



Social Media, SEO, and Digital Strategy Report

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EXECUTIVE SUMMARY

This report is a Digital Strategy Toolkit directed specifically to Chick-fil-A. It is a compilation of different strategies and recommendations for the organization in hopes to build and increase performance, engagement, and overall satisfaction for all. Within this report, learn more about SEO, Social Media, Digital Strategies, along with best practices and tools that can be used. Catered to Chick-fil-A, we take a look at their current online presence in the digital world, compare it to competitors, and look ahead on what can be implemented, changed, and continue to proceed based on what is working and not working for them in order to achieve their set goals.



Faith Derkenne is a social media and communication strategist with certifications and qualifications in Hubspot, Hootsuite, and Google Analytics.

KEYWORDS

WHAT YOU NEED TO KNOW

ANALYTICS:

SEO: (Search Engine Optimization) Using resources to rank higher in a search with the intent of engaging more people through what it is you are trying to get across. Particularly uses effective titles to hook the public in a very natural way,

SEM: (Search Engine Marketing) within the realm of paid advertising and SEO. Pays search engines to have their websites show up with a higher position.

SMO: (Social Media Optimization) similar to SEO but focuses directly on social media platforms instead of search engines. Likely into sharing the brand image more than SEO does.

GENERATIVE AI: (Artificial Intelligence) is a system that has been created with algorithms to output requests such as text, image, or video.

SOCIAL MEDIA: Social Media is made up of online platforms as a way to connect, network and share content from individuals, groups, or organizations around the world.

METaverse: What makes up the digital world.

DIGITAL STRATEGY: Digital Strategy is made up of many different forms that combine to achieve goals by publics.

RESEARCH OVERVIEW

THE CLIENT

As the founder of Chick-fil-A, S. Truett Cathy put it, *"We should be about more than just selling chicken. We should be a part of our customers' lives and the communities in which we serve."*

Chick-fil-A is a fast-food chain restaurant in the United States. While they are well known for their high quality food, they are even more known for their outstanding customer service.

Another thing that sets Chick-fil-A apart is how they close all locations on Sunday. Even though Sunday is known to be the busiest day for people to get fast food, "Having worked seven days a week in restaurants open 24 hours, Truett saw the importance of closing on Sundays so that he and his employees could set aside one day to rest and worship if they choose — a practice we uphold today" (Chick-fil-A).

According to Reader's Digest, Chick-fil-A was the most popular fast food restaurant in 2021 and has held on to that top spot for five years running.

RESEARCH OVERVIEW

THE INDUSTRY

Chick-fil-A is in the Food and Beverage Industry as well as the Fast Food Service Industry. Within this industry, they have a large focus set towards serving others. This raises expectation for consumers and the public when they visit this chain. Chick-fil-A has been widely applauded for their quality service that members of the public see them as more of a 'restaurant' than a fast food chain because of the quality experience provided along with the food.

Chick-fil-A is a private company that has its headquarters located in Georgia. They have a soaring number of approximately 140,000 employees across the nation. According to IBIS World, "Their largest market share is in the Fast Food Chicken Franchises industry, where they account for an estimated 29.6% of total industry revenue and are considered an All Star because they display stronger market share, profit and revenue growth compared to their peers."

RESEARCH OVERVIEW

THE WORK THEY DO

Chick-fil-A specializes in catering to the needs of their public, no matter what this may look like. With an incredibly uplifting, personal, and caring atmosphere, they describe the work that they do as 'serving'.

The purpose of their organization is listed as, “To glorify God by being a faithful steward of all that is entrusted to us and to have a positive influence on all who come in contact with Chick-fil-A.”

More than serving others, Chick-fil-A strives to be good stewards of the gifts they have been given in order to glorify God and bless people. Throughout training manuals they give each employee, they are expected to carry out the vision that the Cathy family continues to hold through all of their work.

Lastly, Chick-fil-A is incredibly involved in giving back to those in need and partnering with charities to make a difference in the world on a larger scale.

RESEARCH OVERVIEW

THE AUDIENCES

Chick-fil-A believes in reaching all people from different cultures and backgrounds. However, their main target audience is catered towards middle-class suburban families.

With over 2,400 restaurants across the nation on campuses, in airports, malls, neighborhoods, and cities, Chick-fil-A has a wide reach.

As Chick-fil-A is a family owned and operated business, they have a heart for reaching families.

To actively show their care towards families, they launched a "Mom Valet" back in 2016 where Moms can order in the drive-thru, pull around to park, and come inside to a table set and ready for them with however many high chairs requested.

With many family events, activities, and sponsorships, Chick-fil-A does a wonderful job championing local families. They have also known to grant employees with scholarships to send them off into what God has called them to do.

SOCIAL MEDIA

Chick-fil-A has a large following, and is most active on the Social Media platform Instagram and Facebook (@chickfila). With their encouraging posts to brighten the day of their followers, highlighting local franchises and locations, showing off menu items, and more, Chick-fil-A is somewhat involved with their Social Media.



01. Friendly Tone

Chick-fil-A uses an incredibly friendly, warm and welcoming tone on their page, similar to the tone you are almost guaranteed to receive when visiting their store in person. They call to action in nearly every caption, inviting followers to share their thoughts or answer a question they provide.



02. Location Highlights

Chick-fil-A does a great job at highlighting locations around the nation with photos of team members, menu spotlights, events, and more! This has been widely viewed as something special they do to create a community online and further expand their "home-y" feel.



03. Platforms and Activity

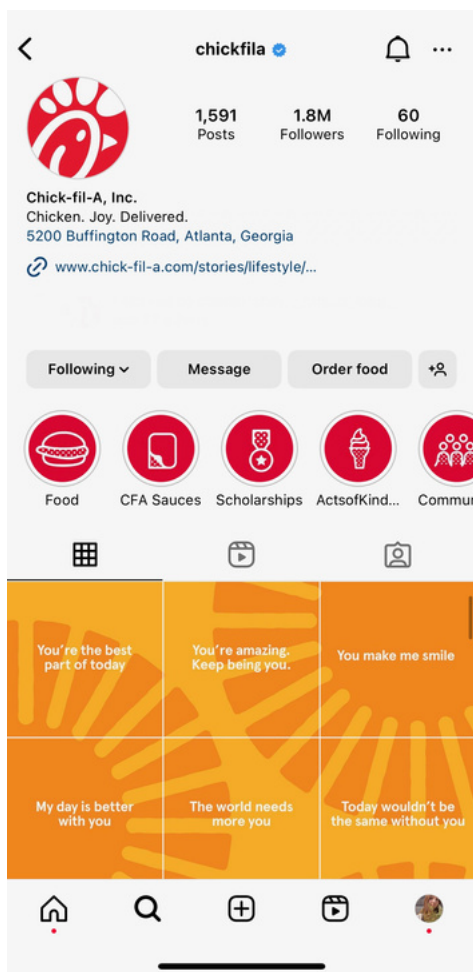
Chick-fil-A is most active on Facebook (7.6 million followers) and Instagram (1.8 million followers), but could improve on LinkedIn (108,778 followers) and TikTok (139,600 followers). Further, Chick-fil-A has the potential of being more active on their platforms. For example, they have only created eight posts in the year of 2024 as of April 11th on both Instagram and Facebook, and six of those posts are cohesively created to be viewed all together (grid post).

