

July 2026

# Social Media Audit

The logo for Refy Beauty, featuring the word "REFY" in a bold, black, sans-serif font. The letters are closely spaced, and the overall style is modern and minimalist.

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An independent social media audit analyzing Refy Beauty's digital presence, content strategy, and growth opportunities across key platforms.

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# About the Brand

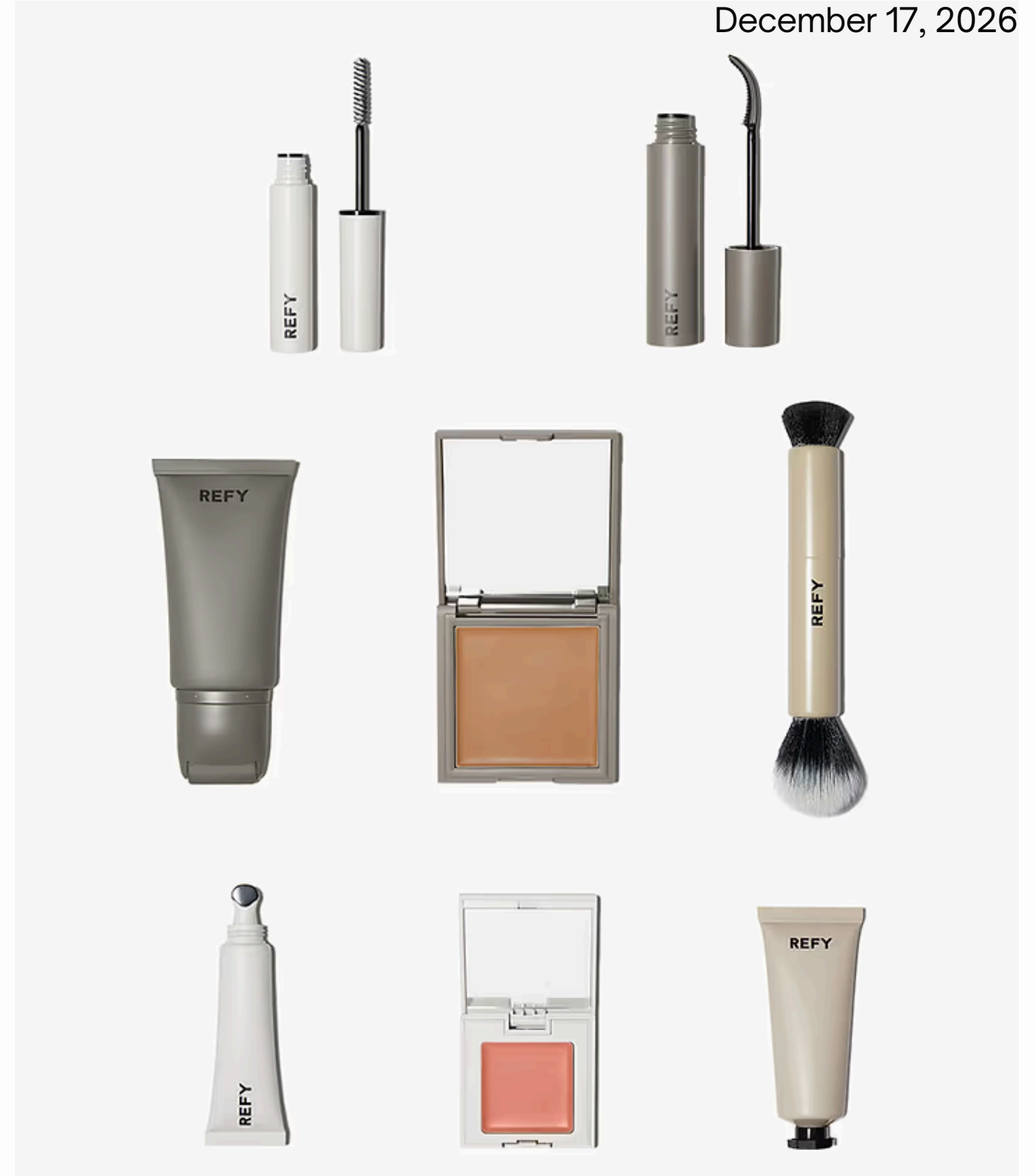
Refy is a minimalist beauty and skincare brand known for its 'clean girl' aesthetic and TikTok-viral Brow Sculpt product. Their mission is to simplify and redefine makeup and skincare with products that encourage you to embrace your natural self.

