



coregeomatics

SOCIAL MEDIA AUDIT

Social Media Audit: CORE Geomatics

Organization

CORE is a multi-service company operating primarily in Western Canada. They take their values seriously. In 2009, the four founding members wanted to create a better company. “Each had their ideas on how it had to be done, and now CORE operates by those founding CORE values — Creativity, Opportunity, Relationships, Excellence.” (CORE, n.d., para. 1). CORE began as a geomatics company, over time they have expanded their services. Figure 1 shows their divisions in 2018. Their varying services present challenges when striving to retain continuity portraying the company brand on social media.



Figure 1. Provided by CORE senior management.

CORE must balance posts on social media to promote multiple services while retaining consistent portrayal of its values. These principles set CORE apart from competitors. Their website proudly states:

“We have consistently received feedback from our clients that appreciate our ability and willingness to **creatively** think outside the box. We do this by taking advantage of **opportunities**

for continuous improvement that present themselves as we systematically ask ourselves: ‘Can we do better?’ Our focus on building strong **relationships** is key to our success. By keeping a constant focus on servicing our clients’ needs, we achieve a higher level of **excellence** in our products and services.” (CORE, n.d., para. 2).

These core values must be conveyed in social media posts. Currently, CORE has four branded social media profiles as well as the ones used by their newly acquired engineering division, CVL Engineering.

1. LinkedIn: CORE Geomatics *used for all divisions*
2. LinkedIn: CORE Environmental
3. Instagram: CORE Geomatics *used for all divisions*
4. Twitter: CORE Geomatics *not active*
5. Facebook: CVL Engineering
6. Instagram: CVL Engineering
7. LinkedIn: CVL Engineering

All content on CORE branded platforms is created. The posts are informative and/or designed to promote the brand through imagery of fieldwork and info graphs. Social media is used both as a form of engaging existing employees in company communication as well as advertising the organization to external users. I could find no instances of shared content nor content curation. CORE followers were on the low side though spot checks showed followers interacting with posts were relevant to the industries targeted. The CORE division breakdown is shown in Figure 2. CORE branded posts were found to be in relation to the company divisional structure (see Figure 5 in Appendix A for graphs).