SOCIAL MEDIA

Below, you will find examples of Chick-fil-A's current Social Media.

01. Instagram

@chickfila made their first Instagram post on November 28, 2012. Today, they have 1.8 million followers and are following 60 accounts. Nearly 10 1/2 years later, they have a total of 1,591 posts.



SOCIAL MEDIA

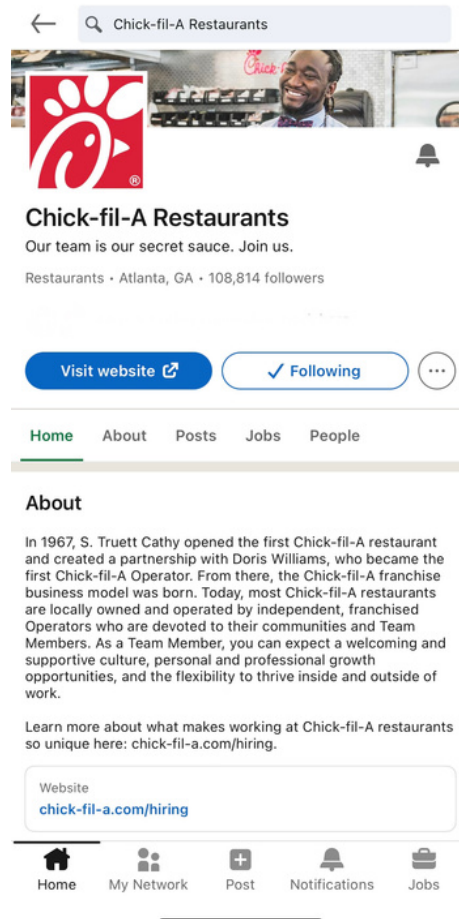
Below, you will find examples of Chick-fil-A's current Social Media.

02. LinkedIn

Chick-fil-A places value on their team in their biography.

Chick-fil-A includes an invite to viewers by saying, "Join us."

With their large following of 108,814, Chick-fil-A does a great job at engaging and staying active.



SOCIAL MEDIA

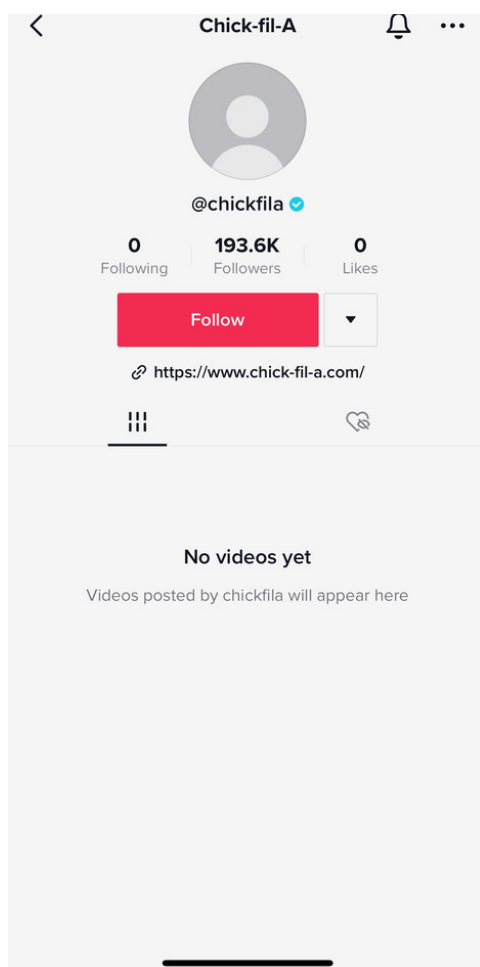
Below, you will find examples of Chick-fil-A's current Social Media.

03. TikTok

@chickfila does not include a profile photo.

As made obvious below, they do not have any posts.

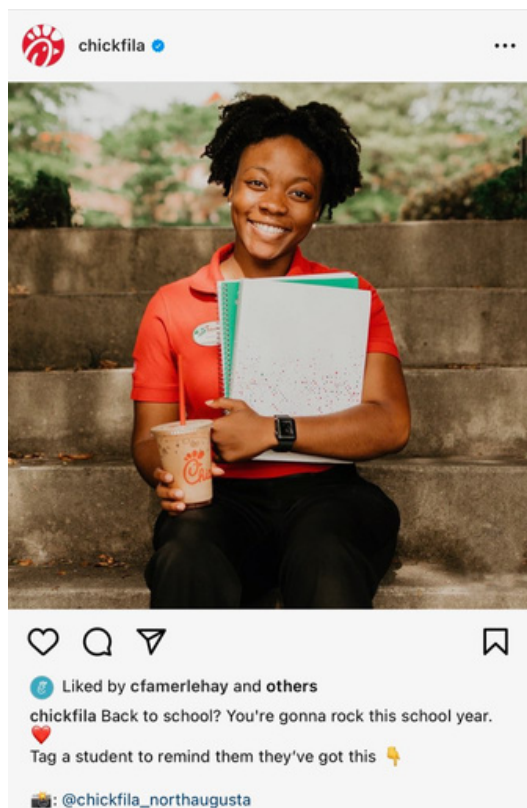
As well as not having any posts, they do not follow anyone.



SOCIAL MEDIA EXAMPLES



@chickfila posted a photo for Halloween of a young girl dressed up as a fan favorite, mac and cheese!



@chickfila made a post encouraging and motivating students as they head back to school.



@chickfila reposted from another account calling their followers to tag a friend and invite them to lunch.

SOCIAL MEDIA EXAMPLES



Chick-fil-A Restaurants

108,815 followers

5d · 🌐

This year, we are celebrating our 50th anniversary of helping Team Members achieve their remarkable futures through scholarships. In 2023, we are honored to award more than \$25 million in scholarships to our Team Members in the U.S. and Canada to help them pursue academic goals and further their career opportunities. Congratulations, Team Members!

To learn more about our Remarkable Futures Scholarship initiative, click here: <https://lnkd.in/gscVQMyq>



👍❤️🌱 327

6 comments · 41 reposts



Like



Comment



Repost



Send

@Chick-fil-A Restaurants made a post celebrating the annual event where they award Team Members with scholarships.



