

CHIPOTLE

Social Media Audit

“Food With Integrity”

Zack Stevens





Chipotle's Origin

History: Founded by Steve Ells in 1993 in Denver, Colorado

Goals:

Original goal was to use the store to raise capital for a fine dining restaurant

Goal for store was combination of fast food pricing with fine dining quality

Values:

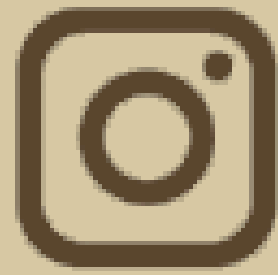
Fresh ingredients, made to order meals

Initiatives: Community, sustainability



First Chipotle Location:
Located in Denver, CO

Platform Overview



1.4M Followers

2.005%

Average Engagement Rate
Without Views Per Post

2.522%

Average Engagement Rate
With Views Per Post



2.5M Followers

0.117%

Average Engagement Rate
Without Views Per Post

5.636%

Average Engagement Rate
With Views Per Post



1.3M Followers

0.232%

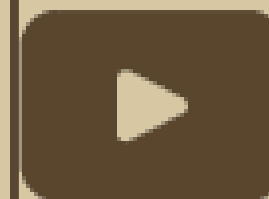
Average Engagement Rate
Without Views Per Post

1.634%

Average Engagement Rate
With Impressions Per Post



3.2M Followers



101K Subscribers

**Based on last
20 posts**

INSTAGRAM - @chipotle

Based on last
20 posts

Gen Z and Relatable Content

Consistently posting **reels** and **pictures** that are **relatable** and mostly **targeted** towards **Gen Z**

Short Captions With No

Post **captions** are **consistently short** and **concise** **without** any **SEO** hashtags

Consistent Highlighting of Food

Food shown in content **75%** of **posts** and aimed to **highlight quality** and **freshness** of **product**

High Carousel and Reel Usage

75% of **posts** were **carousels** or **reels** which **encourages** viewers to **swipe through** or **watch fully**

INSTAGRAM Statistics

Based on last
20 posts

83,200

Max Likes
On 1 Post

742,000

Max Views
On 1 Post

402

Max Comments
On 1 Post

23,643.05

Average
Likes

216.74

Average
Comments

7.222%

Max Engagement Rate
Potential Without Views

126,052.63

Average Views

2.522%

Engagement
Rate With Views

2.005%

Engagement Rate
Without Views

Trends:

Participates in current social
media trends

Includes food hacks and tips

Post user generated content

Extended Valentine's Day
theme past holiday

Max Engagement Rate Potential Without Views

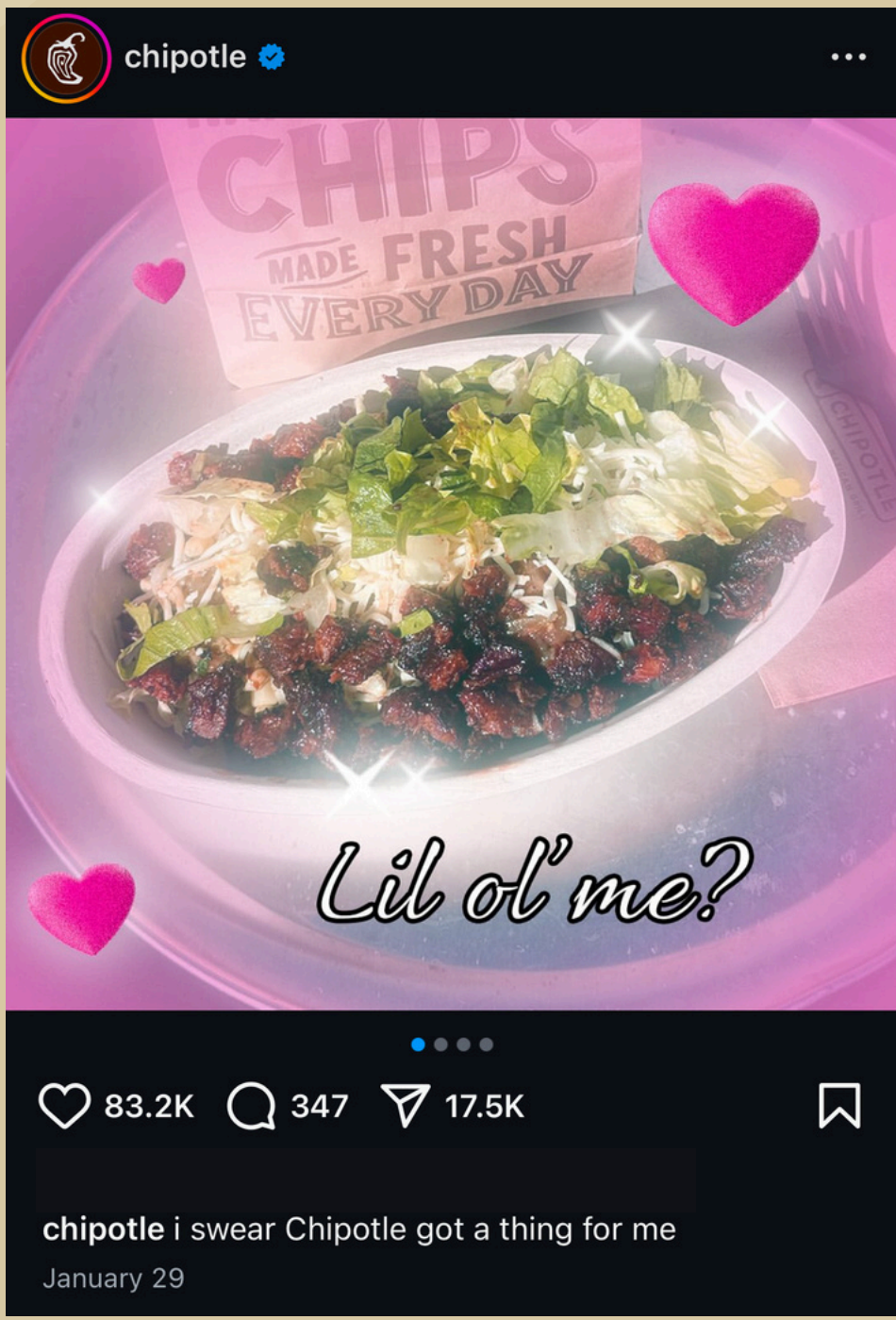
Based on last
20 posts

7.222%

- Takes into consideration the maximum number of likes, comments and shares on a post
- Leads to the **7.222%** peak potential max engagement rate potential without views for Instagram with the maximum metrics coming from two different posts
- Compared to the average engagement rate without view per post being **2.522%**, this is a significant **increase** and **shows** the **potential** their **Instagram account has** in terms of **engagement**

