



kate spade

NEW YORK

SOCIAL MEDIA AUDIT- OVERVIEW



@katespadeny

Kate Spade had a vibrant and visually appealing Instagram account. They frequently posted high-quality images and videos showcasing their latest fashion collections, accessories, and lifestyle products. The brand's Instagram feed reflects their signature style, featuring bright colors, patterns, and a sense of whimsy.

3.3 M followers | 1,225 following | 6,119 posts | 0.05 % engagement rate



@kate spade new york

On Facebook, Kate Spade shares a mix of promotional content, lifestyle images, and blog posts related to fashion and style. They engaged with their community through comments and messages, building a sense of connection with their followers.

4 M page likes | 20.3 K posts | 5 posts per week | 0.05 % engagement rate



@katespadeny

Kate Spade used Twitter to share quick updates, announcements, and engage in conversations with their audience. They often incorporated relevant hashtags and trends in their tweets. However, the account has been inactive since March 28, 2023.

760.8K followers | 1,225 following | 6,115 posts | 0.00 % engagement rate



@katespade

Kate Spade is exploring TikTok to reach a younger and more tech-savvy audience. They use this platform for short-form video content and interactive features to promote products and collaborate with different types of influencers.

116.1 K followers | 113 following | 594.7 K likes | 11.3 % engagement rate



@katespadenyc

Given the visual nature of their brand, Kate Spade had a strong presence on Pinterest, where they curated boards with fashion inspiration, lifestyle ideas, and product showcases. This platform allowed them to showcase their unique design aesthetic and inspire their audience.

522.2 K followers | 309 following | 15 Boards | 10M+ Monthly Visitors



INSTAGRAM

3.3 M followers | 1,225 following | 6,119 posts | 0.05 % engagement rate

katespadeny [Follow](#) [Message](#) [Share](#) [More](#)

6,119 posts 3.3M followers 1,225 following

kate spade new york

@katespadeny

Retail company

We spark extraordinary moments for everyday.

www.katespade.com/handbags/collections/anniversary

Followed by olivia_mariotti, littlespoon, and mollywissler



- Styling...
- Novelty
- Social I...
- Wallpa...
- Comm...
- Bags ...
- Come ...

POSTS REELS TAGGED

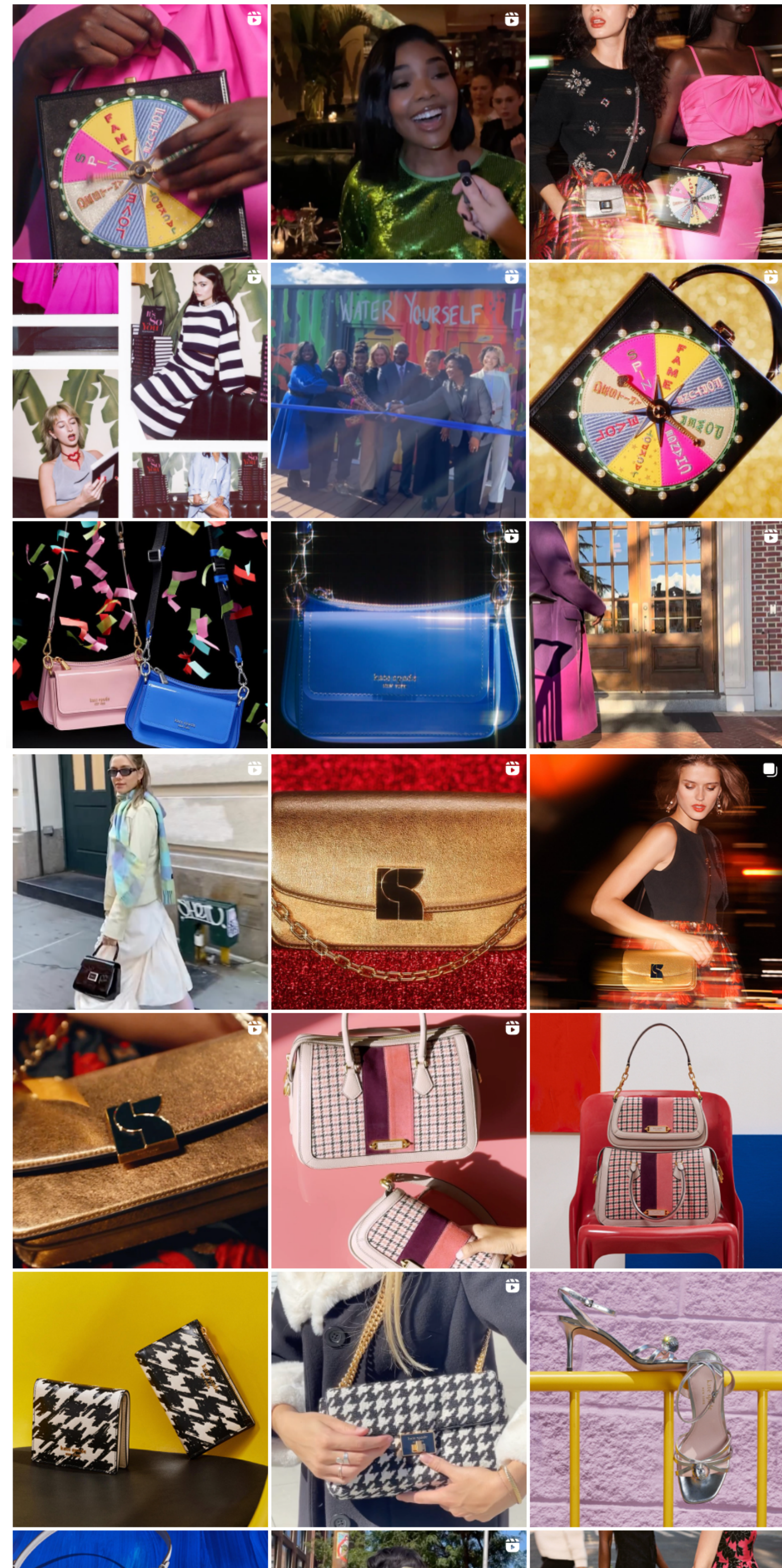
Kate Spade had a vibrant and visually appealing Instagram account. They frequently posted high-quality images and videos showcasing their latest fashion collections, accessories, and lifestyle products. The brand's Instagram feed reflects their signature style, featuring bright colors, patterns, and a sense of whimsy.

A strength of Kate Spade's Instagram is its visual aesthetics and collaboration content. Because Kate Spade values whimsical, colorful creations, their visuals are brought to life with eye-catching visuals and interactive videos. For example, their latest reel features a new handbag with a spin-to-win wheel that the model flicks in the video. The caption includes a good highlight of the line, saying, "what's in the cards for you this weekend?" Another recent post includes content shot by Emily Soto, a popular fashion photographer. Collaborations on Instagram are beneficial as they expand your reach, introduce your content to new audiences, and foster a sense of community, ultimately enhancing your credibility and providing creative opportunities.