**Audience:** Gen Z and millennial women drawn to clean, effortless aesthetics who appreciate minimal looks and want to embrace their natural beauty.

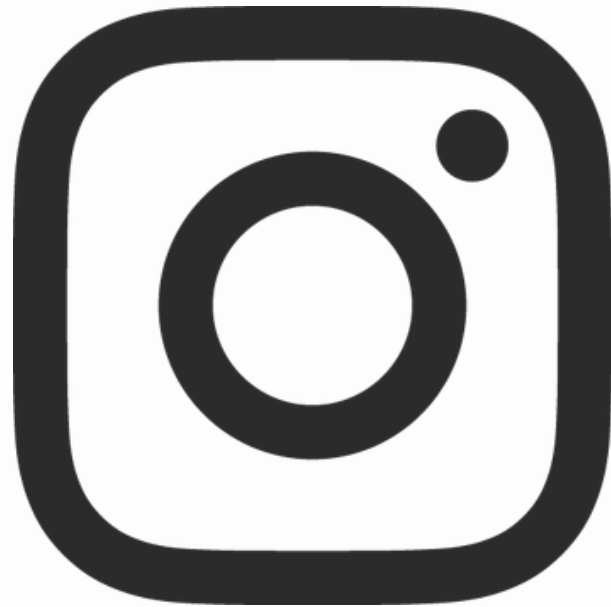
**Main Platforms:** TikTok, Instagram, Youtube, Pinterest, and LinkedIn

**Brand Voice:** Clean, confident, and effortlessly on-trend with a minimal, feminine touch that feels genuine and relatable.

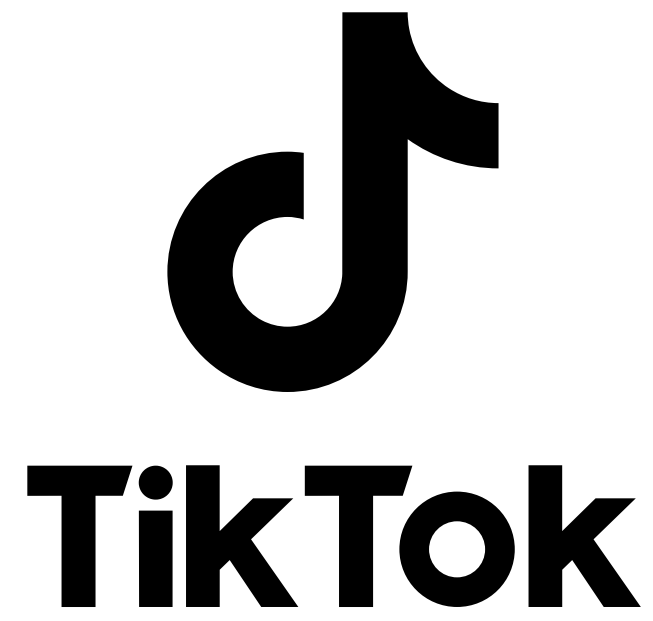
December 17, 2026



# Audit Scope



@refybeauty



@refybeauty



@refybeauty

This audit examines Refy Beauty's social media presence over the 30 days leading up to Memorial Day, a peak period for clean, minimal beauty aesthetics as consumers shift toward fresh, effortless summer looks.

# Instagram

**Date Range:** May 1st - May 30th 2026

**Posting Frequency:** 12 times a week on average

**Engagement Rates:** 6.3%

**Content Types:** Reels, carousels, and static images

**Brand Tone & Voice Consistnecy:** Refy maintains a highly consistent tone across all posts, staying true to their clean, minimal, and effortlessly chic aesthetic with a soft feminine touch.

**Top Performing Content:** This post succeeded due to the excitement and anticipation built around a new product launch, driving high engagement through hype-driven storytelling and community curiosity.