Based on last 20 posts

INSTAGRAM Top Posts



Engagement Rate Without Views
7.218%



Engagement Rate Without Views
4.008%



Engagement Rate Without Views
3.973%

**Based on last
20 posts**

Top Posts Analysis

**Engagement Rate Without Views
7.218%**

Took advantage of **Valentine's Day holiday** while utilizing **relatable content strategy** to maximize engagement

**Engagement Rate Without Views
4.008%**

Relatable and **engaging storytelling** through screenshots of **text messages** with a **call to action** in the **caption** stating **"they don't want flowers, they want Chipotle"**

**Engagement Rate Without Views
3.973%**

Leveraged strategy of **nostalgia** to **capture** and **engage with older and long time customers** of Chipotle which led to **reminiscing comments** from **viewers**

Engagement Sentiment

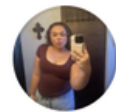
Positive

Showing Love



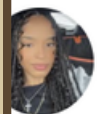
bdtrelilbrother I love you so much

3w 28 likes Reply



allyrosaless chipotle im your number one fan

4w 24 likes Reply



its_lisssaaa_ Chipotle will always have my heart

4w 4 likes Reply



thyadore._scilla Chipotle is my lifeeeeeee

4w 4 likes Reply

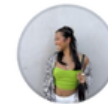


joebw11 It's time to bring back chicken al pastor

4w 305 likes Reply

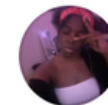


[View replies \(5\)](#)



katrina_vill BRING BRISKET BACK NOW

3w 8 likes Reply



diane.aw11 please bring back brisket i cant live without it im gonna cry

2w 1 like Reply



michaelaleedom Bring back carne asada



4w 2 likes Reply







Engagement Sentiment



Negative

Portion Complaints



 **lucapantel_** Yeah but back in 2008 my bowls were twice as filled 
5w 452 likes Reply
[View replies \(6\)](#)



 **armynamjoon2016** Same order, more \$\$ and less food 😬 
5w 3 likes Reply



 **yafav.pbdk4life** THEY DONT GIVE ME THAT MUCH GUAC!!! 
5d 3 likes Reply



 **thomas.kirnie** Only if they actually gave that much guacamole and queso 🤔 
5d 1 like Reply

Product and Pricing Complaints

 **mitch_russell_** I haven't gone to chipotle since they raised the prices, I used to go a couple times a week 😬 
4w 75 likes Reply
[View replies \(1\)](#)

 **cicelyyyyyy** not anymore since u changed the recipe to the dressing 
3w 2 likes Reply

 **___that___kidleah_8272_** I'm still very mad on how u messed up my order TWO times and it's literally a 4 item bowl like ik it ain't that hard to make a bowl im so mad 
2w 1 like Reply
[View replies \(1\)](#)

 **lesleysabas** not inclusive of the kids' meals. how could you chipotle? 🤔 
4w 2 likes Reply

Sentiment Analysis

Positive

- Clear **admiration for the Chipotle brand** with **customers pleading for return of old, popular products**

Negative

- Quite apparent **most negativity comes from former customers and not from noncustomers**
- **Barriers for return customers is not from dislike of brand as a whole, but dislike of certain aspects that can be improved**

TIKTOK - @chipotle

Based on last
20 posts

Upbeat Sound Usage

All **videos** utilize a **no lyric, upbeat sound** with potential to **leave a positive feeling** within **viewer**

New Ways To Consume

Content often includes **new order, combination** or way to **consume product** sometimes **presented as a parody**

SEO Utilization

Many **posts** utilize **#chipotle** in **caption**, which also **allows a variation of Chipotle** to **appear in related content search bar**

Content Containing Food

77% of **content** included **food** with a **0.208%** engagement rate **without views** compared to **0.071%** when the **content didn't contain food**

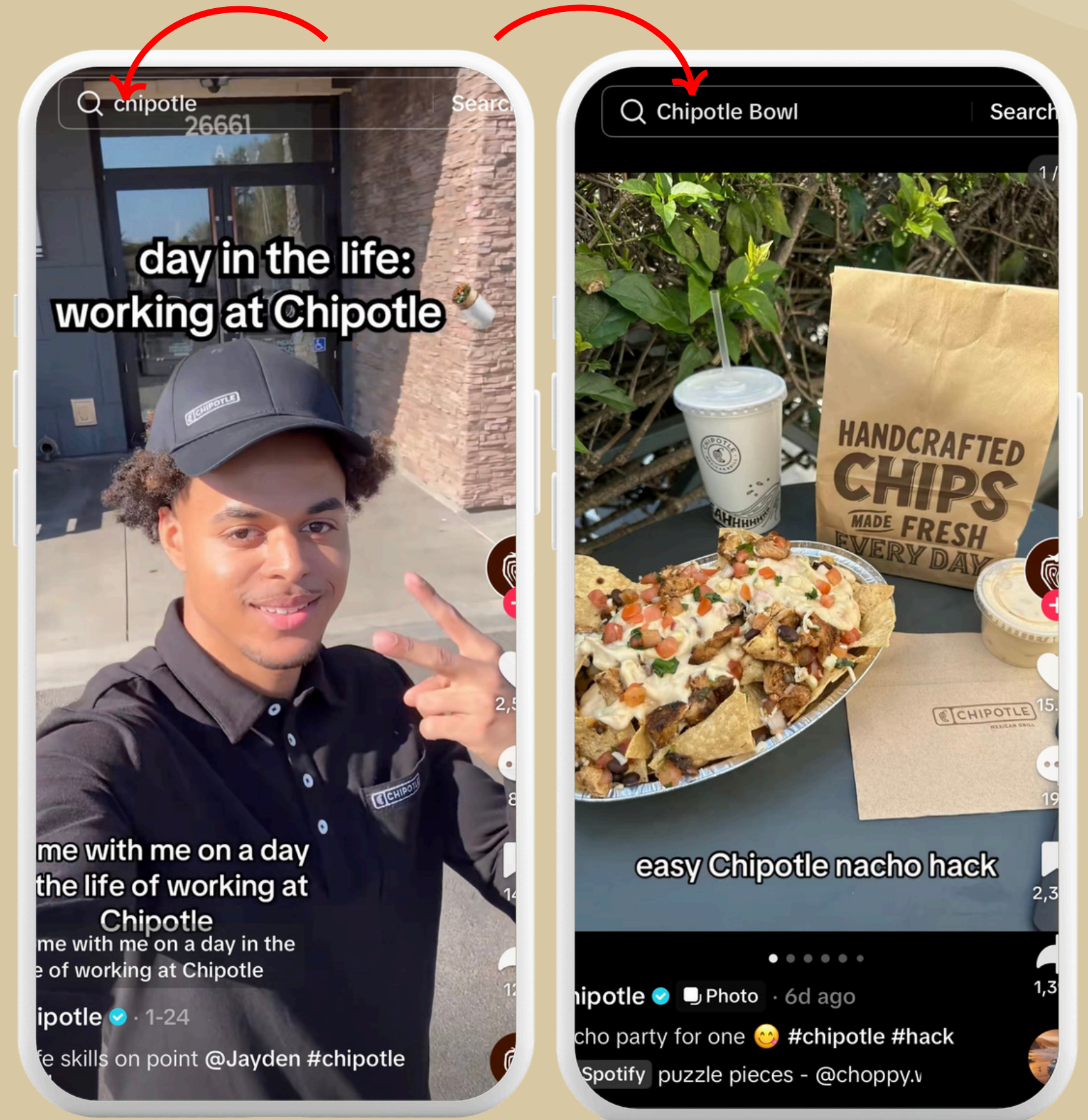
SEO Utilization

#chipotle

Utilization of this hashtag allows for Chipotle's content to be marked with variations of chipotle

