

The Social Media Habits of **McDonalds, Dominos, Starbucks,**
and hundreds of other brands active on **Facebook & Twitter...**

...analyzed by **unmetric**

Some screenshots from the **unmetric** web application...

Pick and choose brands to analyse on **facebook.**

Select brands you compete with or just about any brand you'd like to study in depth (even if they're not in your sector)

The screenshot shows a dialog box titled "Add a Facebook Page to Analyze" with a close button (X) in the top right corner. The dialog is divided into two main sections:

- Select a Sector:** A vertical list of sectors including FMCG-Personal Care, Insurance, Media, Mobiles & Handhelds, Pharma & Health, Publishing, **Restaurant & Cafe** (highlighted), Retail, Technology, Telecom, and Travel.
- Choose from these 28 Facebook Pages in Restaurant & Cafe:** A list of four brands with their respective logos, names, like counts, and geo focus, each with a "+ Add" button:
 - Costa Coffee India**: Likes: 308 - Geo Focus: India
 - Domino's Pizza**: Likes: 3,684,896 - Geo Focus: Worldwide
 - Domino's Pizza India**: Likes: 545,040 - Geo Focus: India
 - Gloria Jean's Coffees**: Likes: 178,307 - Geo Focus: Worldwide

Below the brand list, there are two sections for user input:

- Suggest a sector:** A text box with the prompt "We're always looking for new sectors to cover. So go ahead, and tell us what we should include." and a "Submit" button.
- Looking for a Facebook page not listed here?:** A text box with the prompt "Let us know what's missing and we'll add it to our 'crunch this' list ASAP. Please enter the name of the page or better still, their Facebook page address (URL)." and a "Submit" button.

At the bottom of the dialog, there is a search bar labeled "Search...".

Get a bird's eye view and alerts on brands that matter to you

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[Summary](#) of [Facebook Pages I sometimes monitor](#) for the [last 7 days](#)

Brand	Logo	Likes	New Likes (last 7 days)	Geo Focus	Sector	Action
Costa Coffee		216,677	1,460	Worldwide	Restaurant & Cafe	→ Detailed Analytics
Domino's Pizza		3,855,658	66,684	Worldwide	Restaurant & Cafe	→ Detailed Analytics
Dunkin' Donuts		4,561,451	92,094	Worldwide	Restaurant & Cafe	→ Detailed Analytics

ALERTS for your Facebook brands and the "Restaurant & Cafe" sector in the last 7 days

<p>406,971. That's the number of fans these 15 brands added to their fan-base.</p>	<p>With a growth rate of 2.1%, Chuck E. Cheese enjoyed the highest fan growth rate amongst the 15 brands you are monitoring. See how they grew.</p>	<p>Among the 15 brands you are monitoring, Burger King was engaging best with their fans. Learn more.</p>
<p>2,719 new posts were written across these 15 'brand walls'. That's an average of 30.2 posts per day – per wall!</p>	<p>63,889,674 is the total number of fans across these 15 pages. Starbucks leads the pack with 25,284,999. Learn more.</p>	<p>A post by Krispy Kreme Donuts struck a chord – with the best engagement amongst 1 posts by the 15 brands you are monitoring.</p>

With **unmetric**

Dive deep into any brand

The screenshot displays the unmetric dashboard interface. At the top, there is a navigation bar with the unmetric logo, social media icons for Facebook and Twitter, and a user profile icon. Below this, the main header reads "Analysis of **Domino's Pizza** for the **last 7 days**". A secondary navigation bar contains tabs for "Overview", "Fans", "Engagement", and "Content", with "Overview" currently selected. The dashboard is split into two columns. The left column, titled "About this Facebook page", features the Domino's Pizza profile picture, name, location ("Worldwide"), and category ("Restaurant & Cafe"). It displays "3,855,658 TOTAL LIKES" and "66,684 NEW LIKES (last 7 days)". Below this is a "Company Overview" section with a note that no information was found because the brand has not updated its Facebook page overview. A link to "Visit the Domino's Pizza facebook page" is provided. The right column, titled "Activity in the last 7 days", shows three key metrics: "66,684 New Fans" (with a note that the fan base grew faster than average), "271 Posts" (with a note that engagement was below average), and "0 Tags" (with a note about content diversity). At the bottom of the right column is a "Notes & Alerts" section containing two bullet points: one about the average fan growth for the category and another about a recent post's engagement.

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Analysis of **Domino's Pizza** for the **last 7 days**

Overview Fans Engagement Content

About this Facebook page

Domino's Pizza
Worldwide Restaurant & Cafe

3,855,658 TOTAL LIKES **66,684** NEW LIKES (last 7 days)

Company Overview (from Facebook Page)
No information found. This is probably because the brand has not updated the Overview section of their Facebook page.