Chick-fil-A Restaurants

108,815 followers

13h · Edited · 🌐

Being a Chick-fil-A Team Member can open the door to an incredible future. From humble beginnings, Jon Hooper found his passion and career at Chick-fil-A, working his way up from a dishwasher at age 16 to becoming a Chick-fil-A Owner/Operator. As he prepares for the opening of his newest Chick-fil-A restaurant in Emeryville, CA, Jon is focused on deepening his impact in the San Francisco Bay Area by partnering with organizations tackling the challenges of hunger and homelessness, and supporting people of color.

Read more about Jon's inspiring journey here: <https://lnkd.in/gQrN7NMN>



From a 16-year-old Team Member to Operator: Meet Jon Hooper, a California native focused on community in the...

chick-fil-a.com · 3 min read

@Chick-fil-A Restaurants posted an article on a former Team Member who became an Operator with an encouraging story.

INFLUENCERS

Because Chick-fil-A gains so much natural traction, they are not known to partner with influencers. It may be because of their moral standings, target audience, or various other reasons, but they do not have an ongoing, active reputation or public relationship with influencers.



BLACK CARDS

@ashleeonair posted a TikTok video showing off a "Chick-fil-A Black Card" with the perk of getting a free meal each day.

"She says Chick-fil-A invites local influencers, athletes, TV personalities, and radio stars to a party every year. Ashlee herself is a radio host" (dailydot).

INFLUENCERS

With the large impact influencers have with their followers because of a built-trust aspect, Chick-fil-A would likely largely benefit from partnering with them. Whether it be a celebrity who is a Mom, a well-known family, or famous influencer, building a community with people who share love for Chick-fi-A would be very successful.

SEO

Chick-fil-A has a very clean, simplistic, on brand website. With features that include favorite menu items, recommendations, what time of day it is, merchandise, rewards and more, the website is welcoming and easy to navigate. Their website gives you the option of signing in, creating an account, joining the team, viewing their menu, and reading through stories.

With a heavily white background, each red button is a nice accent and easily engages the audience. Most of the red shown on the website is a direct call to action, or invitation for something. They also incorporate navy blue as titles or descriptions for different items. Keeping each color to a specific thing minimizes confusion.

Another way Chick-fil-A engages the audience is by the way they include a large amount of visuals. The images draw attention and cater to the eye. With menu items, merchandise, videos, celebration, and customers, these visuals serve as a way to draw customers in.

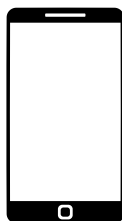
www.webdev.com provides a breakdown of the following on both mobile and desktop devices:

- Performance
- Accessibility
- Best Practices
- SEO

FAILED

on Core Web Vitals Assessment

SEO ON DEVICES



12

PERFORMANCE

96

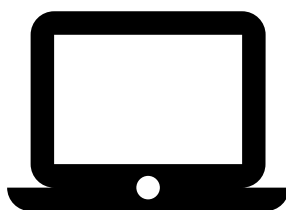
ACCESSIBILITY

67

BEST PRACTICES

79

SEO



43

PERFORMANCE

96

ACCESSIBILITY

75

BEST PRACTICES

75

SEO

[https://pagespeed.web.dev/analysis/https-www-chick-fil-a-com/1qp9ka8x7h?
form_factor=mobile](https://pagespeed.web.dev/analysis/https-www-chick-fil-a-com/1qp9ka8x7h?form_factor=mobile)

SEO ON MOBILE DEVICES

12

PERFORMANCE

Low initial page load, slow 4G throttling, and more.

96

ACCESSIBILITY

Heading elements are not in a sequentially-descending order.

67

BEST PRACTICES

Browser errors were logged to the console and low resolution images.

79

SEO

Links do not have descriptive text.

SEO ON DESKTOP DEVICES

43

PERFORMANCE

Image elements do not have explicit width and height, ensure text remains visible.

96

ACCESSIBILITY

Elements do not have alternate text.

75

BEST PRACTICES

Displays images with incorrect aspect ratio, browser errors were logged to the console.

75

SEO

Links do not have descriptive text.

SOCIAL MEDIA COMPETITION

RAISING CANES AND POPEYES

Raising Canes and Popeyes are both American Fast Food restaurant who are known for their chicken. Specializing in chicken as Chick-fil-A does, they are major competitors. Raising Canes and Popeyes Social Media has a large following and remains extremely active on their platforms.



01. Remain Active

Raising Canes and Popeyes do an exceptional job of consistently posting content on each of their social media platforms. Whether it be a TikTok trend, a holiday graphic, or a photo of some yummy chicken, they stay highly relevant.



02. Canes- Familiar Faces

The founder of Raising Canes, Todd Graves and his dog are featured continuously throughout their social media which creates a family-like feel that customers can feel welcomed in.



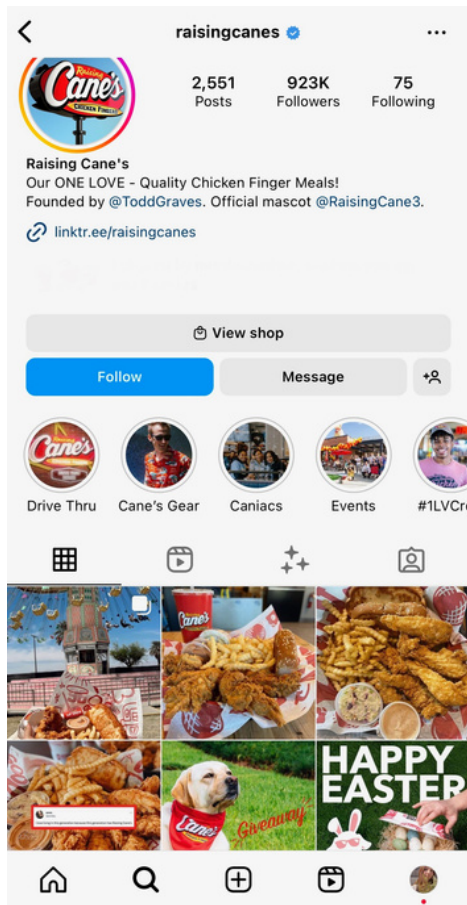
03. Popeyes- Staying Relevant

Popeyes specifically does a great job staying on top of social media trends, and partnering with well known influencers. They keep their content geared towards what their followers are looking for so they are able to gain large amounts of traction.

