

The Social Media Habits of **Ford, Chevrolet, General Motors,**
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 modal window titled "Add a Facebook Page to Analyze" with a close button in the top right corner. The window is divided into two main sections: "Select a Sector" and "Choose from these 89 Facebook pages in Automotive".

Select a Sector: A vertical list of categories including "All Sectors", "Alcoholic Beverages", "Automotive" (which is selected), "Aviation", "Diversified", "Financial Services", and "FMCG-Food/Beverages".

Select a Geography: A vertical list of regions including "All Geographies", "North America" (which is selected), "Europe", "Asia", "Australia", and "Africa".

Choose from these 89 Facebook pages in Automotive: A list of four Facebook pages, each with a logo, name, like count, geo focus, and an "+ Add" button:

- Ford Trucks:** Likes: 257,285 - Geo Focus: USA
- General Motors:** Likes: 291,405 - Geo Focus: USA
- GMC:** Likes: 290,303 - Geo Focus: USA
- Harley-Davidson:** Likes: 2,796,805 - Geo Focus: USA

At the bottom of the dialog, there is a section titled "Looking for a Sector or a Facebook Page not listed here?" with a text input field and a "Submit" button. A note above this section states: "(Note: By default pages with a worldwide focus are included in all the above selections)".

With **unmetric**

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

The screenshot displays the unmetric dashboard interface. At the top, there are navigation icons for unmetric, Facebook, and Twitter, along with a user profile icon. The main header indicates the view is a 'Summary' of 'Facebook Pages I sometimes monitor' for the 'last 7 days'. Below this, three brand profiles are shown in a row, each with a logo and a list of key metrics: Likes, New Likes (last 7 days), Geo Focus, and Sector. Each profile also includes a link to 'Detailed Analytics'. Below the brand profiles, there is a section titled 'ALERTS for your Facebook brands and the "Automotive" sector in the last 7 days'. This section contains three columns of text providing specific insights: the number of fans added, the highest fan growth rate among monitored brands, and the best engagement among monitored posts.

Brand	Logo	Likes	New Likes (last 7 days)	Geo Focus	Sector	Action
Chrysler		231,347	584	USA	Automotive	→ Detailed Analytics
Ford Motor Company		874,360	2,363	USA	Automotive	→ Detailed Analytics
General Motors		291,405	1,193	USA	Automotive	→ Detailed Analytics

ALERTS for your Facebook brands and the "Automotive" sector in the last 7 days

- 75,975. That's the number of fans these 15 brands added to their fan-base.
- With a growth rate of 3.1%, Nissan enjoyed the highest fan growth rate amongst the 15 brands you are monitoring. [See how they grew.](#)
- Among the 15 brands you are monitoring, Chevrolet was engaging best with their fans. [Learn more.](#)
- 2,499 new posts were written across these 15 'brand walls'. That's an average of 27.8 posts per day – per wall!
- 12,603,292 is the total number of fans across these 15 pages. Audi USA leads the pack with 3,826,997. [Learn more.](#)
- A post by Mazda struck a chord – with the best engagement amongst 15 posts by the 15 brands you are monitoring.

With **unmetric**

Dive deep into any brand

The screenshot displays the unmetric dashboard interface. At the top, there are navigation icons for unmetric, Facebook, and Twitter. The main header indicates the analysis is for 'Mercedes-Benz USA' over the 'last 7 days'. Below this, a navigation bar includes 'Overview', 'Fans', 'Engagement', and 'Content'. The 'Overview' section is active, showing 'About this Facebook page' for Mercedes-Benz USA, including location (USA), industry (Automotive), total likes (159,798), and new likes (2,388). A 'Company Overview' section provides background on MBUSA. The 'Activity in the last 7 days' section highlights 2,388 new fans, 88 posts, and 0 tags, each with a brief performance comparison. A 'Notes & Alerts' section lists key insights such as fan growth rate, industry averages, and engagement trends.

unmetric **f** **t**

Analysis of **Mercedes-Benz USA** for the **last 7 days**

← Overview Fans Engagement Content

About this Facebook page

Mercedes-Benz USA
USA Automotive
159,798 TOTAL LIKES **2,388** NEW LIKES (last 7 days)

Company Overview (from Facebook Page)
Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz and Maybach products -- including Mercede...

