

Chick-fil-A Facebook Plan

Table of Contents

Table of Contents	2
San Marcos, Wonder World	3
Kyle, Kyle Center	5
Nacogdoches	8
Lufkin	10
Analysis	12
Overall Takeaways	13
Community Engagement & Social Media Opportunities.....	14
Mock Post Concepts/Ideas	15

San Marcos, Wonder World

Name: Chick-fil-A San Marcos (TX)
Likes: 5.1k
Followers: 5.1k
Page: Fast food restaurant
Link: chick-fil-a.com/locations/tx/i-35-at-wonder-world
Star: 84% recommend (633 Reviews)
About: See Chick-fil-A San Marcos (TX)'s
Page creation: February 4, 2010



Post Engagement Overview:

The most popular posts are promotional ones featuring a single person holding or showcasing a product, as well as team member spotlights. These tend to get the most engagement with 4-6 likes per post, while the average post gets 0-2 likes. The account posts 1-3 times a month.

Cover Photo Trends:

The cover photo usually features promotional images or stock photos of chicken sandwiches.

Popular Photo Albums:

The most popular photo albums are “Dogs of Chick-fil-A,” “Cow Appreciation Day 2019,” and “Kids Costume Contest.” These albums feature high-quality photos, include pictures of cows, kids, families, or pets, and highlight interesting moments from events. Good lighting and inviting compositions also contribute to their popularity.

Unpopular Photo Albums:

The least popular photo albums are “Daddy or Mommy and Daughter Events,” “Dinner with the Cow,” and “Cow Appreciation Day 2017.” These albums often feature low-quality photos, repeated appearances of the same person, and poor lighting or composition.

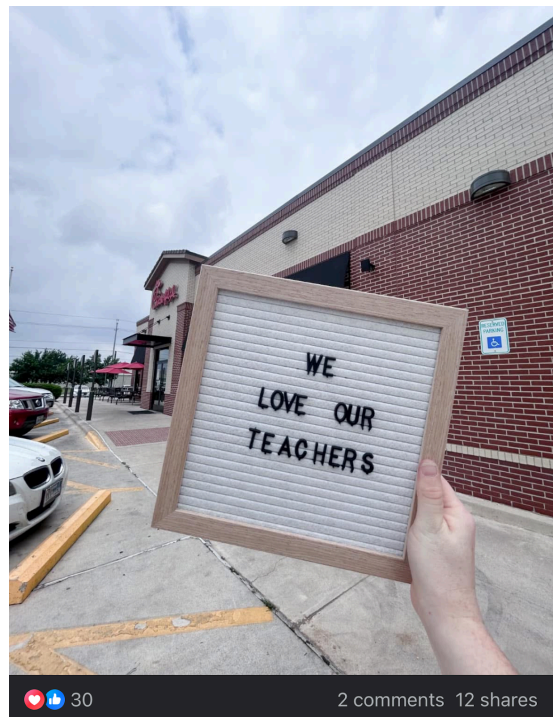
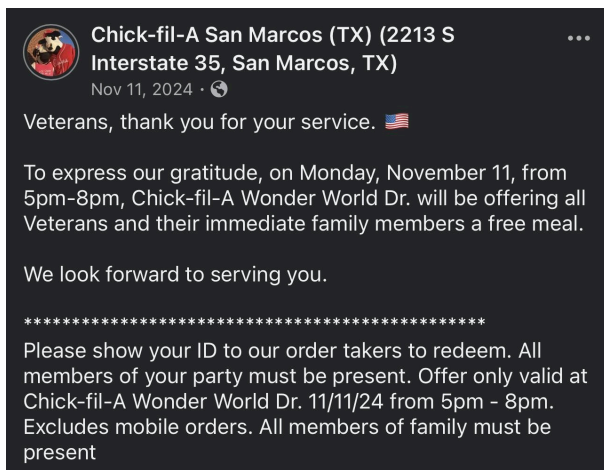
Event-Specific Feedback:

Some events, such as “Elizabeth’s 101st Birthday,” suffer from over-saturation, with too many repetitive photos (e.g., 18 photos with 0 likes). Contributing factors include audience age groups not using Facebook and an overwhelming number of posts diluting engagement.

