

**Social Media Audit: Bright Eye Brewing**

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## Executive Summary

This social media audit for Bright Eye Brewing will examine its platforms, content and engagement. These findings uncover what social media outlets they use, poor engagement numbers, their posting consistency and the positives and negatives of each media platform. Using the significant strengths, weaknesses, opportunities, and threats (SWOT) techniques, it delves deeper into each specific section. Through SWOT, the key findings were Bright Eye's popularity, ideal target audience based on social media, need for better photos or editing of the photos, collaborating with companies or hosting special events, and to beware of other competitors as potential threats. As this paper continues on, it will explore a more in-depth analysis of Bright Eye Brewing's online presence.

## Introduction

The company that will be analyzed is Bright Eye Brewing. They are a local brewery and restaurant on North Shore, Kamloops. In British Columbia, "...craft beer went from being on the fringes of society to being a mainstream aspect of daily life" within the last decade (BeerMeBC, 2019). In 2015, there was an estimated total of 86 breweries in British Columbia, and as of March 2019, that number doubled to 172 breweries (BeerMeBC, 2019). Kamloops itself has seven breweries, such as Alchemy Brewing, Bright Eye Brewing and Iron Road Brewing. From 2019 to 2020, breweries increased by 15% (Beer Canada, N.D). However, during the pandemic, these breweries saw a massive loss in revenue and customers, causing some breweries to close permanently.

This analysis examines how Bright Eye continues to be successful, not only in the kitchen but online, too. This paper will analyze how Bright Eye uses social media, its strengths and weaknesses, and how it can improve its online presence.

### Client Background

Bright Eye Brewery is a local brewery and restaurant on North Shore, Kamloops and opened in October of 2019. They sell their craft beers and other local beers from British Columbia and Canada. Even though they are a brewery, the inside is a restaurant where customers can order from their ever-changing menu. Because Bright Eye is treated as a restaurant instead of a pub, it is family-friendly and will allow children to dine, even dogs, during the summertime.

Their website lists their Covid-19 measures, drink and food menu, contact information, hours of operation, and Facebook and Instagram. They do not have a mission statement; however, on Google, they have a statement on their fact panel. The statement reads, "Bright Eye is a small tasting room, with fresh, ever-changing variety of innovative beers served right from the tanks they were made in. Bright Eye Brewing is a new generation of brewery, using the lessons learned from the last wave of massively successful craft breweries. Bright Eye brews small batches with unique, diverse offerings. Our brewery & restaurant are focused on our community in North Kamloops" (Bright Eye Brewing, N.D).

## Social Media Audit

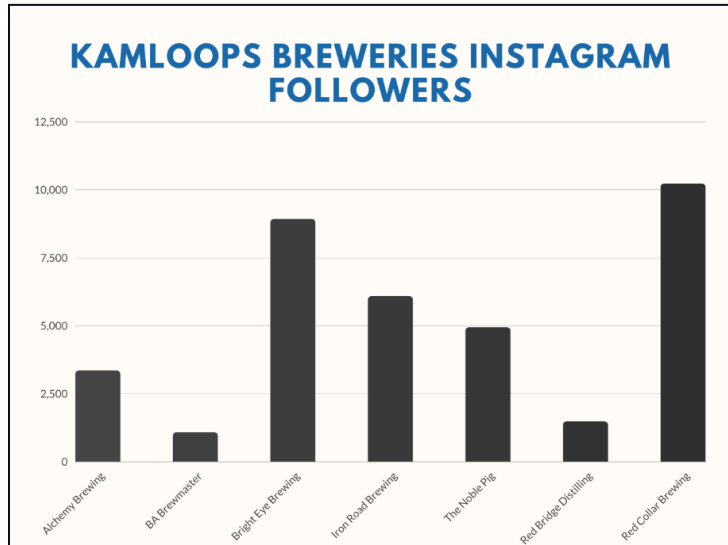
Bright Eye Brewing is active on Facebook and Instagram and posts almost daily. Some strengths of their Facebook page includes its contact information, address, website and hours of operation. The weaknesses on their Facebook are that they rarely interact with comments, and some captions describing their food or drinks are too wordy. Instagram's strengths include its hours of operation, links to the website in the bio and aesthetically pleasing. The weaknesses are that they do not post fewer events than their Facebook, and the captions are too wordy. Even though there are weaknesses for both social media platforms, the strengths outshine the negatives.