[Visit the Mercedes-Benz USA facebook page](#)

Activity in the last 7 days

2,388 New Fans
→ Fan base grew faster than the average Automotive Facebook page

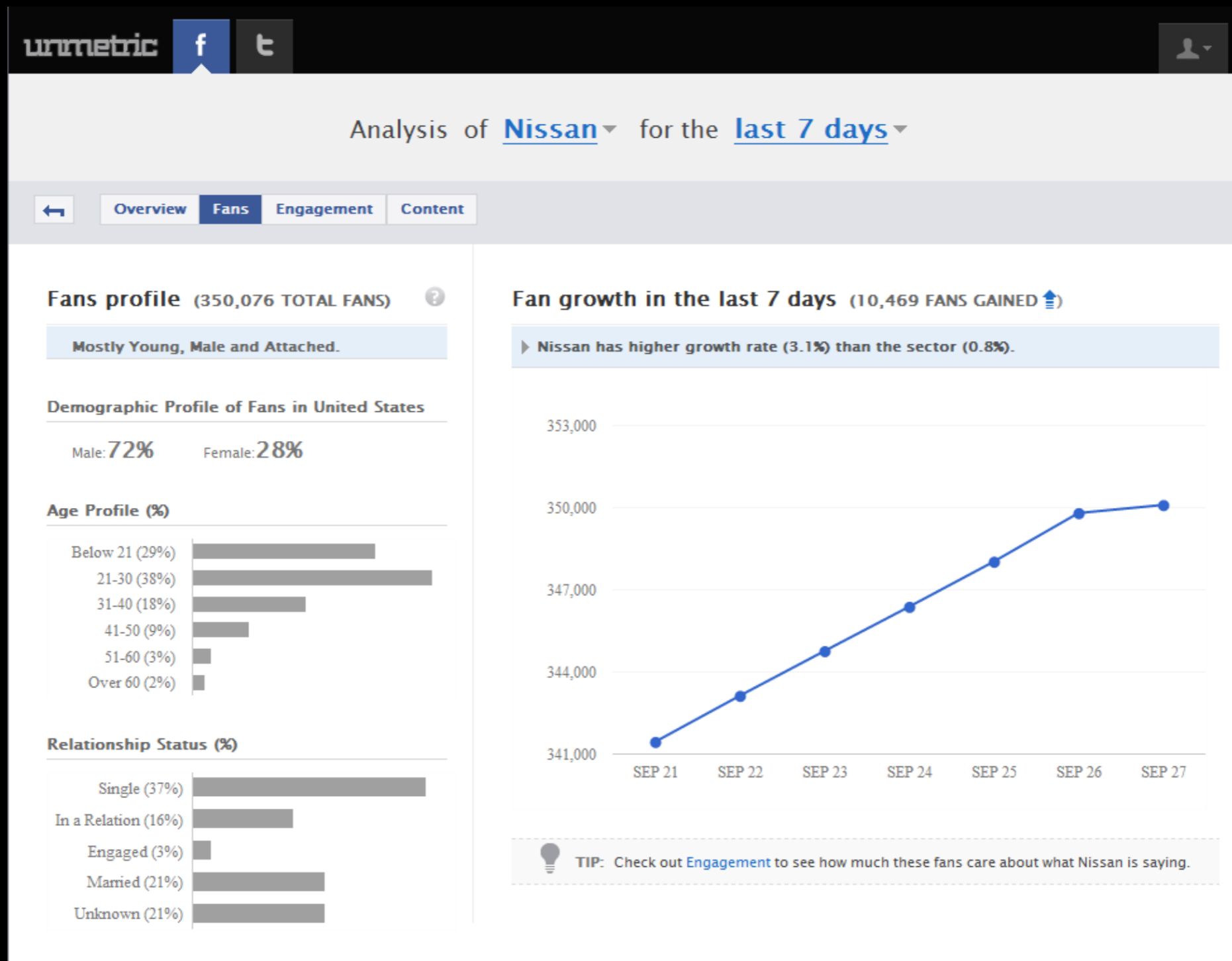
88 Posts
→ The engagement (with fans) for these posts was below average