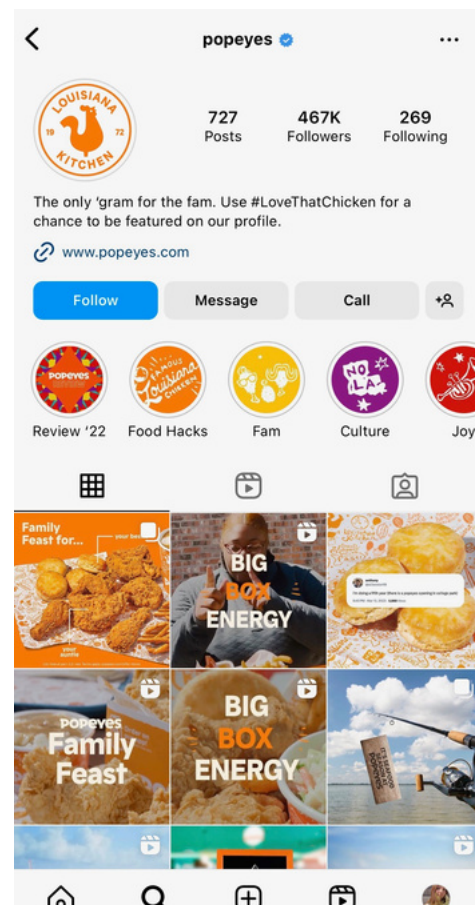
SOCIAL MEDIA COMPETITION

Below, you will find examples of Raising Canes and Popeyes current Social Media.

01. Instagram



- Instagram account created May of 2012.
- Today, they have 923k followers and are following 75 accounts.
- 11 years later, they have 2,551 posts.

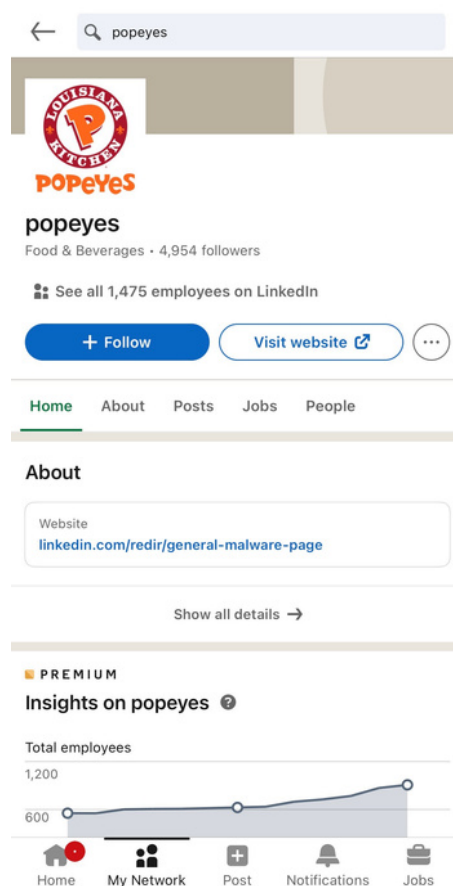
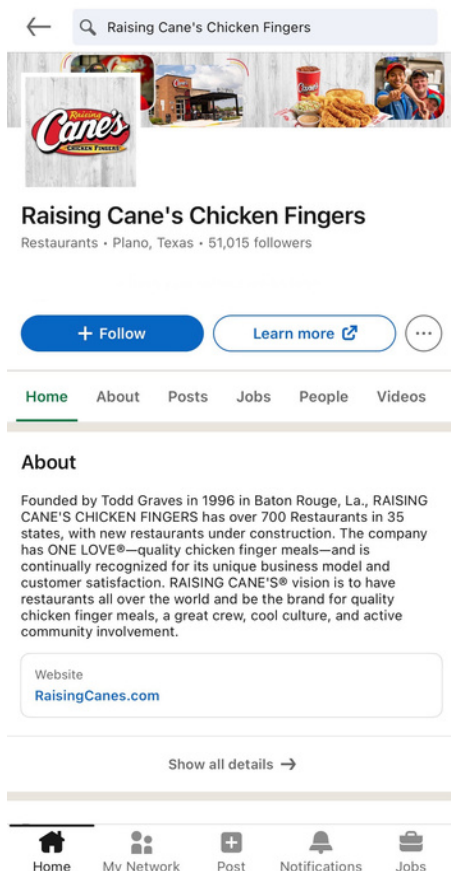


- Instagram account created February of 2014.
- Today, they have 467k followers and are following 269 accounts.
- 9 years later, they have 727 posts.

SOCIAL MEDIA COMPETITION

Below, you will find examples of Raising Canes and Popeyes current Social Media.

02. LinkedIn

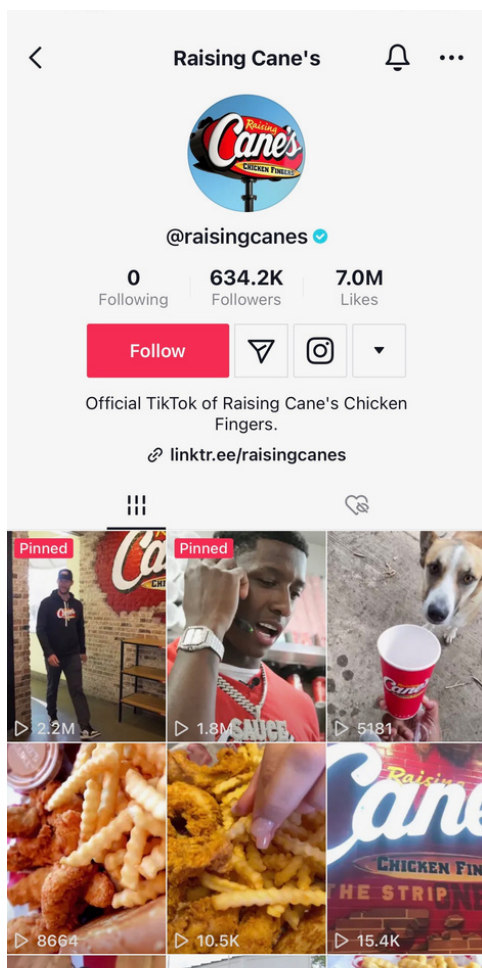


- Raising Canes does not include a biography.
- The cover photos can come across as messy or cluttered with a lot going on.
- With their large following of 51,015, Raising Canes does a great job at engaging and staying active.
- Popeyes does not include a biography
- The cover photo can be viewed as outdated or not on theme.
- Popeyes does not have any posts on LinkedIn so are not engaging with any followers on that platform.

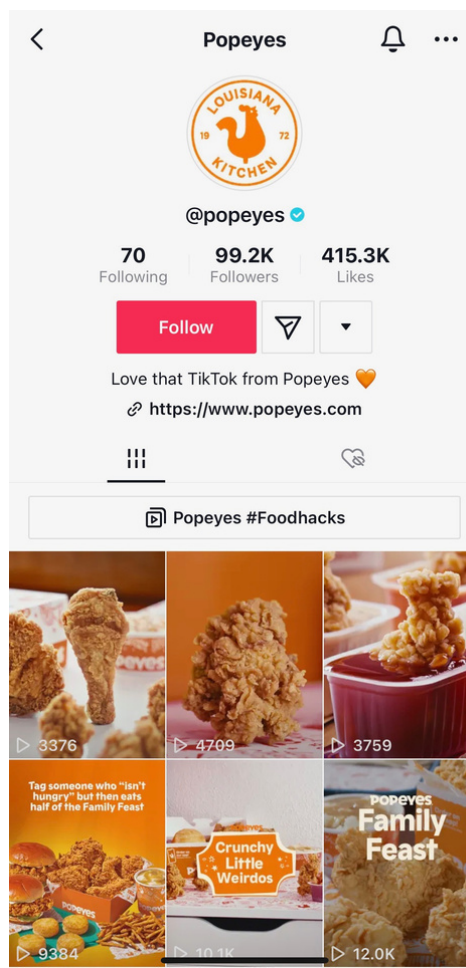
SOCIAL MEDIA COMPETITION

Below, you will find examples of Raising Canes and Popeyes current Social Media.