Allows for a potential increase in reach and engagement as these videos will appear when a user searches "Chipotle" or "Chipotle Bowl"

Clicking the search bar at the top has the potential for the viewer to further discover more of Chipotle's content that is similarly tagged



TIKTOK Statistics

Based on last
20 posts

30,900

Max Likes
On 1 Post

198,400

Max Views
On 1 Post

308

Max Comments
On 1 Post

3,432.72

Average
Likes

82.78

Average
Comments

1.595%

Max Engagement Rate
Potential Without Views

54,767.5

Average Views

5.636%

Engagement
Rate With Views

0.170%

Engagement Rate
Without Views

Trends:

Content includes day in the life of a worker

More user generated content than their Instagram account

Asks for user action through text on photos stating "send this to ____"

81% of posts tailored towards Gen Z which coincides with consistent meme theme

Max Engagement Rate Potential Without Views

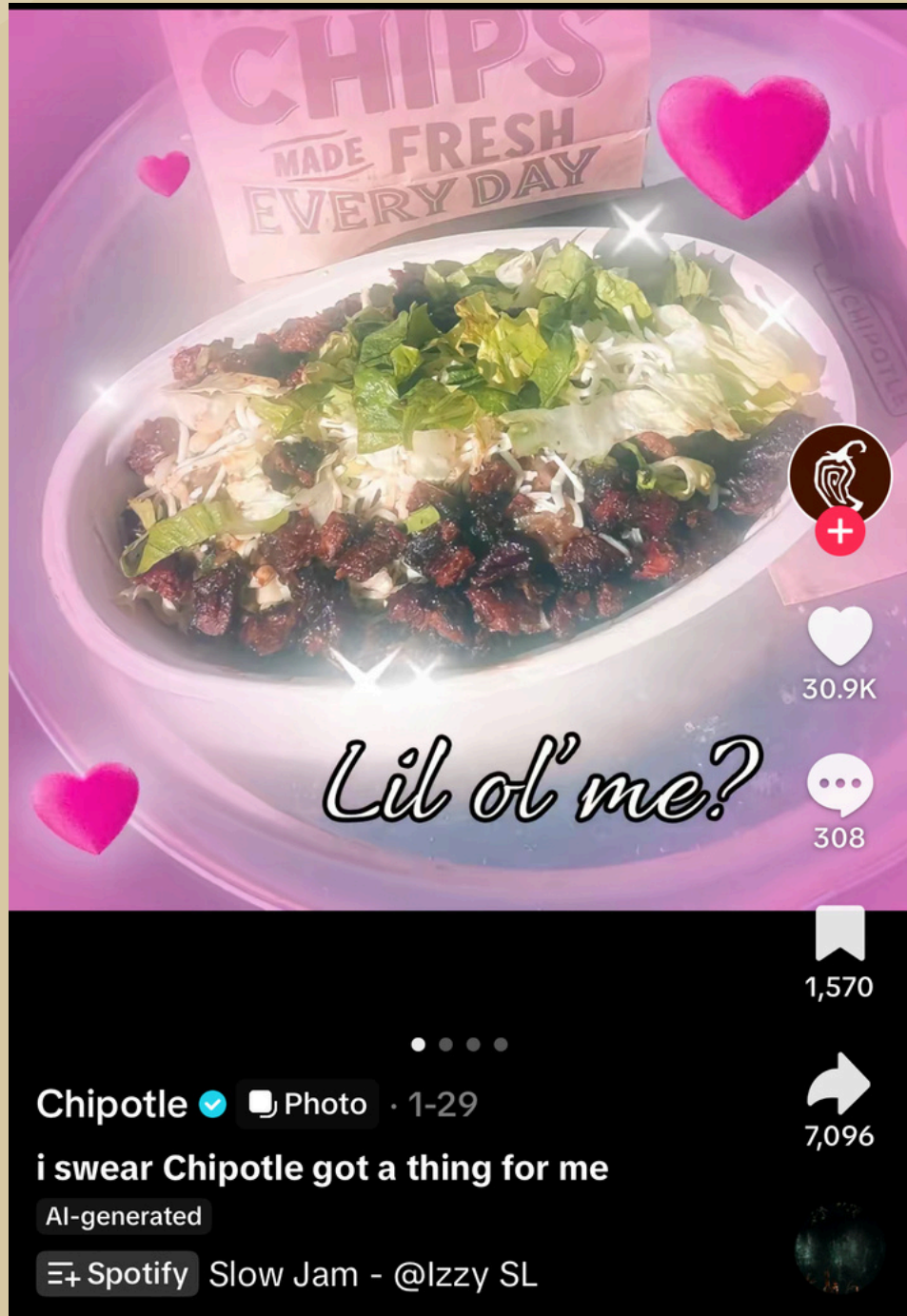
Based on last
20 posts

1.595%

- Takes into consideration the maximum number of likes, comments and shares on a post
- Utilized the maximum metrics which were fulfilled from a singular post, which was used to calculate the peak potential max engagement rate potential without views for TikTok: 1.595%
- Considering one post fulfilled all three metrics, it would be of TikTok's best interest to follow the strategy of this post through posting Gen Z/Relatable content through carousels on their page

Based on last 20 posts

TIKTOK Top Posts



Engagement Rate

Without Views: 1.596%

With Views: 20.097%



Engagement Rate

Without Views: 0.141%

With Views: 5.923%



Engagement Rate

Without Views: 0.117%

With Views: 5.358%

**Based on last
20 posts**

Top Posts Analysis

Engagement Rate	
Without Views:	1.596%
With Views:	20.097%

Same top post as Instagram which further shows success of Chipotle's utilization of relatable content during holidays with this case being Valentine's Day

Engagement Rate	
Without Views:	0.141%
With Views:	5.923%

Overall positive sentiment in comment section as viewers were quite amused from the point of view angle the video was taken from and shows success of Chipotle's parody themed content