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

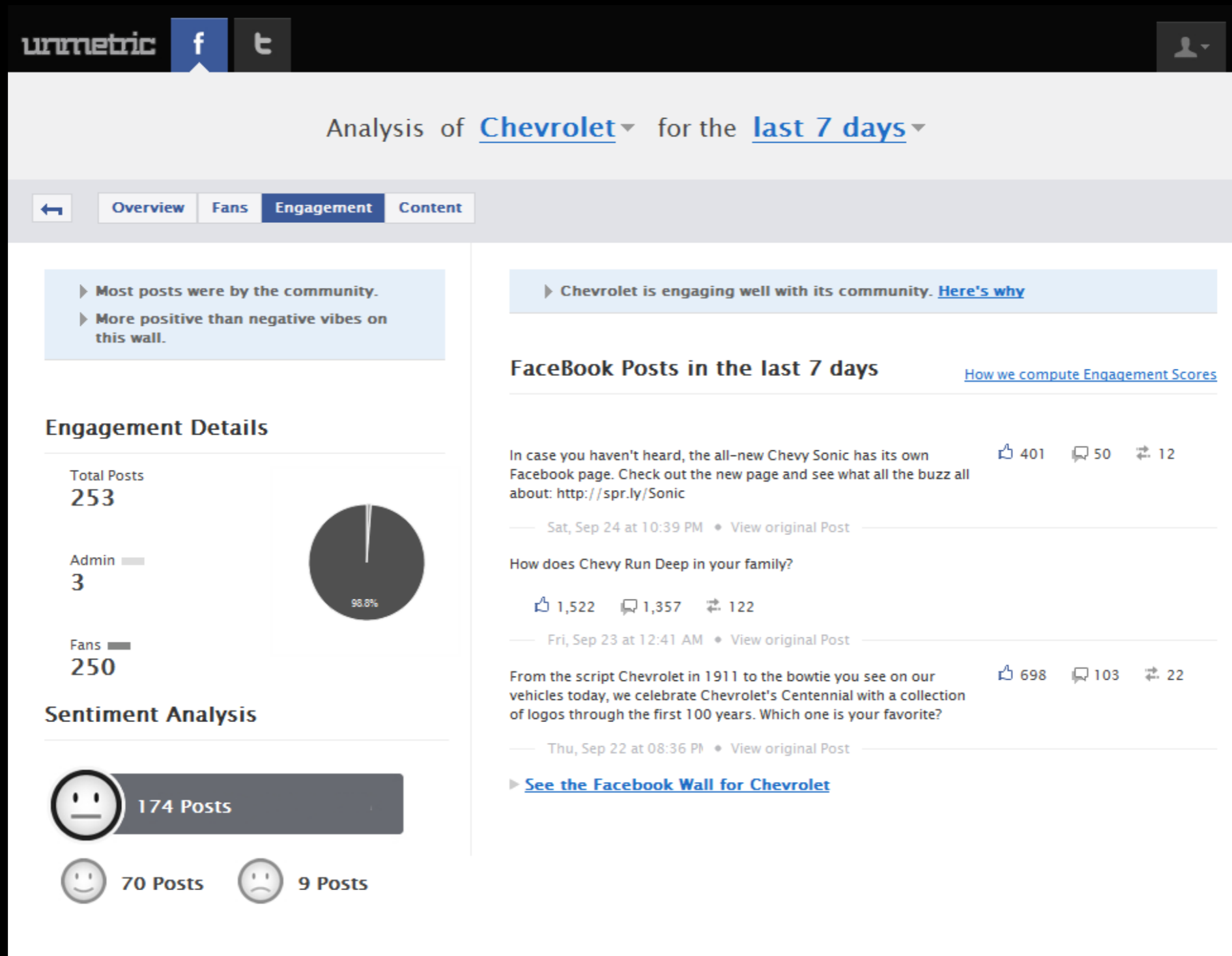
Notes & Alerts (What's this?)

- Last week, **Mercedes-Benz USA** ramped up its fan-base much faster than usual. [See how they're growing.](#)
- The average **Automotive** page added **2,002** fans in the last 7 days.
- A recent post by **Mercedes-Benz USA** saw much better engagement than usual. [See what it is.](#)
- 8.3%** of the time, **Automotive** Facebook pages talked about themselves!

Study their Fan Growth and Fan Profile...



...and their Rules of Engagement



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

Overview Fans **Engagement** Content

► Most posts were by the community.
► More positive than negative vibes on this wall.

► Chevrolet is engaging well with its community. [Here's why](#)

Engagement Details

Total Posts
253

Admin
3

Fans
250

99.8%

Sentiment Analysis

😊 174 Posts

😊 70 Posts 😞 9 Posts

Facebook Posts in the last 7 days

[How we compute Engagement Scores](#)

In case you haven't heard, the all-new Chevy Sonic has its own Facebook page. Check out the new page and see what all the buzz all about: <http://spr.ly/Sonic> 👍 401 💬 50 🔗 12

Sat, Sep 24 at 10:39 PM • [View original Post](#)