[Visit the Domino's Pizza facebook page](#)

Activity in the last 7 days

66,684 New Fans
→ Fan base grew faster than the average Restaurant & Cafe Facebook page

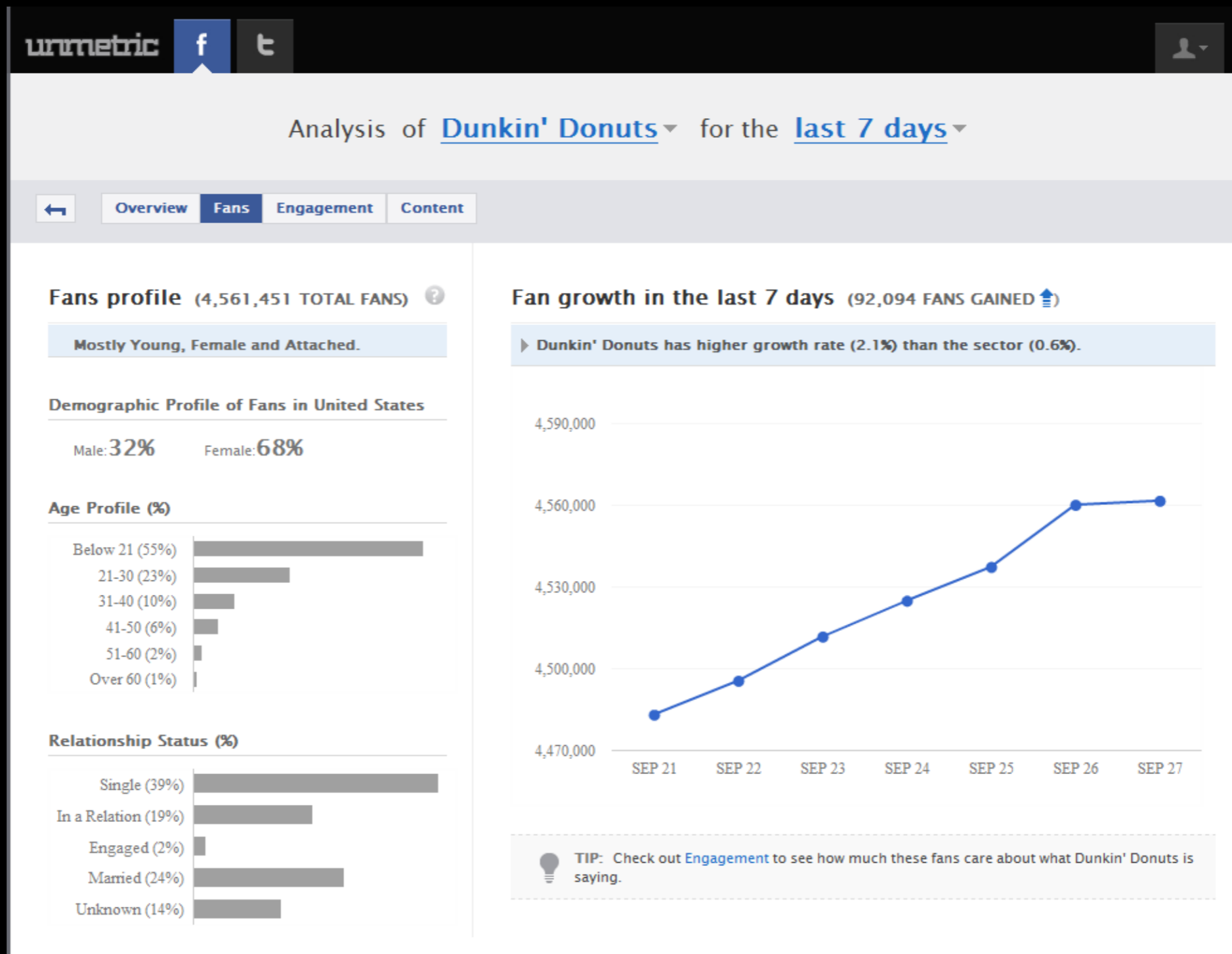
271 Posts
→ The engagement (with fans) for these posts was below average

0 Tags
→ This gives you an idea of the diversity of content the page admin posted

Notes & Alerts (What's this?)

- The average **Restaurant & Cafe** page added **16,202** fans in the last 7 days.
- A recent post by **Domino's Pizza** saw much better engagement than usual. [See what it is.](#)

Study their Fan Growth and Fan Profile...