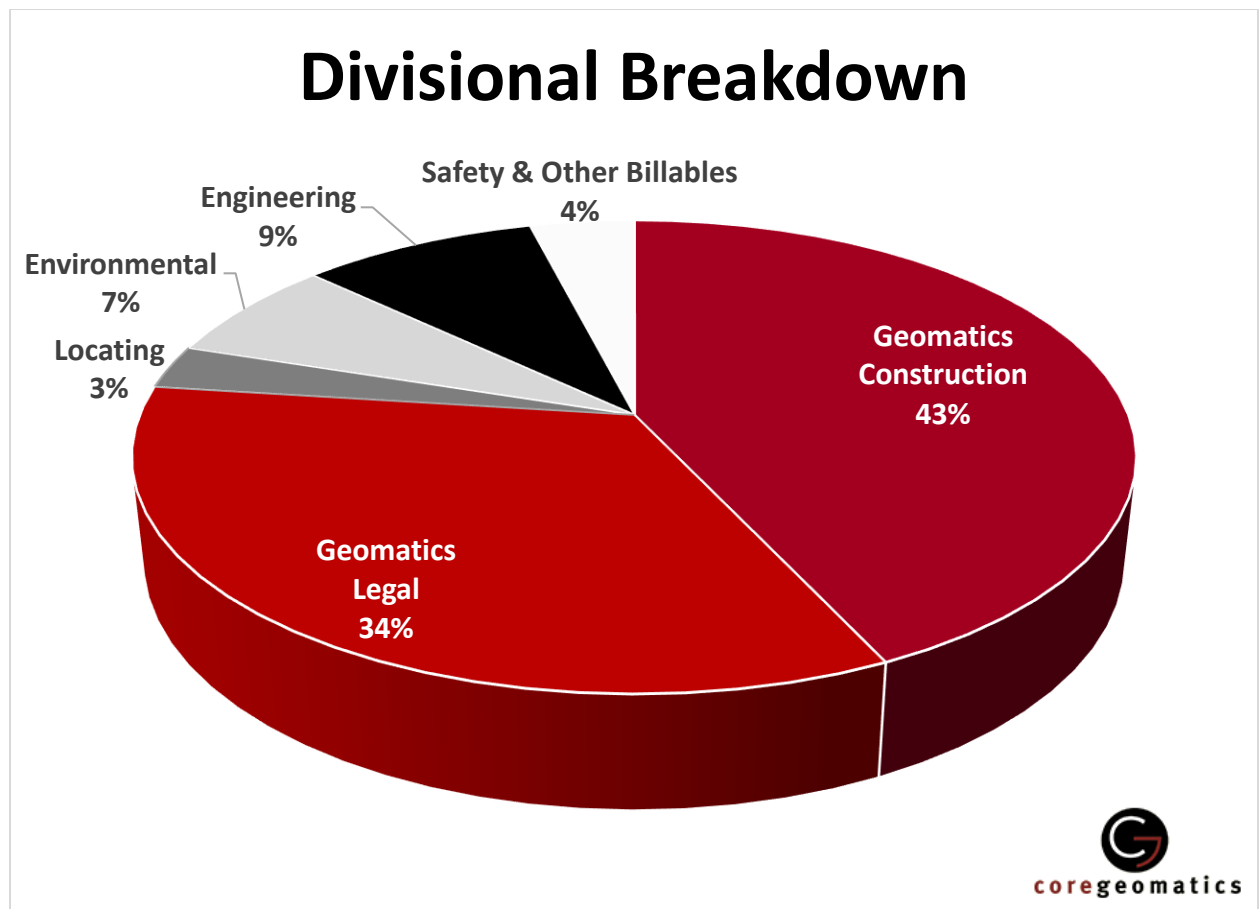


Figure 2. Data provided by CORE senior management.

The engineering division, CVL Engineering, had some oddities in their social media activity. Investigation revealed that the Instagram account and Facebook page had identical content and posts. CVL followers with no relevance to their industry or work. Most were from distant countries with questionable content on their profile, having nothing to do with engineering.

Social Media Profiles

The six CORE social media accounts differ greatly in the presentation of their biographies on the various platforms. Branding is inconsistent. As you can see in the breakdown of Table 1, some do not have narratives about the company at all. CORE advertises engineering

services on its LinkedIn and most of its branding, but the engineering division doesn't show a tie to CORE at all. Company values are portrayed in some platforms, but not others.

Most of the company bios fall within the guidelines identified by Dominique Jackson, blogger with Sprout Social (Jackson, 2018). Jackson recommends 50-1000 characters per company summary on LinkedIn. CORE summaries on both LinkedIn profiles was nicely written with professional content conveying competence. CVL needs to expand on their summary, the current LinkedIn narrative meets the minimum standard but reads very basic. Looking closer at the key terms in the summaries, or highest used words, would benefit CVL. CORE's usage of key terms matches with their values.

Company Platform	CORE Geomatics	CORE Environmental	CORE Geomatics	CVL Engineering	CVL Engineering	CVL Engineering
Bio Character Count	LinkedIn	LinkedIn	Instagram	Instagram	LinkedIn	Facebook
Bio Summary	831	823	0	89	295	123
Bio Key Terms	Focus on service and client interaction	Focus on experience and expressing ability to offer services from other divisions to create efficiency & savings	No Bio narrative	Not much information in bio.		Very basic
Followers	Service(s) [4] Client(s) [3] Quality [2] Focus [2]	Environment(al) [7] Survey... [5] Service(s) [3] Division(s) [3]	N/A	"Engineering consulting firm based in Edmonton."	Civil [2] Phase [2] Project [2] Through [2] Client [2]	"We are an Alberta based engineering firm specializing in all forms of civil engineering. If you think it, we can design it!"
Following	647	71	88	2434	43	929
Linked Employees	N/A	N/A	59	2395	N/A	N/A
Company Size	43	10	N/A		5	N/A
Values Mentioned	51-200	51-200	N/A	N/A	10-Feb	N/A
Divisions Mentioned	Creativity Opportunity Relationships Excellence	Not Mentioned	Not Mentioned	Not Mentioned	Not Mentioned	Not Mentioned
Specialties	Geomatics Environmental Engineering Locating	Environmental Environmental Engineering Locating	Geomatics Environmental Engineering Locating	Not Mentioned	Not Mentioned	Not Mentioned
	Geomatics, Legal Surveying, Midstream Geomatics, Construction Surveys, Environmental/Regulatory, Depth of Cover, Bathymetric, Engineering, Locating, Integrity, and Abandonments	Environmental, Wetlands, Gravel, Pipelines, regulatory, construction monitoring, Environmental Protection Planning, Biophysical Assessments, and Timber salvage	Not Mentioned	Civil, Structural, and Geotechnical Design	Not Mentioned	Civil Engineering

