

# Social Media Audit

**UNLEASHED**



June 1, 2023

Megan Perry

Serving the  
Intellectually Curious

**IHORLABS**

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# Thorlabs' Accounts in Review

# **Thorlabs' Accounts in Review**

## **Instagram**

# Instagram

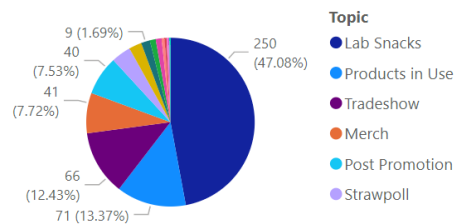
## 2023 Social Media Strategy

- ◆ Branding: playful, fun, bright.
- ◆ Audience: local community, students, employees, customers, labs/universities.

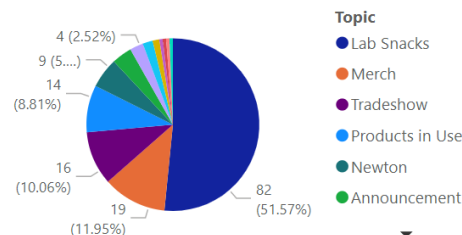
## PowerBI

- ◆ Drives little traffic to website in comparison to other platforms. Why?
  - Add Linktree/website link in bio instead of sprout link – what is sprout link?
- ◆ Instagram stories:
  - 47% profile visits and 51% replies about Labsnacks.
  - 51% replies about Labsnacks, ~12% replies about obtaining merch.
  - But ~27% shares is product in use – strategize more content about products in use to boost shares.

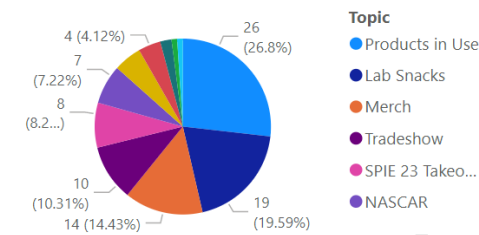
Profile Visits by Topic



Replies by Topic



Shares by Topic



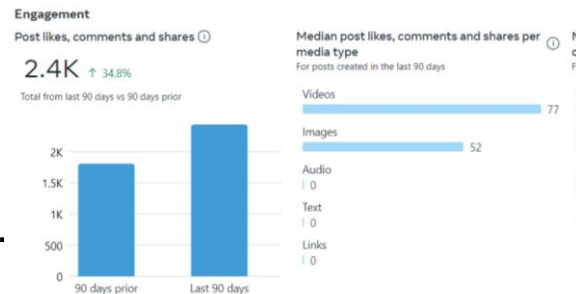
# Instagram Cont.

## Meta Business Suite

- ◆ Videos do a lot better on engagement. Algorithm boosts vids, but that doesn't force viewers to comment, like, etc. so the content is clearly engaging.

## My Observations

- ◆ Comments are mostly on any BTS of company post (volunteering, Malus's law video, recycling event, etc.).
  - Lots of questions commented go unanswered even with an easy answer. Bad look for company if not responsive – less engagement in future since we aren't engaging.
- ◆ People really seem to like seeing faces (employees, BTS content) over product pictures/random graphics.
- ◆ Haven't added reposts of people receiving Labsnacks to story highlight since 2021.



\_manishakitchen\_ · 16w  
I love this dog how come I get it I'm also working at Thorlabs

Reply

# Summary

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- ◆ Branding and audience are on the nose.
- ◆ Keep brand image in mind when choosing to (or not to) engage.
- ◆ Lean towards more video content, or pictures of employees.
- ◆ Consider updating the bio to boost website traffic.
- ◆ Consider using stickers/interactive features for even more engagement/sharing on stories, especially if it entail products in use or labsnacks/merch.

# **Thorlabs' Accounts in Review**

## **Facebook**



# Facebook

## 2023 Social Media Strategy

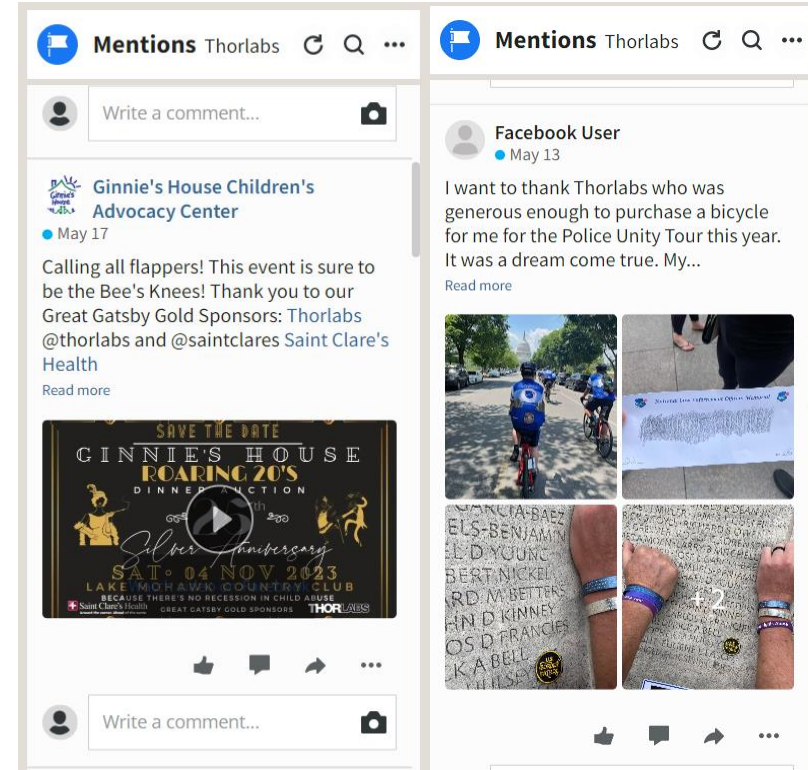
- ◆ Branding: playful, fun, bright.
- ◆ Audience: local community, employees.