@refybeauty



Top Performing Content  
(Screenshot)



# TikTok

**Date Range:** May 1st - May 30th 2026

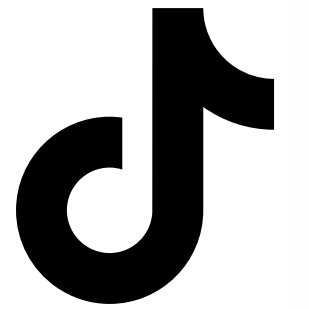
**Posting Frequency:** 7-8 times a week on average

**Engagement Rates:** With 38 posts generating over 4.7 million views across 394,300 followers, Refy averages 12.1 views per follower, a strong indicator that their content consistently reaches well beyond their existing audience and is actively favored by the TikTok algorithm.

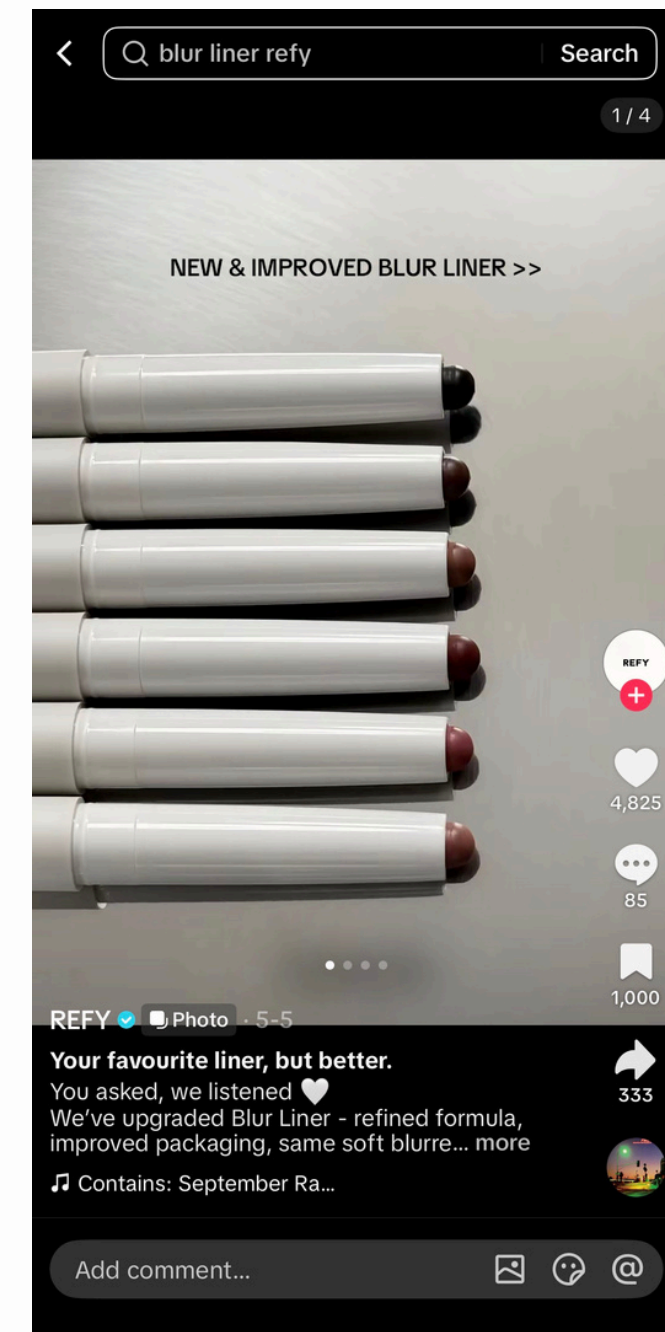
**Content Types:** TikToks and Slides

**Brand Tone & Voice Consistnecy:** Refy maintains a highly consistent tone across all TikTok content, staying true to their clean, minimal, and effortlessly chic aesthetic with a soft feminine touch, while skillfully weaving in trending sounds and viral formats to keep their content feeling current and discoverable.

**Top Performing Content:** Refy's top performing TikTok was tied to a product launch, amplified by pre-release anticipation and strong consumer demand, further confirming that launch hype content is one of their most powerful and repeatable content strategies across platforms.