Table 1. All data compiled from LinkedIn, Instagram and Facebook public feeds.

Opportunities & Challenges

The CORE Geomatics LinkedIn page is nicely laid out. It is clear planning and thought went in to creating the account. Similarly, the CORE Environmental LinkedIn page and the CORE Geomatics Instagram account portray the company well but have a few items to tweak, such as image quality or adding a company summary. It is easy to see that CORE is still settling after the merger with CVL. Branding is inconsistent comparing their social media accounts. Company mission and values are not present in CVL social media at all. What CORE portrays in its proud history, key terms like “service” and “relationships”, is lost in CVL social media expression. There needs to be more continuity in branding, message and key values.

Content Analysis

The number of social media platforms at CORE made for a daunting content analysis. Fortunately, posts were not frequent, averaging a few per month across all social media accounts. Table 2, pictured below, looks at most of the social media platforms used by the company in correlation with CORE clients and competitors. For this portion, I chose to exclude CORE engineering division, CVL, from the analysis.

CORE operates primarily on B2B relationships. Timothy Cawsey and Jennifer Rowley describe a way to gauge B2B marketing in social media by utilizing a “Social Media Engagement Taxonomy” (Cawsey, & Rowley, 2016). CORE falls in the third category of their theory, that of social media experimenters. “Social experimenters are businesses that are exploring the potential of social media marketing in order to establish how they can realise benefits for their business.” (Cawsey & Rowley, 2016, pg. 763). CORE has the two key components for successful B2B marketing, as described by Cawsey & Rowley (2016, pg. 770), they have had social media presence for a long period of time and have buy in from senior

management. This was communicated by senior management at the company. There is opportunity to expand on existing presence while making future posts more consistent.

WHO	WHERE	WHAT	WHEN	WHY	OPPORTUNITY
	Channel/Environment	Content/Sentiment	Date/Frequency	Purpose/Performance	challenge ●●●●● opportunity
COMPANY CORE	LinkedIn Photos Text Info graphs Followers: 647 Linked Employees: 43	Created Content Little comments No sharing No links No hashtags Field Pictures	Not Consistent 1-3 posts/month	Advocate Brand Info about field work	●●● Beautiful created content No conversations No content curation/sharing Small font on some info graphs Brand presence Values represented
	LinkedIn - Environmental Photos Text Info graphs Followers: 671 Linked Employees: 10	Created Content Little comments No sharing No links Some hashtags Field Pictures	Not Consistent Sep = 6 posts/month May/Jun/Jul = 1 post/month	Advocate Brand Info about field work Advocate Industry Industry related info	●●● Beautiful created content Few conversations No content curation/sharing Small font on some info graphs Brand presence Values represented
	Instagram Photos Text Info graphs Followers: 88 Following: 58 Posts:	Created Content No comments No shares Good hashtag usage Field Pictures	Regular Posting 1-2 posts/week	Advocate Brand Info about field work Advocate Industry Industry related info	●●●●● Likes have become stagnant <i>Average: 14/post</i> Beautiful images Brand presence Values represented Few new followers
	Twitter Tweets: 69 Followers: 74 Following: 107	Retweets Outdated Not relevant to brand	Last post Sep 22/14	Narrative Discussion about golf Entrepreneur information	● Outdated No brand presence No representation of values
CONSUMER PCL Construction	LinkedIn Photos Text	Created Content Industry awareness Partnerships Acquisitions Hiring Team spotlights Few comments Few shares	Regular Posting 4 posts/day	Promoting Brand Recruitment	●●●●● Great, high quality images Branding appears in photos, not added after No curated content, no shares Not much discussion Comments from potential vendors (ex. Stratec - groundworks co.)
	Instagram Photos Text Followers: 5,744 Following: 105 Posts: 695	Created Content Completed projects Lots of hashtags Tagging partners	Regular Posting 3 posts/day	Promoting Brand Recruitment Showing finished products Celebrating Achievement	●●●●● Beautiful pictures Branding added to every post in consistent placement Lots of involvement through likes No shares No curated content Positive comments
COMPETITORS COMPASS GEOMATICS LTD.	LinkedIn Some Photos Text Info graphs Followers: 357 Linked Employees: 34 Posts: 7	Created Content Acquisitions New Employees	Rare & Infrequent 7 posts in five years	Promoting Brand & New Tech. They Offer Recruitment	● Inconsistent branding No discussion Few likes No comments Photos are taken at odd angles
	LinkedIn Photo Followers: 1,258 Linked Employees: 74 Posts: 1	Created Content Photos of team supporting Humboldt	Rare 1 post	Well written bio promoting brand Post is team based	● No branding Too few posts to analyze Link on website for LinkedIn doesn't work