## PowerBI

- ◆ Historically drove most traffic to website (now LinkedIn).

## Hootsuite

- ◆ Anything about employees does well – biggest audience on this platform and people like info about themselves?
- ◆ Most mentions of Thorlabs are from community thanking for support – good PR, repost?



# Facebook Cont.

## Meta Business Suite

- ◆ Harder to tell what content will do well – some “people” posts don’t but others do.
- ◆ Same content shared on Instagram always does better on Instagram.
- ◆ Do we utilize stories on this platform/should we more?
  - Meta Business Overview suggests at least sharing events to story – does algorithm boost stories?

## My Observations

- ◆ Love the featured section with upcoming event.
- ◆ Could update Meta Business Suite with more info to get more tips to perform better. Can also utilize Campaign Guidance Navigator – curious to see if these would lead to improvements.



Today we honor our fallen s...  
May 29, 2023, 10:51 AM  
❤️ 22 1 comment  
417 people reached

Boost post



Thorlabs values and appreci...  
May 29, 2023, 7:28 AM  
❤️ 11 0 comments  
142 people reached

Boost post



Our career fair is just one w...  
May 27, 2023, 11:08 AM  
❤️ 24 1 comment  
562 people reached



We're hiring! Join us for a ca...  
May 26, 2023, 11:07 AM  
❤️ 39 0 comments  
547 people reached

# Suggestions

- ◆ Audience is definitely community-based so content should follow.
- ◆ Consider separating Facebook and Instagram strategies as current shared content always does better on Instagram. Different audiences so need different content.
  - Facebook platform dying off? Keep checking PowerBI.
- ◆ Introduction section of page cuts off before end of sentence?
- ◆ Paid reach/boost posts to see if any new audiences are drawn in and the algorithm continues to support efforts after boosted stage.
- ◆ Utilize Meta Business tools and tips more so algorithm sees the effort and supports. Same with Campaign Guidance Navigator.
- ◆ Share more to stories (at least events).
- ◆ Repost community mentions and try to engage more with them.

# **Thorlabs' Accounts in Review**

## **LinkedIn**

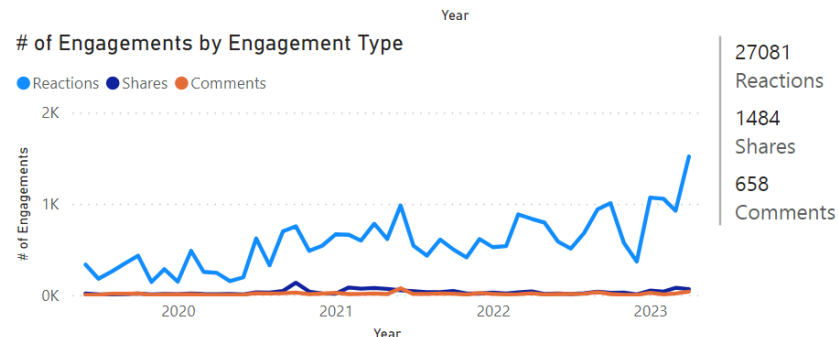
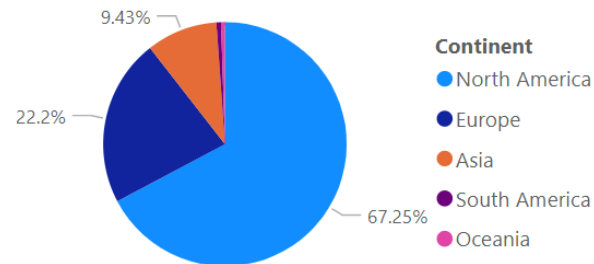
# LinkedIn

## 2023 Social Media Strategy

- ◆ Branding: innovative, techy.
- ◆ Audience: customers (OEM, business), potential employees, employees, academics and researchers.