Recommendations

1. Focus on popular themes like team member spotlights, promotional posts, and photos with dogs, families, or kids.
2. Ensure all photos are high quality, with good lighting and composition. Avoid low-quality or repetitive images.
3. Limit the number of photos per event and select only the best moments to highlight.
4. Expand on popular themes by creating new albums such as dog appreciation or community-focused promotions.
5. Post more promotional content featuring people and products, keeping the tone personal and visually appealing.

Successful Posts:



Kyle, Kyle Center

Name: Chick-fil-A Kyle (TX)

Likes: 9.3k

Followers: 9.5k

Page: Fast food restaurant

Link: [https://www.chick-fil-a.com/locations/tx/kyle?](https://www.chick-fil-a.com/locations/tx/kyle?utm_source=yext&utm_medium=link)

[utm_source=yext&utm_medium=link](https://www.chick-fil-a.com/locations/tx/kyle?utm_source=yext&utm_medium=link)

Star: 84% recommend (633 Reviews)

About: See Chick-fil-A Kyle's About Info

Page creation: January 15th, 2010



Post Engagement Overview:

The profile picture features a logo, with a history of showcasing different logos over time. The cover photo currently displays the “Number One Combo” but has previously featured other promotional foods and, at one point, an image of the store’s exterior.

Engagement rates on reels sit around 1-1.5%, with the most popular reels reaching 14,000 and 7,000 views. On average, reels receive 300-600 views, with 300 views being the usual base. The most popular videos feature people holding food, often paired with something eye-catching like a cow costume sitting humorously in a chair. The brand maintains consistent messaging and presentation across its posts.

Event Engagement Overview:

Popular events include Family Fall Fest, Dinner with Santa Cow, Chick-fil-A Kyle’s 9th Birthday, and Teacher Appreciation Day. These events draw attention and engagement through well-curated content that highlights fun and interactive moments.

Post Performance Insights:

Most posts receive 1-4 likes and 10-16 total engagements, with some of the most popular posts reaching 50-60 likes.

A standout post promoting Thanksgiving week deals achieved 55 likes, 9 comments, and 18 shares, making it one of the most successful posts in recent months.

Posts featuring events, smiling people, or celebrations tend to perform well. Successful examples include photos of people holding cookies, showcasing a football-themed 30-count nugget tray, or celebrating milestones.

The pink cow with a bow is a recurring element in popular posts, resonating with the audience and gives the brand an easily identifiable mascot.

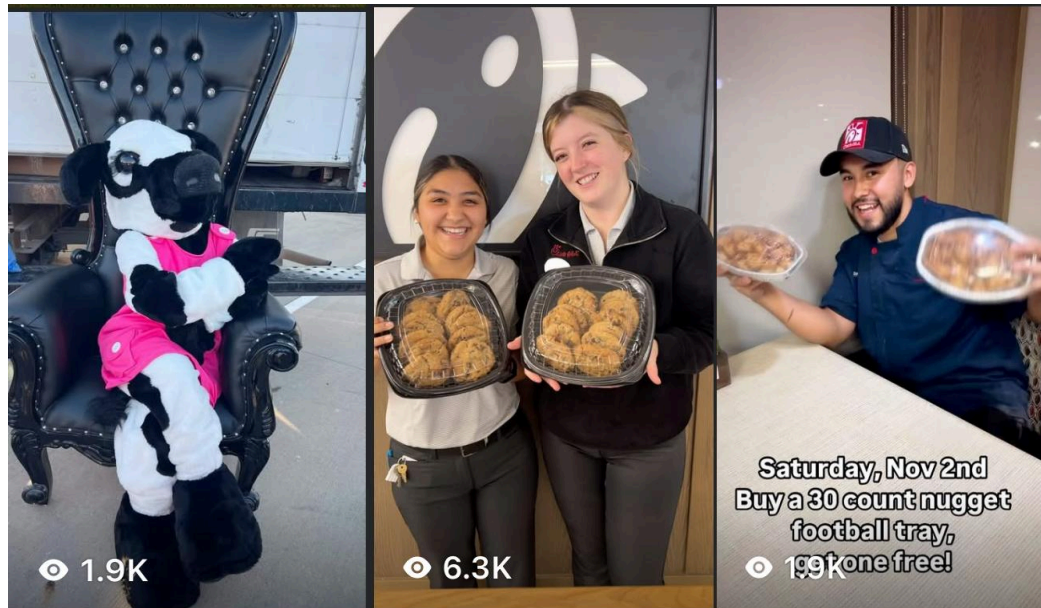
Content Trends:

The account excels in creating polished, clean photos that align with the brand's identity. Successful promotional posts often tie into events or offers, such as a football week deal where customers received free fries with a 30-count nugget purchase. These posts generate more likes, shares, and comments by appealing to the audience's love for free food and creating a sense of community.