The client examined, PCL Construction, uses social media primarily to promote its own brand and services. Their interactions do not include following partners, or other businesses. I do see opportunity for CORE to interact more with clientele, through sharing of posts, comments and likes. PCL appears to have cultivated a high number of followers without have to reciprocate. It would be a challenge to garner interaction from them. It is difficult to gauge what PCL representatives follow on social media, or how their influencers interact.

Much of CORE's social media involvement is well thought out but falls short in some areas. They have no curated content and no personal stories from people (employees or clients). As described by Sam Milbrath, copywriter with Hootsuite, optimal social media content contains a balance of thirds with posting types (Milbrath, 2015, para. 2). CORE has nailed the category of promoting business but can work on sharing ideas from industry leaders and social content based on personal interactions (Milbrath, 2015, para. 2). This could be an opportunity to expand interaction with clients through increasing discussion in their target industries.

One consistent struggle apparent with CORE social media accounts is posting frequency. Across their platforms, posting is inconsistent, though the most regular seems to be the CORE Instagram account. Ironically, frequency of posts on Instagram is "not at all important", according to a recent study done by Neil Patel, Contributor for Forbes (Patel, 2016, para. 19). Patel describes consistency as the ideal posting style on Instagram, stressing that consistent scheduling is more important than how often you post (Patel, 2016, para. 21). The challenge for CORE would be finding a way to solidify a posting schedule. An online social media manager, such as Hootsuite, would be beneficial.

CORE competitors have social media accounts (for the most part) but do not use them. The quality of graphics and professional layout of CORE company summaries and bios far

surpass their local competitors in quality. CORE has the opportunity to widen this gap and solidify their presence as an industry leader (in multiple sectors) on social media.

Conclusion and Recommendations

CORE has a presence on social media. They would benefit by evolving that presence to the next step in social media engagement. I see the following five key areas for action:

- 1. Introduce consistent branding across platforms.** The company needs to be perceived as unified and strong. Inconsistency leads to the perception of a fragmented company that may not offer the most efficient value of service delivery.
- 2. Convey the same values on all social media interactions.** CORE has a strong foundation in its four values, with an engaging story on how the company developed. This advantage could be utilized as the silver thread unifying the varying divisions, social media platforms, and audience engagement targets.
- 3. Optimize consistent scheduling relevant to social media platforms.** Current posting is infrequent. Implementing a schedule would benefit both the audience and the social media representative(s) creating the content for CORE.
- 4. Introduce the social media rule of thirds in social media posting (Milbrath, 2015).** CORE needs to develop a strategy with their posts to balance promotion of their business with industry information and personal interaction. Analyzing the CORE Instagram account in depth (see figure 3 in Appendix A) revealed the top likes in the previous three months all had pictures with people in them. There is potential to use this finding to increase engagement.