Engagement Rate	
Without Views:	0.117%
With Views:	5.538%

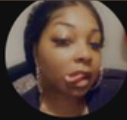

Day in the life of a worker that allows viewers to see the behind the scenes of a Chipotle employee and their day to day operations which left viewers intrigued



Engagement Sentiment

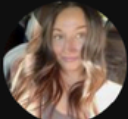

Positive



Bring Back Certain Proteins



Free Product or Gift Card



 **Bailey Monae**
BRING BACK THE BRISKET OR CHICKEN AL PASTOR PLEASE THANK YOU!!!
4d ago Reply  14



 **JV3**
Please slide me a free bowl 🙏
2d ago Reply  0



 **rach 🇺🇸**
Can u pls bring Al pastor back
2d ago Reply  10

 **rocco**
can i get a coupon for a free bowl
2d ago Reply  1

 **allyy**
CHICKEN AL PASTOR COME BACK FOR GOOD PLEASEEE
1d ago Reply  3

 **hailey ☀️**
can i get a free burrito
5d ago Reply  0


 **saturn73**
bring back al pastor 🙏
2d ago Reply  3

 **londonn.**
give me a gift card please 💔
2d ago Reply  0


Engagement Sentiment

Negative

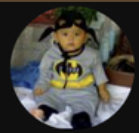
Pricing Complaints

 **ldpdoenrus9868**
\$37?!?!?!
2-13 Reply

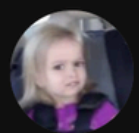
♡
0

 **abdullahijama514**
Please make the prices less for guacamole
3d ago Reply

♡
0

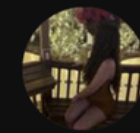
 **Jevanjanpi10**
I paid 48 dollars for my chipotle, lower the prices pls 🙏🙏
2d ago Reply

♡
0

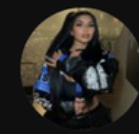
 **Bails** ❤️❤️❤️
That'll be \$863.74 please 😂
2-8 Reply
View 2 replies ▾

♡
431

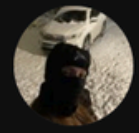
Customer Service Complaints

 **kaeliah..kaeliah**
I tried that thing and texted the code why I get it wrong everytime yall playing me ??
3d ago Reply

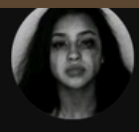
♡
2

 **Briyana**
I didn't get my rewards for my catering order and pepper don't help
2-11 Reply

♡
0

 **Cara Isern**
Please read the Anderson SC google reviews on that chipotle and help them pleaseeee. It's the only chipotle in an hour radius and it sucks. I miss eating chipotle but so many people refuse to go there

♡
1

 **illestflickxz**
i doordashed a chipotle bowl with chips and y'all forget my chips 😭😭
2-9 Reply

♡
2

Sentiment Analysis

Positive

- Similar to Instagram, **customers pleading for return of old, popular products** while **playfully desiring discounts** and **free product due to admiration for brand**

Negative

- **Complaints** come from **current customers** with **issues being able to be solved** through **more effective pricing** and, at a minimum, **direct engagement with disgruntled customers** through **replying to their comments** or **private direct messaging** to show customer a **sense of value**

X - @ChipotleTweets

Based on last
20 posts excluding
Super Bowl
Promotion

Quote Tweeting

Chipotle replies to user tweets which then appear on Chipotle's feed and earns a **0.833%** engagement rate without impressions on quote tweets compared to **0.102%** with all other tweets

Relatable Content

90% of tweets are relatable content which coincides with X content being less parody themed than Instagram and TikTok content

Less Food Content

Only **30%** of content included food compared to **77%** of content with their TikTok platform. Content not containing food has a **0.24%** engagement rate without impressions compared to **0.19%** when the content didn't contain food

Clear and Concise Tweets

Clear and concise strategy in terms of tweets with the majority of tweets under one sentence long

X Statistics

Based on last
20 posts
excluding Super
Bowl Promotion

23,000

Max Likes
On 1 Post

932,000

Max Impressions
On 1 Post

271

Max Comments
On 1 Post

2,448.90

Average
Likes

77.10

Average
Comments

1.898%

Max Engagement Rate
Potential Without
Impressions

164,750

Average
Impressions

1.634%

Engagement
Rate With
Impressions

0.232%

Engagement
Rate Without
Impressions

Trends:

Creates **polls** on favorite items, brand **questions**, and occasionally **random questions**

Posts **promotional codes** or **discounts** at random intervals

Discount **code sweepstakes** during major sporting events

Seasonal **relatable tweets** for holidays

**Based on last
20 posts
excluding Super
Bowl Promotion**

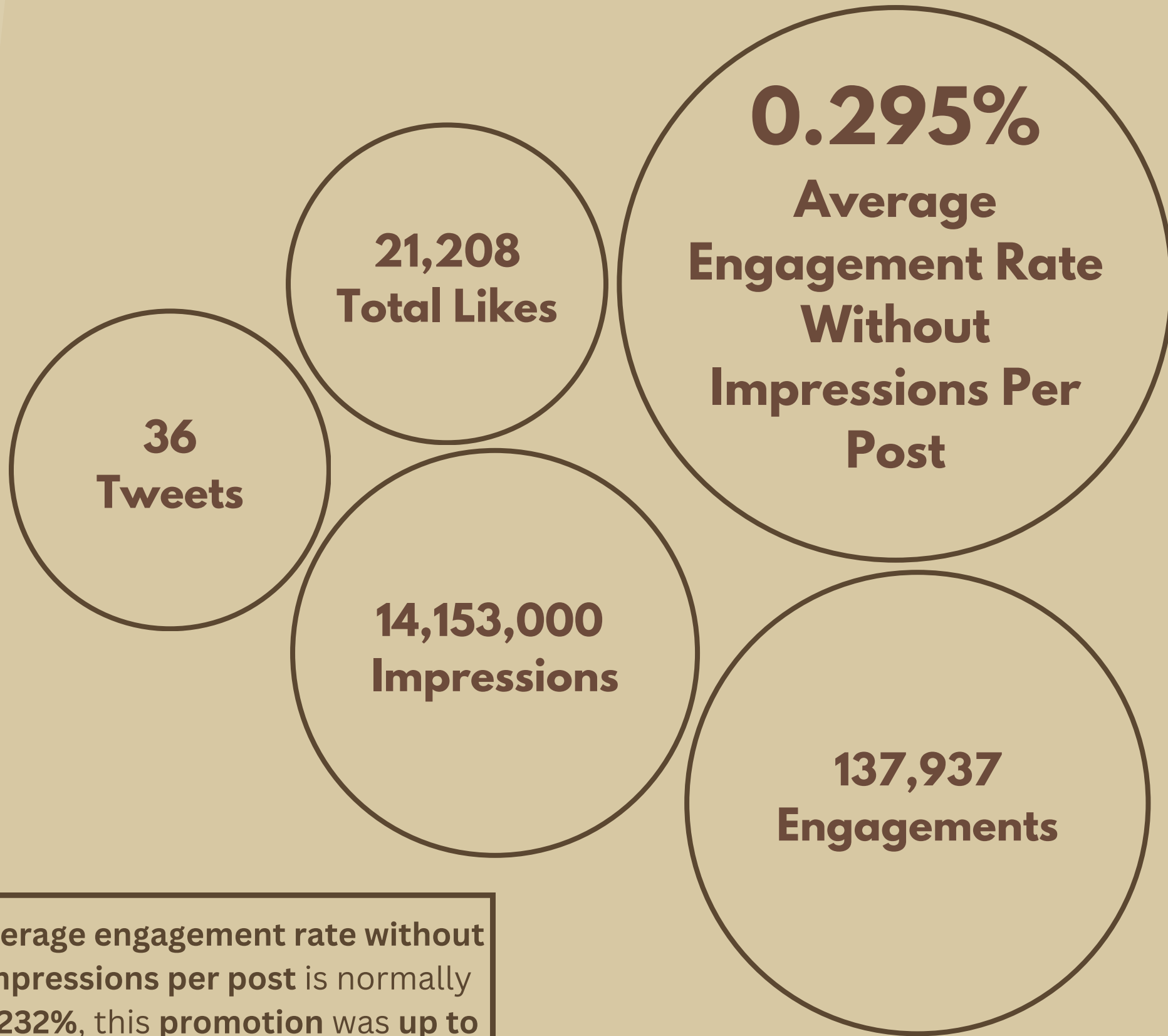
Max Engagement Rate Potential Without Views