## PowerBI

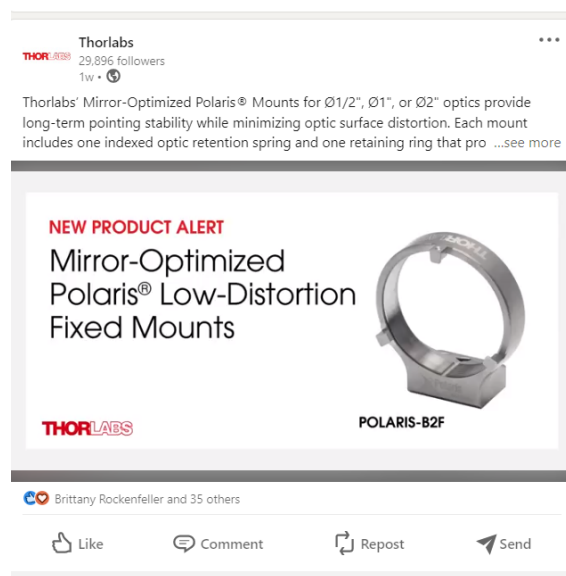
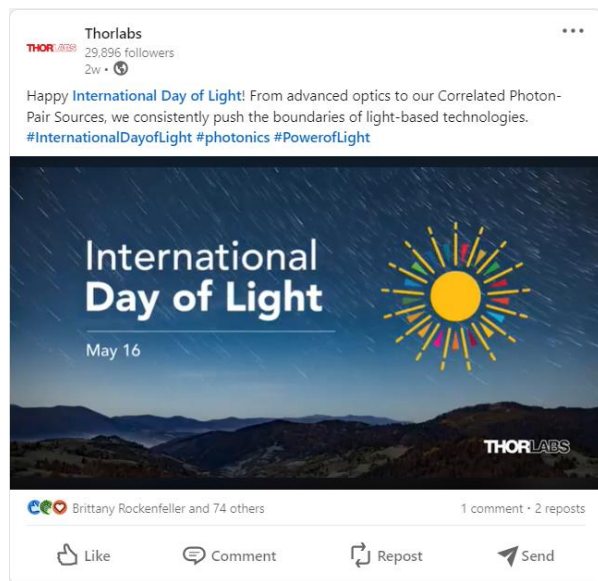
- ◆ High reactions but low shares/comments. Create content that levels these?
- ◆ Pretty diverse location of audience members country-wise. How can we appeal/cater to non-American audience members?



# LinkedIn Cont.

## My Observations

- ◆ Tradeshow promotions seem to be a hit.
- ◆ New product posts vary in success.
  - Does the audience only like some types of products?
- ◆ Visually-appealing posts stand out more, especially if they break from all-white light mode.



# Suggestions

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- ◆ Update locations on About tab.
- ◆ Update Life tab as we update culture on website.
  - Have more testimonials than just Brittany!
- ◆ Position as expert in industry on this platform. Share more industry news and add commentary to it.
- ◆ More sharable content and content that appeals to global audience.
- ◆ Break all-white color scheme more with visually-appealing graphics.

# **Thorlabs' Accounts in Review**

## **Twitter**



# Twitter

## 2023 Social Media Strategy

- ◆ Branding: innovative, techy, slightly playful.
- ◆ Audience: students, scientists/researchers, schools, science companies/nonprofits.

## Hootsuite

- ◆ Community mentions here too but very little engagement with them. Need to like, share and comment back!
- ◆ Retweet industry news to fulfill techy branding and position as expert in field (already a stream in Hootsuite).



Eduardo Solís Meza @edd\_0920 · May 18

Thank you @Thorlabs, you're amazing!



# Twitter Cont.

## My Observations

- ◆ Ratio of impressions of each post to engagement is not good – but is an industry trend.
  - Pets are popular content and even National Pet Day did not do well.
- ◆ What does the algorithm boost?
- ◆ Ever looked into Tweetdeck? (pretty similar to Hootsuite but maybe algorithm prefers).
- ◆ Platform may be dead by end of year...



# Suggestions

- ◆ Create content that targets students/schools more to appeal to that audience.
- ◆ Repost industry news to position as industry expert and appeal to industry audience.
- ◆ Engage with audience.
- ◆ Consider newsjacking.
- ◆ Try threads or Twitter Moments.



# Competitors' Accounts in Review

**Coherent Corp.**

# Coherent Corp.

## PowerBI

- ◆ Historically has most engagement (we surpassed them in the past two months by 51 engagements).
  - Nosedive on Instagram while we flourished, below average on LinkedIn, no Twitter data. Could be because post rate was down a bit.
- ◆ Most followers by far but growth is leveling off.

## LinkedIn Observations

- ◆ Spike in Feb. because of conference posts, bit.ly guides, Germany manufacturing tour and superbowl newsjacking.
  - Almost every one of these posts has 100+ reactions.
- ◆ Spike in Nov. from consistently popular posts such as conference posts, bit.ly guides, aerial video of the building for carbon neutral announcement, Fact Friday series showing BTS of manufacturing and Thanksgiving content.
  - Webinar post did not do well.
- ◆ Did you know/do you wonder posts trend with lower reactions for them but still ~90.