5. Develop influencer relationships. Relationships are one of CORE's values.

Influencer development is a key benchmark in B2B social media marketing (Komarketing, 2018, para. 20). This area would benefit CORE in locating industry influencers outside of their existing network, opening potential leads.

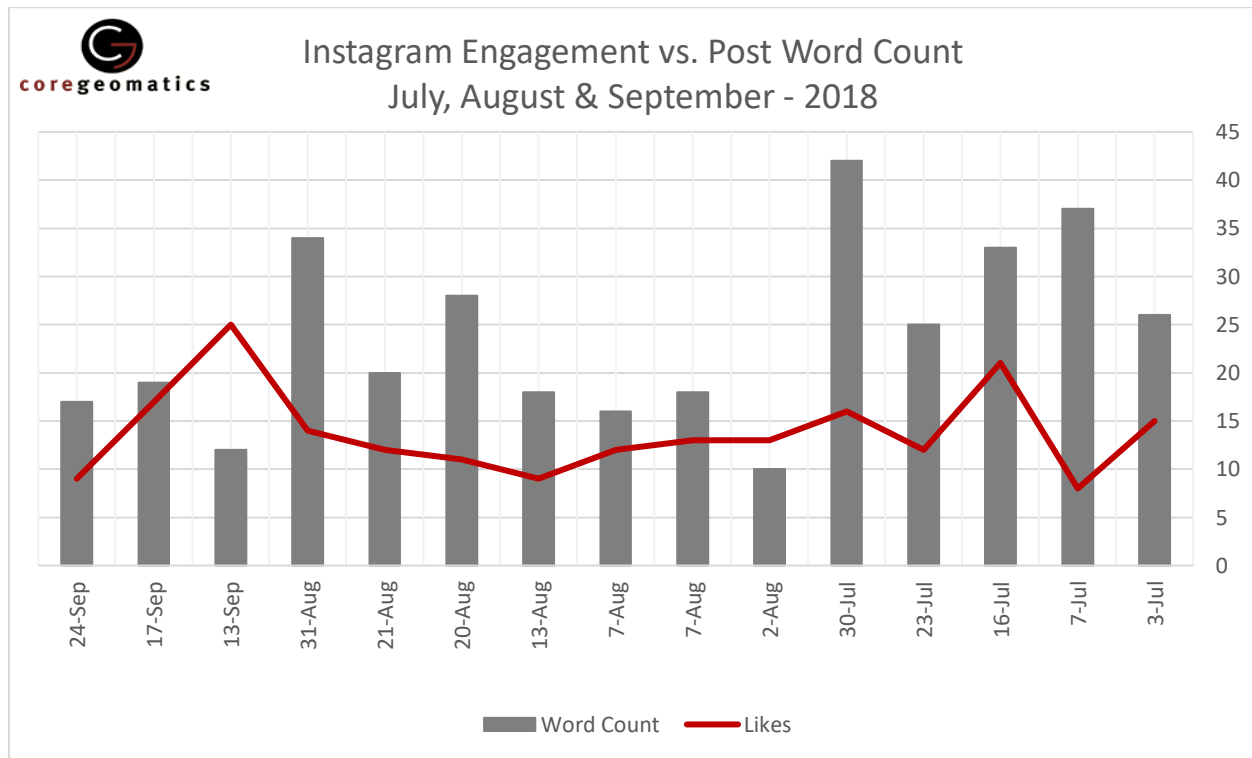
These five actions would refine CORE's existing online presence, as described in points one and two, then provide the basis for a schedule, strategy and plan going forward. In addition, assessment targets and benchmarks must be identified to keep the recommendations on track and provide feedback to CORE senior management, ensuring retention of the plan.

References

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Appendix A: Tables and Figures

Figure 3: CORE Geomatics Instagram Post Detail



NOTE: The four posts showing higher 'like' counts contained images of people as the subject.