A weakness of the account is its low engagement rate, which is calculated by total interactions (likes, comments, shares) divided by total followers. Typically, a good engagement rate is between 1 and 5; however, Kate Spade's is 0.05%. Each post specifically lacks in comments, which may be skewing the engagement rate.

For example, their recent still-shot of models with handbags received 1 organic comment, which is low compared to their 3.3 million followers. .

One opportunity to explore on Instagram is including calls to action (CTA's) in the caption to prompt engagement. The captions already include compelling questions; however, little additions such as "Tell us in the comments below" or "👉" could help direct traffic to the comments section. This would help increase the engagement rate, ultimately expanding the account's reach. A second opportunity on Instagram is to keep the story highlights updated. The current highlights include great content with styling tips and social impact events; however they have not been updated in 25 weeks. Updating these with the style seasons would keep audiences engaged and informed.





FACEBOOK

4 M page likes | 20.3 K posts | 5 posts per week | 0.05 % engagement rate

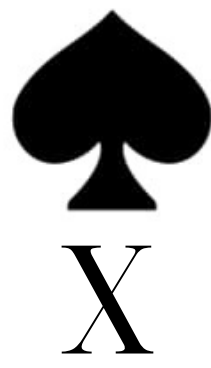
On Facebook, Kate Spade shares a mix of promotional content, lifestyle images, and blog posts related to fashion and style. They engaged with their community through comments and messages, building a sense of connection with their followers.

A strength of Kate Spade's Facebook is its visually appealing content. This is similar to their Instagram strength because the accounts have been linked, meaning the same posts and captions appear on each platform simultaneously. The brand values high-fashion that is useful for everyday women, which is shown through the luxurious bags being used in busy city settings by ladies on-the-go. The mix of reels and static posts keeps users engaged, and the copy and hashtags are consistent throughout the page. For example, #katespadeny is always the first, and oftentimes the only, hashtag in the caption. This consistency communicates to audiences their Commitment to a cohesive online presence, professionalism, and engagement, conveying reliability and reinforcing the brand's identity to consumers.

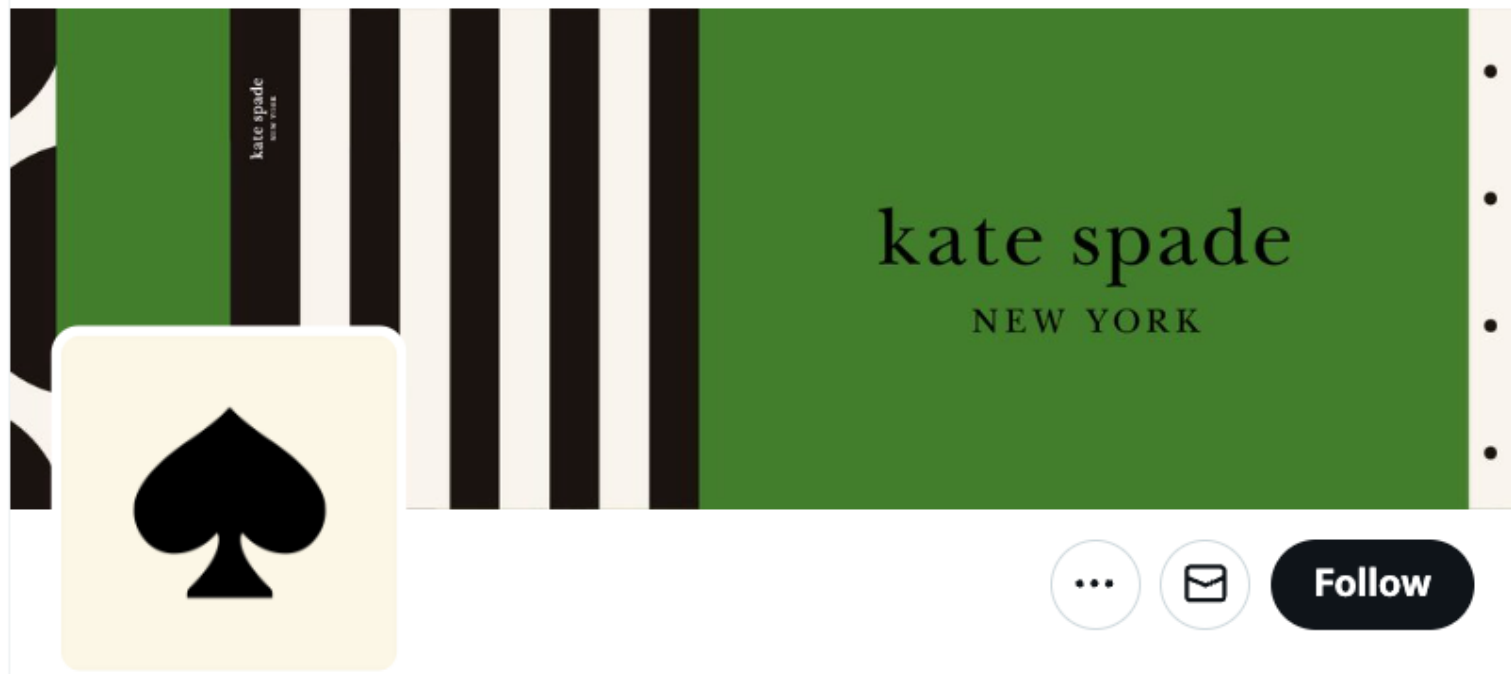
A weakness of Kate Spade's Facebook is its amount of spam comments. Every post has many unrelated comments made by spam accounts, or a deceptive online profile that engages in unsolicited and often fraudulent activities, such as excessive promotion or misinformation, to gain visibility or achieve malicious objectives. This drives real customers away from commenting themselves, or even drives them away from the brand's page entirely.

An opportunity Kate Spade can explore on Facebook is the use of software tools to maintaining spam-free comments sections. For example, they can use third-party management tools to block certain criteria or keyword patterns typically associated with spam. These tools can be valuable for maintaining a clean and positive online environment, reducing the manual effort required to moderate comments, and preventing spam from negatively impacting a brand's image or engagement.

The screenshot displays the Facebook profile for 'kate spade new york', which has 4M likes. The page features a 'Shop' section with items like the 'Twill Grace Dress, Sea Star - 6' for \$279.00 (originally \$398.00) and the 'Flounce Sleeve Ponte Dress, Black - Small' for \$182.00 (originally \$228.00). Below the shop, there are several posts. One post from 11m ago shows a woman in a tan coat with a 'Dakota bag' and a golden doodle, captioned 'Perfect Sunday vibes from @rachelzegler. #katespadeny'. Another post from 5d ago promotes the 'Double Up Patent Leather' bag for \$298, highlighting its detachable wallet. A third post from October 31st at 9:46 AM shows a close-up of a pink and purple bag, captioned 'Pebbled leather, wool tweed, suede stripes. This Gramercy collection is ready for its close-up. #katespadeny'. The page also includes an 'Intro' section with contact information for KATE SPADE LLC and a 'Photos' gallery.



760.8K followers | 1,225 following | 6,115 posts | 0.00 % engagement rate



kate spade new york

@katespadeny

who we are is intertwined with who you are. we are all the heroines of our own stories. we are kate spade new york.

