

To: Michael Gonda, VP of Global Communications  
 From: Tanner duBrowa, Vanessa Barrientos and Haileigh Farrell  
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 Re: Increasing Twitter Engagement

After our meeting, we understand you'd like to increase McDonald's engagement on Twitter with Gen Z and millennials. Based on our research, we have found that these audiences interact with entertaining content that is funny or risky. We have compared McDonald's Twitter with Wendy's in the chart below.

Company	# of Followers	# of Posts	# Frequency of posts	Hashtags	Average # of Retweets (Range)	Handles	Description
Wendy's	3.5 million	184k Tweets	Multiple times daily	#XGAMES #OSCAR	Highest: 152k Lowest: 38	@Wendys	Their tweets with the most interaction are usually jokes making fun of competitors and other fast food chains. Their tweets with less interaction are usually ads or campaigns.
McDonald's	3.6 million	578k Tweets	Once a week	#Holiday #HolidayTravel #McNuggets	Highest: 1.2k Lowest: 20	@McDonalds	There was only one tweet with over 1k retweets in the last few months and that was a subtle jab at rival chicken restaurants. Their tweets with less interaction are ads or campaigns.

Our findings for both accounts are listed below. We analyzed these accounts from September 2019 through December 2019.

Most Successful Tweets	Original or Retweet	Tweet Description	Media Use (GIF, video, photo)	# of Retweets	# of Likes	# of Replies
@Wendys	Original	Joke tweet calling McDonald's truck a garbage truck	They commented on a user-submitted photo of a McDonald's truck	151k	1 Million likes	10k
@Wendys	Original	Joke tweet saying that people taking out the trash at McDonald's were picking up their order	They commented on a user-submitted photo of McDonald's employees taking out the trash	2.5k	24k	450
@Wendys	Original	Quote tweet of a DragonBall Z episode quoting the show while promoting their products	They commented on a user submitted meme and quoted the show	8k	37k	700
@McDonalds	Retweet	Ad collaboration with popular Fortnite streamer, Ninja	Photo of Ninja holding McDonalds	974	13k	2k
@McDonalds	Original	Tweet advertising new chicken sandwich, subtly calling out competitors, Chick Fil A and Popeyes	Photo of new packaging of chicken sandwich	1.2k	6k	800
@McDonalds	Original	Tweet advertising Star Wars movie	Photo of McDonalds symbol in space	370	1.7k	121

As the chart demonstrates, Wendy's has a large social media presence, especially on Twitter. Their least popular tweets focus on promotions for their products. Conversely, their most popular tweets use pop culture or current events, such as their recent campaign about the X-Games. These tweets often feature media such as photos sent in by users or fans that Wendy's interacts with. Fan-submitted tweets often use risky language and insult competitors, but they always garner massive attention.

Below are examples of how McDonald's could improve their use of Twitter.

Example One	Example Two	Example Three
<p>Use upcoming events such as the Superbowl or the Oscars</p> <ul style="list-style-type: none"> <li>• While Wendy's sponsorships and promotions don't have nearly as much interaction as their roasts of other companies, they still have decent interaction that is ahead of McDonald's. This example has an influencer who focuses on snow sports go to the event and interview people.</li> <li>• <a href="#">Link to Wendy's X-Games promotion</a></li> </ul>	<p>Use stories from employees about Black History Month</p> <ul style="list-style-type: none"> <li>• Chick-Fil-A recently did a campaign to highlight positive customer experience stories</li> <li>• <a href="#">One example from this campaign was a customer who was able to order at a Chick-Fil-A because the employee knew sign language</a></li> </ul>	<p>Engage with Wendy's in a Twitter war</p> <ul style="list-style-type: none"> <li>• When Popeyes and Chick-Fil-A got in a Twitter fight about their new chicken sandwich it resulted in national news headlines and an increase in sales for both restaurants.</li> <li>• <a href="#">Business insider reports on the Popeyes vs. Chick Fil A chicken sandwich feud</a></li> </ul>

We are very optimistic about increasing twitter engagement and look forward to working together in the future.