Recommendations:

1. Highlight Promotional Offers: Continue running promotions tied to events or holidays, ensuring the use of smiling people and visually appealing food displays.
2. Leverage Popular Themes: Incorporate engaging elements like the pink cow, family-friendly events, and eye-catching costumes (e.g., cow costumes).
3. Maintain Quality and Consistency: Ensure all photos and videos are clean, polished, and on-brand, aligning with the current visual identity.
4. Capitalize on Event Success: Post-event highlights featuring celebrations and family moments consistently drive engagement. Focus on high-energy, community-driven posts.
5. Optimize Reels: Create more reels featuring people interacting with food or funny, lighthearted content to maintain high engagement rates.
6. Encourage Sharing: Add calls-to-action for sharing posts during promotions or events to amplify reach and increase overall engagement.

Examples of successful reels thumbnails:



Successful posts:

Chick-fil-A Kyle (5289 Kyle Center Dr, Kyle, TX)
 Nov 23, 2024 · 🌐

We are thankful for you!
 We love serving you at both of our Kyle locations!

WE ARE
THANKFUL FOR YOU!

So let us bless you with some free treats!

Monday, November 25th
 Buy an 8 count nuggets get one FREE from 2-5pm

Tuesday, November 26th
 Get a FREE cookie with purchase of any meal from 5-7pm

Wednesday, November 27th
 Buy a 30 count, get 2 large fries FREE from 2-7pm

Friday, November 29th
 Buy a chicken biscuit get one FREE from 6-10:30am



👍❤️ 55 9 comments 18 shares

Chick-fil-A Kyle (5289 Kyle Center Dr, Kyle, TX)
 Sep 5, 2024 · 🌐

Call to order for this Saturday, September 7th
 We are offering DOUBLE the food!

*Buy a SMALL nugget tray (64 nuggets) and get a SMALL nugget tray for free.

AND/OR

*Buy a SMALL cookie tray (12 cookies) and get a SMALL Cookie tray for free.

AND/OR

If you are feeling thirsty:
 *Buy a Gallon of TEA and get a Gallon of Tea for free.

This offer is good at either Kyle Chick-fil-A locations.
 To order, call the store OR stop by anytime this week.

This offer excludes online/mobile orders.

Chick-fil-A Kyle (5289 Kyle Center Dr, Kyle, TX)
 Nov 11, 2024 · 🌐

Happy Veteran's Day! 🇺🇸
 We love honoring our Veterans and military families! ❤️👍
 ... See more



👍❤️ 66 2 comments 4 shares



👍❤️ 34 6 comments 7 shares

Nacogdoches

Name: Chick-fil-A Nacogdoches (TX)

Likes: 6.9k

Followers: 7.2k

Page: Fast food restaurant

Link: https://www.chick-fil-a.com/locations/tx/nacogdoches?/tx/kyle?utm_source=yext&utm_medium=link

Star: 88% recommend (499 Reviews)

About: See Chick-fil-A Kyle's About Info

Page creation: May 13th, 2008



Demographics Overview

The primary audience for this account is a mix of millennials, college students, and parents. College students are likely the most active group due to the store's location in a college town. A significant portion of the followers consists of parents, particularly millennial and Gen X moms who engage regularly with the content. Additionally, about 25% of the followers are older adults, adding to the diverse demographic landscape of the account's audience.

Content Strategy and Trends

The account takes advantage of its location in a college town by leveraging social media savviness. Reels are a standout feature, frequently using popular sounds, current social media trends, and eye-catching thumbnails to encourage interaction. While the content stays trendy and appealing to younger audiences, it may not fully align with the preferences of other demographics.

Reels Performance

Reels consistently achieve high view counts, averaging 300-400 views per post, which highlights strong reach and visibility. However, the engagement rate remains low, ranging from 0.8-1.2%. This suggests a gap between the content's style and the audience's interests. While reels are optimized for Gen Z trends, a significant portion of the audience consists of millennials and Gen X parents, who may not connect as strongly with this type of content.