Fashion Company new york, ny [katespade.com](https://www.katespade.com)
 Joined May 2009

468 Following 760.6K Followers

Not followed by anyone you're following

Posts Replies Media Likes

kate spade new york @katespadeny · Mar 28
Pearls and tweed, turned all the way up. (Understated is overrated.)
[#katespadeny](#)



117 45 162 46K

kate spade new york @katespadeny · Mar 29
Our platforms are a place for positivity and inclusivity. Our brand values joy and self-expression. We welcome with warmth, and we don't condone hate speech on our platforms.

35 66 29K

kate spade new york @katespadeny · Mar 26
Sit. Stay. Sparkle. (These showdogs really can do it all.) [#katespadeny](#)



Kate Spade used X, formerly Twitter, to share quick updates, announcements, and engage in conversations with their audience. They often incorporated relevant hashtags and trends in their tweets. However, the account has been inactive since March 29, 2023.

A strength of Kate Spade's X account is its response to hateful comments regarding a campaign featuring a transgender woman. They do not respond to hate comments, and added a tweet about positivity in March before deactivating the account. Stepping back from the "mic" on social media during crises preserves mental well-being, maintains professionalism, and fosters a positive online environment by discouraging negativity and focusing on more constructive interactions.

A weakness of Kate Spade's X account is its current inactivity. The account had been overrun by hate comments and demoralizing mentions that the brand has not posted since March 29, 2023. Because twitter is a beneficial platform to interact to others and participate in trends, Kate Spade is missing out on valuable social media space.

An opportunity Kate Spade can explore on Twitter is increased user interaction outside their landing page. For example, retweeting a customer who is posting about a product or commenting on a related account (beauty or fashion influencers, for example) would help spread page awareness without directly posting products. The account should either engage with others or be removed entirely, as inactivity from March 2023 may confuse consumers.

♠ TIK TOK

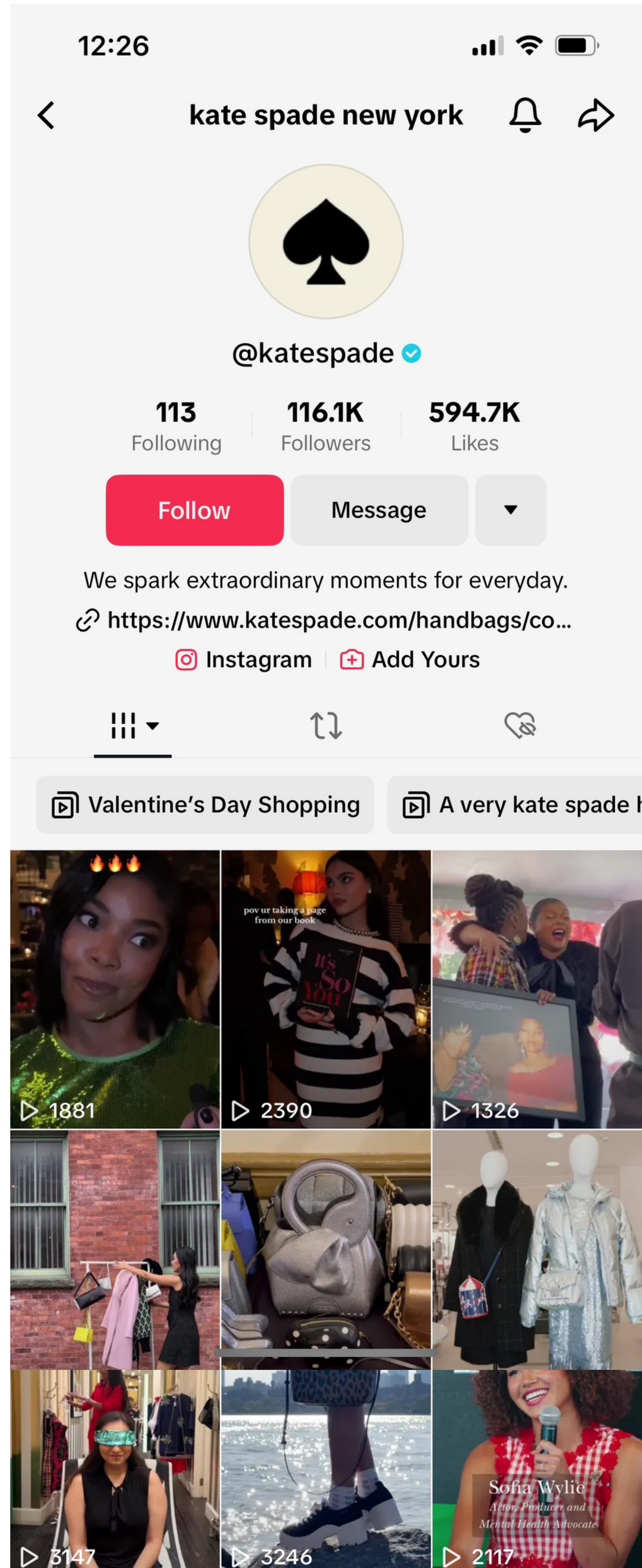
116.1 K followers | 113 following | 594.7 K likes | 11.3 % engagement rate

Kate Spade is exploring TikTok to reach a younger and more tech-savvy audience. They use this platform for short-form video content and interactive features to promote products and collaborate with different types of influencers.

A strength of Kate Spade's Tik Tok is its engagement rate. The average Tik Tok engagement rate is 4.5%, meaning Kate Spade's content is very engaging with consumers. The brand effectively uses trending sounds and participates in trends to engage with users. For example, their latest video included a Q and A with a mini mic, and the Wii music soundtrack. Also, the content is effectively organized with overhead headings "Valentine's Day Shopping," "A very kate spade holiday," etc. This makes it easy for users to find the content they want. Overall, Kate Spade has an effective TikTok presence despite having significantly less followers than their Instagram.

A weakness of Kate Spade's TikTok account is its lack of hashtags that are specific to the TikTok platform. For example, each post contains the #katespadeny hashtag; however, it lacks TikTok hashtags such as #fyp or #foryoupage. These hashtags improve posts' reach on the algorithm.

An opportunity Kate Spade can explore on TikTok is the new TikTok shop, a feature where users can discover and buy products directly in the app. Linking products in posts to take users to the TikTok shop would be effective with TikTok's algorithm and benefit sales.