Focusing on what Bright Eye posted in October, they have posted sixteen times on Facebook and twelve times on Instagram. Their posts on both social media sites consist of weekend features, new beers, menu updates and news/announcements. However, on Facebook, there are more posts about special events happening at the restaurant. On Instagram, they have three pinned posts. These posts consist of their "Hoppy Hour" times, Trivia Tuesdays, and their Best of Kamloops Awards they won in 2023. While their posts are consistent, they could improve their messaging consistency. The only time there is messaging is the captions they post; they hardly reply to comments unless they answer a customer's question.

Bright Eye has pretty good engagement from a following standpoint. On Facebook, they have 5.3k followers and 8.9k followers on Instagram. Referring to Figure 1, Bright Eye is the second most followed Kamloops brewery on Instagram. Based on the Facebook posts from

October 1st-17th, they have averaged 20 likes, 3 comments and 4 shares per post. The engagement from their followers is okay, but it could be more compared to how many followers

**Figure 1**  
Amount of Instagram Followers Kamloops breweries Have

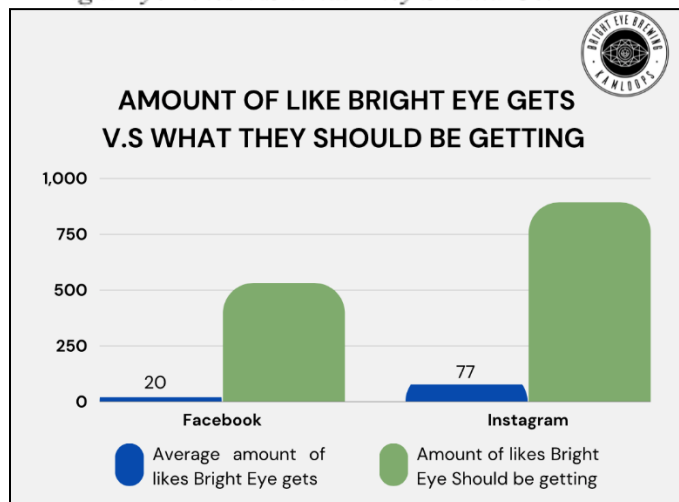


they have. Realistically, the goal for likes to follower ratio is usually around 10%. This means they should be hitting around 500 likes per post. However, on the website Medium, one author says that if a page "has around 5000 followers, you are going to get around 2000 likes..." which is not the case for Bright Eye (Hudson, 2021).

Bright Eye's Instagram has a more significant following, so it is expected to get more interaction; however, that is not the case. Based on the Instagram posts from October 1st-17th, they average 77 likes and 1 comment, which is a little when considering their 8.9k followers. Applying the 10% ratio calculation, their Instagram page fails. They are not reaching 1% of likes based on their follower count. For both social media accounts, they need more engagement,

especially Instagram. Figure 2 visually shows the gap between

**Figure 2**  
Bright Eye Likes V.S What They Should Get



their likes and the target goal.

While this company has a strong follower count for both platforms, it lacks user engagement. This is abnormal since they consistently post on their social

media. These numbers could reflect poorly because it only includes the posts from October 1st-17th, but the numbers could be different if it focused on all of September.

### SWOT Analysis

This section will break down the SWOT on Bright Eye's Facebook and Instagram. The purpose of this SWOT analysis is to "analyze what... [a] company does best now, and to devise a successful strategy for the future" (MindTools, N.D).

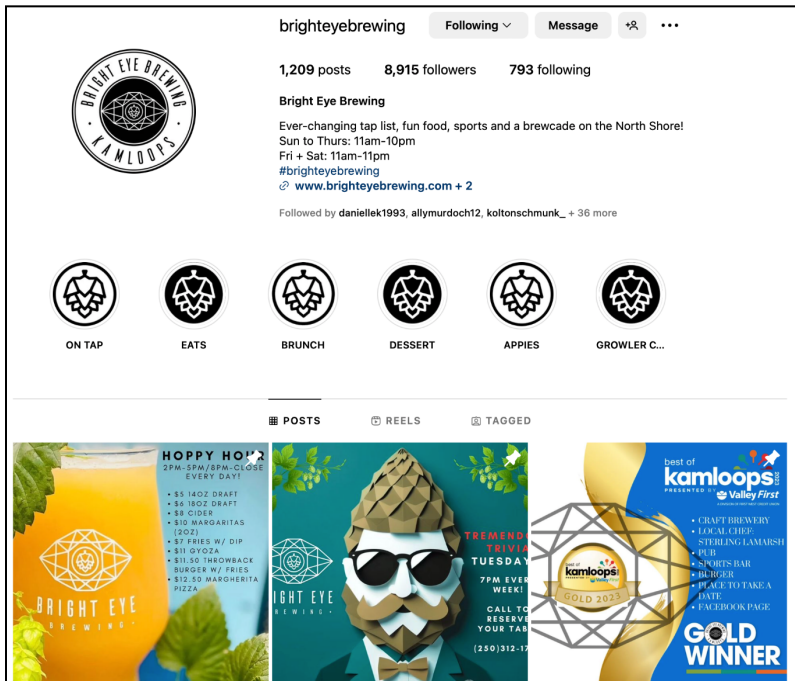
Focusing on the strength section of SWOT, Bright Eye has a lot going for it. The first strength is the platforms they are on. According to a study, Canadians who are 18-34 years old are the highest age to consume beer (Conway, 2021). Comparing this to the average age of Facebook and Instagram users, they are on the appropriate sites for their target audience. Facebook's largest audience is 23-34 year olds, followed by 18-24 year olds (Dixon, 2023). Instagram's largest audience is 18-24-year-olds, and 25-34-year-olds closely follow behind (Dixon, 2023). With this in mind, they cater to their audience based on which social media platforms they exist on. The second strength is their presence online. They consistently post, which keeps the audience updated about their menu or events that they are hosting. This consistency benefits this company by "build[ing a] relationship with [its] audience" (Tyagi, 2021). The last strength is the conciseness and aesthetic of both platforms. The Facebook page makes it easy to find information about the restaurant. The banner is part of the restaurant, so customers know what it looks like, and the profile pictures on both social media accounts are