1.898%

- **Takes into consideration the maximum number of likes, comments and shares on a post**
- **Calculated 1.898% for peak potential max engagement rate potential without views for X using these maximum parameters fulfilled through two different posts**
- **Compared to the average engagement rate without view per post being 0.232%, this is a considerable increase and shows the potential their X account has in terms of engagement**



“Extra Sunday”



Average engagement rate without impressions per post is normally 0.232%, this promotion was up to 0.295%

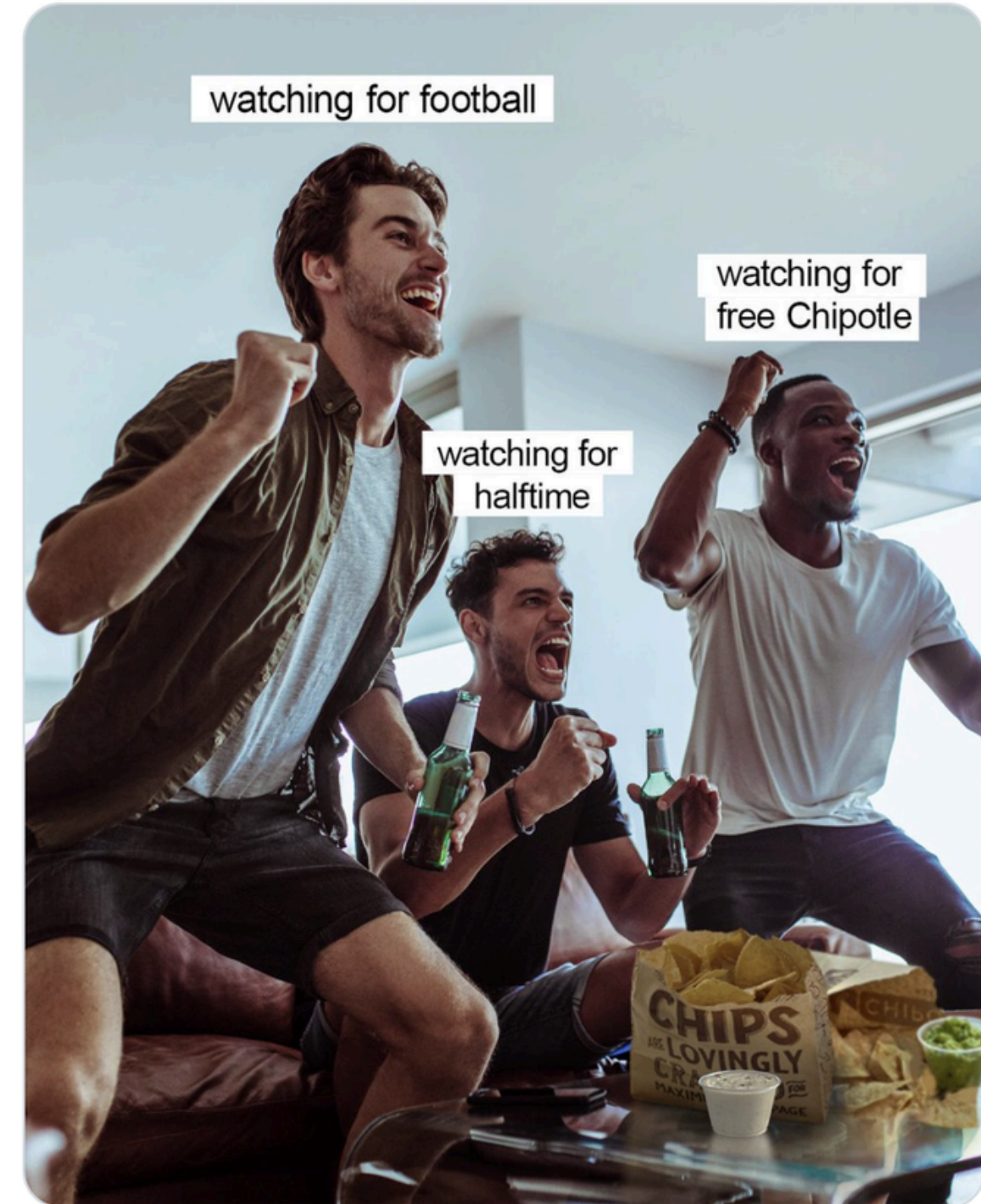


Chipotle @ChipotleTweets · Feb 7

ICYMI: when something “extra” happens during the big game on Sunday, we’re dropping free entrees codes here and IG who’s watching?

first fans to text the designated code to 888222 will receive a code for a free entree from Chipotle. Chipotle will give away up to 50,000

[Show more](#)



31

42

557

190K



Evolved SWOT Analysis

Based on last
20 posts

Presence

Elevated engagement through giveaways during major sporting events that keeps Chipotle in the conversation during these events

Absence

Lack of direct engagement with audience as Chipotle does not reply to any comments on posts

Available Spaces

Influencer marketing as specific industry and competition are relying on parody and relatable marketing