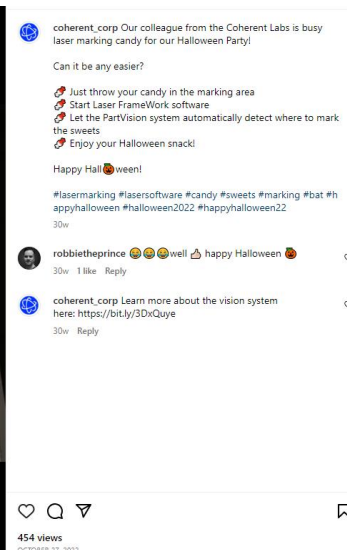
# Coherent Corp. Cont.

## Instagram Observations

- ◆ Also seems to brand Instagram as fun and LinkedIn as techy/innovative. Techy content doesn't do well on Instagram.
- ◆ BTS videos and “fun” product applications like Thanksgiving and Halloween both do well as “tech” content.
- ◆ History content has not been doing as well for them – profit off of the video boost algorithm.

## Facebook Observations

- ◆ Graphics are lower-quality than ours and do poorly.
- ◆ No clear branding strategy. Seems community connections/news of real people does best but still only ~10-15 reactions.
- ◆ Bit.ly consistently does well on platforms.



# Coherent Corp. Cont.

## Twitter Observations

- ◆ Same issue with high impressions but low engagement with posts.
- ◆ Lost of crossover content from Facebook – definitely needs branding/audience strategy.

## Key Takeaways For Us

- ◆ Capitalize on newsjacking and “fun” product applications (Will’s survey proved this too).
- ◆ Look into bit.ly videos and more BTS content of buildings.
- ◆ Each platform needs its own strategy and content.

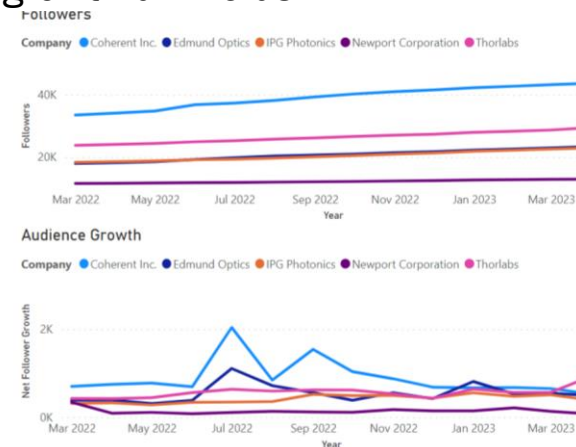
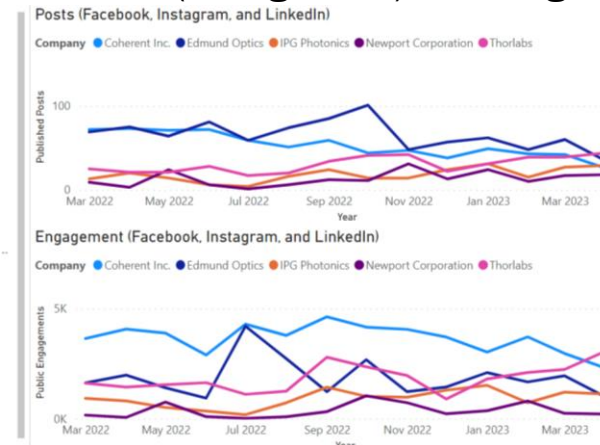


# Edmund Optics

# Edmund Optics

## PowerBI

- ◆ Posting rate is dropping (Oct → Nov and Apr). Engagement is following this trend.
- ◆ Follower count is steady and parallel to ours (though less). Lacking in growth unlike us.
- ◆ Platform engagement:
  - Facebook very little.
  - Instagram had a steep fall in March.
  - LinkedIn had a small drop.
  - No Twitter data.



## LinkedIn Observations

- ◆ No post does dramatically well like Coherent. Conferences/booths/group photos do well (industry-wide). Video tours do great. Basic holiday graphics do not do well.
- ◆ Visits local schools, highlights a lot of employees by name.
- ◆ Seems like they're doing a lot right strategy-wise but not succeeding as much as Coherent.

# Edmund Optics Cont.

## Instagram Observations

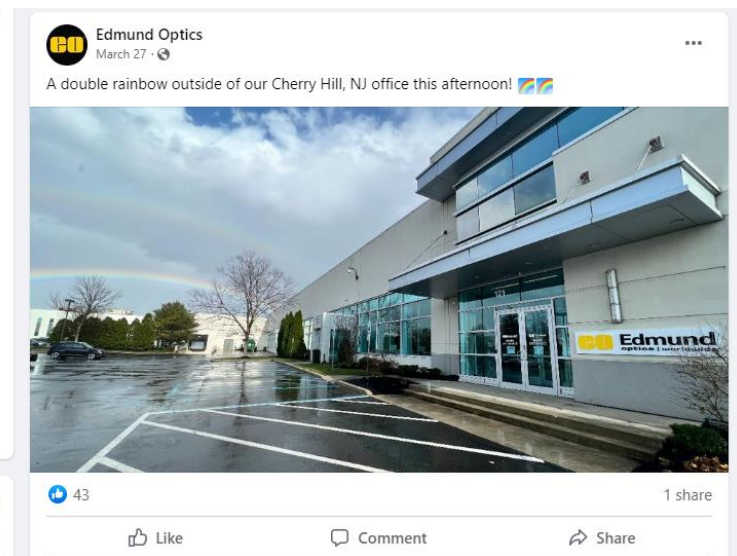
- ◆ Videos do the best of their content, but even the boosted algorithm isn't helping much.
- ◆ Formula Friday series not very successful – graphics need cohesive theme & tech content not great on platform.

