To: Erika Paterson

From: Sydney Dunn

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Subject: Proposal for Formal Report on Increasing Social Media Engagement for Great Dane Coffee

**Introduction**

Great Dane Coffee is a small independent coffee shop located on south end of the University of British Columbia’s Vancouver campus. It was started in 2011 by a UBC alumni and prides itself as being part of the campus community.

Since opening, Great Dane has continued to become more and more popular with students, faculty, staff, and visitors of the campus. There is now a second space next door with additional seating to meet the increasing demand and provide students a space to meet and study. Additionally, like most businesses the shop now has an Instagram page (@greatdanecoffee) where they update followers.

**Statement of Problem**

Although Great Dane’s Instagram has a reasonably steady following, it’s content and engagement has been inconsistent. As the Instagram has been managed by various different employees it lacks consistency and connecting with followers has been missed. The content does not fully emphasize the quality of the service, baking, and most importantly coffee.

**Proposed Solution**

My primary suggestion for improving the social media engagement would be an overall increase in consistency. This includes the consistency of when posts are made, the content of the posts, and the visual style of posts. This would take advantage of the shop’s already aesthetically pleasing nature as well as emphasize the consistency and quality of the coffee they serve.

**Scope**

To evaluate the impact of Great Dane Coffee’s social media platform I will use the following areas of study:

1. What are the impacts of a consistent posting schedule?
2. How does a consistent style impact engagement?
3. Can responding to followers directly more frequently increase traffic?
4. How do changes to the social media platform impact business?

**Methods**

My primary research will come from working with the employees currently responsible for updating the Instagram page and engaging with followers. I am familiar with how a company’s social media presence and the development of a brand can impact business and success. By monitoring the number of followers, likes, comments, and tagged posts I will be able to see how people are engaging with the content.

**My Qualifications**

As a current staff and long-term staff member of Great Dane Coffee I am familiar with who has previously been responsible for the social media pages and who is currently updating them. Additionally, I am confident in my understanding of the shop’s overall brand identity and how they wish to engage with the community.

**Conclusion**

Through my research and addressing the previously mentioned areas of study I hope to determine concrete suggestions for how this small independent coffee shop can grow its online following. I believe with minor adjustments they could reach the much larger coffee-loving community in Vancouver and earn the recognition the small shop deserves.