

No-Comply ATX Social Media Audit and Listening Report

PART 1: Conduct a Social Media Audit of the Brand

INTRODUCTION

Beginning in Austin, Texas, No-Comply Skateshop produces apparel, shoes, and skateboarding gear that serves the intersection between national sportswear, local culture, and community-identifying fashion. The brand's social media presence consists of a sizable Instagram following alongside a weaker Facebook audience.

PLATFORM ANALYSIS

| PLATFORM | PLATFORM LINK | # FOLLOWERS |
|-----------|-------------------------------------|-------------|
| Instagram | <u>@nocomplyatx</u> | 52.2K |
| Facebook | <u>@nocomplyatx</u> | 6.7K |

No-Comply Skateshop is using their Instagram most effectively, updating their page around two and three times per day. They post mostly about recent product drops and collaborations, as well as events surrounding the local skate community. Both social media platforms are updated frequently, with the Facebook page updated approximately once a day and the Instagram page being posted to between 2-3 times a day. Both platforms are primarily used to promote the release and sale of new products, and include size availability for shoes and apparel.

COMPETITOR ANALYSIS

The only other independent skate shop in Austin is called Apparition Skateboards. Their social media presence is also only Instagram (2.9k) and Facebook (1.4k). Their presence on Facebook is very poor, since the most recent post on the page was March 25, 2020. As for Instagram, they post inconsistently, usually confined to a handful of posts per month. These posts range from miscellaneous products displayed in the shop to personal photos from the owner. Compared to Apparition Skateboards, the social media for No-Comply Skateshop proves consistent and informative to their consumer audience, and serves as a helpful resource for those looking to purchase skate gear and apparel in town.

AUDIENCE/PUBLICS ANALYSIS

The general followers of the No-Comply Skateshop social media accounts are 15-26 year old male skateboarders and skate culture enthusiasts. Additionally, the platforms could also be reaching a demographic of sneakerheads and a fashion-oriented audience invested in streetwear style with the logo skate apparel. The social media users attracted to this page are mostly based

in Central Texas, since this is a small business instead of a national chain. The shop is most likely reaching a slightly older demographic on their Facebook Page (between 26-34) and receiving a younger demographic on their Instagram (between 12-24). No-Comply is successfully reaching their target audience, those who will monitor the social media platforms for product announcements to buy in-store. Beyond reaching their consumer audience, No-Comply is also fostering a network in the greater local skate community by promoting the work of skate photographers and the premiers of skate filmmakers on their platforms.

CONTENT STRATEGY ANALYSIS

Since No-Comply primarily uses their platform to display new products that have arrived in store or been restocked, keywords include: new, available in-store & online, sizes, apparel, and restocked. As for posts regarding events in the local skate community, the shop includes the tag #texasskateboarding to increase attention to their platform for other social media users interested in Texas skate culture. The page always adds the tags “nocomplyatx” and “nocomplyskateshop” to the bottom of their posts. The posts regarding events in the local skate community, such as the flier announcing a screening of the new Roger Skate Co. film “Sucker Punch,” are more effective than product announcements since there is more of a vested interest among users to interact with other local skateboarders.

- “New”
- “Available in-store & online”
- “Sizes”
- “Apparel”
- “Restocked”
- #texasskateboarding
- #nocomplyatx
- #nocomplyskateshop

KEY TAKEAWAYS

The No-Comply Skateshop social media accounts are strong in their consistent posting, attention to product announcements, inclusion of size availability, and including announcements for skate community-based events happening around town. The only weakness that the social media platforms have is a lack of local skateboarders modeling the various products in favor of more plain, standalone shoe and apparel displays. There is a significant opportunity to access their targeted customer demographic that uses social media by expanding the platforms that they use, such as creating TikTok to reach their large younger demographic. A threat that the No-Comply social media platforms could face is a lack of attention to their Facebook Page, which is vital in reaching an older demographic interested in local skateboarding gear, apparel, and events.