## Facebook Observations

- ◆ Same content across most platforms. Need to diversify based on audience.
- ◆ Group photos did best but also low numbers here.
- ◆ Random content like a double rainbow outside of the office did surprisingly well (in Mar so slight newsjacking and featured content) – typical Facebook content?

## Twitter

- ◆ Same trend of high impressions but few reactions.
- ◆ Same content across most platforms.



# Edmund Optics Cont.

## Key Takeaways For Us

- ◆ Develop company voice through more “random” Facebook posts like double rainbow.
- ◆ Conference posts and group photos do the best on LinkedIn so easy engagement content upcoming.
- ◆ Videos and video tours seem to be successful – people are nosey and curious.
- ◆ Cohesive graphic themes/overall platform branding is important (and breaking the all-white platform themes to stand out).

# IPG Photonics

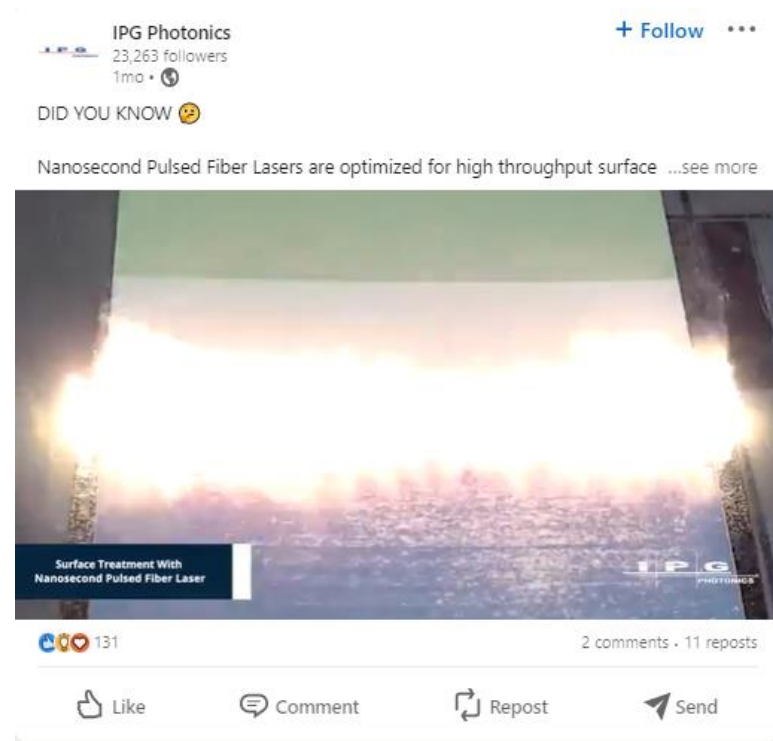
# IPG Photonics

## PowerBI

- ◆ Posting is consistent but low. Engagement follows this trend.
- ◆ Similar amount of Facebook posts to us but we get more engagement.
- ◆ Typically tied with them for number of posts on LinkedIn and our engagement flips with theirs as to who gets more – would love to see how that shakes out by end of year.
- ◆ No twitter data.
- ◆ Not a lot of follower growth.

## LinkedIn Observations

- ◆ Posts feel clickbait with title + emoji and then rest of text but seems to work as hook.
- ◆ Travel a lot and highlights work/conferences in other countries – consistently does well.
- ◆ Did you know series does well partnered with video – most video of work getting done does well.



# IPG Photonics Cont.

## Instagram Observations

- ◆ Multiple dead accounts – hard to find current one.
- ◆ Same content as LinkedIn.
- ◆ Graphics/photos of seminars and conferences doesn't do as well here.
- ◆ Video algorithm struggling to assist. Laser welding video was only thing to do well.

## Facebook Observations

- ◆ Same content but pictures of people do best.

## Twitter Observations

- ◆ Same content. Even struggling to get low impressions and low reactions.

# IPG Photonics Cont.

## Key Takeaways For Us

- ◆ Consider creating written posts with hooks like on LinkedIn or Twitter.
- ◆ Highlight our other locations – if we dip into BTS videos of our office, we should do some of our global offices. This would also tie in with catering to our global LinkedIn audience!
- ◆ Video content is the way to go on most platforms.



**Newport Corp.**

# Newport Corp.

## PowerBI

- ◆ Posting is consistent but low. Engagement varies greatly but averages lowest of competitors.
- ◆ Little follower growth since Mar 2022 but lots of Instagram followers.
- ◆ Facebook engagement spike Oct and Instagram engagement spike Feb.