How does Chevy Run Deep in your family? 👍 1,522 💬 1,357 🔗 122

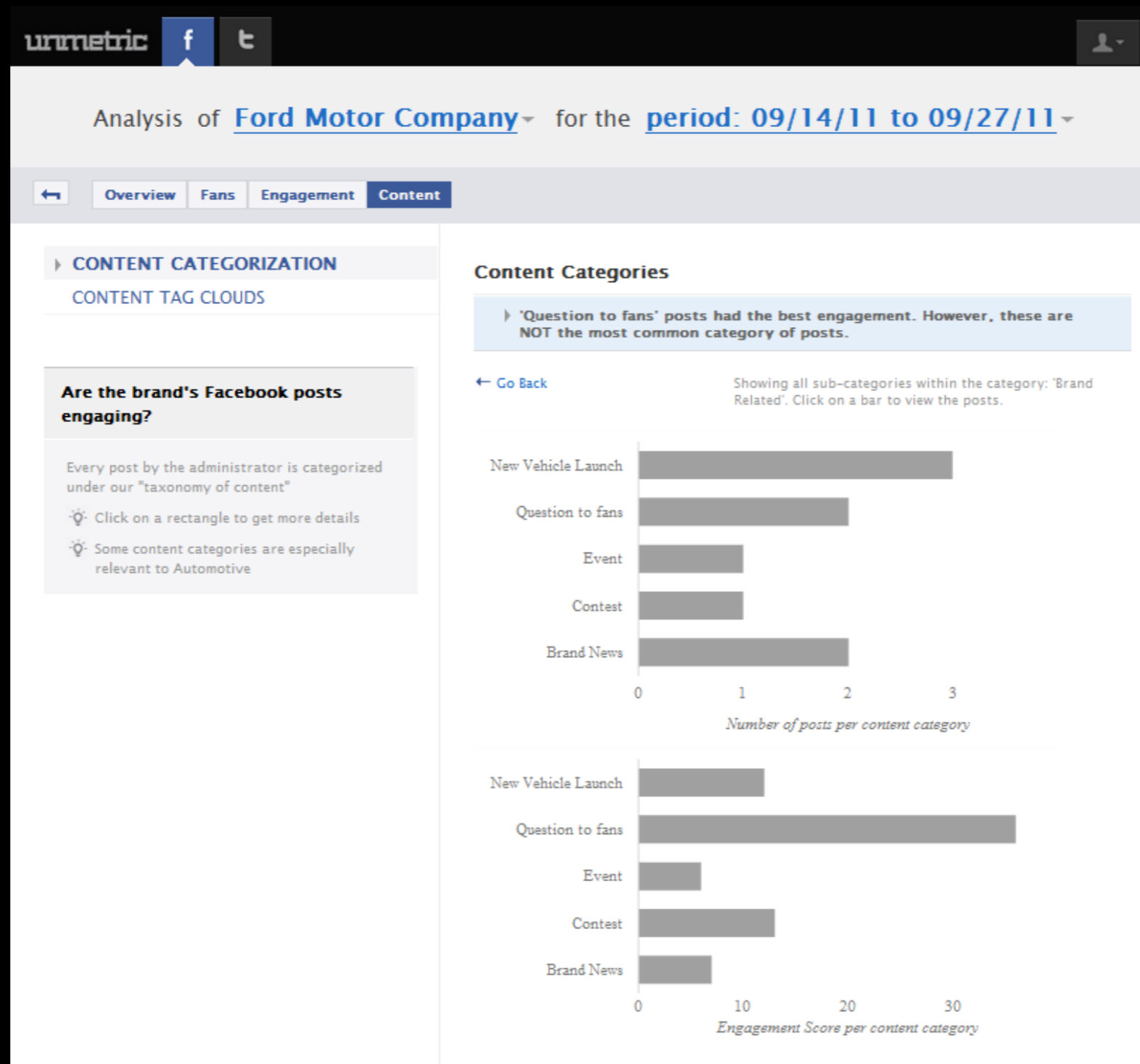
Fri, Sep 23 at 12:41 AM • [View original Post](#)

From the script Chevrolet in 1911 to the bowtie you see on our vehicles today, we celebrate Chevrolet's Centennial with a collection of logos through the first 100 years. Which one is your favorite? 👍 698 💬 103 🔗 22

Thu, Sep 22 at 08:36 PM • [View original Post](#)

► [See the Facebook Wall for Chevrolet](#)

Dissect their Content Strategy like never before



With unmetric

Dissect their Content Strategy like never before

The screenshot displays the Unmetric web application interface. At the top, there are navigation tabs for 'unmetric', 'f' (Facebook), and 't' (Twitter). Below this, the main header shows 'Analysis of Ford Motor Company for the period: 09/14/11 to 09/27/11'. A secondary navigation bar includes 'Overview', 'Fans', 'Engagement', and 'Content' (which is selected). On the left side, under 'CONTENT CATEGORIZATION', there is a 'CONTENT TAG CLOUDS' section with a sub-section titled 'Not just another word in the wall'. This section contains a paragraph explaining the NLP algorithm used and two tips: 'Select/Unselect "Ignore Fan posts" to get more insights' and 'Select a larger time period to get more relevant insights.'. The main content area on the right features a 'Content Tag Cloud' with a checked 'Ignore Fan Posts' option. The tag cloud contains various words and phrases, with 'Mustang Customizer, a tool that allows' and 'Using just the image Wall Photos' being the most prominent. Other notable tags include 'Car', 'Fiesta ST', 'Concept', 'Focus ST', 'mud pit', 'and model', 'week', and 'year'.