PINTEREST

522.2 K followers | 309 following | 15 Boards | 10M+ Monthly Visitors



kate spade new york ✓

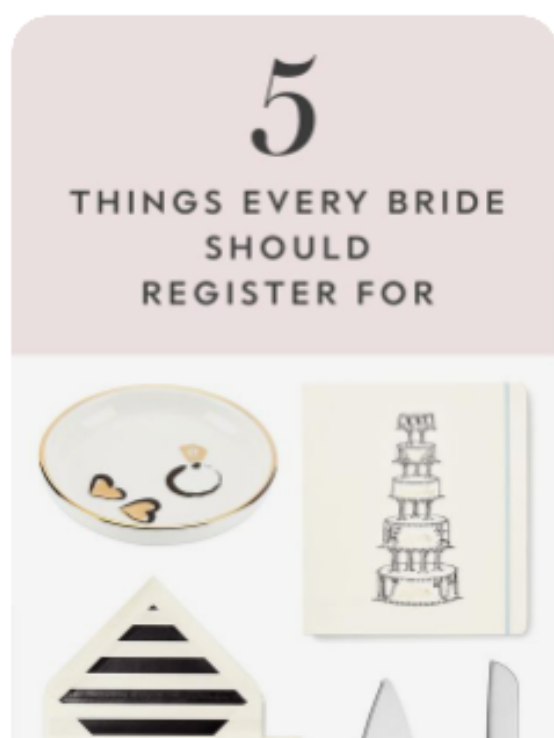
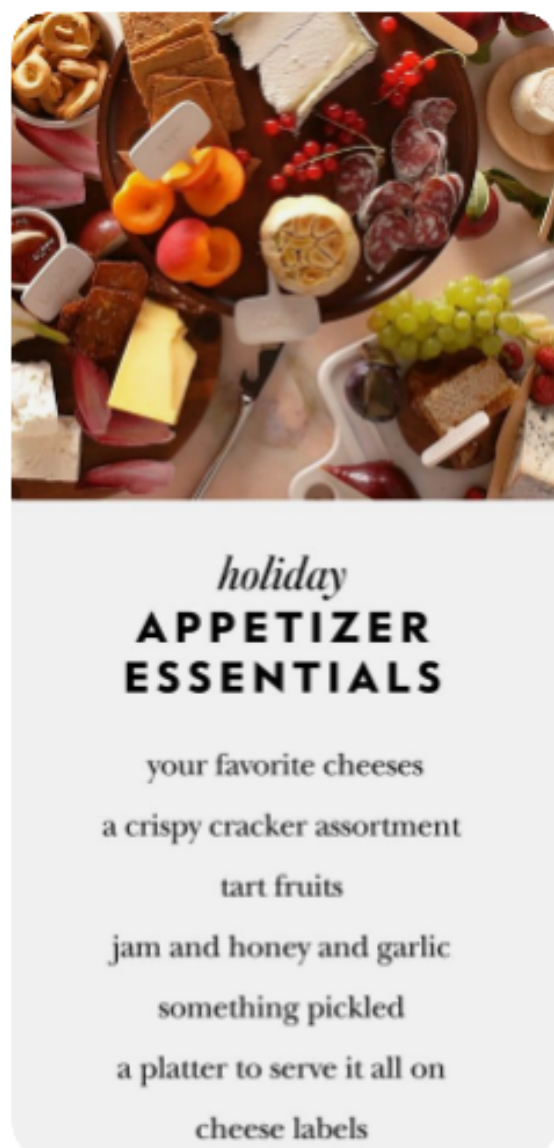
Verified Merchant · katespadeny

katespade.com · who we are is intertwined with who you are. we are all the heroines of our own stories. we are kate spade new york.

522.2k followers · 309 following
10m+ monthly views

Follow

Created Saved



Given the visual nature of their brand, Kate Spade had a strong presence on Pinterest, where they curated boards with fashion inspiration, lifestyle ideas, and product showcases. This platform allowed them to showcase their unique design aesthetic and inspire their audience.

A strength of Kate Spade's Pinterest account is its visual aesthetics which are effectively organized on content boards. Kate Spade posts feature high-quality images of products that are linked to the website for easy, efficient purchasing. For example, the wedding board features shoes for brides to "sparkle down the aisle." This messaging is consistent with their brand voice of being fun, inviting, and reliable. It is also essential to note that not every post is product-related. For example the "2 Easy Movie Night Popcorn Recipes" does not feature a Kate Spade product; however, it is another piece of content their audience of busy moms might be interested in.

A weakness Kate Spade encounters on Pinterest is a lack of user interaction. Their posts garner some user comments; however, Kate Spade does not respond. Responding to everyday supportive comments is as essential as responding to customer issues.

An opportunity Kate Spade can explore on Pinterest is continuing to create non-product related holiday content. Posting only products on social media can be counterproductive, as it may lead to audience disengagement, reduced trust, and limitations in algorithm visibility, emphasizing the importance of a diverse and engaging content strategy. As a result, Kate Spade could post gift ideas for certain demographics, such as "gifts for mom." Posts like these are not overtly selling, and Kate Spade could weave some small products into the gift ideas. Participating in the holiday gifting trend on Pinterest, an app many use for gifting inspiration, would garner engagement.



OBJECTIVES

- **Continue posting visually-appealing content with short-form video to increase engagement rate**
- **Collaborate with beauty and fashion influencers (UGC) to increase reach**
- **Increasing posting about social-impact council events to improve awareness**

To further enhance Kate Spade's social media strategy, incorporating PR-driven initiatives can amplify brand awareness and foster a positive image. Building partnerships with influencers and fashion bloggers for collaborative content can extend the reach and create a buzz around new collections. Additionally, featuring behind-the-scenes glimpses, highlighting the brand's commitment to sustainability or community initiatives, and leveraging user-generated content can contribute to a compelling PR-driven narrative, reinforcing Kate Spade's values and connecting with audiences on a deeper level. These efforts can not only enhance the brand's reputation but also generate positive conversations across various social media channels, contributing to a more holistic and impactful social media presence.

AUDIENCE

Kate Spade primarily targets female consumers aged 20-40 years old who are interested in fashion, but also values quality materials and durability in her accessories. Kate Spade buyers are typically working women who have busy lifestyles and want something stylish yet functional enough to keep up with their fast pace. They value modern, sophisticated designs with a playful touch, seeking a blend of timeless elegance and contemporary fashion.

This demographic cares about staying on-trend while embracing individuality and whimsy in their style. To reach them, Kate Spade employs a multi-channel approach, encompassing retail stores, an e-commerce website, social media platforms like Instagram, Facebook, and Pinterest participation in fashion events, features in fashion publications, collaborations with influencers, and strategic email marketing. Through this diverse mix, Kate Spade effectively engages with its audience, providing a seamless and comprehensive brand experience.