Performance Analysis

The account has several strengths, including consistent view counts and an engaging presence. Events and posts tied to holidays and seasonal celebrations tend to perform exceptionally well, demonstrating a strong ability to capitalize on timely content. However, low engagement rates on reels indicate room for improvement in aligning content with audience preferences.

Event Engagement Overview

Events tied to holidays or seasonal themes have been particularly successful. Promotions such as Dogs in the Drive-Through, Dinner with Santa, and the Fall Festival consistently drive strong engagement. These events highlight the importance of creating content that connects with the community and aligns with shared interests.

Content Trends

The account stands out by demonstrating personality and creativity compared to other stores. Events, giveaways, and family-friendly promotions resonate well with the audience. Expanding on these strengths with additional promotional days offering free food or discounts could further boost engagement and reach while reinforcing the store's connection to the community.

Recommendations

Tailoring content for broader appeal would help the account connect with its diverse audience. Posts that resonate with millennial and Gen X parents, such as family-friendly promotions, relatable humor, or nostalgic themes, could help increase engagement. Interactive content like polls, challenges, or giveaways would be effective in engaging Gen Z audiences more actively.

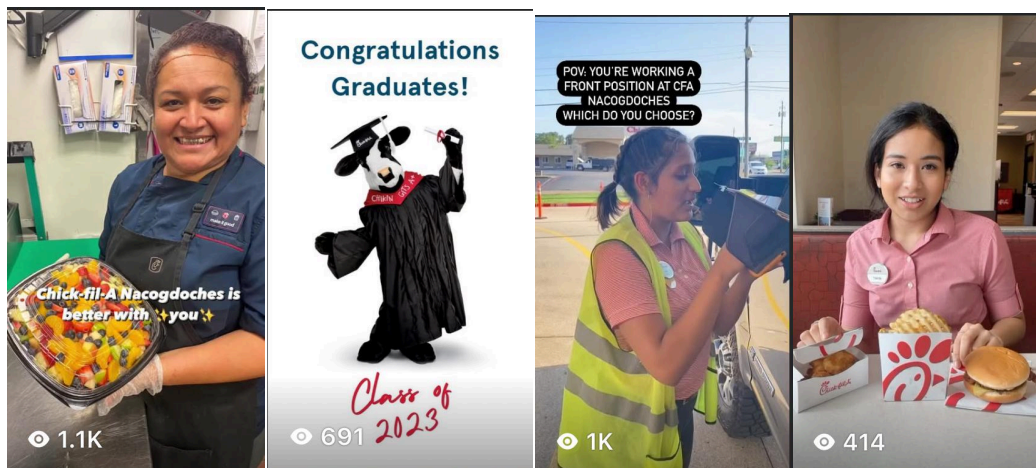
Experimenting with a mix of trendy and traditional content could appeal to a wider range of users. Incorporating strong calls-to-action (CTAs) in posts, such as "Tag a friend who'd love this!" would encourage more interaction.

Successful posts:

<https://www.facebook.com/share/r/15jm8gTnQz/?mibextid=wwXlfr>

<https://www.facebook.com/share/r/1BS6YzeBye/?mibextid=wwXlfr>

Successful thumbnails for reels:



Lufkin

Name: Chick-fil-A West Lufkin

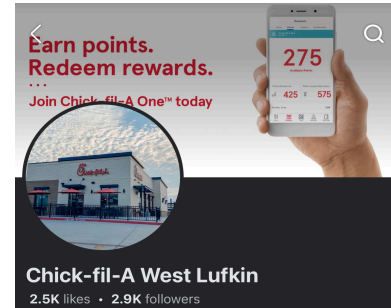
Likes: 2.5k

Followers: 2.9k

Page: Fast food restaurant

Link: https://www.chick-fil-a.com/locations/tx/west-lufkin?utm_source=yext&utm_medium=link

Page creation: October 1, 2021



Posting Patterns

The Lufkin account posts in sporadic intervals, with some months featuring 4 to 6 posts while others see up to 15. The most successful periods of engagement occur when posts are clustered within a single week, demonstrating the value of consistent and frequent posting.

Engagement Levels

Despite being a smaller account, Lufkin achieves the highest engagement compared to other stores. This could be attributed to a combination of local factors and strategic posting during key periods.