Analysis of Ford Motor Company for the period: 09/14/11 to 09/27/11

← 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

Battle Chief Technology Officer **Concept**

Car Congratulations Creative Design

Facebook Fan **Fiesta ST** **Focus ST**

GeekBeat IAA Lloyd Mays

Mustang Customizer, a tool that allows

People Photo was uploaded by Mike President

Ryan ST performance Thunderbird

Using just the image Vice Vote

Wall Photos Yesterday display at the Frankfurt

Motor Show **favorite** **global**

images of the Ford Evos concept launched the Mustang

mud pit nemesis, customizing multiple

suspension wise technology that we use everyday

trivia question vehicle with Paul Mascarenas, Ford's Chief

vehicles and recruiting friends **week** **year**

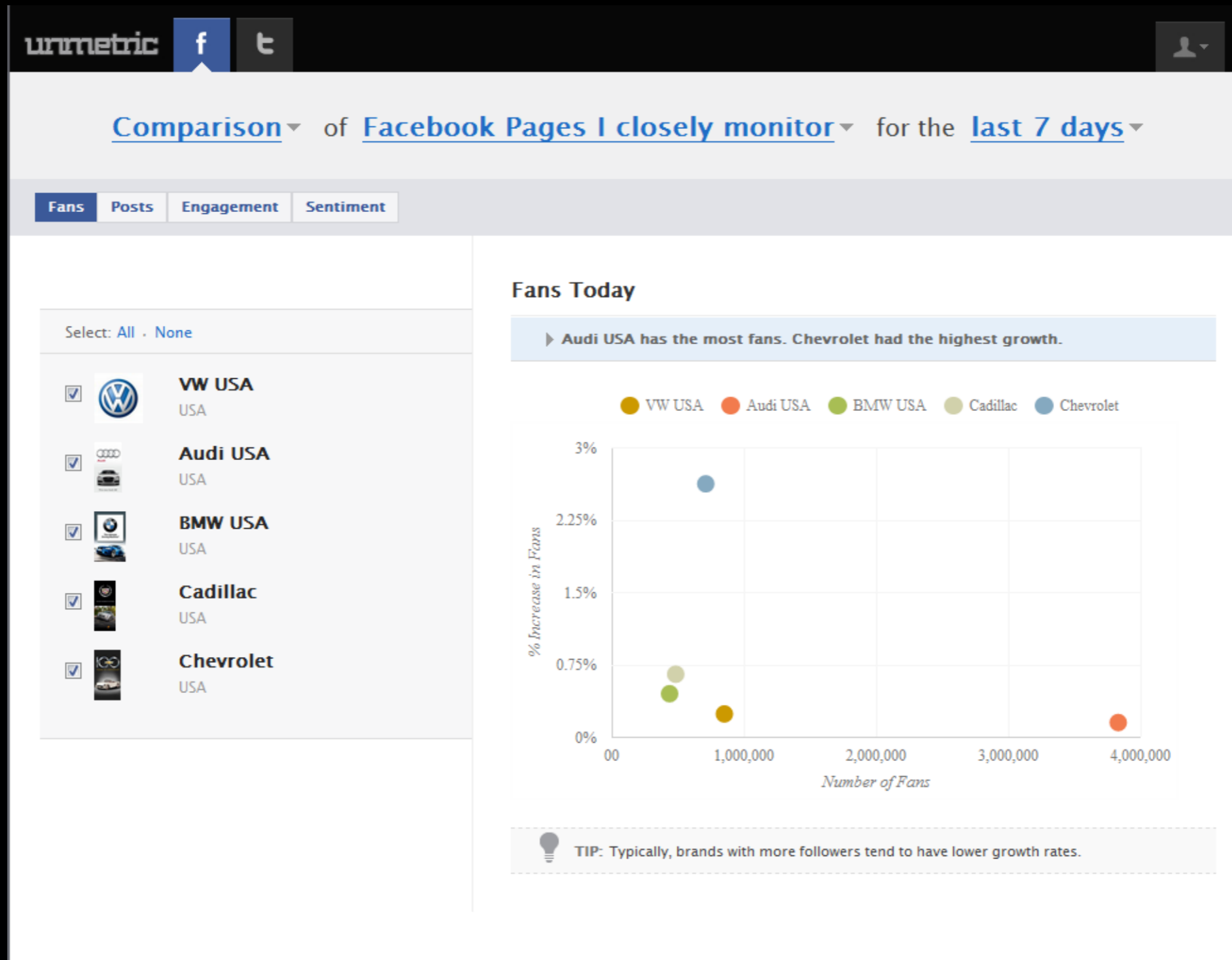
and model

With unmetric

Compare what matters on

facebook.