their logo. Their Instagram is aesthetically pleasing by keeping a simple

**Image 1**

*Bright Eye Brewing's Instagram Page*

black-and-white pattern for their highlighted stories,



as seen in Image 1.

The weakness section of SWOT concerns the actual photos Bright Eye is posting. As discussed above, Bright Eye succeeds. in the technical part of running the social media accounts. The content that they put out needs more improvement. These photos are not

inherently blurry; they definitely could be crisper. The plating and

**Image 2**

*Burger From Bright Eye*



mise-en-scène of these photos are hit and miss;

some photos look great, and others look like

they got thrown together, as seen in Image 2. The editing

of these photos is a problem as well. Half the time, the

posts are edited to make the food look greasy or

bland/dull. Another editing tool they use is to make the

dish in focus and around it blurry. While this can

sometimes work, they use it too often, and it gives off

2014-2016 era of Instagram editing. It also feels like the

photographer does not consider light when taking these

**Image 3**

*Beer at Bright Eye Brewing*



photos. Image 3, showcases a beer, but the reflection from the light covers part of the logo and makes "Bright Eye" hard to read; the editing makes the wording hard to read. Compared to Image 4, these two pictures look completely different, and the professional-looking photo was posted before Image 3.

Looking at the opportunities section of SWOT, Bright Eye could post more on their Instagram. With a larger audience on Instagram, it

is a no-brainer to post events there, which could lead to more traffic, online and in person. They could also have giveaways so more people can share their profiles and

**Image 4**

*Beer at Bright Eye Brewing*



circulate through word of mouth. This could also be effective if they collaborated with other local breweries in the Kamloops area, garnering a larger audience. Another option they could do is to host "special events" so more people want to go and create FOMO through the events.

With the threats part of SWOT, Bright Eye does not have any. They have a strong social media presence and a loyal customer base. The



only thing they could look out for is their competitors and other breweries.

### Recommendations and Strategies

After analyzing the audit and SWOT, there are a few recommendations for Bright Eye since they held up well. The first recommendation would be having collaborations or special events. As mentioned above in the 'opportunities' section of the SWOT, Bright Eye could benefit from collaborating with other Kamloops breweries and having giveaways or other events. The second recommendation would be for them to post Instagram Reels. Reels are similar to TikToks, with short videos that users can keep scrolling forever. These reels "are a gold mine for helping... [people or businesses grow a] following... [and] are currently favoured by the Instagram algorithm, which is more likely to recommend them to people who don't follow you than feed posts" (Kutuchief, 2022). The third and most important recommendation would be to invest in a photographer and editor. While the posts that they have do work and get the job done, hiring an experienced person with these skills would give them a step up and feel and look more professional.

### Conclusion

Bright Eye Brewing is one of the newer breweries in Kamloops but also one of the most successful. This becomes clear once analyzing their social media platforms and SWOT. They have successfully garnered a large following by being concise, consistent and user-friendly. However, some negatives are the low engagement numbers, too wordy captions, and photos that

need a professional touch. With the recommendation strategies mentioned above, Bright Eye could become more successful by having more customers and a stronger engagement with its followers. Overall, by implementing these areas of improvement, Bright Eye Brewing can solidify its status as a thriving and influential company within Kamloops.

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