...and their Rules of Engagement

The screenshot shows the UrMetric dashboard for Applebee's Facebook page. The top navigation bar includes the UrMetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header indicates the analysis is for Applebee's over the last 7 days. Below this is a navigation menu with tabs for Overview, Fans, Engagement (selected), and Content. The dashboard is divided into two main columns. The left column contains summary statistics and sentiment analysis. The right column displays a list of Facebook posts with their engagement metrics.

Analysis of [Applebee's](#) for the [last 7 days](#)

Engagement Details

- Total Posts: 200
- Admin: 13
- Fans: 187

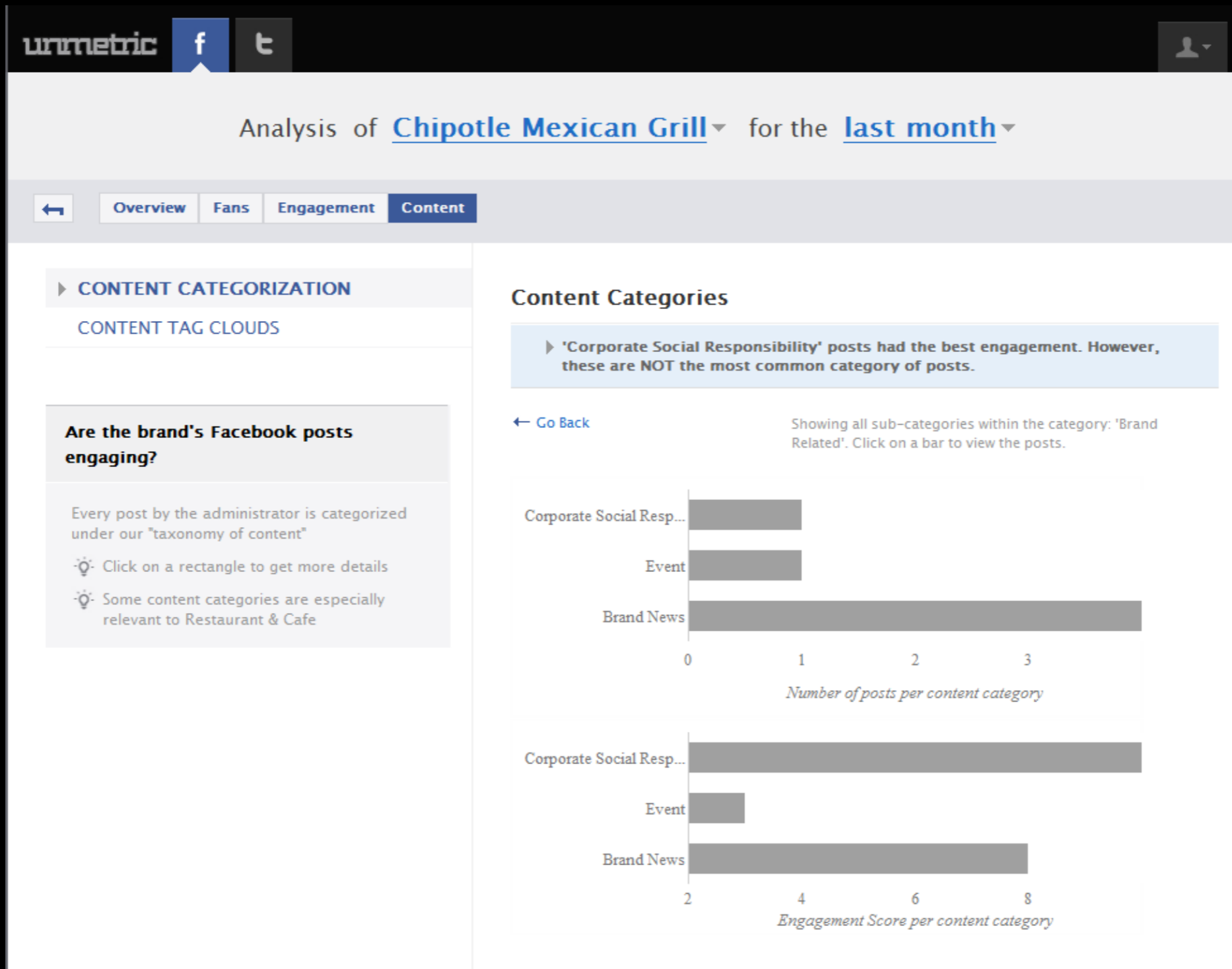
Sentiment Analysis

- Neutral: 63 Posts
- Positive: 39 Posts
- Negative: 11 Posts

Facebook Posts in the last 7 days

- Not sure where to watch the game tonight? Come into Applebee's for your chance to instantly win Digital Gift Cards. Visit your neighborhood Applebee's and scan the QR code to Check-In & Win via Facebook!** (55 likes, 8 comments, 1 share) - Tue, Sep 27 at 02:40 AM
- It's time to get fresh at Applebee's. Grab somebody special and share a fresher-than-ever 2 for \$20; including the choice of our new Chicken Fettuccine Carbonara or new Bruschetta Chicken. 1 appetizer + 2 entrees for just twenty bucks!** (65 likes, 11 comments, 1 share) - Mon, Sep 26 at 08:30 PM
- In order to reach the rainbow, you must endure the rain.** (3,093 likes, 124 comments, 44 shares) - Sun, Sep 25 at 07:30 PM
- Check out who's making a splash in our new kids menu - Winter from the family adventure film "Dolphin Tale", inspired by an amazing true story! See "Dolphin Tale" in theaters starting today!** (337 likes, 26 comments, 5 shares) - Sat, Sep 24 at 12:30 AM
- Today is the first day of fall! My favorite thing about autumn is -----** (759 likes, 1,149 comments, 53 shares) - Fri, Sep 23 at 07:30 PM

Dissect their Content Strategy like never before



Dissect their Content Strategy like never before