Compare Facebook fans and...



With unmetric

Compare Facebook fans and... engagement and more

unmetric f t

Comparison of Facebook Pages I closely monitor for the last 7 days

Fans Posts Engagement Sentiment

Select: All · None

-  **VW USA**
USA
-  **Audi USA**
USA
-  **BMW USA**
USA
-  **Cadillac**
USA
-  **Chevrolet**
USA

Engagement in the last 7 days

[How we compute Engagement Scores](#)

► Chevrolet engaged best with its fans.

Brand	Engagement Score (approx.)
BMW USA	15
Chevrolet	48
Cadillac	10
Audi USA	32
VW USA	15

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...

unmetric

twitter summary of a brand

The screenshot shows the Unmetric interface for a Twitter account analysis. At the top, there are navigation icons for Unmetric, Facebook, and Twitter. The main header indicates the analysis is for '@Audi' over the 'last 7 days'. Below this is a navigation bar with tabs for 'Overview', 'Follower & Followee', 'Frequency & Timing', and 'Analysis of Replies'. The 'Overview' tab is selected.

About this Twitter ID

@Audi
USA | Automotive

137,416 TOTAL FOLLOWERS
12,262 NEW FOLLOWERS (last 7 days)

Bio (from twitter.com)
Audi of America. Luxury has progressed – our team, @andywhitedc, @bradstertz, @thepaulmeyers, Lexi & Doug, will help show you where we're taking it.

Active since: Mar 30, 2009

[Visit the @Audi twitter account](#)

Activity in the last 7 days

12,262 New Followers
→ Follower base grew faster than the average Automotive Twitter account

→

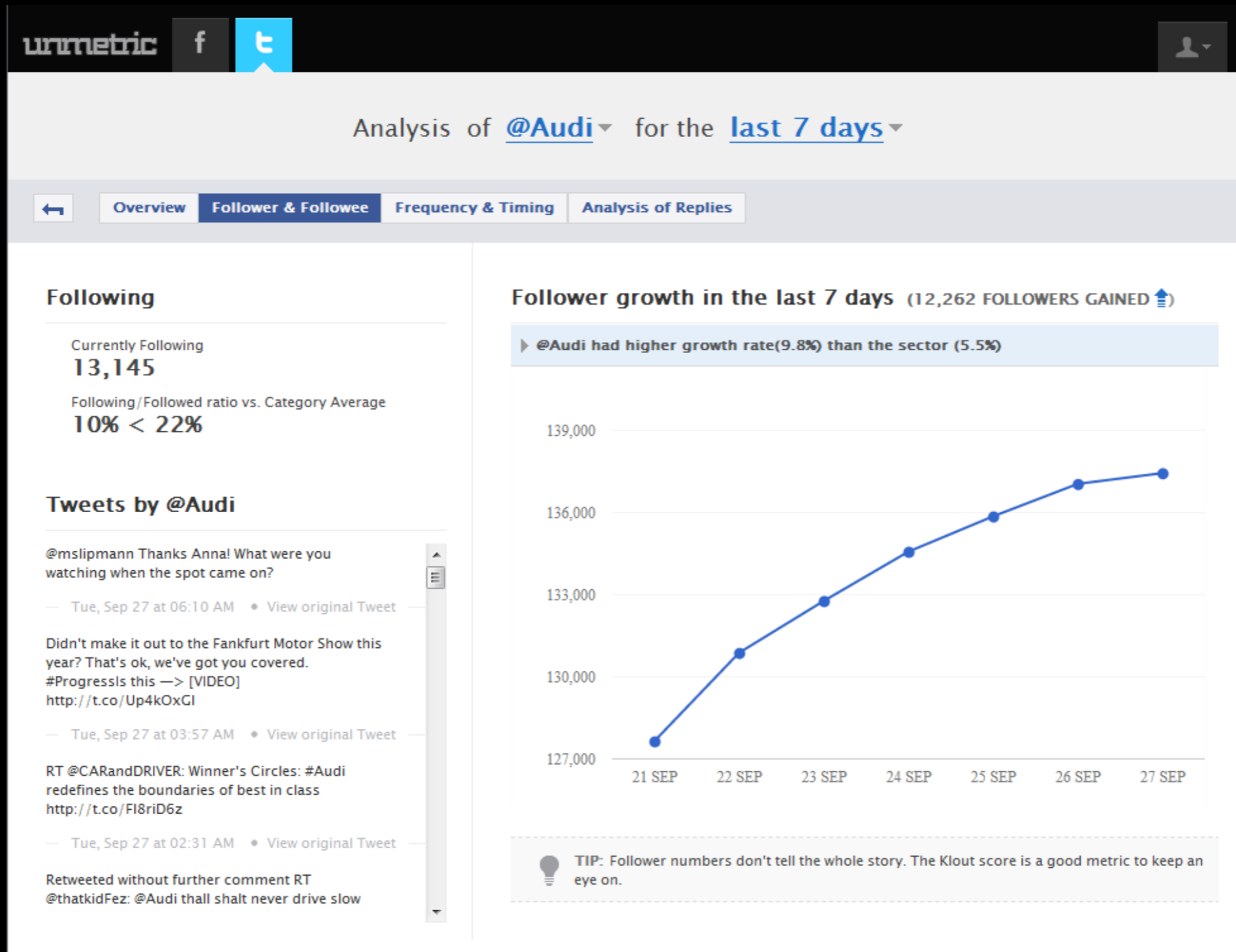
44 minutes
→ That's the Average Reply Time (ART) for @Audi