03. TikTok

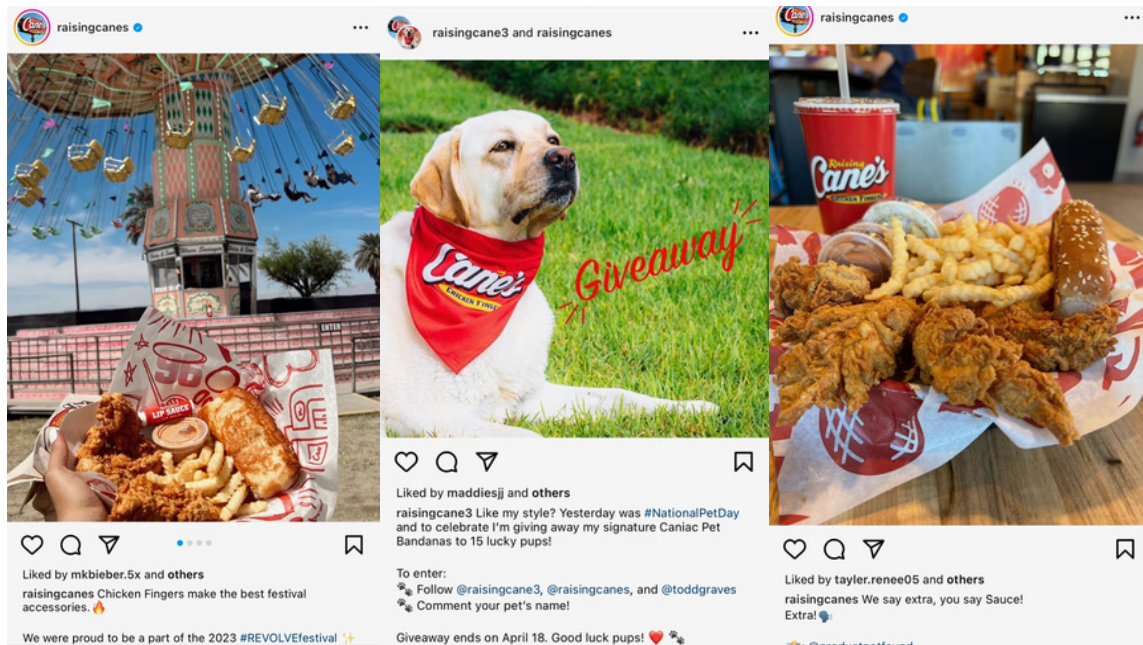


- @raisingcanes includes a well-known profile photo.
- With 7.0 million likes, they remain active and trendy.
- They do not follow anyone, but have 634.2k followers.



- @popeyes includes a well-known profile photo.
- They are close to hitting 100k followers so are well known.
- They follow 70 seemingly 'random' accounts.

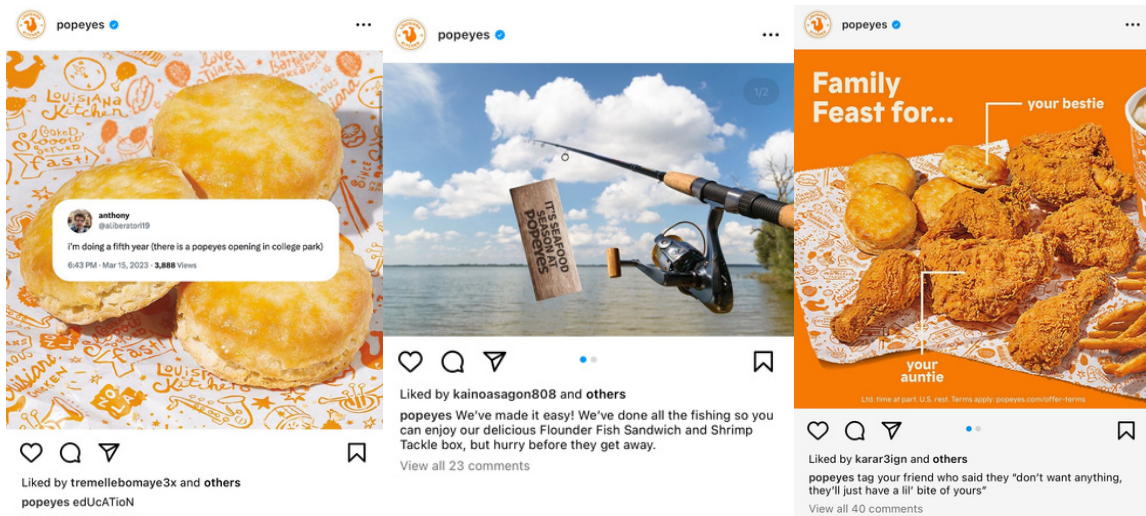
SOCIAL MEDIA COMPETITION EXAMPLES



@raisingcanes shares a basket of one of their meals at a large event.

@raisingcanes post of their mascot introducing a giveaway for followers.

@raisingcanes shares a basket meal with a call to action in the comments.

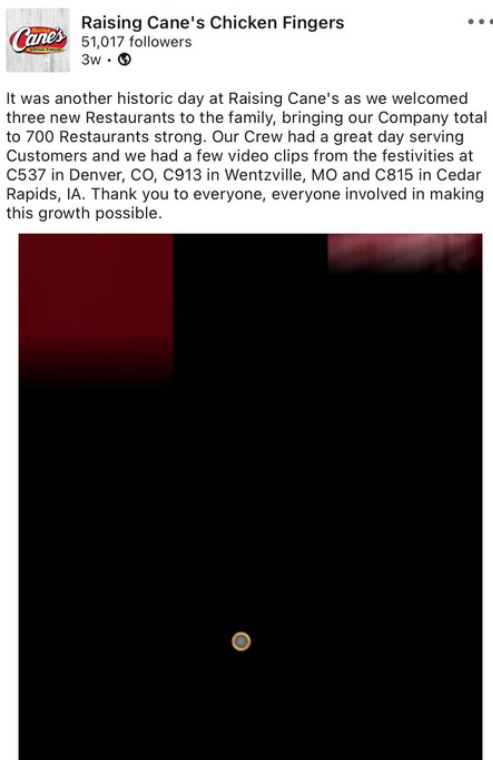


@popeyes reposts a tweet that went viral directed at students- a main public.