Saturated Spaces

Parody, relatable, and “meme” marketing is quite oversaturated as many companies employ same strategy

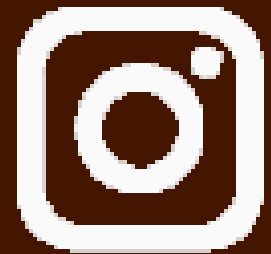
Competitor Analysis

QDOBA



QDOBA Overview

Based on last
20 posts



66,400
Followers

0.790%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
1.4M Followers
2.005%



175,300
Followers

0.084%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
2.5M Followers
0.117%



45,700
Followers

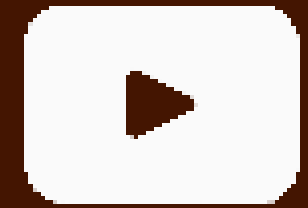
0.025%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
1.3M Followers
0.232%



440,000
Followers

Chipotle:
3.2M Followers



3.87K
Subscribers

Chipotle:
101K Subscribers

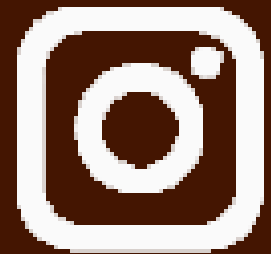
QDOBA Strategy

Based on last
20 posts

Similar Content	Same content is almost always consistently posted all platforms (Instagram, TikTok, X)
Parody and Relatable Content	57% of all content posted across all 3 platforms (Instagram, TikTok, X) was parody or relatable content
Usage of User Created Content	Across Instagram and TikTok, QDOBA used user generated content while tagging the creator for credit in caption
Short Captions and Tweets	Most captions and tweets were less than one sentence long showcasing ability for concise communication

MOE'S Overview

Based on last
20 posts



86,700
Followers

1.100%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
1.4M Followers
2.005%



63,600
Followers

0.452%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
2.5M Followers
0.117%



85,300
Followers

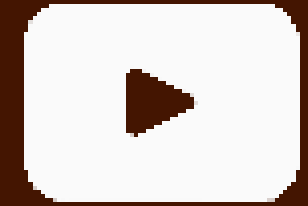
0.068%
Average
Engagement Rate
Without Viewers
Per Post

Chipotle:
1.3M Followers
0.232%



886
Followers

Chipotle:
3.2M Followers



5.54K
Subscribers

Chipotle:
101K Subscribers

MOE'S Strategy

Based on last
20 posts

Frequent Announcements

39% of content across all 3 platforms (Instagram, X, TikTok) consisted of announcements which shows one of the main purposes for their accounts to inform customers of new products or discounts

Food In Content

100% of content between Instagram and TikTok platforms showed food and gives light to strategy of showing food in content to attract customers

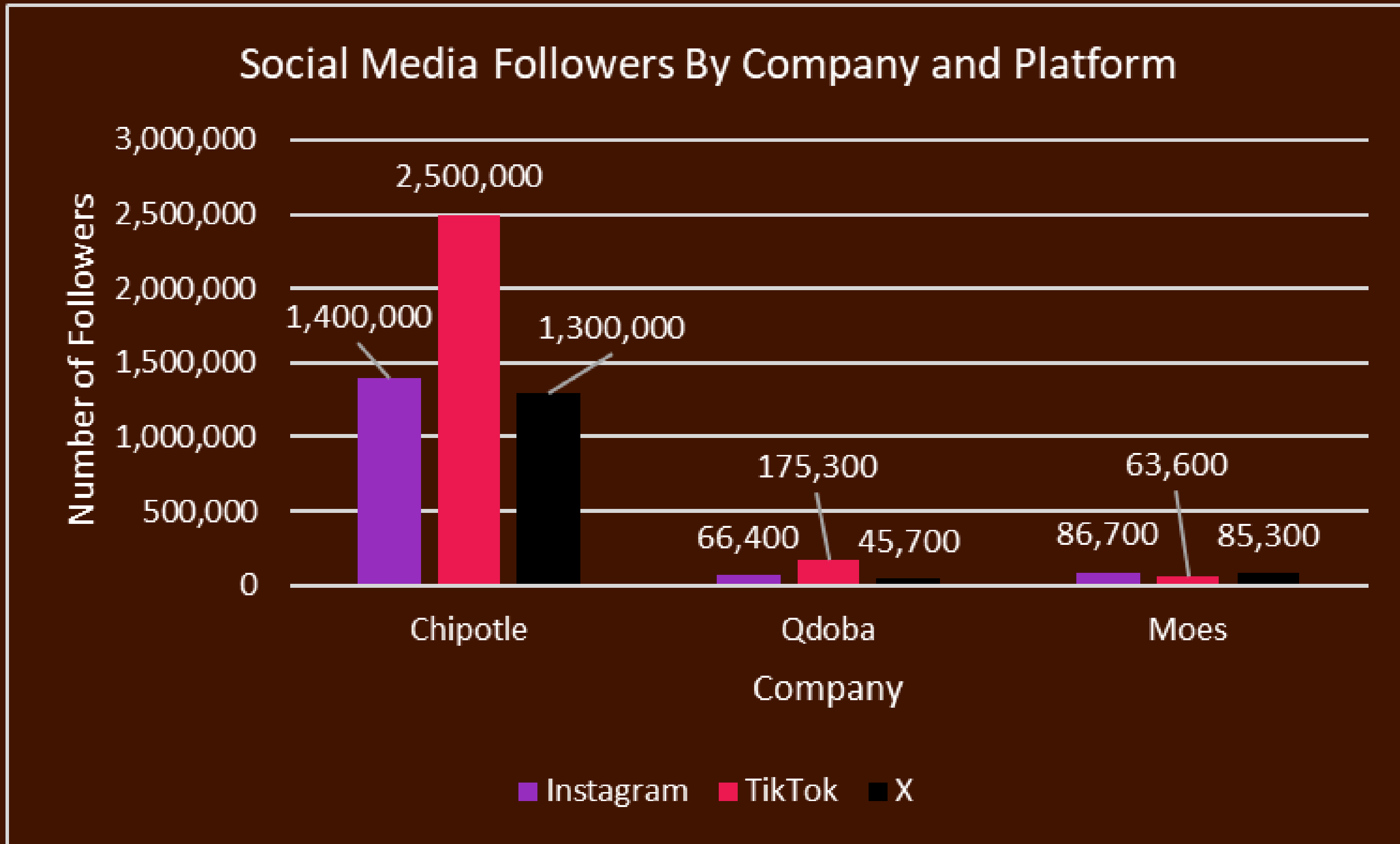
Lack of Reels

91% of Instagram content consisted of pictures or carousels which hindered engagement rates as content that isn't a reel cannot reach the popular Instagram reels explore page