KLOUT Score (What's this?)

72 See analysis of @Audi at klout.com

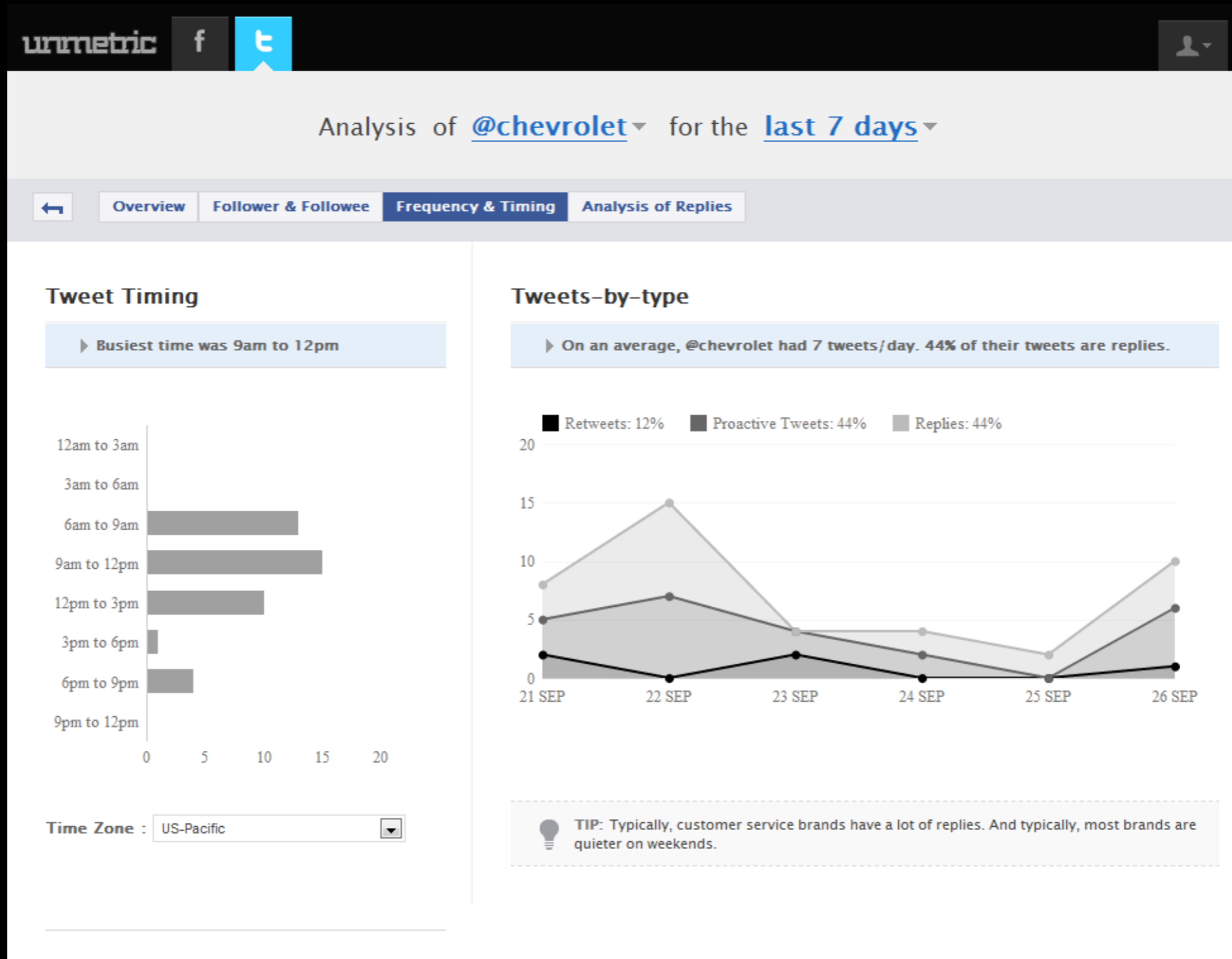
We have...

follower growth & followee ratio



We have...

tweet timing (in various ways)



and lots more, including...