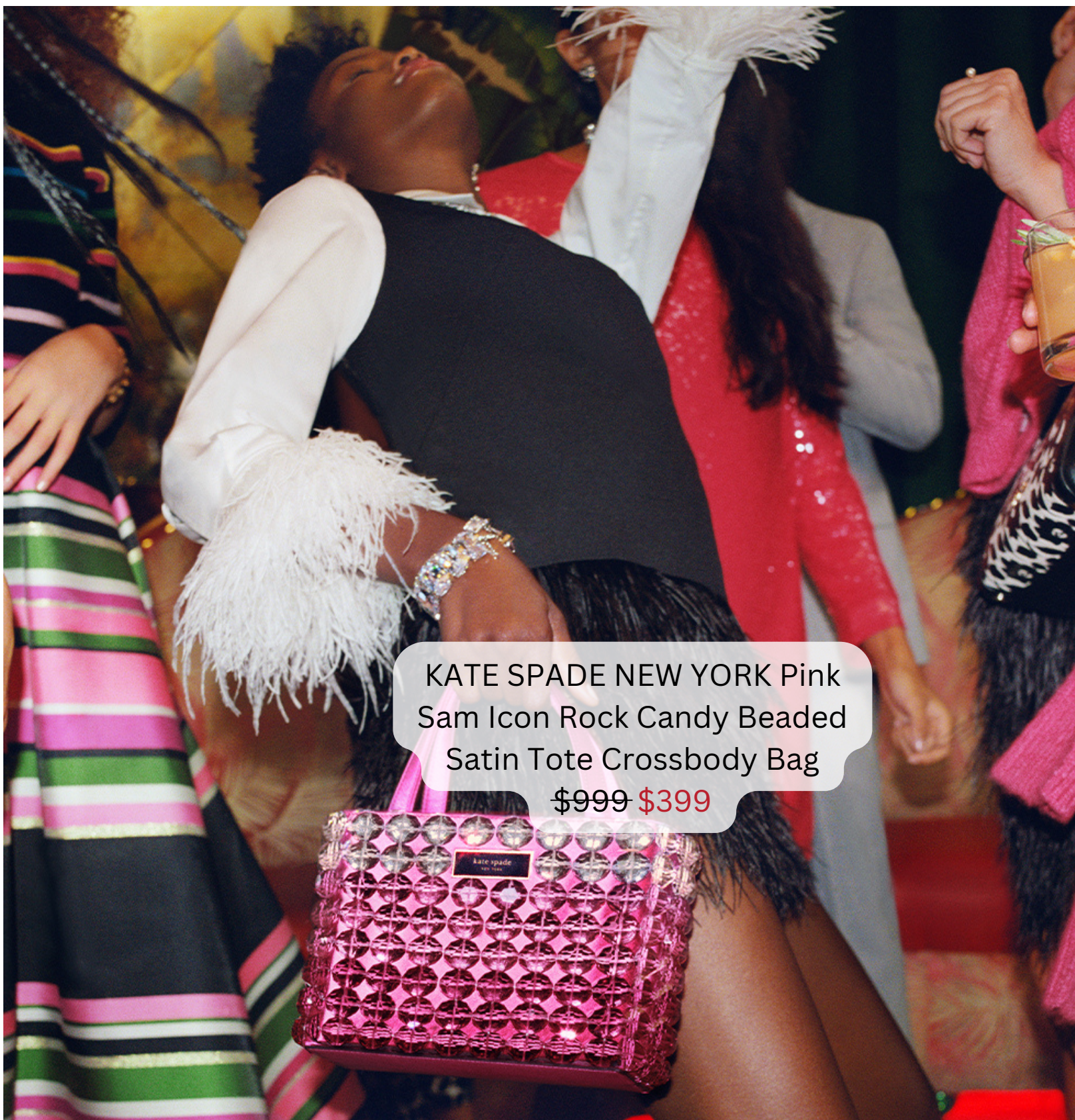


TACTICS

As per the social media audit, Kate Spade should continue to post on Instagram, Facebook, Pinterest, and TikTok. Because their X account has been inactive for six months, it should be deleted, or its deactivation should be made clear to users in the bio. To increase engagement, CTA's should be included in each caption with consistent tone and hashtag usage. In addition, influencer partnerships will increase engagement to show Kate Spade's product range and social impact efforts.

I recommend continuing to share static images to emphasize product quality and link to Instagram/TikTok shop pages. However, social platforms have recently shifted emphasis to short-form videos, such as Instagram Reels and TikToks. Posting quick videos with trending audios will increase engagement.

EXECUTION 1



This static Instagram mockup is consistent with Kate Spade's current post style- playful, positive, and trendy. This post caters to the target audience of approximately 30 year old working-women. It features a woman dancing with a sparkly bag, but also points out the crossbody feature to emphasize utility.

This posts features a holiday collection item, which is also linked to their Instagram shop. There is a brief product description and price attached to the tag, drawing consumers' eyes to the discounted rate. Additionally, the caption includes a CTA promoting audiences to share how they might be accessorizing for the holidays. This is a good opportunity for Kate Spade to engage with comments to show support for users' ideas.



katespadeny 'Tis the season to sparkle! Tell us how you're decking the halls with your accessories 👉

[#katespadeny](#)