The screenshot displays the Unmetric interface for analyzing social media content. At the top, there are navigation tabs for 'unmetric', 'f' (Facebook), and 't' (Twitter). The main header indicates the analysis is for 'Chuck E. Cheese' for the 'last month'. Below this, there are tabs for 'Overview', 'Fans', 'Engagement', and 'Content', with 'Content' being the active tab. On the left side, there is a 'CONTENT CATEGORIZATION' section with a 'CONTENT TAG CLOUDS' sub-section. A note titled 'Not just another word in the wall' explains that the tool uses an NLP algorithm to extract important nouns and adjectives. Below this note are two tips: 'Select/Unselect 'Ignore Fan posts' to get more insights' and 'Select a larger time period to get more relevant insights.' On the right side, there is a 'Content Tag Cloud' showing various phrases and words in different colors and sizes, such as '100 bonus tokens when you reserve a Friday or Sunday', 'Bring in your child's report cards', 'Chuck E Cheese', 'Don't forget to bring E Cheese Ticket', 'Blaster 1250 tickets', 'E. Cheese's', 'Happy Labor Day everyone', 'Taking a large group to Chuck E', 'big', 'birthday coming up', 'bonus tokens when you reserve a Friday or Sunday party', 'bring in those report cards when they come around for some free fun', 'course, the birthday star will get the TicketBlaster experience', 'family right by the games without booking a party', 'good grades for FREE tokens', 'great', 'hope your school year ones reserved for birthday parties', 'seat your whole showroom tables are reserved', 'start trick wall whole family right by the games without booking', 'www.chuckecheese', and 'www.youtube'. There is also a checkbox labeled 'Ignore Fan Posts' which is checked.

unmetric f t

Analysis of [Chuck E. Cheese](#) for the [last month](#)

Overview Fans Engagement **Content**

CONTENT CATEGORIZATION

▶ CONTENT TAG CLOUDS

Not just another word in the wall

All posts are run through an NLP algorithm to break it up into parts of speech. Then, with the help of a lexical database, Unmetric extracts important nouns and adjectives, and presents them here based on our proprietary assessment of relevance.

- Select/Unselect 'Ignore Fan posts' to get more insights
- Select a larger time period to get more relevant insights.