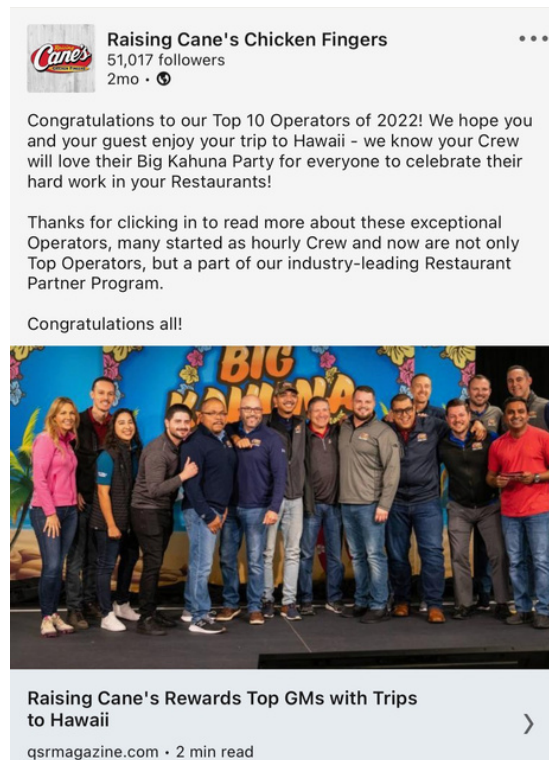
@popeyes introduces a new menu item in a fun and creative way.

@popeyes posts a unique graphic calling all followers to tag a friend.

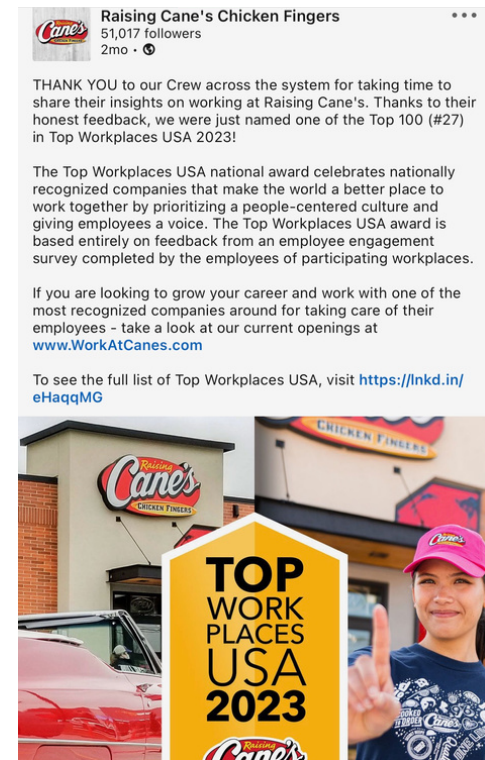
SOCIAL MEDIA COMPETITION EXAMPLES



@Raising Cane's posts a celebratory post announcing three new location openings.



@Raising Cane's sends their Top 10 Operators to Hawaii for their hard work in 2022.



@Raising Cane's was ranked within the Top 100 Places to Work (#27)!

INFLUENCERS

Raising Canes works with different influencers, which is a very beneficial way to gain attraction. Recently, a partnership of Raising Canes and the brand Revolve took place and ended up being very successful. A very well-known influencer they are currently partnered with and doing collaborative posts with is Post Malone, a famous artist. Others consist of SnoopDogg, Richard Rawling, Lady Jade, Kendra Scott, Lauren Alaina and more which really appeals to the public.

SECRET SAUCE WITH TODD GRAVES

Once a week, the owner of Raising Canes, Todd Graves, travels to meet with influencers to learn what their 'secret sauce' is made up of.



INFLUENCERS

Popeyes does a great job working with influencers as a way to market their organization. A very well-known artist they work with is Megan Thee Stallion. Another influencer, Collin Dieunerst went viral as a kid over nine years ago and became widely known for the meme is partnered with Popeyes today.



SEO

Raising Canes website is very visual-based, with videos, graphics, photos, and more. With how interactive they are, it is easy for the audience to be hooked and engaged in the website. From sharing their menu in a simplistic way, including a section titled, 'The World of Canes', and a map of all current locations titled, 'We're Right Next Door'. Further, they explicitly share how they strive to be involved in the community, extend an invite to join their team, and the heartwarming story of how Canes came to be. With the interactive, engaging, clean, thematic, and visual website, they do a great job!

Popeyes website was a bit underwhelming with how little it catches the eye. Without any moving pieces, basic text, and very low content, it can be easy to want to move on. However, they do present their website in a simple way and stay on theme with the colors and simplicity.

www.webdev.com provides a breakdown of the following on both mobile and desktop devices:

- Performance
- Accessibility
- Best Practices
- SEO

RAISING CANES: PASSED

POPEYES: FAILED

on Core Web Vitals Assessment

RAISING CANES SEO ON DEVICES



21

PERFORMANCE

82

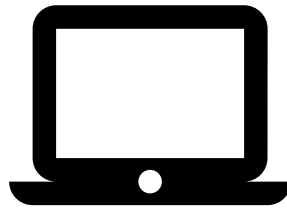
ACCESSIBILITY

75

BEST PRACTICES

84

SEO



78

PERFORMANCE

82

ACCESSIBILITY

75

BEST PRACTICES

83

SEO

https://pagespeed.web.dev/analysis/https-www-chick-fil-a-com/1qp9ka8x7h?form_factor=mobile

RAISING CANES SEO ON MOBILE DEVICES

21

PERFORMANCE

Reduce unused JavaScript, properly size images, eliminate render-blocking resources.

82

ACCESSIBILITY

Buttons do not have an accessible name, background and foreground colors do not have sufficient contrast ratio.

75

BEST PRACTICES

Browser errors were logged to the console and requests the geolocation permission on page load.

84

SEO

Links do not have descriptive text and tap targets are not sized appropriately

RAISING CANES SEO ON DESKTOP DEVICES

78

PERFORMANCE

Avoid enormous network payloads, ensure text remains visible during webfont load.

82

ACCESSIBILITY

Buttons do not have an accessible name and heading elements are not in a sequentially-descending order.

75

BEST PRACTICES

Requests the geolocation permission on page load and browser errors were logged to the console.

83

SEO

Links do not have descriptive text.

THE INDUSTRY

The Fast Food Industry continues to grow and expand into new locations and peoples at a majorly fast pace. As it is growing, it is imperative for their digital communications to reflect that.

