



By Zoe Mueller

Brand: *Starbucks*

Social Media Brand Audit & Strategic Assessment

A collage featuring Starbucks branding. It includes a Starbucks cup with a pistachio drink, a close-up of coffee beans, a smartphone displaying the Starbucks Instagram profile, and a Starbucks cup with a pistachio drink. The background is a light blue gradient with a white floral pattern.

Platforms Starbucks Uses:

- Their main goal on social media is to stay relevant, connect with younger audiences, and promote seasonal drinks and brand moments.



What Starbucks Is Doing Well

Strong Visual Branding

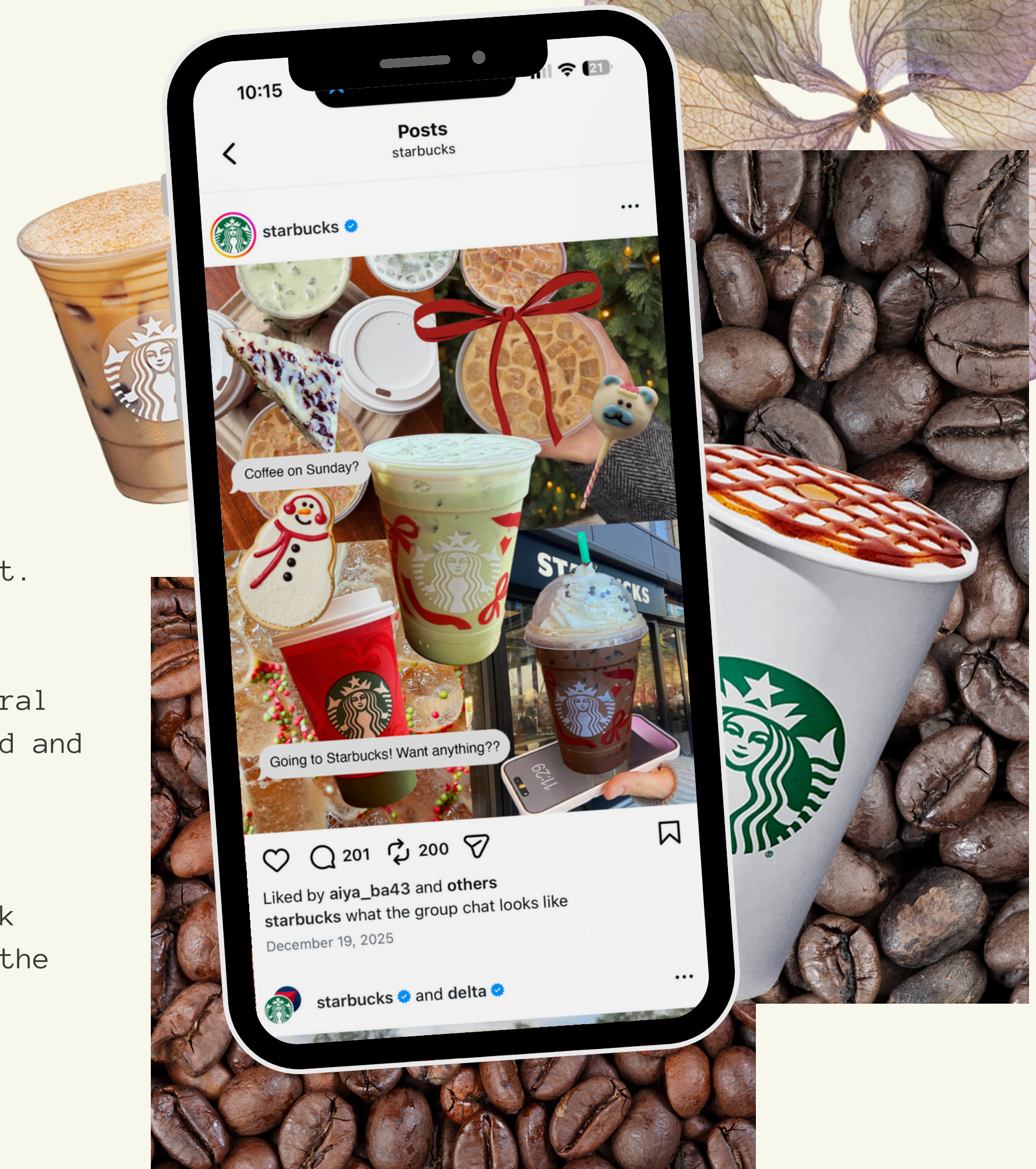
Starbucks' posts are instantly recognizable. The colors, photos, and videos all feel very "on brand" and consistent.

Platform-Appropriate Content

On TikTok, Starbucks uses trends and humor that feel natural and not forced. On Instagram, the content is more polished and focuses on product launches and seasonal storytelling.

High Engagement

Many posts receive strong engagement, especially on TikTok where users frequently comment, share, and interact with the brand.



Areas That Feel Less Strong

Different Tone Across Platforms

Starbucks' tone changes noticeably between platforms. TikTok feels fun and casual, while Instagram feels more promotional. X feels less active and less engaging overall.

Limited Interaction With Followers

Although Starbucks receives a lot of comments, the brand doesn't always respond, which can make the interaction feel one-sided.

Heavy Focus on Products

Most posts focus on drinks, which can make the content feel repetitive and less personal at times.



Missed Opportunity

More Community and User-Generated Content

Starbucks customers constantly post photos and videos of their drinks, café visits, and custom orders. Starbucks could take better advantage of this by:

- Reposting customer content
- Highlighting fan favorites or creative drink orders
- Encouraging followers to tag the brand for features
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Why This Matters:

User-generated content feels more authentic and helps build a stronger sense of community around the brand.



Conclusion

Overall, Starbucks has a very strong social media presence with clear branding and high engagement. However, there is room to improve by focusing more on community interaction and less on constant product promotion.

By engaging more directly with followers and featuring real customer experiences, Starbucks could strengthen its relationship with its audience and increase long-term loyalty.