Ignore Fan Posts

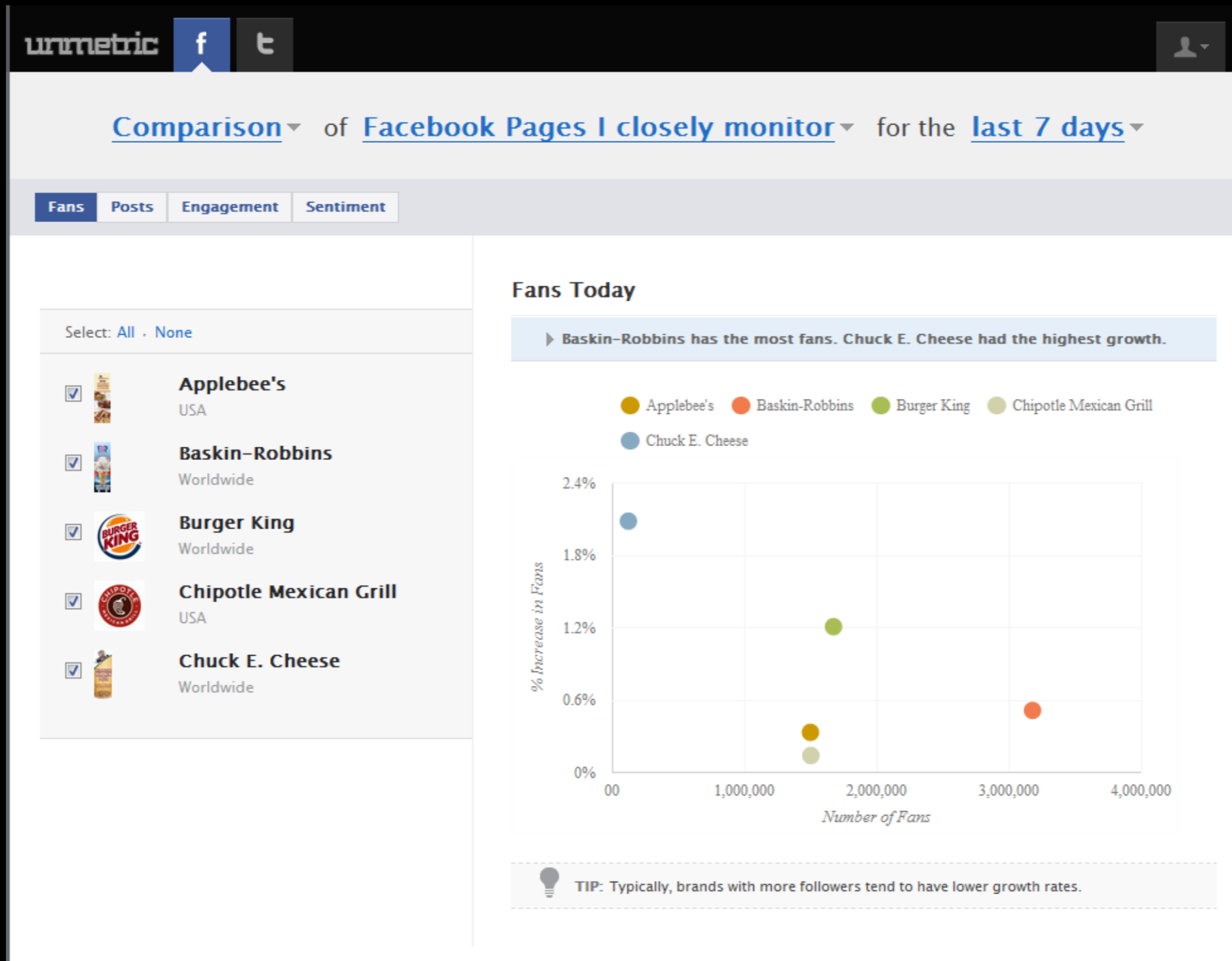
100 bonus tokens when you reserve a Friday or Sunday
Bring in your child's report cards
Chuck E Cheese
Don't forget to bring E Cheese Ticket
Blaster 1250 tickets E. Cheese's
Happy Labor Day everyone Taking a large group to Chuck E big
birthday coming up bonus tokens when you reserve a Friday or Sunday party
bring in those report cards when they come around for some free fun course,
the birthday star will get the TicketBlaster experience family right by the games
without booking a party good grades for FREE tokens great hope your school year ones reserved for birthday parties seat your whole
showroom tables are reserved start trick wall whole family right by the games without booking
www.chuckecheese www.youtube

With unmetric

Compare what matters on

facebook.

Compare Facebook fans and...



Compare Facebook fans and... engagement and more



The screenshot shows the unmetric dashboard interface. At the top, there are navigation tabs for 'unmetric', 'f' (Facebook), and 't' (Twitter). Below this, a breadcrumb trail reads 'Comparison of Facebook Pages I closely monitor for the last month'. A secondary navigation bar includes 'Fans', 'Posts', 'Engagement' (selected), and 'Sentiment'. On the left, a list of brands is shown with checkboxes and their respective logos and locations: Applebee's (USA), Baskin-Robbins (Worldwide), Burger King (Worldwide), Chipotle Mexican Grill (USA), and Chuck E. Cheese (Worldwide). The main content area is titled 'Engagement in the last month' and includes a link 'How we compute Engagement Scores'. A blue callout box states 'Baskin-Robbins engaged best with its fans.' Below this is a horizontal bar chart showing engagement scores for each brand. The x-axis ranges from 0 to 30. The bars represent the following approximate scores: Applebee's (30), Baskin-Robbins (35), Burger King (15), Chipotle Mexican Grill (5), and Chuck E. Cheese (28). A tip box at the bottom reads: 'TIP: A couple of engaging posts, every once in a while, is all it takes to get your scores up.'

