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Social Media Best Practice Paper

For this assignment, I have decided to use Dunkin Donuts as my organization. Dunkin Donuts has been around since the 1950s and founded by Quincy Massachusetts who had the idea of creating a chain that focused on offering coffee and doughnuts to the customers. First, Massachusetts opened a coffee restaurant called "Open Kettle," where his goal was to sell the most delicious coffee and doughnuts. Soon after some brainstorming sessions, the restaurant was renamed to "Dunkin Donuts." During this time, coffee shops were not as prevalent in the United States. Now, Dunkin' Donuts operates in thousands of stores worldwide, in over 40 countries. Despite its global presence, the brand remains especially popular in the United States. Dunkin' is well known for its wide coffee selection, from iced coffees, hot coffee, and even lattes to their wide variety of doughnut flavors, and their breakfast menu.

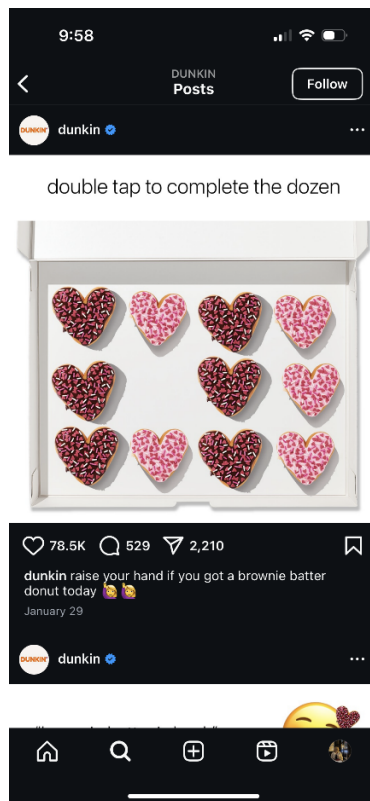
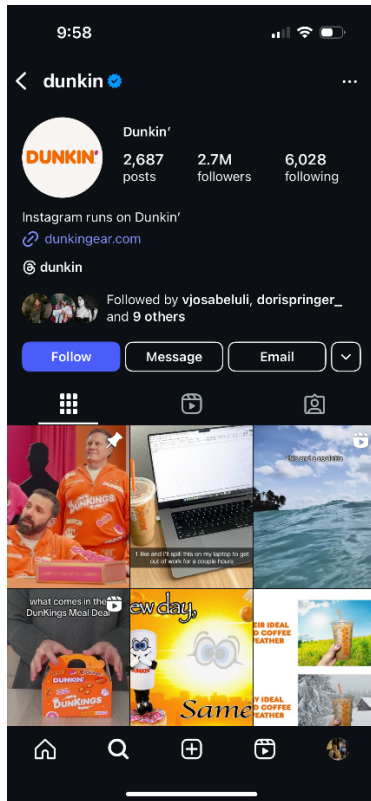
With social media having such a large presence in our everyday world, Dunkin' has done a great job of using social media for many benefits. The main goals of Dunkin' using social media are to have **interactive content with their consumers**, for example, Dunkin' posts a lot of interactive content **such as polls and questions on what might be promoted at the time**. This **helps consumers feel as if they are being listened to**. Next, Dunkin' actively uses good photos of their products and even encourages customers to share their experiences. Often, the brand will **re-share photos that customers post which then makes customers feel valued**. Another way Dunkin' has been able to engage with their customers is by creating the branded hashtags of **#Dunkin**, **#DunkinDonuts**, and **#AmericaRunsOnDunkin**.

One of Dunkin's most popular social media sites is Instagram where Dunkin' has roughly 2.7 million followers with the interesting bio that says, "Instagram runs on Dunkin'," which is a spin-off of their slogan, "America runs on Dunkin'." While analyzing Dunkin's Instagram page, I noticed that it was fun and very interactive with her fanbase. Dunkin' Instagram not only promotes their new products coming out, but it also does it in a fun way to keep users engaged. For example, they posted a photo of 11 heart-shaped photos, with the caption of "double click the photo to complete the dozen." This was posted on Valentine's Day to not only promote their heart-shaped donuts, but to also encourage customers to go buy them for Valentine's Day, since they were heart-shaped to match the theme of the holiday. Dunkin' also partners with influencers as a promoting tactic. For example, this year Dunkin' partnered up with Sabrina Carpenter, who is a famous artist. By partnering up with Sabrina Carpenter, they made a drink after her, where she and Dunkin' both promoted heavily on their social media. By using partnering with influencers, it allows Dunkin' to bring a larger crowd in. People who listen to Sabrina Carpenter's music might have gone to Dunkin' just to try the drink named after her, which was a brown sugar shaken espresso. As stated on Medium, written by Mallika Ahuja, she explains that this has all been a "winning strategy" for the company. She explained, "Dunkin's social media strategy has been a success for the company. It not only encourages consumer interaction by partnering with influencers, launching new challenges, and 'Only following those who are die-hard Dunkin' fans' but takes it one step further to also incorporate its employees"

With such a large social media presence, it allows Dunkin' to reach a bigger demographic. Usually, brands target a certain age group or gender, whereas Dunkin' can target all ages, genders, or backgrounds. The brand has built a safe space for all, and their social media has done a wonderful job including all. Although having a fun social media page with some silly posts to bring people humor, I often think it can even be crucial to the brand itself. We have seen the downfall of certain companies just by one social media post. If a brand posts something that offends a certain group, they can experience "cancel culture." So, after doing

some research I have concluded that although it is important for companies to utilize social media, they must do it correctly. Amy Luca started on Marketing Dive, "If the power of a single social post can either establish a brand as a positive force or lead to its downfall, then it's imperative that marketers, CEOs and everyone in between recognize that social media is not merely a peripheral aspect of their marketing efforts. A brand's reputation, shareholder value and potential for growth are directly linked to how the brand is perceived on social. That's why brands should approach their social strategy as an integral part of the business strategy."

Something I would want to improve on the Instagram of Dunkin' Donuts would be to have a few posts in there that might be considered "more serious." This would attract maybe an older generation who use their social media for information and do not keep up with current trends. Although Dunkin' has a fun Instagram page for younger generations, it seems like their page isn't taken as seriously for the products themselves anymore. Their social media has turned more into a meme-page instead of a brand page. In conclusion, I believe that focusing a little more on the products themselves will be good for the company and will ultimately have the company look more serious.



Ahuja, Mallika. "Dunkin' Runs on Social Media." Medium, Marketing in the Age of Digital, 6 Mar. 2022, medium.com/marketing-in-the-age-of-digital/dunkin-runs-on-social-media-bf4e69a9ce43.
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