## LinkedIn Observations

- ◆ Pictures from conventions and of real people do the best. Stagnant screensaver graphics with announcement don't do well.
- ◆ Tutorial Tuesday series is a consistent posting schedule and does fairly decent.
- ◆ Graphics with bird mascot is kind of cute and does better than plain graphics.
- ◆ Also has new lab program.
- ◆ Same clickbait title template as IPG Photonics.

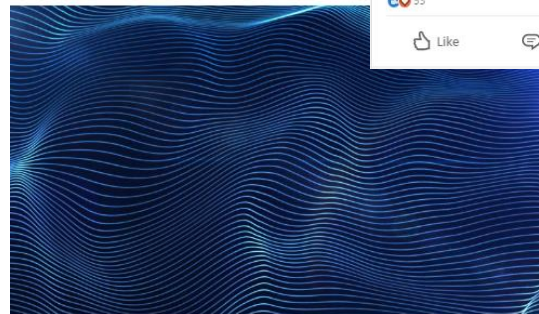
Newport Corporation  
12,970 followers  
2w •

Tutorial Tuesdays

Environmental Vibration Criteria - These generic criterion based on data from individual systems and measurements after the vibration problems were solved.

Moreover, they have been used extensively by leading vibr semiconductor manufacturing industry for almost 20 years and refined as the industry moves to narrower line widths.

<http://ow.ly/8SWt50Qpme3>



20

1 repost

Like

Comment

Repost

Send

Newport Corporation  
12,970 followers  
4mo •

Take advantage of our Photo Speed program which features over 8,000 of our most popular products available in stock and includes:

- Free 2-day shipping
- Free lab consultations with our lab specialists
- Free PhotonFood box
- Free t-shirt with purchases over \$250

Check out our Photon Speed-Roadrunner video  
<http://ow.ly/N3LL50MBmy0>



33

1 repost

Like

Comment

Repost

Send

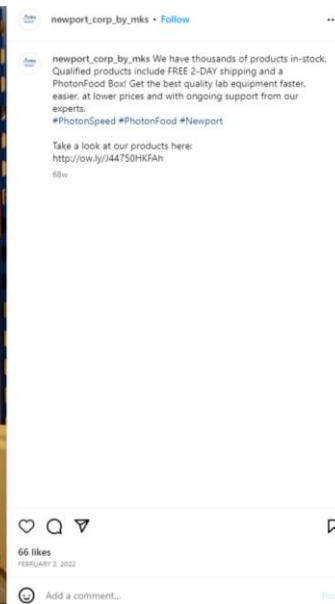
# Newport Corp. Cont.

## Instagram Observations

- ◆ Hard to find Instagram – needs consistent branding.
- ◆ Most posts don't do well despite high follower count. Has a lot of crossover content with other platforms.
- ◆ Engagement spike from graphic of mascot in warehouse, caption advertising company.

## Facebook Observations

- ◆ Same content doing poorly – pictures of people does the best.
- ◆ Consistent in posting.
- ◆ Engagement spikes from popular Tutorial Tuesday series on Fiber Optics Basics.



# Newport Corp. Cont.

## Twitter Observations

- ◆ Hard to find account – needs consistent branding.
- ◆ Same content and even impressions are so low. A few posts have impressions in the thousands (still little engagement) so they might be attempting to boost some posts.

## Key Takeaways For Us

- ◆ Need interesting graphics/videos.
- ◆ Advertise lab program and other unique things we do that set us apart.
- ◆ Consistent branding in handles and bios is important to be discoverable.
- ◆ Videos on the basics of the industry could be an opportunity.

# MKS Instruments

# MKS Instruments

## PowerBI

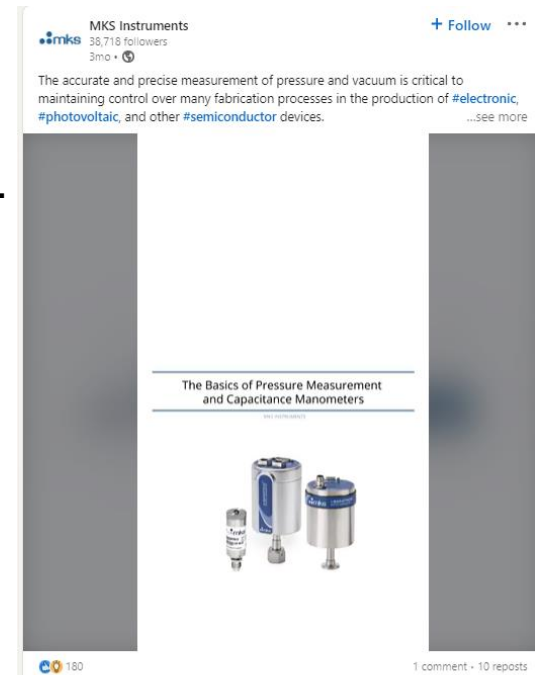
- ◆ Post frequency is low – relying on all companies they own? – engagement trending higher than expected despite fewer posts.
  - Large amount of followers could explain this, new follower growth trends high above competition but is currently dipping a bit.