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Comparison of Facebook Pages I closely monitor for the last month

Fans Posts Engagement Sentiment

Select: All · None

-  **Applebee's**
USA
-  **Baskin-Robbins**
Worldwide
-  **Burger King**
Worldwide
-  **Chipotle Mexican Grill**
USA
-  **Chuck E. Cheese**
Worldwide

Engagement in the last month

[How we compute Engagement Scores](#)

► Baskin-Robbins engaged best with its fans.

Brand	Engagement Score (approx.)
Applebee's	30
Baskin-Robbins	35
Burger King	15
Chipotle Mexican Grill	5
Chuck E. Cheese	28

TIP: A couple of engaging posts, every once in a while, is all it takes to get your scores up.

twitter  is similar

with some unique features of its own...

We have...

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twitter summary of a brand


The screenshot shows the Unmetric interface for analyzing the Twitter account @dunkindonuts. The top navigation bar includes the Unmetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header indicates the analysis is for @dunkindonuts over the last 7 days. Below this is a navigation menu with tabs for Overview, Follower & Followee, Frequency & Timing, and Analysis of Replies. The Overview tab is active, displaying two columns of information. The left column, titled 'About this Twitter ID', shows the profile picture (DD logo), the handle @dunkindonuts, location (Worldwide), and category (Restaurant & Cafe). It also displays 103,486 total followers and 1,262 new followers in the last 7 days. The bio is 'Tweeting to you from the DD Mothership. America Runs on Dunkin'. @DunkinDonuts Runs on You.' and it notes the account is active since Sep 10, 2007. A link to visit the account is provided. The right column, titled 'Activity in the last 7 days', shows 1,262 new followers (noting the follower base grew faster than the average Restaurant & Cafe account), 40 tweets (noting most are replies), and an average reply time of 9hr, 36min (noting this is the ART for @dunkindonuts). At the bottom, it shows a Klout score of 70 with a link to see the analysis at klout.com.

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Analysis of [@dunkindonuts](#) for the [last 7 days](#)

← Overview Follower & Followee Frequency & Timing Analysis of Replies

About this Twitter ID

 **@dunkindonuts**
Worldwide Restaurant & Cafe

103,486 TOTAL FOLLOWERS
1,262 NEW FOLLOWERS (last 7 days)

Bio (from twitter.com)
Tweeting to you from the DD Mothership. America Runs on Dunkin'. @DunkinDonuts Runs on You.
Active since: Sep 10, 2007


[Visit the @dunkindonuts twitter account](#)

Activity in the last 7 days

1,262 New Followers
→ Follower base grew faster than the average Restaurant & Cafe Twitter account

40 Tweets
→ Most of their tweets are replies

9hr, 36min
→ That's the Average Reply Time (ART) for @dunkindonuts

 **KLOUT** Score (What's this?)

70 See analysis of @dunkindonuts at klout.com

We have...

follower growth & followee ratio

The screenshot displays the Unmetric dashboard for the user @cherrygarcia. The top navigation bar includes the Unmetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header indicates the analysis is for @cherrygarcia over the last 7 days. Below this, there are four tabs: Overview, Follower & Followee (selected), Frequency & Timing, and Analysis of Replies. The 'Following' section shows 21,534 current followers and a 79% following-to-followed ratio, which is higher than the category average of 11%. The 'Tweets by @cherrygarcia' section lists four recent tweets with their timestamps and options to view the original tweets. The 'Follower growth in the last 7 days' section features a line chart showing a steady increase from approximately 26,850 followers on September 21st to about 27,420 on September 27th, with a total gain of 692 followers. A callout box notes that @cherrygarcia's growth rate of 2.6% is higher than the sector average of 1.0%. A tip at the bottom suggests that Klout scores provide a more comprehensive view of a user's influence than follower counts alone.

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Analysis of [@cherrygarcia](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing Analysis of Replies

Following

Currently Following
21,534

Following/Followed ratio vs. Category Average
79% > 11%

Tweets by @cherrygarcia

Like! RT @Pacc927: @sierranevada @cherrygarcia this pair was made for each other... GET some #craftbeer #schweddyballs <http://t.co/mjFT35Bv>
Tue, Sep 27 at 08:20 AM • View original Tweet

@ShannaMendiola Awesome! What store in Bend? Thanks for the report!
Tue, Sep 27 at 12:43 AM • View original Tweet

@aprilrueber Check our crowdsourced #helpmefindschweddyballs map here <http://t.co/11BlgXxU> - Good luck & enjoy!
Mon, Sep 26 at 11:50 PM • View original Tweet

@Braedley Sorry about the less than euphoric experience. Pls use this form <http://t.co/fkSL4tEi> or call Cons Services @ 802-846-1500 - Thx