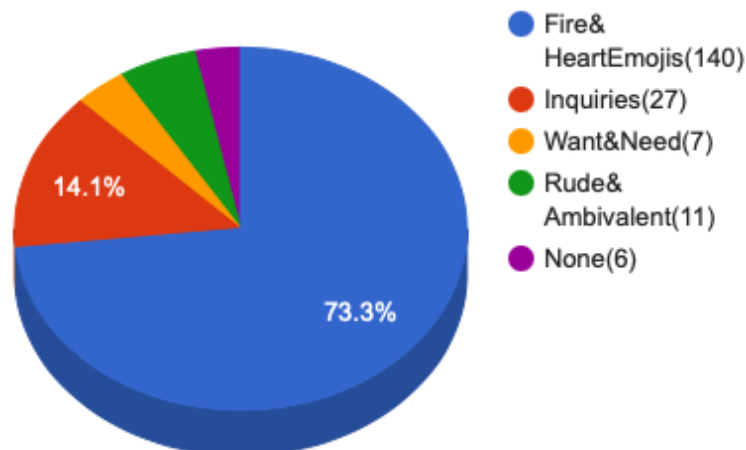
PART 2: Create a Social Media Listening Report

The gathered data over a span of 50 posts indicates that the No-Comply Instagram page received primarily positive feedback (77%), through heart/fire emojis (73.3%) and language that indicates a desire to purchase, such as “want” and “need” (3.7%). There was a slim margin of negative feedback to the Instagram posts, through rude and ambivalent comments (5.8%) and some posts received no comments at all (3.1%). A sizable percentage of comments were inquiries on certain aspects of the products presented in the posts, such as size and availability (14.1%).

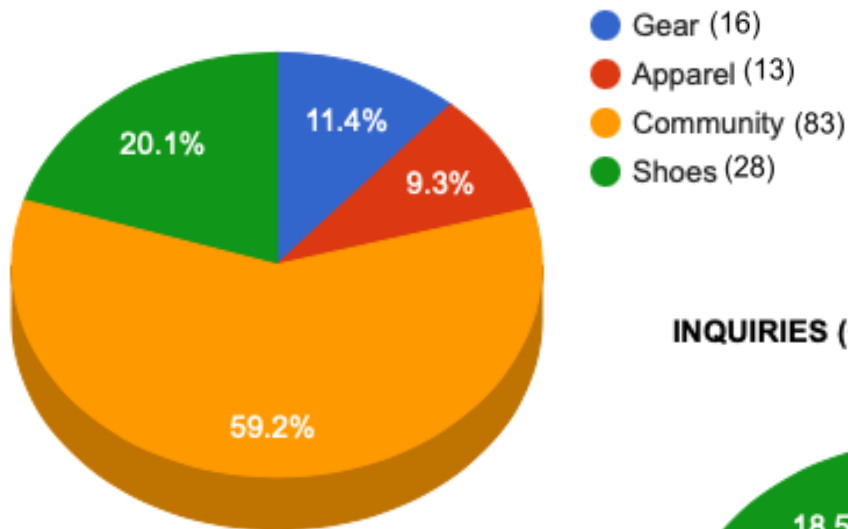
Most of the positive feedback conveyed through heart and fire emojis was on posts concerning events hosted in the local skate community and spotlights of local talented skateboarders. This shows a keen interest in No-Comply working to foster a more interconnected and involved skateboard community. Comments pertaining to a “want” or “need” of a product from No-Comply were largely seen on posts regarding apparel (57.1%), with notable features on shoe (14.3%) and gear (28.6%) posts as well. Comments of inquiry were most prominent on community posts (48.2%) rather than product announcements for shoes (18.5%), gear (25.9%), and apparel (7.4%). Rude and ambivalent comments were primarily directed at community posts (63.3%), and also had a notable presence on posts announcing new skate gear (9.1%).