APPROACH

How the Industry Approaches Their Audience

- Personal
- Appealing
- Engaging

DIGITAL COMMUNICATIONS

The Importance of Digital Communications

- Effective
- Thoughtful
- For Wide Audience

TRENDS

Current Trends Within the Industry

- Humor
- Well Known
- Influencers

No matter what the organization, it is important to approach the audience in a personal way so value is placed and the audience feels cared for. Being appealing makes your organizations, products, and services look needed. When using Digital Communications, you want your end goal to be effective- one of the best ways to do that is be thoughtful and think through each step and process. Current Trends going on within the fast food industry include humorous ones that 'stick' with the audience. Another major trend is the use of influencers. .

Industry Trends

01

Video

Videos create the space for instant engagement in a more tangible way and opens up a way for the user to be focused much easier and quicker. "82% of global consumer internet traffic will be video content."

02

Social Commerce

Buying directly from social media has increased and will continue to rise. (98% of consumers plan to purchase something on social media at some point). This is an efficient, effective, and reliable way for users to purchase.

03

Influencer Marketing

With the level of trust built between influencers and their audience, the established relationship makes it easier for consumers to purchase the product or service offered.

04

Customer Service

Audiences are always looking at whether or not there is a reply, response time, engagement (with consumers, other organizations, etc), and participation (trends, channels, and more!)

05

Local Targeting

Location based targeting helps narrow the reach for consumers. This will automatically appear more relevant to the audience being targeted and increase the likelihood of them giving in to the desired outcome.

FAITH DERKENNE

DIGITAL STRATEGY TOOLKIT

Industry Trends

06

Artificial Intelligence (AI)

Artificial Intelligence is constantly on the rise and is expected to take over all industries moving forward. (Content creation, drafting post, copywriting, outlining, reformatting, etc).

07

Uniqueness

Consumers view many of the same trends, posts, responses, and more when it comes to organizations. When seeing something new and unique, it is memorable and stands out with originality.

08

User Generated Content (UGC)

User Generated Content is content tailored and directed to each specific user. "80% of consumers say it impacts their purchasing decisions" thus, making a large impact and potential sway.

09

Shorter Videos

With a decreasing attention span for the younger generations, keeping users engaged often calls for short films. Getting your point across quickly and keeping the audience interested should be the top desired goal.

10

Keyword Search and SEO

Using keywords helps optimize your posts! This will make it much easier for them to be found by others who are searching. Think about things like captions, hashtags, automated closed captions, and on screen text.

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DIGITAL STRATEGY TOOLKIT

DIGITAL STRATEGY

Why use it?

Projection

Digital Strategy gives insights in projecting outcomes in the future. Whether it be followers, engagement, or other analytics, it is important to measure where you are going.

Maximization

Digital Strategy will ensure you are getting the maximum benefits and overarching achievements met .

Goals

Digital Strategy keeps your eyes set forward on what is ahead. Therefore, motivation will be increased to meet the set goals.

DIGITAL STRATEGIES

Social Media plays a major role in Digital Strategies, as it is an incredibly beneficial tool to achieve the Digital Strategies that have been set. When planning out Digital Strategies, it is important to think through how you can implement Social Media within them. As Social Media continues to grow in our world, more and more people are going there to find information. Having a strong presence that best reflects the heart of the organization will put you on a successful path.



01. Ethics

When using Social Media, the number one ethic to keep in mind is transparency. In our world today, it is often hard to distinguish the truth. Using transparency within your platform will put your organization on the route to being ethical in what you say and do.



02. Insights

Social Media has a high place in society. As a worldwide tool used to share content, network, and connect to others, Social Media is one of the most widespread things our world has ever seen.



03. Statistics

According to Oberlo, 4.59 billion people use Social Media today and "social media has been growing exponentially and it hasn't reached the peak of its popularity yet."

CONTENT CALENDAR

Created with Airtable template.

	Name	Status	Headline	Creator	Image	Due date	Channels
1	Cow Appreciation Day	Live	We are looking ahead to one of our favorite days of the year, Cow Appreciation Day! ...	Faith Derkenne		7/5/2023	LinkedIn
2	Cow Appreciation Day	Live	Do you like FREE things? What about FREE Chick-fil-A!? Join us as we celebrate on July 11th ...	Faith Derkenne		7/5/2023	Instagram
3	Cow Appreciation Day	In progress	Happening tomorrow, receive a Chick-fil-A sandwich on us when you dress up as a cow....	Faith Derkenne		7/10/2023	LinkedIn
4	Cow Appreciation Day	In progress	MOO! Tomorrow is Cow Appreciation Day! We can't wait to see what you come wearing... ..	Faith Derkenne		7/10/2023	Instagram
5	Cow Appreciation Day	In progress	For Cow Appreciation Day, we are gifting those who come to Chick-fil-A dressed as a cow with ...	Faith Derkenne		7/11/2023	LinkedIn
6	Cow Appreciation Day	In progress	The day is here! We are looking forward to seeing you all today in your best cow gear...	Faith Derkenne		7/11/2023	Instagram

Full length caption, hashtags, and platform:

Linkedin 7/5 - We are looking ahead to one of our favorite days of the year, Cow Appreciation Day! Happening July 11th, show up to your local Chick-fil-A dressed as a cow, and receive a sandwich on us. #chickfila #cowappreciationday

Instagram 7/5 - Do you like FREE things? What about FREE Chick-fil-A!? Join us as we celebrate on July 11th by dressing up as a cow and receiving a free sandwich. EAT MOR CHIKIN! #eatmorchikin #chickfila #cowappreciationday

Linkedin 7/10 - Happening tomorrow, receive a Chick-fil-A sandwich on us when you dress up as a cow. Happy Cow Appreciation Day. #chickfila #cowappreciationday

Instagram 7/10 - MOO! Tomorrow is Cow Appreciation Day! We can't wait to see what you come wearing... *cow emoji* #eatmorchikin #chickfila #cowappreciationday

Linkedin 7/11 - For Cow Appreciation Day, we are gifting those who come to Chick-fil-A dressed as a cow with a free sandwich. The offer is open at your local Chick-fil-A now! #chickfila #cowappreciationday

Instagram 7/11 - The day is here! We are looking forward to seeing you all today in your best cow gear in exchange for a free Chicken Sandwich! Don't forget to Eat Mor Chikin #cowappreciationday #chickfila #eatmorchikin

ARTIFICIAL INTELLIGENCE

Using ChatGPT and Canva Text-to-Image generator, I entered the topic of what I was looking for (Cow Appreciation Day, free Chick-fil-A, dress up like a cow, etc) and the results are below.

ChatGPT

“Chick-fil-A Cow Appreciation Day typically takes place on the second Tuesday of July each year. During this day, customers who dress up in cow attire can receive a free entree at participating Chick-fil-A restaurants. The exact date for 2023 has not been announced yet, but it is expected to be sometime in July. Keep an eye out for announcements from Chick-fil-A closer to the date for more information.”