No Hashtags

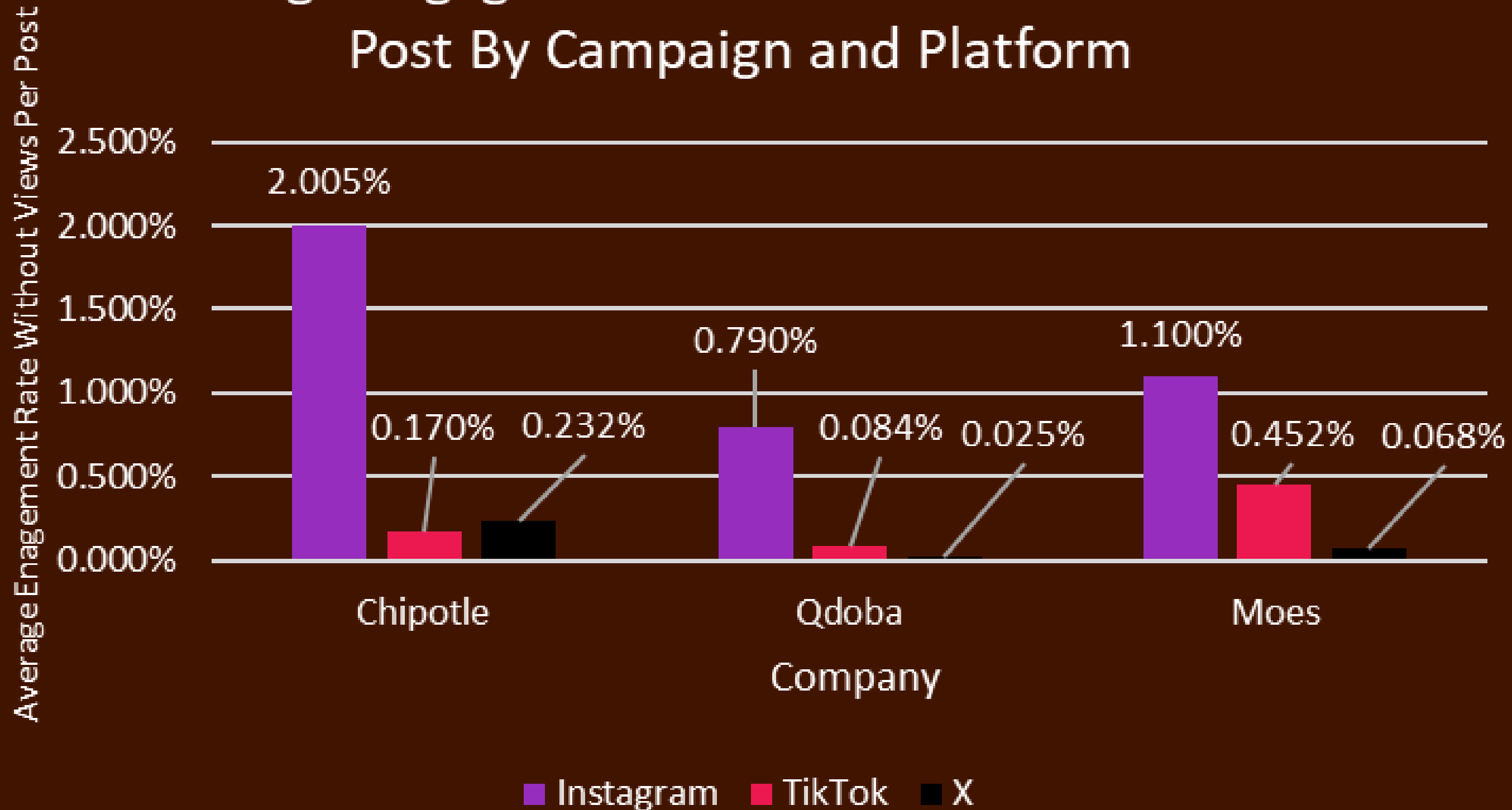
No posts across all 3 platforms (Instagram, X, TikTok) utilized any hashtags which severely hinders search engine optimization capabilities

