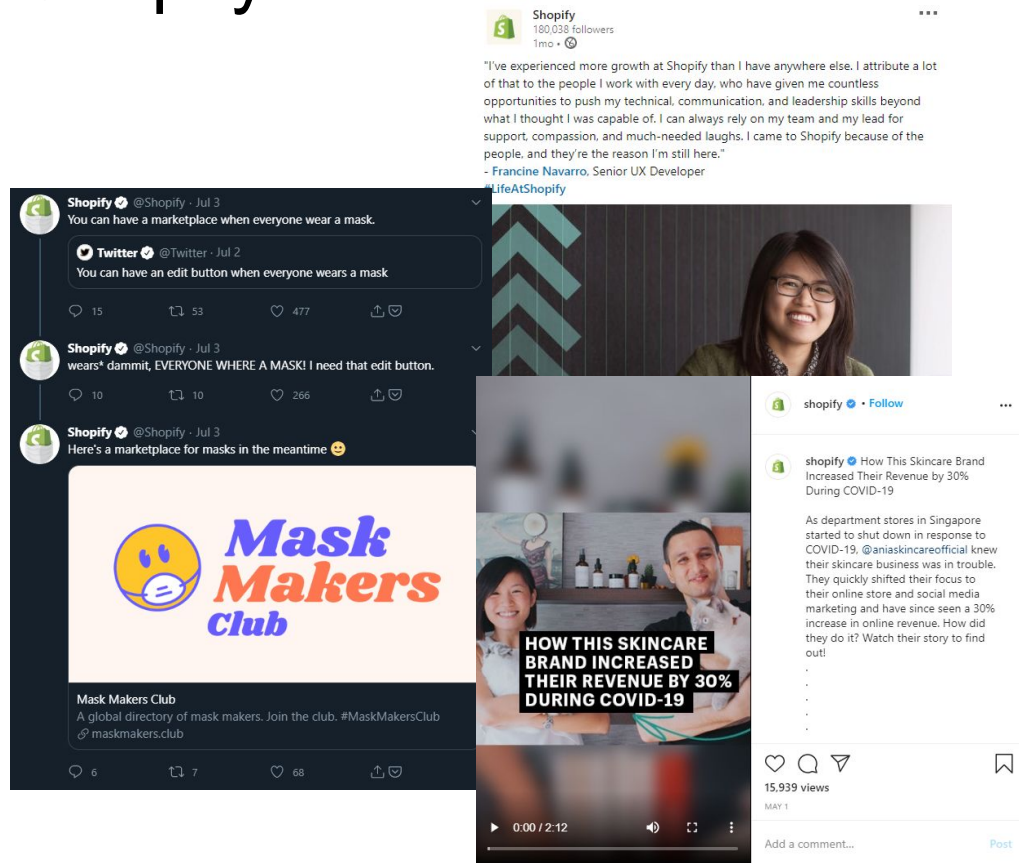


Senior Frontend Engineer (React)
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Competitor Landscape: Shopify

- Sharing stories of employees (#LifeAtShopify), still hitting talent in different way
- Fun, relatable brand voice on Twitter
- Taking part in ongoing memes and news
- Engaging in global dialogue by highlighting customers using Shopify product
- Utilizes popular content formats (video, copy, images) that people are used to seeing



Competitor Landscape: Square

- Consistent brand handle across networks
- Showing full support for social justice movements - repurposed all highlighted Instagram stories to support Black-owned businesses using Square product
- Invests in research studies and publishes reports to create more media buzz tangentially related to product