Figure 4. CORE Geomatics Instagram post frequency by division for July to September 2018 vs. CORE company divisional structure as provided by company representative.

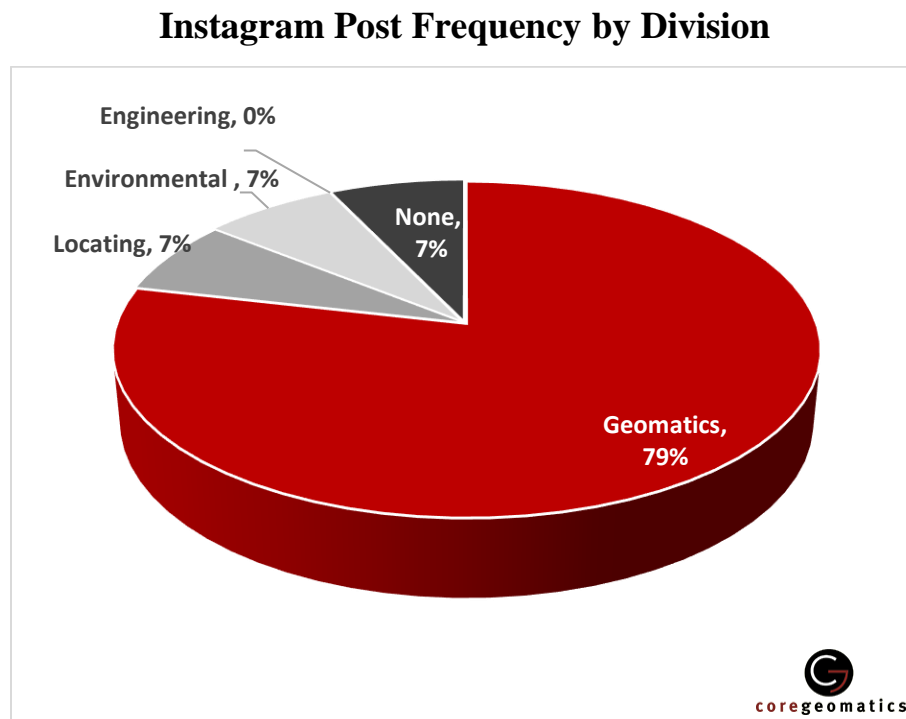
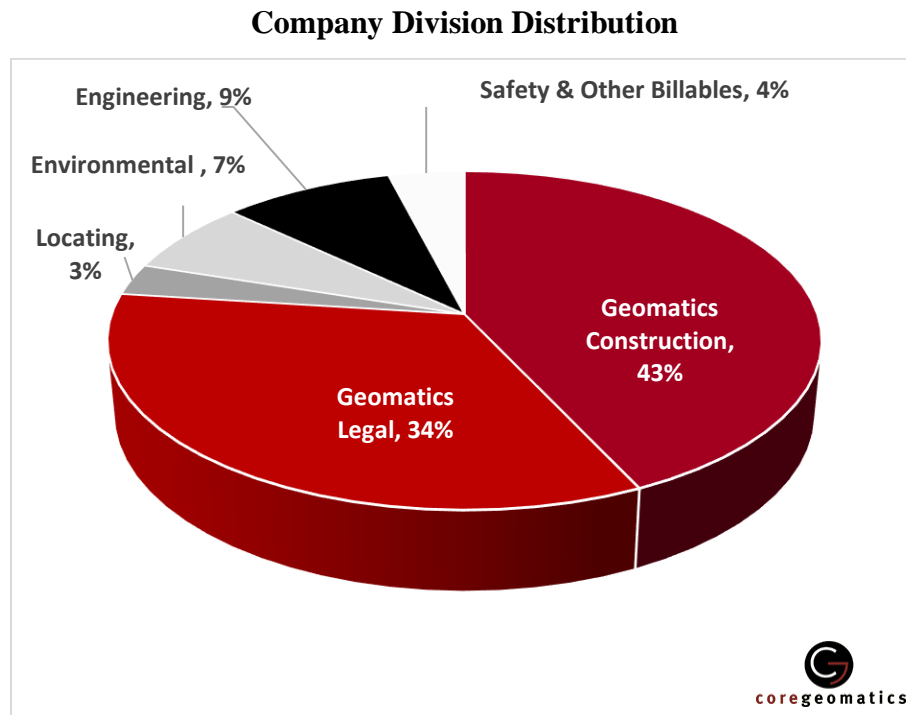


Table 3. CORE Environmental LinkedIn detailed analysis.