@reply metrics: in depth

unmetric f t

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

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

Sentiment of Queries

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

52% of the queries were neutral

47% positive 0% negative

Sample Queries & Replies

Response Time: 16 minutes

@RobbyDeGraff at 11:51 PM on 09/26/2011
@chevrolet the headlights just give it such an aggressive look, I remember seeing that concept at the CIAS in 2010 and loved it

@chevrolet at 12:08 AM on 09/27/2011
@robbydegraff Great feedback. Thanks again, Robby.

[<< Previous Tweet](#) [Next Tweet >>](#)

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, @chevrolet replied in 1hr, 46min

Reply Time Range	Percentage
Within 15 mins	~45%
15 mins to 1 hour	~30%
1 hour to 24 hours	~10%
More than 24 hours	0%

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 unmetric interface for comparing Twitter followers. At the top, there are navigation icons for Facebook and Twitter. The main heading is "Comparison of Twitter IDs I closely monitor for the last 7 days". Below this is a tabbed menu with "Followers" selected. On the left, a list of brands is shown with checkboxes: Audi (@Audi), Cadillac (@Cadillac), Chevrolet (@chevrolet), Ford Motor Company (@Ford), and Volkswagen (@VW). On the right, a scatter plot titled "Total Followers" shows the percentage increase in followers for each brand. The x-axis is "Number of Followers" (0 to 160,000) and the y-axis is "% Increase in Followers" (0% to 12%). A legend identifies the brands by color: Audi (yellow), Cadillac (orange), Chevrolet (green), Ford (light green), and VW (blue). A tip at the bottom states: "TIP: Typically, brands with more followers tend to have lower growth rates."

Comparison of Twitter IDs I closely monitor for the last 7 days

Followers | Followees | Frequency | Timing | Replies | Sentiment | Klout

Select: All · None

- Audi @Audi
- Cadillac @Cadillac
- Chevrolet @chevrolet
- Ford Motor Company @Ford
- Volkswagen @VW

Total Followers

► @Audi has the most followers. @Audi had the highest growth.

● @Audi ● @Cadillac ● @chevrolet ● @Ford ● @VW

Brand	Number of Followers (approx.)	% Increase in Followers (approx.)
@Audi	140,000	10.5%
@Cadillac	15,000	4.0%
@chevrolet	35,000	2.0%
@Ford	85,000	1.5%
@VW	40,000	2.5%

TIP: Typically, brands with more followers tend to have lower growth rates.

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, Facebook and Twitter icons, and a user profile icon. The main header indicates a comparison of "Twitter IDs I closely monitor" for the "last 7 days". Below this is a tabbed menu with "Timing" selected. On the left, a list of brands is shown with checkboxes: Audi (@Audi), Cadillac (@Cadillac), Chevrolet (@chevrolet), Ford Motor Company (@Ford), and Volkswagen (@VW). On the right, a chart titled "Timing of Tweets (%) in the last 7 days" shows the distribution of tweets across four time periods: 12AM-6AM, 6AM-12PM, 12PM-6PM, and 6PM-12AM. A callout box states "Most tweets happened between 6AM and Noon." The chart shows that for all brands, the 6AM-12PM period is the most active. A dropdown menu for "Current Time Zone" is set to "US-Pacific". A lightbulb icon and note at the bottom state: "The time zone shown above will apply to all brands you are analyzing."

Select: All · None

- Audi @Audi
- Cadillac @Cadillac
- Chevrolet @chevrolet
- Ford Motor Company @Ford
- Volkswagen @VW

Timing of Tweets (%) in the last 7 days

► Most tweets happened between 6AM and Noon.

Brand	12AM-6AM	6AM-12PM	12PM-6PM	6PM-12AM
@Audi	0%	~60%	~35%	~5%
@Cadillac	~10%	~40%	~45%	~5%
@chevrolet	0%	~65%	~25%	~10%
@Ford	~10%	~65%	~20%	~5%
@VW	0%	~55%	~40%	~5%

Current Time Zone: US-Pacific

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



unmetric

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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