“As an AI language model, I cannot wear a costume, but here are some ideas for you to dress up like a cow for free Chick-fil-A:

1. White T-Shirt: Wear a plain white T-shirt and use black felt or fabric paint to make spots on it. You can also add a tail made out of white fabric and some ears made out of black and white felt.
2. Cow Onesie: Wear a cow onesie if you have one, or you can make one by cutting out black felt spots and gluing them onto a white onesie.
3. Face Paint: Paint your face like a cow, using black and white face paint to create spots and draw on some black cow-like eyes and nose.
4. Cow Hat: Wear a cow hat or headband, which you can buy or make by attaching felt ears to a headband or a hat.

Remember, the more you dress up like a cow, the better your chances of getting free Chick-fil-A.

Have fun and enjoy your free meal!”

CANVA



MY EXPERTISE

It was so crazy using ChatGTP and seeing how quickly they formed responses. I liked the second response ChatGTP came up with, it is so creative and I think it would be cool to actually include this in a caption for customers to have an idea of what to wear! I was incredibly surprised at the extra details that were included, like the end where it says, “Remember, the more you dress up like a cow, the better your chances of getting free Chick-fil-A. Have fun and enjoy your free meal!” It was not something I was looking for, but definitely a very friendly thing to include. ChatGPT is more personal and realistic than I thought possible.

Using the Text-to-Image feature on Canva, I was impressed with how realistic the images came out to be (I have seen many distorted and pixelated images before). A couple of them include faces and they did not come out distorted which was a good surprise! The only thing is that they did not pick up what “Chick fil A” was, I am not sure if they don’t pick up specific brands? It was cool because with the language I used, they could tell Chick-fil-A was a restaurant and they created an image of a diner with “Chick-fil-A” on it.

I preferred ChatGPT because the language used was much more informed and it came across much more realistic than the Canva Text to Image did! It was very fun experimenting with both.

OTHERS THOUGHTS

01 Harvard Business Review

Harvard Business Review provides a challenging thought, "Technology isn't the biggest challenge. Culture is."

02 Business News Daily

Business News Daily shares their thoughts on how Artificial Intelligence will shape businesses moving forward.

03 Forbes

Forbes gives information on how organizations can take AI and use it to benefit themselves.

04 Ericsson

Ericsson opens up on the challenges that AI can bring to businesses; 99% of respondents have faced those challenges with AI already.

05 The One Brief

The One Brief provides insights on how AI will transform the workplace moving forward.

WHAT DOES CHATGPT THINK?

I conducted an interview with *ChatGPT* asking about the future of social media, digital strategy, and future trends. The responses are below.

What will the future of Social Media look like?

1. Increased use of augmented reality (AR) and virtual reality (VR) technology: Social media platforms will increasingly incorporate AR and VR technology to offer more immersive experiences for users. For instance, users might be able to attend virtual concerts, go on virtual shopping sprees, or even visit virtual museums through social media platforms.

2. More emphasis on privacy and data protection: Social media companies will need to pay more attention to user privacy and data protection. New regulations like the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) are already forcing social media companies to take these issues more seriously.

3. Growth of niche social media platforms: While the big social media platforms like Facebook, Twitter, and Instagram will continue to dominate, we will also see the growth of niche social media platforms that cater to specific interests and communities.

WHAT DOES CHATGPT THINK?

I conducted an interview with *ChatGPT* asking about the future of social media, digital strategy, and future trends. The responses are below.

1. Greater focus on customer experience: Companies will increasingly prioritize creating a seamless and personalized experience for their customers across all digital channels, from social media to e-commerce sites.

2. More use of automation and AI: As more businesses embrace automation and AI, we are likely to see a growing emphasis on using these technologies to streamline operations, improve efficiency, and deliver more personalized experiences for customers.

3. Increasing use of data-driven insights: With more data available than ever before, companies will continue to leverage data-driven insights to inform their digital strategy and drive growth.

What is the future of Digital Strategy?

WHAT DOES CHATGPT THINK?

I conducted an interview with *ChatGPT* asking about the future of social media, digital strategy, and future trends. The responses are below.

1. **SOCIAL MEDIA:** Continued growth of video content: Video content will continue to dominate social media, with short-form videos gaining popularity on platforms like TikTok and Instagram Reels.

What future trends do you predict within the realm of Social Media, SEO, and Digital Strategies?

2. **SEO:** Greater emphasis on user experience: Google is increasingly prioritizing user experience as a ranking factor, so businesses will need to focus on creating a seamless and enjoyable experience for website visitors.

3. **DIGITAL STRATEGIES:** Increasing use of chatbots and conversational AI: Chatbots and conversational AI will become increasingly prevalent in customer service and sales, as businesses seek to automate and streamline these processes.

TOOLS TO ENGAGE IN

There are so many different platforms and tools to engage in when it comes to mastering the levels of Social Media, Digital Strategy, and SEO. Here are three that I believe will highly benefit Chick-fil-A.



01. Hubspot

Hubspot is a software that specializes in connecting data, teams, and customers in order to grow businesses. Chick-fil-A would largely benefit from this because it would increase their ability to connect with their publics on a larger scale and increase consistency in doing so.



02. Hootsuite

Hootsuite is a platform that highlights all you need to know when it comes to Social Media specifically. Being able to get a look at rising trends, as well as details such as when to post to gain the most traction would create Chick-fil-A's Social Media into a larger success!



03. Google Analytics

Google Analytics would give Chick-fil-A the chance to track their engagements, and really measure their reach online. Google Analytics also gives insights on ROI- Return on Investment.

OVERALL SUMMARY

Chick-fil-A is a very well-known and loved organization, but their online presence could use some improvements when it comes to Social Media, SEO, and Digital Strategies. My largest recommendation is to remain active. Being active on Social Media and posting consistently across different platforms increases the chance of your content to be viewed, liked, and engaged with. Today more than ever, individuals who make up the public are going directly to Social Media accounts to see how they interact and position themselves from an online standpoint. With Chick-fil-A's reputation of being incredibly personal, welcoming, and friendly in the restaurant itself, it is not always carried over online. Posting consistently while going above and beyond in staying personal (replying back to comments) will go a very long way.

Another recommendation I have is to implement the use of video within your platforms. Because Chick-fil-A is known to have such a distinct and set apart atmosphere, the use of videos, Instagram Reels, and TikTok will do a great job of capturing that atmosphere in a way photos cannot do.

Something that Chick-fil-A is doing now that they should continue moving forward is the way they highlight individuals store by reposting their posts with an encouraging caption that almost always has a call to action. With Chick-fil-A having locations all across America, reposting storefront locations posts creates a family-feel and really capitalizes on the fact that they are one organization with many locations.

I believe with the implementation of my key insights, there would be new levels of value added to your organization. It is my hope that each of my recommendations and areas of research would further the mission and vision that Chick-fil-A holds. I am confident that with the use of the trends, tools, and other areas of recommendation, your organization would grow, thrive, and gain a larger reach to individuals while the heart of Chick-fil-A is grow to be respectable and inspirational to all.