@refybeauty



Top Performing Content  
(Screenshot)



# Pinterest



@refybeauty

**Date Range:** May 1st - May 30th 2026

**Monthly Views:** 9.5 Million

**Content Types:** While most content appears to be cross-posted, some original pins are tailored to fit Pinterest's longer-form, inspiration-driven aesthetic, showing early awareness of the platform's unique visual language.

**SEO & Keywords:** While Refy's Pinterest presence draws viewership likely driven by branded searches and broad beauty discovery, their pin descriptions and board titles lack strategic keyword optimization, resulting in virtually no meaningful engagement. Strengthening their SEO approach with targeted keywords could significantly expand their reach beyond existing brand awareness and convert passive viewers into active followers and shoppers.

**Board Organization:** Refy's Pinterest boards are notably well-organized, with cohesive color palettes that flow seamlessly from one pin to the next, suggesting an intentional and visually curated approach to board presentation that aligns beautifully with their minimal aesthetic.

# Competitors Analysis

## Comparison of Instagram Accounts

### Refy / Saie

**Followers:** 1m / 756k

**Posting Frequency:** 12 times per week / 7 times per week

**Engagement Rate:** 6.3% / 8.5%

Saie's engagement rate technically edges out Refy's, but since Refy doesn't make engagement metrics visible on all posts, their true engagement may actually be higher than what's publicly calculated, meaning the real gap between the two brands could be smaller, or nonexistent, than it appears.

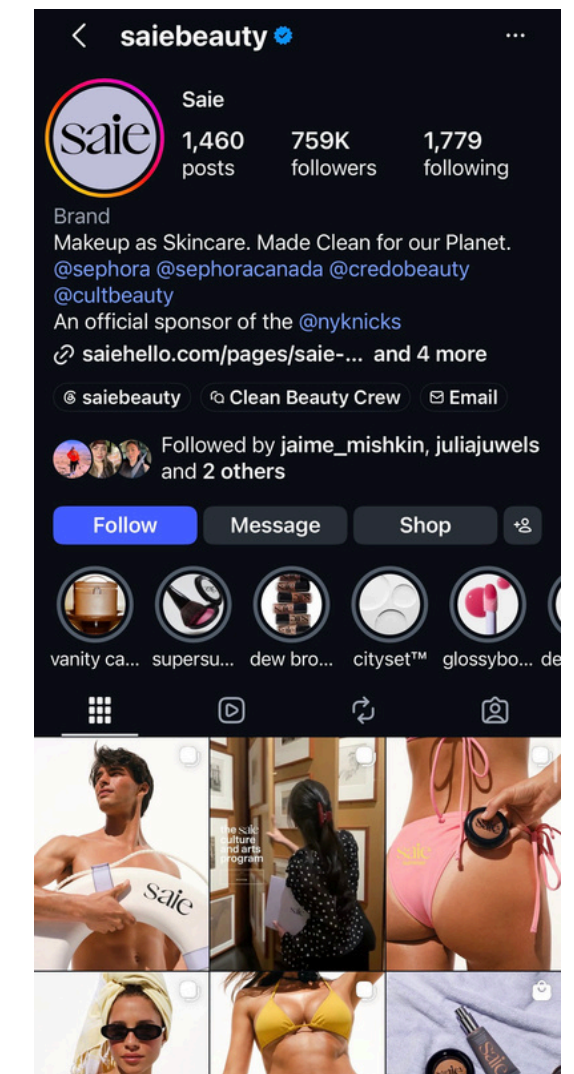
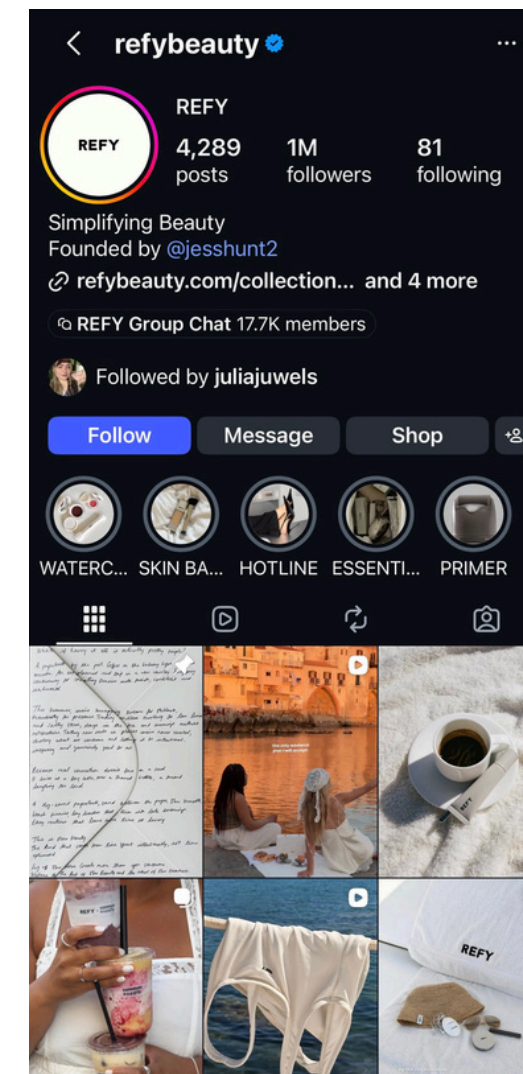
**Primary Platforms:** Instagram / Instagram