Demographics

The primary demographic engaging with the account consists of millennial and Gen X mothers, a trend seen across other stores. However, Lufkin also has notable engagement from Gen Z users, likely influenced by its proximity to Hudson High School. Additionally, a significant portion of the engagement comes from employees and their networks. Many users over the age of 25 who engage with the account are women with college educations, and many are SFA alumni, highlighting the store's connection to the local community.

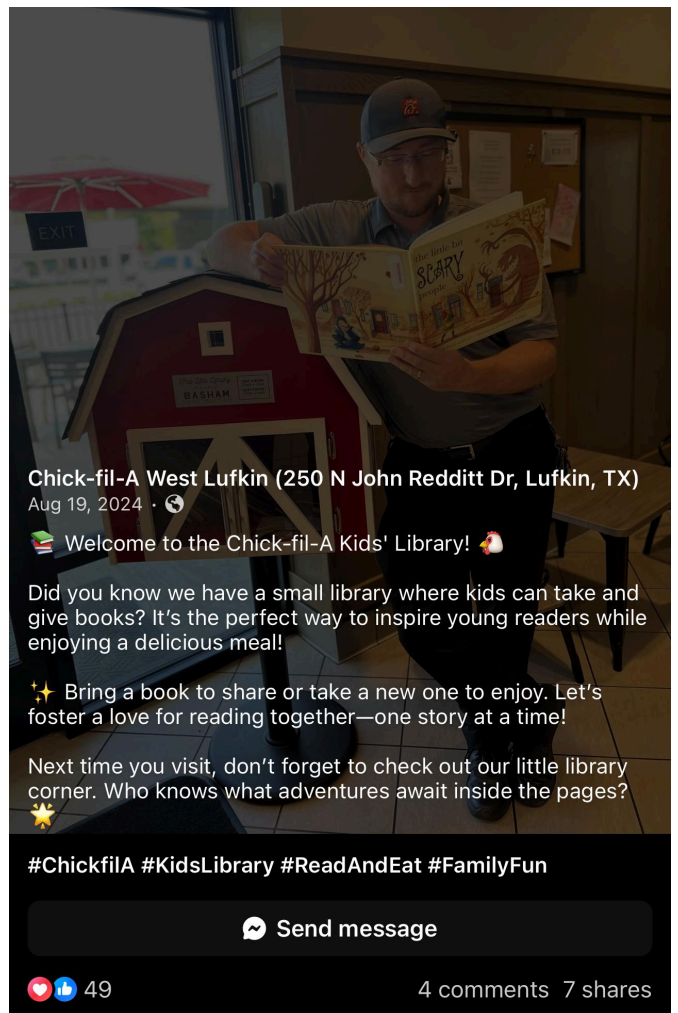
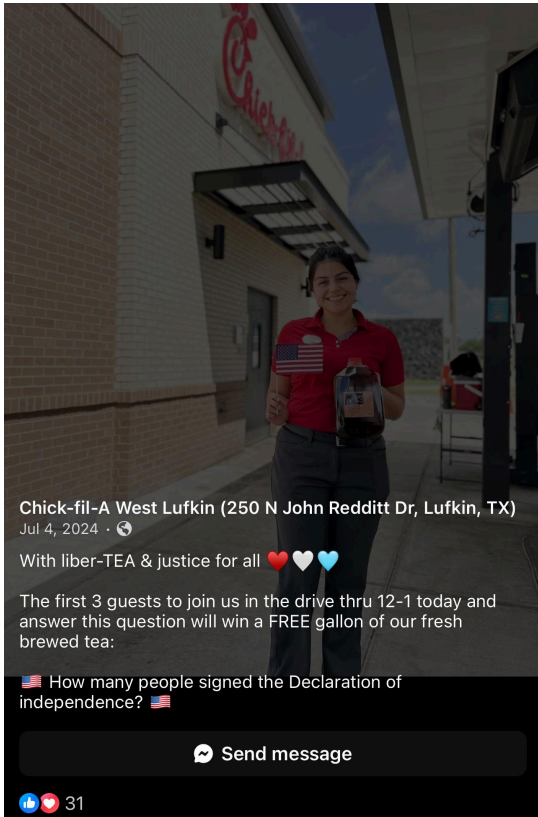
Potential Factors for Success

The account's success may also stem from its connection to younger audiences, as many of its workers appear to be high school students who are proficient in social media. These workers likely help boost engagement through their personal networks, including family and friends.

