

MEMO

To: Whitney Lehmann, Ph.D.

From: Arianna Morel

Date: Wednesday, Feb. 1, 2023

Subject: SWOT EXERCISE

PART I. SWOT EXERCISE

SWOT ANALYSIS

STRENGTHS • Good number of videos on each platform • Instagram has a good amount of following with videos that are gaining traction • Instagram is set. Up as a professional account	WEAKNESSES • Irregular posting schedule to Instagram account • Inconsistent posts through social media platform • Very little interaction with commenters • Tiktoks are reposts of reels • Lack of brand consistency throughout platforms
OPPORTUNITIES - Gaining a larger social media presence will allow for more customers and more awareness of the brand.	THREATS - Potential breach of employee handbook - Potential breach of recipes - New competitors in the area that gain higher traction

PART II. PROBLEM/OPPORTUNITY STATEMENT

1. Do you view our social media campaign for Sweet Aloha Ice Cream as a problem or opportunity? Why?

I view our campaign for Sweet Aloha Ice Cream as an opportunity for the company because gaining a social presence will allow more conversations to begin about the brand leading to more business. I believe if we set Jimmy up with a good plan to improve his social presence it will help his business continue to grow.

2. Draft a problem or opportunity statement and include it here.

While Sweet Aloha Ice Cream has started the process of gaining a social media presence, its tactics for each platform need to be revised. On Instagram there needs to be a better mixture of reels and posts. While on TikTok it needs to include more TikTok compatible content and less reposts. Overall, the company's branding needs to be consistent on each platform and further developed.