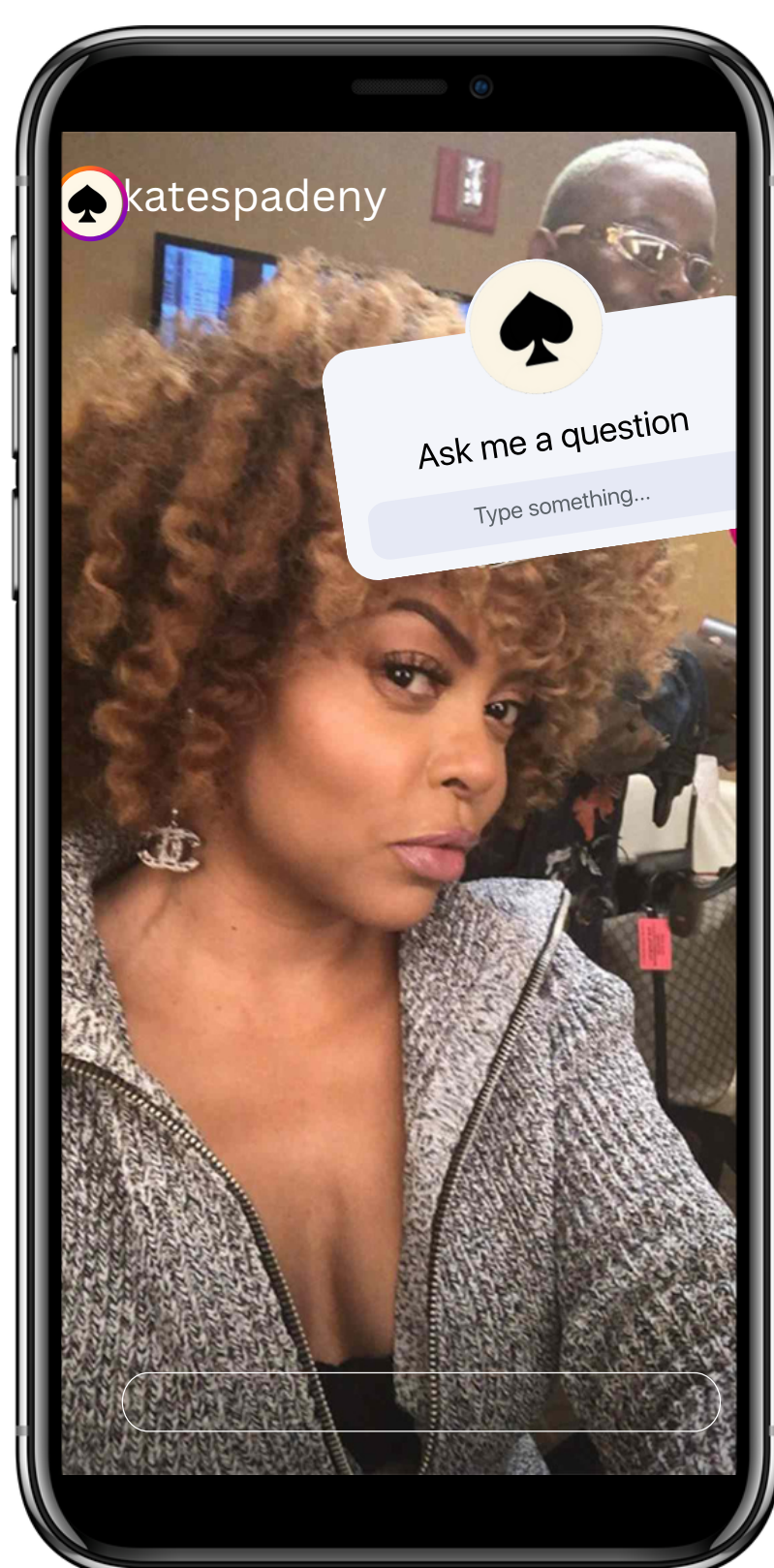
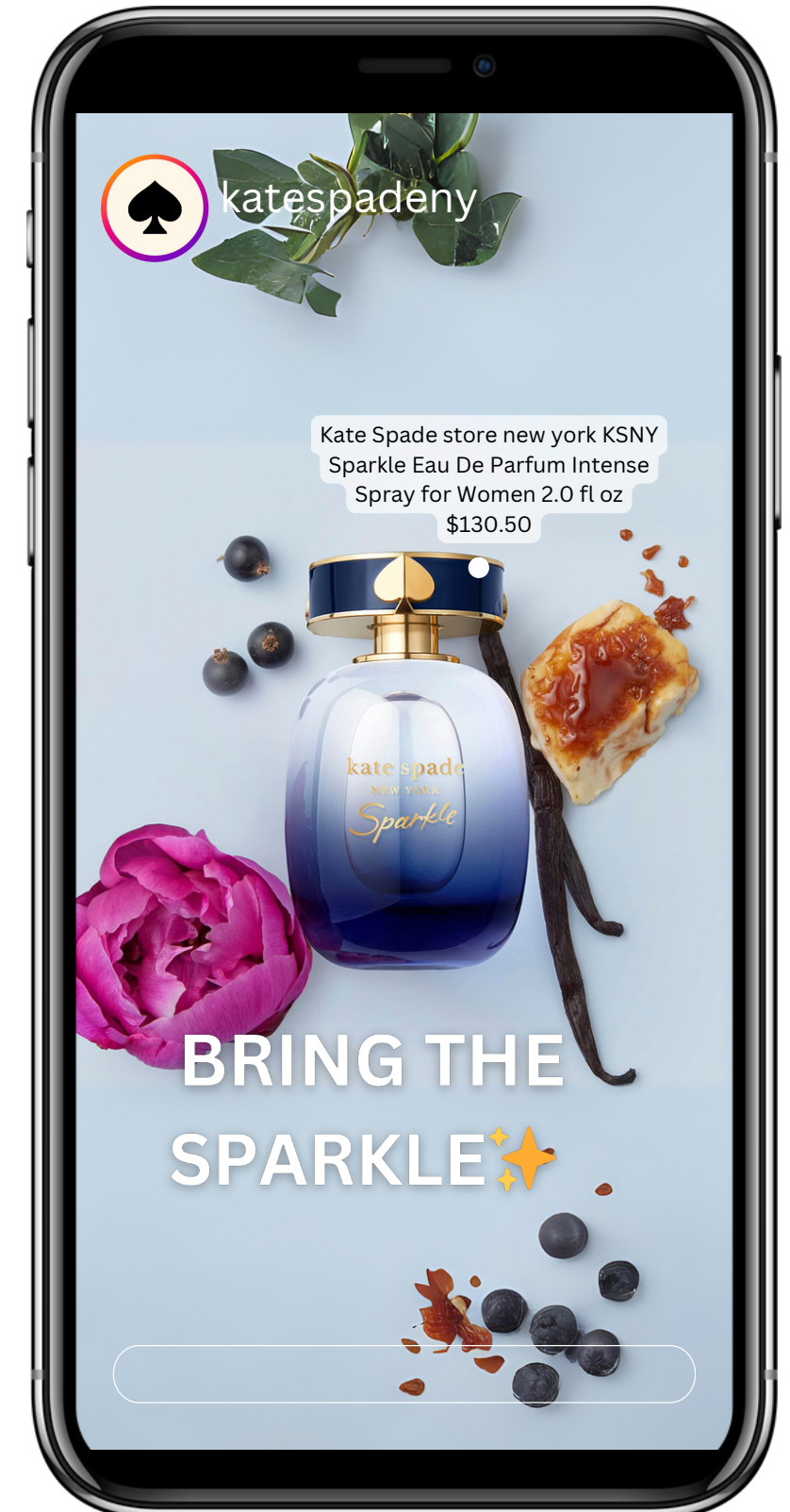
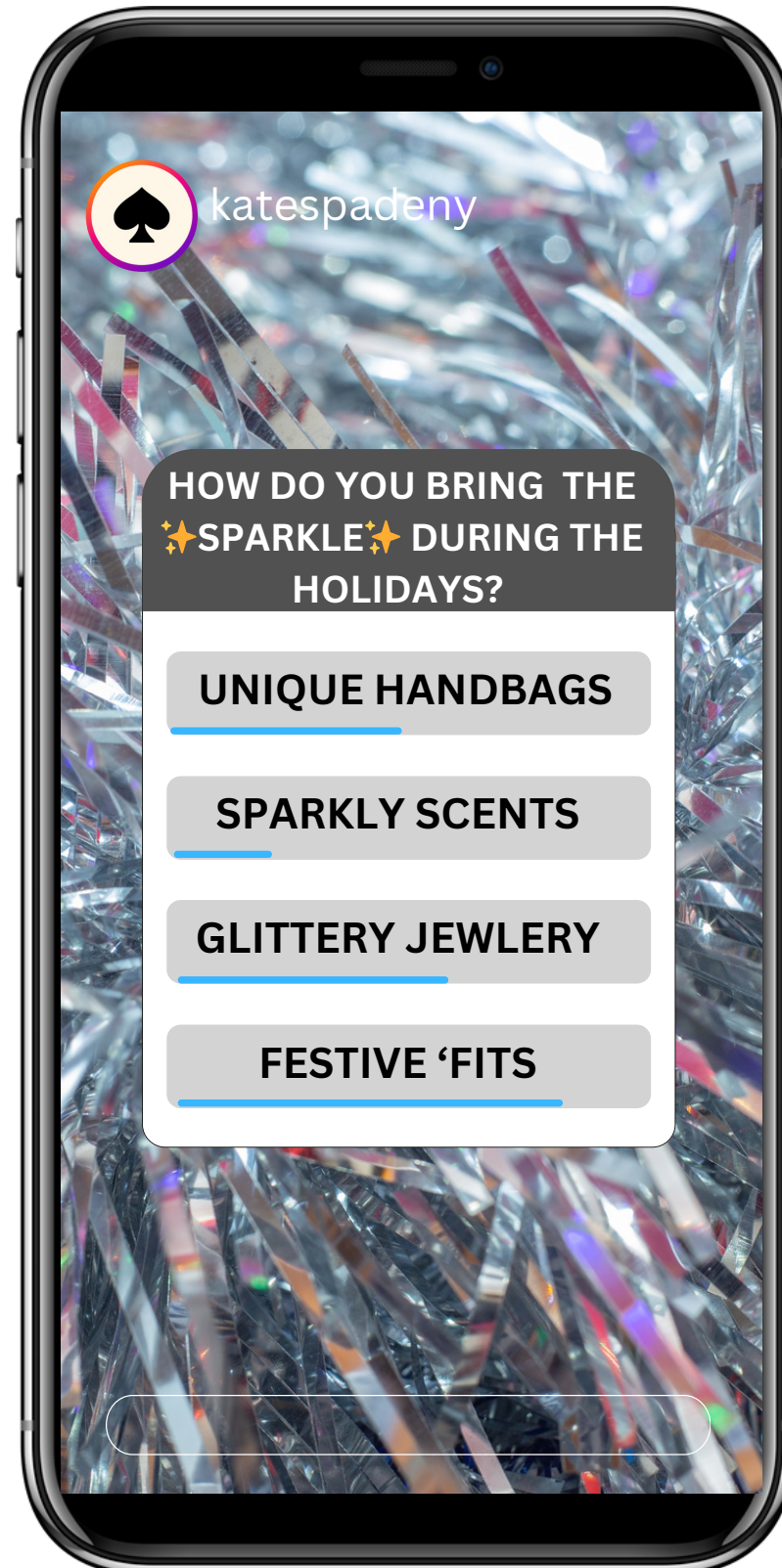
Finally, the post contains the #katespadeny hashtag which is consistent with current copy.