Recommendations

This account has strong potential for further growth. Increasing promotional efforts, such as offering free items during lunch breaks, which could attract more followers and foster a sense of connection with the store. Such incentives would encourage users to follow the page and engage regularly, maintaining and even boosting the store's engagement levels.

Successful posts:



Analysis

Kyle Chick-fil-A Analysis

The Kyle location excels in engagement through numerous promotions, which likely boost revenue. The location's demographic advantage plays a key role, as Kyle is home to a majority of middle-class earners aged 35-45 who align with Chick-fil-A's primary customer base. These factors allow the Kyle location to be more generous with promotions, further fueling its engagement. Their strategy highlights the power of targeted marketing that resonates with a specific audience.

Wonder World San Marcos Chick-fil-A Analysis

In contrast, the Wonder World San Marcos location demonstrates minimal effort in their social media strategy. With only four posts per month on average, their content lacks consistency and fails to engage meaningfully with their audience. While posts like Veterans Day and Teachers Day see success, they rarely go beyond these predictable themes. The lack of promotions, creative content, or community-focused marketing limits their ability to build engagement and brand loyalty.

Nacogdoches Chick-fil-A Analysis

The Nacogdoches page is visually appealing, with interesting thumbnails and a focus on reels. However, this location suffers from a demographic mismatch; their Gen Z-targeted content isn't resonating with their primary audience of Millennials and Gen X users. Despite decent video views, low engagement metrics indicate that their content doesn't align with audience preferences. While they're ahead in trend adoption, they need to adjust their reel strategy to better suit their actual followers.

Lufkin Chick-fil-A Analysis

The Lufkin location stands out for its employee-centric approach to content, which fosters automatic engagement by involving employees and indirectly drawing in their friends and family. Their captions are simple, with minimal emojis, and they use three to four hashtags per post. While Lufkin sometimes posts frequently in a month and gets great engagement, their inconsistent posting schedule (with some months seeing only five posts) might be a drawback. Despite a smaller reach, the page has a loyal base that interacts regularly with its posts.

Overall Takeaways

The key to driving engagement across these locations lies in consistency, authenticity, and aligning content with audience demographics. People respond well to free food, smiling employees, and posts tied to holidays or community events. For example, promotions like “Buy a 30-count nugget, get two fries free” paired with themed visuals can spark engagement. Community-focused content—such as collaborations with local schools, sports teams, or churches—further integrates the page into the community, increasing shares and visibility.

Improvements for the Current Store

To improve engagement for your store, consider adopting a strategy that incorporates the strengths of the Kyle and Lufkin locations while avoiding the pitfalls seen in San Marcos and Nacogdoches. Focus on employee-centered posts, ensuring they feature smiling, authentic interactions with products or promotions. Simple captions with minimal hashtags will keep the tone professional and approachable.

Promotions tied to events or holidays, like Veterans Day or football season, can draw significant engagement. Include community-focused posts featuring local groups, such as schools or sports teams, to integrate your store into the broader community. While reels and trendy visuals can be effective, ensure they align with your audience’s demographic to avoid the mismatch seen in Nacogdoches.

Finally, keep the brand image consistent and professional while being authentic and inviting. Monitoring Facebook insights regularly will help refine the audience’s preferences, allowing you to adjust content to maximize engagement. By focusing on these strategies, your store can develop a loyal following and achieve sustained growth on social media.

Community Engagement & Social Media Opportunities

To strengthen connections with local communities and boost engagement across all locations, here are a few applicable tactics:

- **Highlight Local Heroes:** Share stories about standout employees, regular customers, or community leaders who inspire others. This fosters goodwill and deepens ties with the community. An example could be every few weeks you could do an employee appreciation post.
- **Seasonal & Themed Posts:** Increase engagement by tying content to seasonal events, holidays, or national observances. Encourage followers to participate by sharing photos or tagging friends for a chance to win exclusive discounts.
- **Interactive Content:** Use polls, trivia, or challenges to drive engagement. Examples include “Vote for your favorite Chick-fil-A sauce” or “Guess how many nuggets are in this tray.”
- **Local Event Tie-Ins:** Partner with nearby schools, businesses, or sports teams to co-promote events and create exclusive offers, such as “Show your game ticket for 10% off.”
- **Information Posts:** At some point you will have to make posts showcasing events or giving information on an event. Using apps like Canva can help you design a post that looks formal and professional, but aesthetically pleasing and inviting. Make sure to keep these posts consistent in design to avoid diluting the brand aesthetic.
- **Key traits that get likes:**
 - Dogs
 - Smiling faces
 - Free and promotional food/deals that tie in with a holiday or seasonal theme
 - Cow costume paired with something unique (the Kyle cow with pink bow)
 - Good lighting, making sure product or theme of post is in middle of frame in focus, and high quality
 - Avoid underposting, keep posting consistent, increasing posts during holiday months is opportunities arise