## LinkedIn Observations

- ◆ Relies on highly detailed short videos that get good engagement.
- ◆ Holidays, info vids/articles, and employees are main content.
  - Sharing info and articles positions as expert in field very well.
- ◆ Graphics themes could be more consistent.

## Instagram Observations

- ◆ Can't find account – rely on companies they own?



# MKS Instruments Cont.

## Facebook Observations

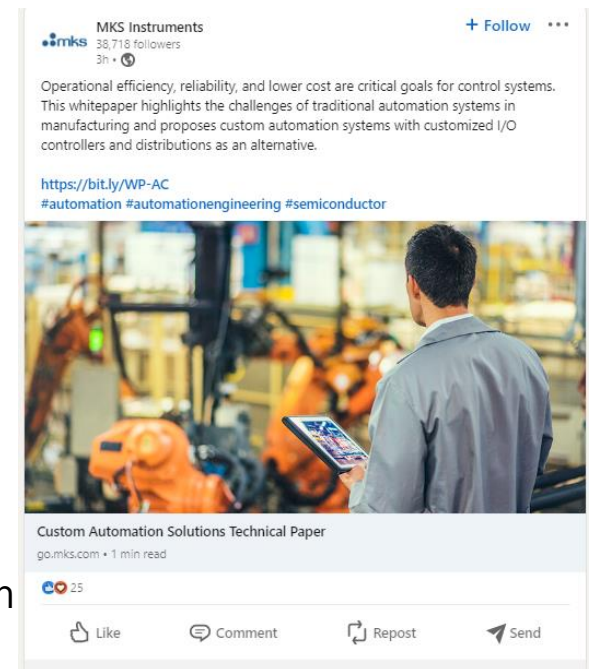
- ◆ Same content doing poorly.
- ◆ Celebratory announcements and posts including CEO gets most attention.

## Twitter Observations

- ◆ Same content doing poorly. Even low impressions.

## Key Takeaways For Us

- ◆ Sharing info on LinkedIn is great way to position as expert in field.
- ◆ Good quality short videos that explain information could be an opportunity.



# NKT Photonics



# NKT Photonics

## PowerBI

- ◆ Consistent post frequency and engagement that follows.
- ◆ Consistent follower growth (though small).
- ◆ Posting less on Facebook and engagement is always minimal. No LinkedIn or Twitter data.
- ◆ High number of posts on Instagram but engagement is still pretty low.

## LinkedIn Observations

- ◆ Pictures of people and conferences get the most engagement. Few videos.
- ◆ Posts mostly products and convention information. Sticks with a consistent brand color/graphic theme which looks clean.

## Instagram Observations

- ◆ Can't find account.

# NKT Photonics Cont.

## Facebook Observations

- ◆ Mostly the same content with little engagement.

## Twitter Observations

- ◆ Same content, few impressions, little engagement.

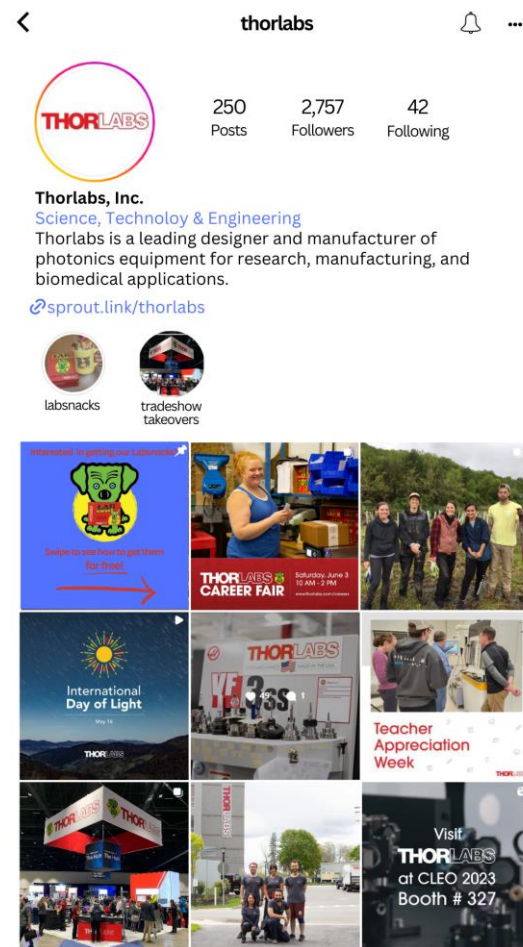
## Key Takeaways For Us

- ◆ Consistency is key.
- ◆ Clear brand colors and theme elevates a profile.