The data indicates that No-Comply Skateshop has an established presence as a fixture in the local skateboarding community. Instagram posts that promoted local skating events generated the most responses and the most positive reception. Posts about new available apparel, shoes, and skate gear also received desirable responses from the No-Comply consumer audience. All of the gathered data indicates a strong, positive reception for the No-Comply business as a whole, as they have fostered a strong social and business presence within the Austin skateboarding community. As a result of their prominent position in the local skateboarding scene, the business has amassed many loyal patrons that will continue to purchase their products and engage on their social media posts. Going forward, No-Comply should maintain their strong social media presence since the public platform encourages more local community engagement, but also be sure to include the necessary information in the descriptions on posts that announce new apparel, gear, and shoes so there is less of a need for potential customers to inquire about specifications of a product.

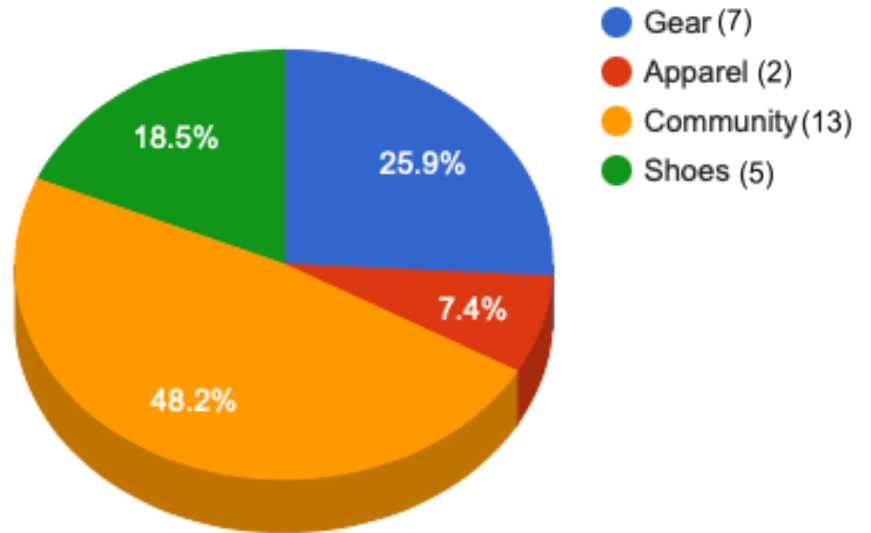
Total Comments Out of 50 Posts (191)



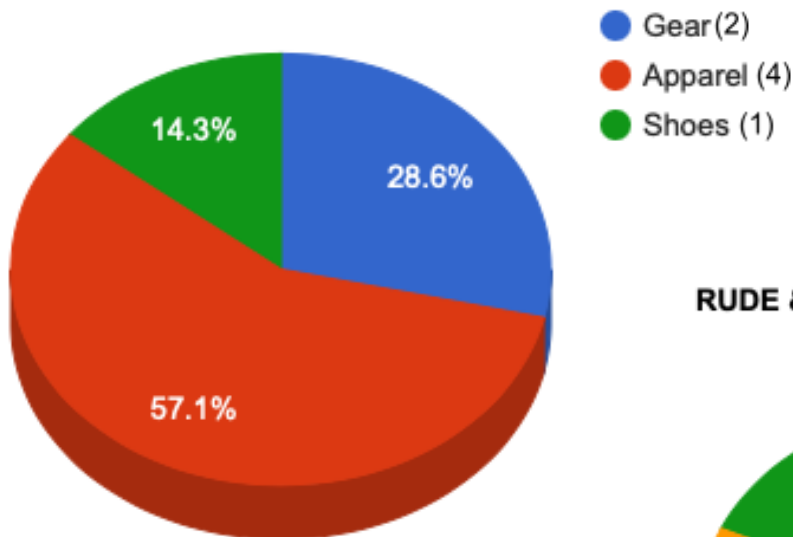
FIRE & HEART EMOJI (Positive) - 140 Total



INQUIRIES (Curious) - 27 Total



"WANT" & "NEED" (Desired) - 7 Total



RUDE & AMBIVALENT (Negative) - 11 Total