EXECUTION 2

This Instagram content provides a quick way followers can engage with Kate Spade's Instagram account. Instagram Stories are a valuable engagement tool due to their prime visibility, frequent updates, and temporary nature, creating a sense of urgency. Interactive features (polls, quizzes, Q & A), creative expression, and behind-the-scenes glimpses make content more compelling, while features like swipe-up links and insights enhance functionality, allowing brands to connect authentically with their audience and drive action. As mentioned in the audit, the current story highlights have not been updated in 25 weeks. These story elements should be highlighted to refresh the highlights section, keeping audiences engaged with new content.

Specifically for Kate Spade, one idea for execution is Instagram story polls about holiday activities. Questions such as, "how do you sparkle this holiday season ✨" can be used to prompt engagement. It is essential to note that the questions should not isolate any user because they do not celebrate certain holidays; thus, the term "holiday season" should be used instead of "Christmas" or "Hanukkah." After each question, a slide should be included showing a product- offering new ways audiences can "sparkle" during the holidays, for example. The tone of questions are consistent with Kate Spade's fun and playful voice. This boosts engagement and exposes story views to holiday product lines they may not have seen organically.

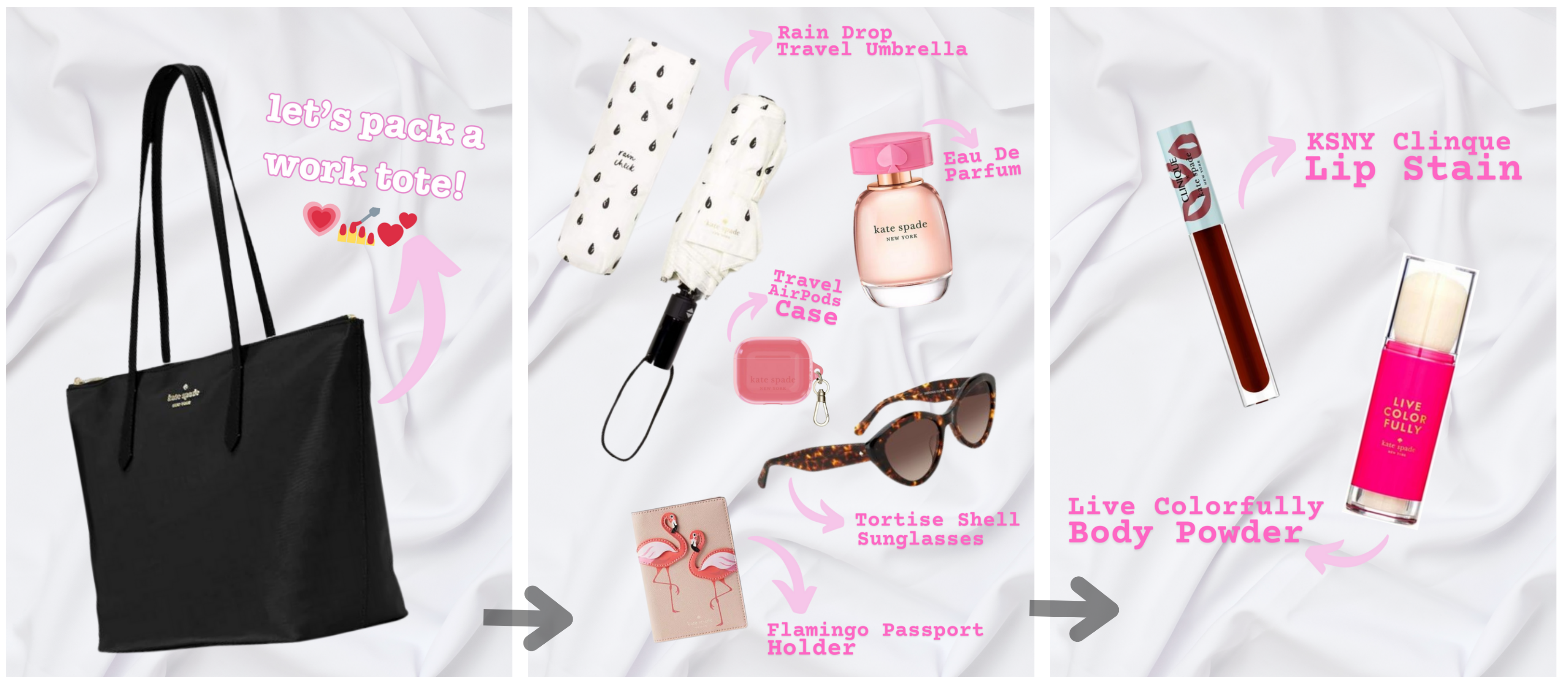


The second story execution involves Taraji P. Henson, a leader on the Kate Spade social impact council. She is very active and engaged with brand events. For example, she attended the ribbon cutting for the Hampton University She Care Wellness Pods. This event collaborated with Henson's personal foundation to expand access to frontline mental wellness care to women on the Hampton University campus. Content from events like this should also be documented on Kate Spade's story in a lofi-short form video format. They should be shot from the subject themselves (in a vlog-type format) to increase authenticity. Raw, behind-the-scenes footage from an actress like Henson could foster a more genuine and relatable experience. As shown in the execution, she could attach Q&A stickers to prompt viewers to ask about the event and the brand itself, increasing engagement.