Follower growth in the last 7 days (692 FOLLOWERS GAINED)

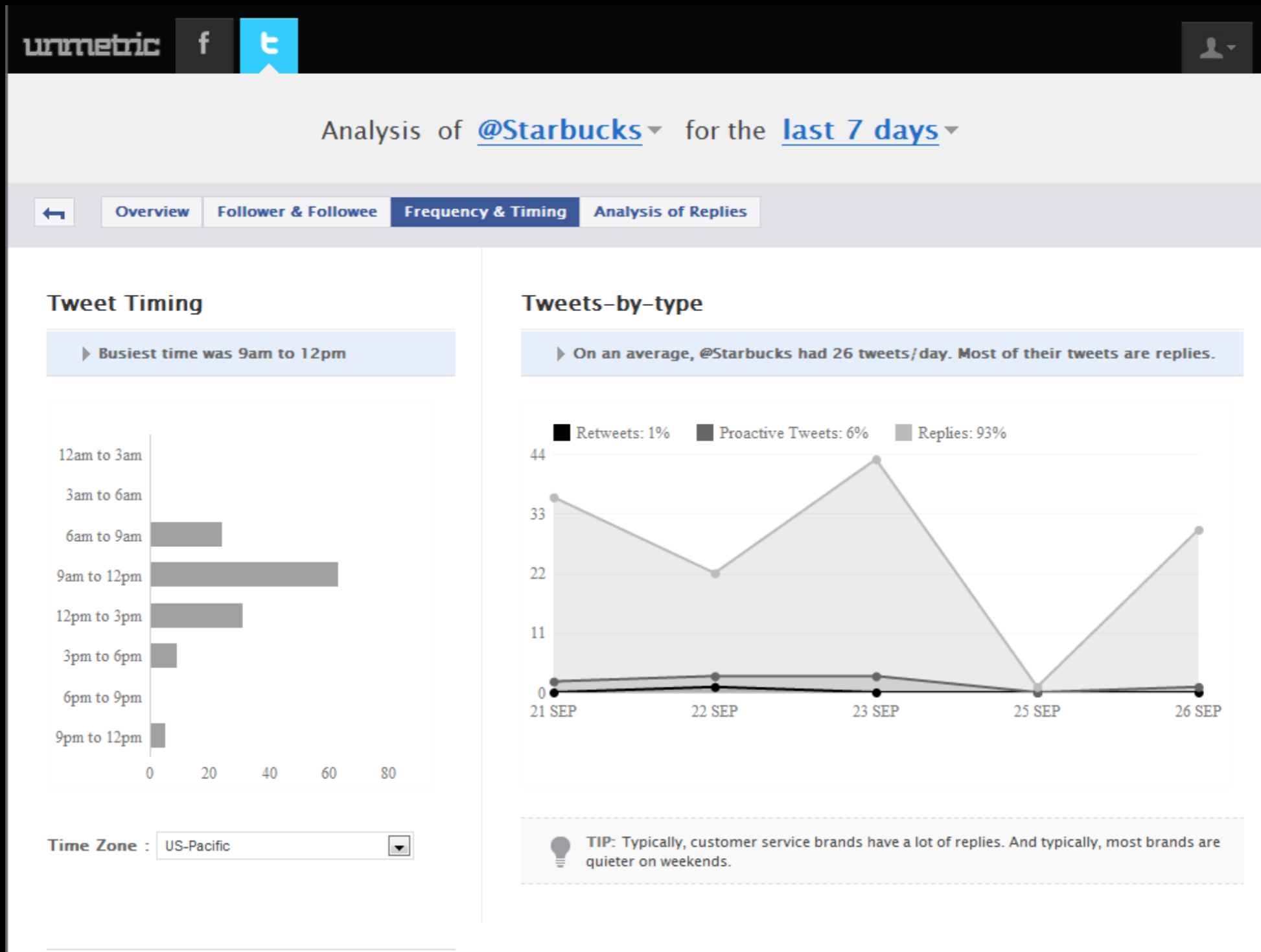
► @cherrygarcia had higher growth rate(2.6%) than the sector (1.0%)

Date	Follower Count
21 SEP	26,850
22 SEP	26,970
23 SEP	27,060
24 SEP	27,120
25 SEP	27,330
26 SEP	27,390
27 SEP	27,420

TIP: Follower numbers don't tell the whole story. The Klout score is a good metric to keep an eye on.

We have...

tweet timing (in various ways)



and lots more, including...

@reply metrics: in depth

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Analysis of [@McDonalds](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing **Analysis of Replies**

Sentiment of Queries

What were the replies by @McDonalds in response to: customer's criticism, praise or some other sentiment?

