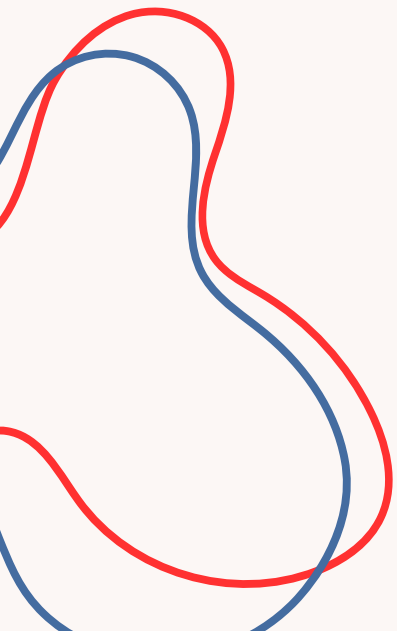




# PETE'S BAGELS

and general store



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# INTRODUCTION

Pete's Bagels and general store is a bagel and coffee shop local to the St. Petersburg and Tampa area. The two locations are open daily from 8am-5pm and serve a full menu of breakfast items like bagel sandwiches and different coffee drinks. The brand was selected because they are fairly new to Florida, opened in 2019, and have been gaining some popularity over the past couple of weeks since opening their Tampa location late in February of 2023. A quantitative content analysis of the brands Tik Tok, Instagram, and Facebook will take place by analyzing the last 10 posts on each platform, the content of those posts, the time between each post, and how those promote the brand. The advantages of quantitative content analysis are to see the feelings people have towards a certain brand and the type of sentiment levels are paired with Pete's Bagels. The disadvantages of quantitative content analysis is that the data results don't align to interview results.

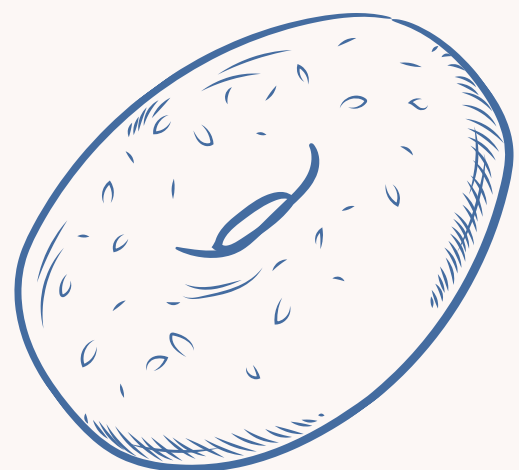
# INTRODUCTION CONT.

## **Research Question:**

What is Pete's Bagels content strategy on Tik Tok, Instagram, and Facebook?

In order to determine what Pete's Bagels content strategy is, the last 10 posts on all three of said social media channels, Tik Tok, Instagram, and Facebook, have to be evaluated and analyzed.

While examining Pete's Bagel on social media, a research question will be dived into. This question will help grasp an idea of how Pete's Bagels presents themselves on social media to grow their audience and their customer base.



# TEXT ANALYSIS

## Forms:

The last 10 social media posts on Tik Tok, Instagram, and Facebook respectively. Analyzing Images on Instagram and Facebook, Videos used on Tik Tok, Captions on all platforms

## Genres:

Breakfast and coffee cafe social media accounts

## Issues:

Posts that have been posted in the past year (2023)

# CODING SCHEME

## Manifest

### Captions

- Hashtags
- Text

### Images

- Food
- Store/Seating
- Nature View from store.

## Latent Content

### Intended Purpose of Content

- Persuade a new audience to visit on of their two store and try their different food and coffee options.
- Inform their audience of exciting news about their stores.

### Intended Audience

- Men and Women in the Tampa Bay Area
- Men and Women in the St. Petersburg Area.
- Men and Women who want to try new breakfast cafes.

# C O D E D D A T A

## Tik Tok:

Row Labels	Count of Images
Food	60.00%
Store	40.00%
(blank)	0.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels	Count of Hashtags
Yes	100.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels	Count of Text
Yes	100.00%
<b>Grand Total</b>	<b>100.00%</b>

# CODED DATA CONT.

## Instagram:

Row Labels <input type="checkbox"/>	Count of Images
Food	20.00%
Nature	10.00%
Store	70.00%
(blank)	0.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels <input type="checkbox"/>	Count of Hashtags
No	100.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels <input type="checkbox"/>	Count of Text
Yes	100.00%
<b>Grand Total</b>	<b>100.00%</b>



# CODED DATA CONT.

## Facebook:

Row Labels ▼	Count of Images
Food	40.00%
Nature	10.00%
Store	50.00%
(blank)	0.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels ▼	Count of Hashtags
No	100.00%
<b>Grand Total</b>	<b>100.00%</b>

Row Labels ▼	Count of Text
Yes	100.00%
<b>Grand Total</b>	<b>100.00%</b>

# DATA RESULTS

After coding all of the data for Pete's Bagels for three different social media platforms, it is easier to analyze the type of content this brand posts across their platforms. All of their posts across platforms included some type of text in their captions. Some captions were relevant to the picture while others weren't relevant to the image at all.

There was consistency of seeing both images of food and scattered throughout each feed. The only platforms that had a nature photo were Instagram and Facebook. However, the said photo was the same on both platforms. The only platform to consistently use hashtags on all of their posts was Tik Tok. The same hashtags were used on every single Tik Tok video that was posted on their page.

However, they haven't utilized their Tik Tok page because they haven't posted in over a year.

# DATA ANALYSIS

Facebook, Instagram, and Tik Tok are some of the biggest social media platforms out there. A lot of brands will put themselves on these platforms to help promote themselves and grow their audience. Pete's Bagels is doing just that. While looking at the content posted on each platform, a lot of the same pictures are posted on both Facebook and Instagram. The use of reused content isn't terrible, but everything on Facebook shouldn't be the exact on Instagram. There has to be some variation. The only platform to use hashtags was Tik Tok, which was great especially since all the hashtags used were the same on every single video posted. There was text in the caption of every post on each platform. The major difference seen was the amount of likes and followers each Pete's Bagels account had. Instagram was the most with 16.2K followers with Facebook coming next at 2.3K followers. A similarity that was shared was the content of both food and images of the store specifically the new one that just opened.

# RECOMMENDATIONS

After looking at the content on each of these platforms, there are some things that Pete's Bagels can improve to gain more of an audience on each platform. For Instagram, their reels of their store and food got the most likes out of the rest of their other posts. If they posted more reels showcasing the different types of bagel sandwiches or coffee drinks that they offer, they could gain more followers. On that same note, creating these reels could also be used on their Tik Tok page. They haven't uploaded a Tik Tok video in over a year. Starting to post on Tik Tok again would be extremely helpful for them. If they post a video 3 times a day, they have the opportunity for one of those videos to go viral and they gain more followers and more of an audience than they had before. Lastly, Facebook should have their own content and not repeated content from Instagram. Anything besides announcements should be original of Facebook. Posting specially about the brand and who the people are behind the brand would be great for their audience to be able to connect with them and see that they are real people too. For each platform, Pete's Bagels needs to post consistently every week with pre generated content as well.