Mock Post Concepts/Ideas

Mock Post 1:

Post Type: Promotional Post

Image: A smiling employee handing out a freshly prepared chicken sandwich to a customer at the drive-thru.

Caption:

 Lunch rush? No problem! At Chick-fil-A South Loop, we're here to get you in and out quickly without skipping a beat. Whether it's a quick stop or your daily pick-me-up, we're on it. Swing by, grab your fave, and let us take care of the rest. #LunchRushDoneRight #SpeedyService #ChickfilaSouthLoop

Engagement Prompt:

Tag a friend who's always in a rush but can't skip the Chick-fil-A experience! 🐔

Mock Post 2:

Post Type: Community Event Promotion

Image: A group of employees wearing team shirts at the Alzheimer's Walk event, all with big smiles and holding up a banner saying "Chick-fil-A South Loop".

Caption:

Giving back to our community is at the heart of what we do. ❤️

We're proud to have participated in the Alzheimer's Walk, showing up and supporting those who need it most. A huge thank you to all our team members who joined us in making a difference. Let's keep supporting one another, South Loop! 🙌 #CommunityStrong #GivingBack #ChickfilaCares

Engagement Prompt:

Drop a comment if you've participated in a charity walk or event before! We love seeing the support in our community. ✨

Mock Post 3:

Post Type: Employee Spotlight

Image: Close-up of an employee at the register, smiling and handing a customer their order, with the “Thank you for choosing Chick-fil-A” tagline visible in the background.

Caption:

Meet Carla! 🙌 Carla has been with us for 3 years, and she’s always making sure every customer leaves with a smile. Whether she’s greeting you at the counter or serving up your favorite meal, Carla’s the friendly face that makes our Chick-fil-A family so special.

Next time you’re here, say hi to Carla and thank her for being awesome! 🙌 #EmployeeSpotlight #ChickfilaFamily #ThankYou

Engagement Prompt:

Got a favorite team member at our store? Let them know in the comments!

Mock Post 4:

Post Type: Drive-Thru Focused

Image: A picture of a busy lunchtime drive-thru with a well-organized line, showing cars moving efficiently.

Caption:

Busy day? We’ve got you covered! 🏃🏻‍♂️💨 At Chick-fil-A South Loop, we know your time is valuable, and we’re committed to getting you your meal fast and hot. Whether you’re in a hurry or just want to enjoy a quick meal, our drive-thru team is ready to serve you with a smile.

Come see why our drive-thru is the fastest in town! 🚗💨 #DriveThruPro #FastAndFresh #ChickfilaSouthLoop

Engagement Prompt:

Tell us your go-to drive-thru order! We’ve got a feeling you’ll be back for more. 🍟🥤

Mock Post 5:

Post Type: Fun/Community Engagement

Image: A team photo with employees holding signs that say “We love South Loop!” in front of the store.

Caption:

We don't just serve food—we serve smiles. 😊 The Chick-fil-A South Loop team is here to brighten your day and make your meal something special.

Whether you're picking up your usual order or trying something new, we've got you! Come by and experience the difference.

#WeLoveSouthLoop #Teamwork #ChickfilaFamily

Engagement Prompt:

What's your favorite thing about Chick-fil-A? Share with us in the comments! 🐔❤️

Mock Post 6:

Post Type: New Menu Item or Limited-Time Offer

Image: A close-up of a new chicken sandwich with a special sauce, served with crispy fries and a drink on the side.

Caption:

Ready to spice up your lunch? 🔥 Say hello to our NEW [Menu Item Name]! Packed with flavor and served fresh, this is one you won't want to miss.

Get it while it lasts—available for a limited time only! #NewFlavors #ChickfilaSouthLoop #LimitedTimeOffer

Engagement Prompt:

Tag a friend who loves trying new things! Who's ready to give this a go? 👁️👁️