# Strategic Suggestions

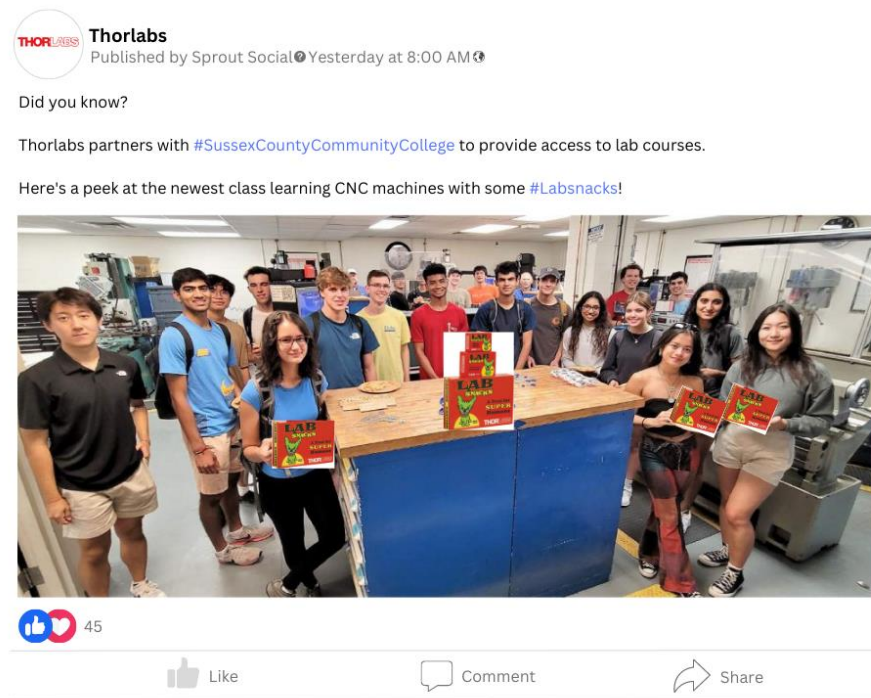
# Content Suggestions - Instagram

- ◆ Pin post about Lab Snacks on Instagram so it's the first thing people see when they visit the profile. Could be post of how everyone loves them, how to get them, etc.
  - Video of receiving their order, filling, shipping, etc. just seeing the process start to finish of how someone receives swag from us.
- ◆ Create educational/BTS videos that are made for beginner-level understanding.
  - BTS could be tours of global facilities, how a part is processed/short educational vid, or a peek into company culture.
- ◆ Create “fun” product application videos that profit off of current events.
  - NYE light show with our products, national dog day use CNC to cut out our unleashed dog, plush animal dog day see what happens to our plush dog when product used on it.
- ◆ Save old stories as highlights on the page, and start story series under different highlights like tradeshow takeovers, culture highlights, innovation, etc. Boosts the bio more!
  - Use different interactive stickers on these posts.



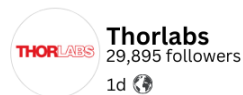
# Content Suggestions - Facebook

- ◆ Develop Facebook voice more with random posts like Edmund's double-rainbow – more similar to regular Facebook content.
- ◆ Experiment with story posts to see if algorithm boosts them.
  - Reminders for events like career fair can go on it so main stream isn't littered with them.
- ◆ Audience member posts like local labs, bring your child to work day, etc.
- ◆ Same BTS videos from Instagram suggestions to tie into community.



# Content Suggestions - LinkedIn

- ◆ Content that appeals to global audience members like BTS videos/posts from other Thorlabs locations.
  - Consider “fun” product application videos here too like Coherent?
- ◆ Share more industry news through reposting and monitoring well-known publications in the field that we can share.
- ◆ Continue conference posts but include other content in between them so feed isn’t full of reminders about the conference.
- ◆ Highlight all of the extra stuff we do like the lab program and Labsnacks.



## Photonics Market Worth \$837.8 billion by 2025: Harnessing Light Energy Increasing in Usage

Since Thorlabs was founded in 1989, we have seen a drastic growth in the photonics industry. Starting with a small catalog of \_\_\_ products, the industry is now expanding into highly skilled microscopes, cameras, and even solar energy.

Here's a ton more info about how and why the industry is growing, and how our products may tie into it. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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To learn more about Thorlabs and our products in this field, visit our website at <https://www.thorlabs.com/>.

To learn more about the growth of the photonics industry, check out these resources: [www.link1.com](http://www.link1.com)  
[www.link2.com](http://www.link2.com)

[#photonics](#)

# Content Suggestions - Twitter

- ◆ Repost audience mentions and industry news – same news tactics as LinkedIn.
- ◆ Content that appeals to students:
  - Sales' truck visiting their campus.
  - Lab program highlight.
  - Educational, beginner-level videos of what we do from Instagram suggestions.
- ◆ Newsjacking on popular events/tweets.
- ◆ Thread or Twitter Moment of history, insights or announcements.



**Thorlabs** @thorlabs • 5h

Today our sales team had the opportunity to visit students at [#SyracuseUniversity](#) to talk about [#photonics](#) and give out some swag! It was wonderful meeting so many future engineers [#GoOrange](#)

Want to see if your school is up next? Check our travel path here!  
<https://www.thorlabs.com/>



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**UNLEASHED**



**Thank you!**