CORE Environmental - LinkedIn Analysis								
	Engagem	Image	Image Quality	Commer	Hashtags	Word	Subject	Target Divisio
SEP	4	Y - trees	Good	0	0	34	Weather Changes	Environmental
	4	Y - trees	Good	0	0	14	First day of fall	Environmental
	0	Y - water in leaf	Good	0	0	52	Water Awareness	Environmental
	4	Y - Merlin	Good	0	0	79	Merlins	Environmental
	4	Y - 3 of birds	Good	1	0	43	Wild birds on jobsites	Environmental
	3	Y - 3 plants	Good	0	0	41	Plant Species	Environmental
AUG	0	Y - bee in flower	Good	0	0	24	International Honey Bee Day	Environmental
	6	Y - bird nest in tree	Good	0	#birds #protection #seasonal	78	Nesting Bird	Environmental
	1	Y - brush/sky/branches	Good	0	0	16	Site location	Environmental
JUL	1	Y - flowers	Good	0	0	49	Wetland Ecology & Vegetation	Environmental
JUN	3	Y - bird	Good	0	0	36	Wildlife sweeps prior to work	Environmental
MAY	8	Y - Snowy drilling rig	Good	1	0	0	?	Environmental

Table 4. CORE Geomatics LinkedIn detailed analysis with hashtag notes.

	Date	Days since last post	Likes	Image	Image Quality	Comments	Hashtags	Hashtag count	Words	Subject	Target Division
SEP	24-Sep		9	Y - vegetation ons	Good	0	#fungus #whatisit #surveying	2	17	Plants onsite	Environment
	17-Sep	7	17	Y - misc. worker	Good	0	#bridgescour #snowyday #coregeomatics	4	19	Geomatics	Geomatics
	13-Sep	4	25	Y - 2 recognizable	Good	0	#earthquakecons #truction #piles	2	12	Site Visit	Construction
AUG	31-Aug	13	14	Y - misc. workers	Good	0	#pipelinesurvey #constructionsurv eying #surveying	3	34	Field work/ pipeline	Geomatics
	21-Aug	10	12	Y - object	Good	0	#surveymonume nt	2	20	Locating	Locating
	20-Aug	1	11	Y - misc. worker	Good	0	#pilelayout #constructionsurv eying #thinksarter	3	28	Locating/ efficiency	Geomatics
	13-Aug	7	9	Y - urban sky	Medium	0	#smokyskies	1	18	Smoky Skies	none
	7-Aug	6	12	Y - object	Great	0	#knowwhatsbelow #coregeomatics	1	16	Locating/Safety	Geomatics
	7-Aug	0	13	Y - team	Great	0	#teambuilding #teamsocial #ecagolf	3	18	Team	All (regional)
	2-Aug	5	13	Y - CORE with cust	Good	0	#coregeomatics #fillmoreconstruc	3	10	Team	Construction
	30-Jul	3	16	Y - drone & logod	Great	0	#coregeomatics #drones #geomatics	2	42	Drones	Geomatics
JUL	23-Jul	7	12	Y - map	Medium	0	N/A	0	25	Quality	Geomatics
	16-Jul	7	21	Y - field worker	Great	0	#surveying #surveyassistants #horses #friends	4	33	Field Work	Geomatics
	7-Jul	9	8	Y - field worker	Great	0	#dronesurveys #volumes #gravelpit #survey	4	37	Field Work	Geomatics
	3-Jul	4	15	Y - field tool	Good	0	#surveylife	1	26	Field Work	Geomatics
	AVG	6	14					2			

#coregeomatics 4 of 15 posts

#coregeomatics 27%

#survey... 7 of 15 posts

#survey... 47%

Respectfully prepared November 2018, by:



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