66% of the queries were neutral

33% positive 0% negative

ART (Average Reply Time)

As more brands embrace Twitter as a customer service channel, the ART will become an increasingly important metric - to benchmark for oneself and against the competition

On an average, @McDonalds replied in 15 minutes

Reply Time Range	Count
Within 15 mins	3
15 mins to 1 hour	2
1 hour to 24 hours	0
More than 24 hours	0

Sample Queries & Replies

Response Time: 13 minutes

@spiritwriter at 09:35 PM on 09/22/2011
@McDonalds I am a freelance writer, and I was wondering if you or your company needs a writer (Websites, Magazines, Editorials, etc..)

@McDonalds at 09:48 PM on 09/22/2011
@spiritwriter Thanks for your interest! Pls check out our careers pg at mcdonalds.com for a current listing of open positions.

<< Previous Tweet Next Tweet >>

REMEMBER: Reply does NOT necessarily mean resolution. Nevertheless, acknowledging someone's tweet is the first step to engaging with them.

Compare Followers

The screenshot shows the urmetric interface for comparing Twitter followers. At the top, there are navigation icons for urmetric, Facebook, and Twitter. Below this, a header indicates a comparison of 'Twitter IDs I closely monitor' for the 'last 7 days'. A menu bar allows switching between 'Followers', 'Followees', 'Frequency', 'Timing', 'Replies', 'Sentiment', and 'Klout'. The 'Followers' tab is active, showing a list of brands with checkboxes: Ben & Jerry's (@cherrygarcia), Dunkin' Donuts (@dunkindonuts), KFC Colonel (@kfc_colonel), McDonald's (@McDonalds), and Starbucks Coffee (@Starbucks). To the right, a scatter plot titled 'Total Followers' plots '% Increase in Followers' against 'Number of Followers'. A legend identifies the brands by color: @cherrygarcia (yellow), @dunkindonuts (orange), @kfc_colonel (green), @McDonalds (light green), and @Starbucks (blue). A text box above the chart states: '@Starbucks has the most followers. @cherrygarcia had the highest growth.' A tip at the bottom reads: 'TIP: Typically, brands with more followers tend to have lower growth rates.'

Brand	Twitter ID	Approx. Number of Followers	Approx. % Increase in Followers
Ben & Jerry's	@cherrygarcia	~50,000	~2.5%
Dunkin' Donuts	@dunkindonuts	~100,000	~1.2%
KFC Colonel	@kfc_colonel	~100,000	~1.1%
McDonald's	@McDonalds	~150,000	~1.1%
Starbucks Coffee	@Starbucks	~1,700,000	~0.9%

And comparisons too...

Compare Followers... and a lot more

The screenshot shows the unmetric interface for comparing Twitter accounts. The top navigation bar includes the unmetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header indicates a comparison of 'Twitter IDs I closely monitor' for the 'last 7 days'. Below this, a tabbed menu shows 'Timing' is selected, along with other tabs: Followers, Followees, Frequency, Replies, Sentiment, and Klout.

On the left, a list of brands is shown with checkboxes, all of which are checked:

- Ben & Jerry's (@cherrygarcia)
- Dunkin' Donuts (@dunkindonuts)
- KFC Colonel (@kfc_colonel)
- McDonald's (@McDonalds)
- Starbucks Coffee (@Starbucks)

The right side features a chart titled 'Timing of Tweets (%) in the last 7 days'. A summary box states: 'Most tweets happened between 6AM and Noon.' The chart is a stacked bar chart with four time periods: 12AM-6AM (black), 6AM-12PM (light gray), 12PM-6PM (medium gray), and 6PM-12AM (dark gray). The x-axis represents the percentage of tweets from 0% to 100%.

Brand	12AM-6AM	6AM-12PM	12PM-6PM	6PM-12AM
@cherrygarcia	0%	~65%	~25%	~10%
@dunkindonuts	0%	~65%	~25%	~10%
@kfc_colonel	~10%	~65%	~15%	~10%
@McDonalds	0%	~65%	~25%	~10%
@Starbucks	0%	~65%	~25%	~10%

Below the chart, the 'Current Time Zone' is set to 'US-Pacific'. A lightbulb icon and a note state: 'The time zone shown above will apply to all brands you are analyzing.'

Today, most brands are “flying blind” on Social Media !

unmetric helps you navigate better – with objective metrics & benchmarks



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Competitive Social Media Intelligence

SECTORS WE COVER

Airlines
Automotive
Banks & Financial Institutions
Consumer Packaged Goods
Insurance
Pharma
Publishing
Restaurant Chains
Retail Chains
Technology
Telecom
Travel Portals

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