**Content Style:** Saie leans into a more product-focused tone, showcasing their formulas and packaging front and center, whereas Refy leans into a lifestyle-driven aesthetic that sells the feeling as much as the product. Saie's approach feels more polished and luxury-oriented, positioning them slightly higher on the premium spectrum.

**Strengths/Weaknesses:** Refy's strength lies in its attainable, everyday clean girl vibe, allowing their audience to genuinely see themselves in the brand. Saie's luxury positioning and aspirational imagery may draw initial attention, but its polished, less relatable presentation makes it harder for everyday consumers to feel personally connected, a clear opportunity for Refy to lean further into its accessible, real-girl appeal as a key differentiator.

# Saie Beauty

saie





# What's Working

Frequent posting is a proven driver of algorithmic reach and audience engagement, making a consistent, high-volume content calendar essential for sustained visibility and growth.

Refy consistently leverages trending sounds and viral content formats to maximize algorithmic reach and boost organic engagement across platforms

Their Pinterest boards are visually organized with intentional color palettes that reflect their aesthetic.

Their overall engagement rate of 6.3% far exceeds the industry average, proving their community is highly active and loyal.

Their tone is clean, consistent, and effortlessly on-brand across all content.

Refy has strategically incorporated shoppable links on select posts, reducing the barrier between discovery and purchase and demonstrating a strong understanding of social commerce best practices

# Gaps & Missed Opportunity

1. While Refy's individual posts align with their minimal aesthetic, their overall profile grid lacks the cohesive, curated layout that elevates premium beauty brands and reinforces a strong first impression.
2. Product-in-use videos consistently outperform other content formats, yet Refy underutilizes this style, leaving significant engagement potential on the table.
3. Despite strong visual organization, Refy's Pinterest presence is held back by weak SEO, with underdeveloped keyword usage in pin descriptions and board titles that limits discoverability and suppresses engagement potential.
4. While hiding like counts aligns with the growing mindful and healthier social media usage trend, applying this inconsistently across posts undermines the strategy entirely. It creates a disjointed appearance and publicly signals uneven engagement, so **Refy should commit to either hiding likes across all posts or none at all for a unified and intentional brand presence.**

# Recommendations

1. **Incorporate ASMR elements into video content**, such as soft product sounds and gentle application textures, to enhance the sensory experience and align with the clean girl aesthetic that resonates deeply with Refy's core audience on TikTok and Instagram Reels.
2. While Refy's Pinterest presence draws viewership likely driven by branded searches and broad beauty discovery, their pin descriptions and board titles lack strategic keyword optimization, resulting in virtually no meaningful engagement. **Strengthening their SEO approach with targeted keywords** could significantly expand their reach beyond existing brand awareness and convert passive viewers into active followers and shoppers.
3. **Refy should commit to either hiding likes across all posts or none at all**, as every small detail contributes to a brand's overall visual unity and a consistent approach, however minor it may seem, reinforces the polished, intentional presence that sets top beauty brands apart.
4. Refy has begun incorporating shoppable links on select posts, a smart e-commerce move that reduces friction between discovery and purchase. However, **applying this more consistently across product-focused content** would significantly strengthen their conversion potential and turn their highly engaged audience into active shoppers.