Comparing All 3



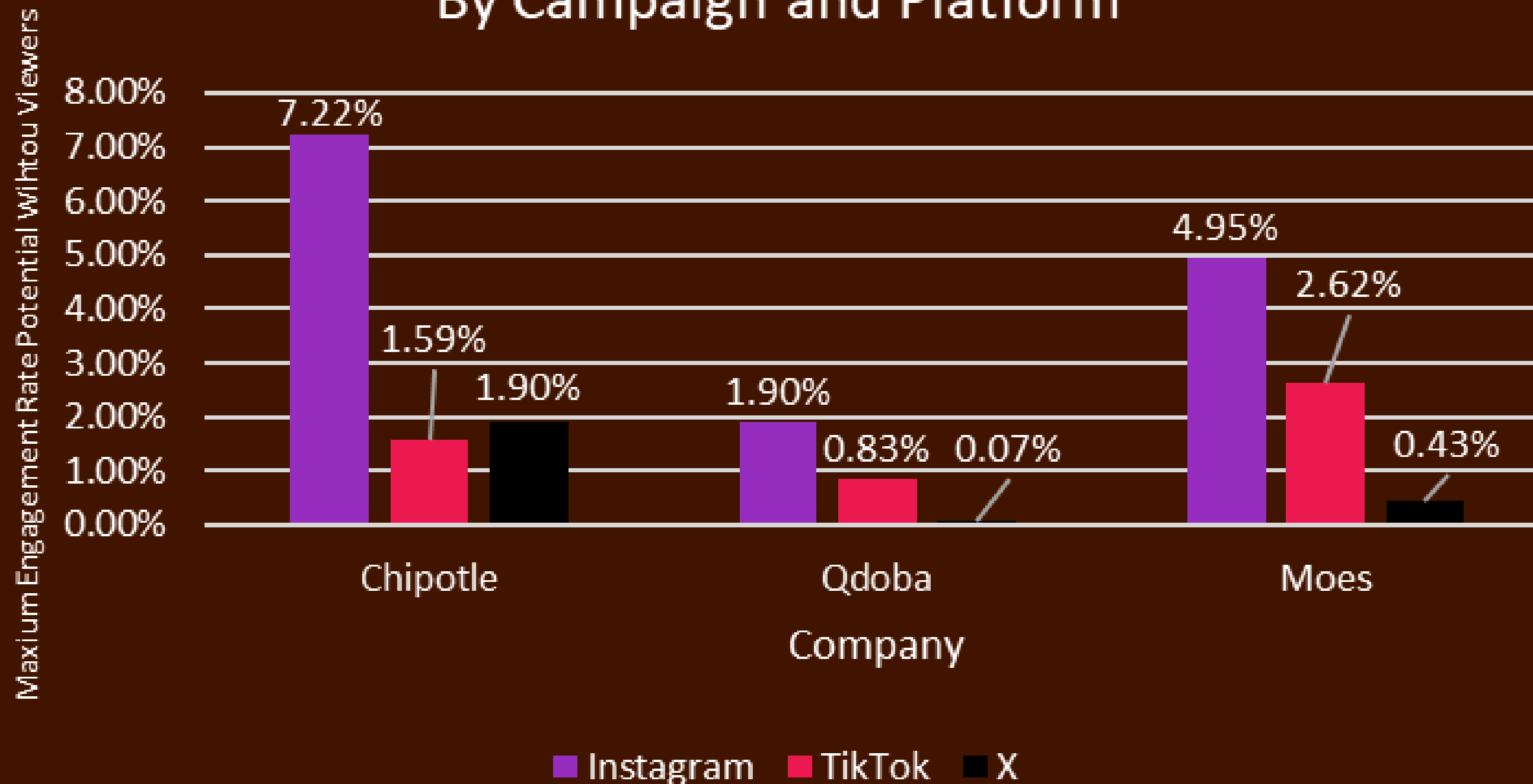
Comparing All 3

Average Engagement Rate Without Viewers Per Post By Campaign and Platform



Comparing All 3

Max Engagement Rate Potential Without Viewers By Campaign and Platform



Comparing All 3

Based on last
20 posts

Followers

Chipotle completely **dominates** in terms of **followers** as they **have a million or more followers than competitors across all 3 platforms** (Instagram, X, TikTok)

Average Engagement Rate Without Viewers Per Post

Chipotle has the **edge in average engagement rate without viewers per post** across all 3 platforms in comparison to Qdoba and has the **edge in comparison to Moe's besides their TikTok platform**

Max Engagement Rate Without Viewers Potential

Similarly, **Chipotle has a higher maximum engagement rate without views than Qdoba** across the board while **only trailing in TikTok** in comparison to **Moe's**

Comparing All 3

Based on last
20 posts

Content Strategy

Potentially explaining their dominance, **Chipotle's content strategy** is mainly centered around **Gen Z** and **relatable themes** while **Moe's** is mainly **announcements** and **Qdoba's** is mainly **parody**

Post Format

Chipotle utilizes **significantly more posts in a carousel format** on their **Instagram** platform than **Moe's**, who **primarily** uses a **singular picture**, and **Qdoba**, who **utilizes primarily reels**, which could **evidence average engagement rate without viewers per post gap** with **Chipotle's** being **2.005%** and **Qdoba's** and **Moe's** being **0.790%** and **1.100%** respectively

Lack of Direct Engagement to Users

Potential for increased engagement from followers as throughout **all 3 companies** they **did not reply** to any **comments** across **all 3 platforms**

Comparing All 3

Based on last
20 posts

Posting Frequency

Chipotle posts far more frequently than its competitors which could shed light on reasoning for gap in average engagement rate without viewers per post across most platforms due to Chipotle's extensive activity and continuous following of trends in real-time

Hashtag Usage

Chipotle, although frequency should be higher, uses hashtags within their TikTok account while Qdoba and Moe's completely disregard SEO strategies throughout all their platforms which can severely hinder engagement rates and reach

Sounds

Engagement rate differences may be influenced by choice of sound as Chipotle solely uses calming sounds within Instagram reels and TikTok videos while Qdoba uses high tempo sounds and Moe's uses a combination of both calming and high tempo sounds

CHIPOTLE RECOMMENDATIONS



Instagram Recommendations

More Posts in Carousel Format

- **Chipotle** should start **creating more posts using the carousel format** as an analysis of **average engagement rate without views per post by format concluded that through carousels this rate is 2.58%** which is **significantly higher than singular pictures (1.96%) and reels (0.89%)**
- **Chipotle** can **expect** to see an **increase in their overall platform average engagement rate without views per post evidenced by differences in this rate between the post formats**
- **Progress** can be **measured** through **average engagement rate without views per post**

Instagram Recommendations

Start Directly Engaging With Followers

- **Chipotle** should **start replying** or **liking comments** on **posts** to **alleviate negative sentiments** and **create a sense of value** as **some comments** could simply **require a public relations reply**
- **Brand** can **expect overall positive sentiment shift** and **alleviation of frequency of negative comments** as **many negative comments** are **same users** on **multiple posts**
- **Progress** can be **measured** through **analyzing sentiment scores** and **tracking overall improvement of scores over time**

TIKTOK Recommendations

Increase Hashtag Usage

- **Every post should use #chipotle or a variation of this as usage of this hashtag made Chipotle pop up in the related search bar 100% of the time while no hashtag only had Chipotle pop up in the related search bar 50% of the time**
- **Chipotle can expect to see an increase in reach as the related search bar marks the video and helps enhance search engine optimization which allows users searching chipotle to have company's videos appear when search is entered and increases brand visibility to user**
- **Progress can be measured through reach**

TIKTOK Recommendations

Enhanced Usage of Videos

- **Analysis of “viral” marked (posts with over 500,000 views) found that all of them were in the forms of videos and not carousels or singular photos which led to recommendation to increase usage and frequency of video content**
- **“Viral” marked posts were excluded from TikTok statistics due to being significant outliers but are relevant to selection of content format as a goal is to go “viral”**
- **Brand can, to an extent, expect a moderate increase in views taking into account the viral frequency of video content**
- **Progress can be measured through views**

X Recommendations

Quote Tweets

- **Increase frequency of quote tweets as quote tweets have an average engagement without impression per post of 0.833% while non-quote tweets are at 0.102%**
- **Brand can expect to see an increase in their average engagement without impressions per post across their entire X platform due to the extent of the difference between the averages with quote tweets and non-quote tweets**
- **Progress can be measured through average engagement rate without impressions per post**

X Recommendations

Content Containing Food

- **Decrease frequency of posting content that shows food as content that doesn't show food has an average engagement without impression per post of 0.243% while content showing food is at 0.190%**
- **Brand can expect to see a moderate increase in their average engagement without impressions per post across their entire X platform as it isn't as big of a gap as their quote tweets versus non-quote tweets, but will still have, to an extent, an impact on the percentage due to the percentage differences**
- **Progress can be measured through average engagement rate without impressions per post**

Overall Recommendations

Actions

- Increase direct engagement with followers
- Revise post format, content type, and showing of food usage and frequency across all three platforms
- Improve SEO through using hashtag on all posts on all platforms

Expected Results

- Positive sentiment shift and alleviation of negative comments
- Increase in average engagement rate without viewers per post and views
- Increase in reach

KPIs

- Analysis of sentiment scores and tracking of overall improvement over time
- Average engagement rate without viewers per post and views
- Reach

THANK YOU

Feel free to email questions to:

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