

BEN & JERRY'S

SOCIAL MEDIA MANAGEMENT

2018-2019

OVERVIEW

While managing the social media accounts for the four Ben & Jerry's Scoop Shops in Central Florida, I faced the challenge of developing a unique online presence for each franchise location while adhering to the overall brand standards. I was also responsible for overseeing and managing the paid social advertising for our catering and custom cake services at each location. To achieve these objectives, I needed to create a consistent and cohesive social media presence that unified both organic and paid content. To produce unique content specific to each Scoop Shop, I regularly went to each location to take new photos to tie into season offerings and new flavor launches.

I implemented several tactics to grow each Scoop Shop's social media presence and increase engagement. These included creating interactive Instagram Story content, leveraging user-generated content (UGC), capitalizing on ice cream-related "holidays," and partnering with local nano and micro-influencers. This strategy resulted in a 23% increase in organic followers over four months and an average engagement rate of 3.2%.

INSTAGRAM STORY SAMPLES

Our Instagram Story strategy consisted of a rotation:

- Milkshake Monday
- Toppings Tuesday
- Waffle Cone Wednesday
- Team Member Spotlight
- Flavor Fanatic/Fame Friday
- Flavor Face-Offs
- Sundae Sunday
- Menu Item features
- Holiday promos
- Special offers



Happy Fourth of July
from Ben & Jerry's Orlando



We hope you have a safe
and happy holiday!

BEN & JERRY'S

ADDITIONAL POST SAMPLES

YOU'RE INVITED TO JOIN US FOR
BEN & JERRY'S FREE CONE DAY
VIP HOUR 🍦

041219

11am-12pm at our
iDrive 360 Scoop Shop



@BENJERRYSORLANDO
#FREECONEDAY


Is your Mom the coolest? Tell us why!

In honor of Mother's Day, we want to give your mom a little extra sweetness and the chance to win an exclusive gift basket from Ben & Jerry's Orlando.



Enter for a chance to win by posting your favorite picture of you and your mom and tell us why your mom is the coolest in the caption.

The winner will be randomly selected on Saturday, May 12 and will be notified by a personal message.

Be sure to tag us (@BenJerrysOrlando) in the photo and use #BenJerrysOrlando.



Single
 Taken
 Needs Ice Cream



WHAT'S YOUR FLAVOR?



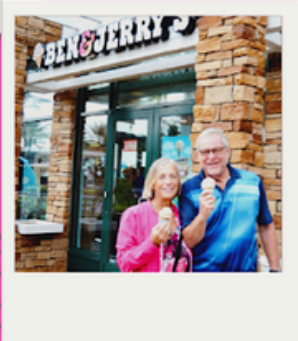

FRIDAY! FRIDAY! FRIDAY!




#FlavorFanatics

FRIDAY! FRIDAY! FRIDAY!

#FameFriday



It's National Coffee Milkshake Day!



Today is National Ice Cream Sundae Day

July is National Ice Cream Month