EXECUTION 3

As mentioned in the audit, Kate Spade's TikTok presence is very effective producing their highest social media engagement rate of 11.3%. Kate Spade should include carousels, a feature that allows users to share a series of images or videos within a single post, to present more comprehensive content, tell engaging stories, and showcase various aspects of their product line in a visually appealing and interactive format. Viewers often spend more time swiping through each slide, increasing overall engagement and the algorithm's perception of content relevance. Carousels are effective for educational content, product showcases, interactive challenges, and organizing related announcements. The format provides a versatile and creative way to present diverse content within a single post, enhancing the overall impact on the audience.



katespadeny Tell us what's in your work tote! ❤️👉 #katespade
#katespadetote

audio: Anti Hero Taylor Swift

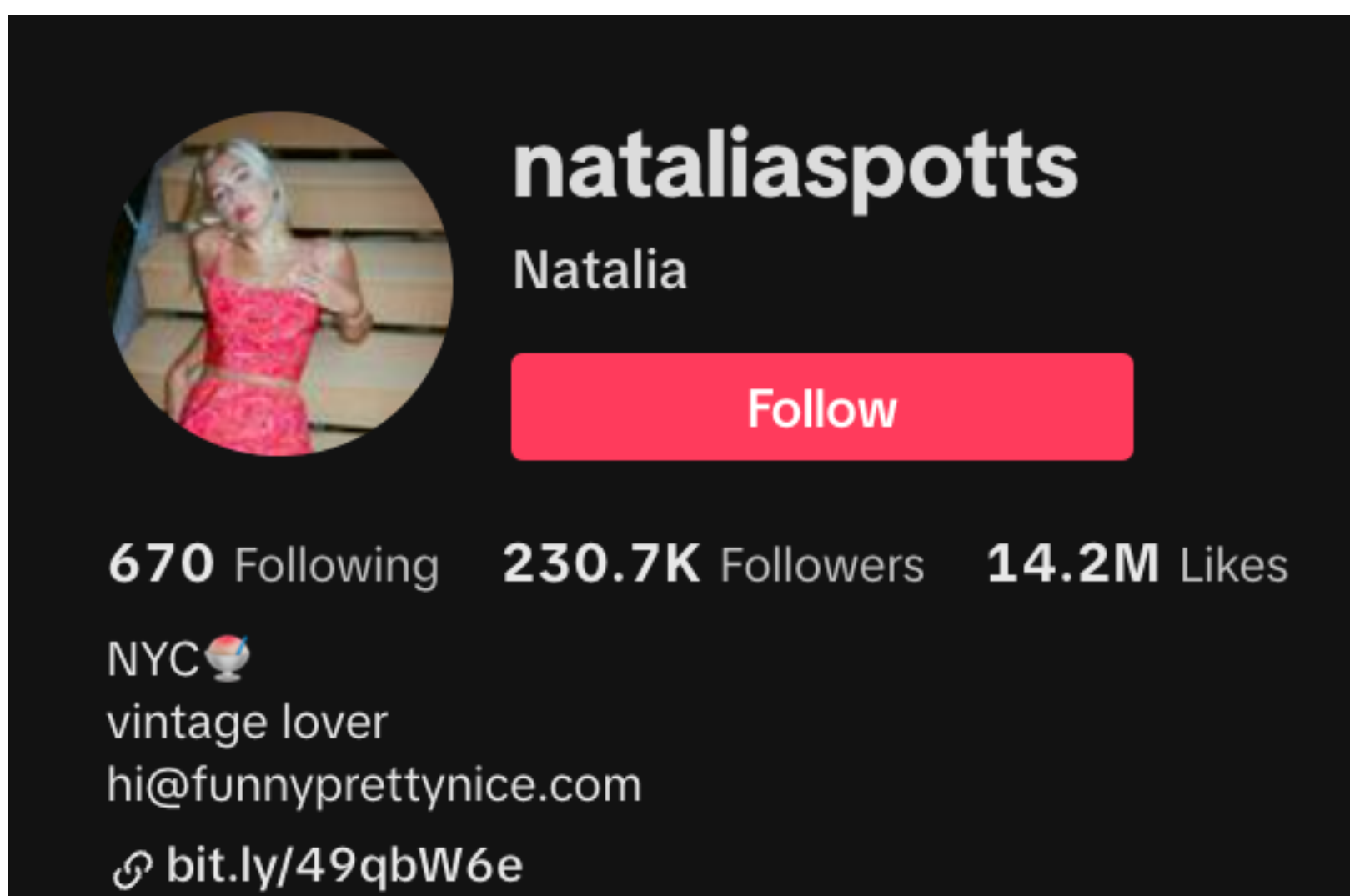
The first slide features the nylon tote with text prompting users to engage with the carousel. Emojis are added to be consistent with Kate Spade's minimal use of emojis, and they are consistently pink to create a visual aesthetic. The second and third slide features seven different products that a busy woman might want in her everyday bag. There are arrows pointing to the product names with the pink aesthetics continued.

The caption is consistent with Kate Spade's inviting tone and it includes an enticing CTA. Users can swipe through the carousel and comment which products, whether featured or not in the slide, they include in their work bags. This is a fun and playful way to engage with audiences while also promoting Kate Spade products. The products can also be featured in TikTok's "Shop" page to reinforce the availability to audiences.



EXECUTION 3

As mentioned in the audit, Kate Spade's TikTok presence is very effective producing their highest social media engagement rate of 11.3%. This platform offers the opportunity for user-generated content through which popular fashion influencers can become involved with the brand. Collaborating with TikTok fashion influencers enables Kate Spade to reach a younger, trend-focused audience authentically. Also, leveraging TikTok's viral nature increases brand visibility and engagement through creative product showcases. This approach keeps the brand current with trends, fosters a community, and provides valuable analytics to refine marketing strategies based on user engagement metrics.



Specifically Kate Spade should continue to collaborate with Natalia Spotts, a fashion and lifestyle influencer. She has created very successful styling suggestion videos for Kate Spade before. For example, she recently posted a "1 Bag: 3 Ways," which featured the Kate Spade heart handbag and received 3.5 Million views.

In this execution, Spotts would conduct a Kate Spade unboxing video. Unboxing videos garner engagement due to the anticipation and excitement they generate as viewers witness the unveiling of new products, fostering a sense of discovery and authenticity. The visual appeal, coupled with the influence of content creators, creates a highly shareable and aspirational experience that resonates with audiences, driving increased interaction and community engagement.

Spotts commenting on the quality and trendiness of the bag would gain positive views for the Kate Spade brand. It would offer Spott's audience the opportunity to be exposed to new products, and potentially purchase for themselves. The caption copy is consistent with Spotts' playful, conversational tone. Also, the Kate Spade TikTok should also comment on this unboxing.

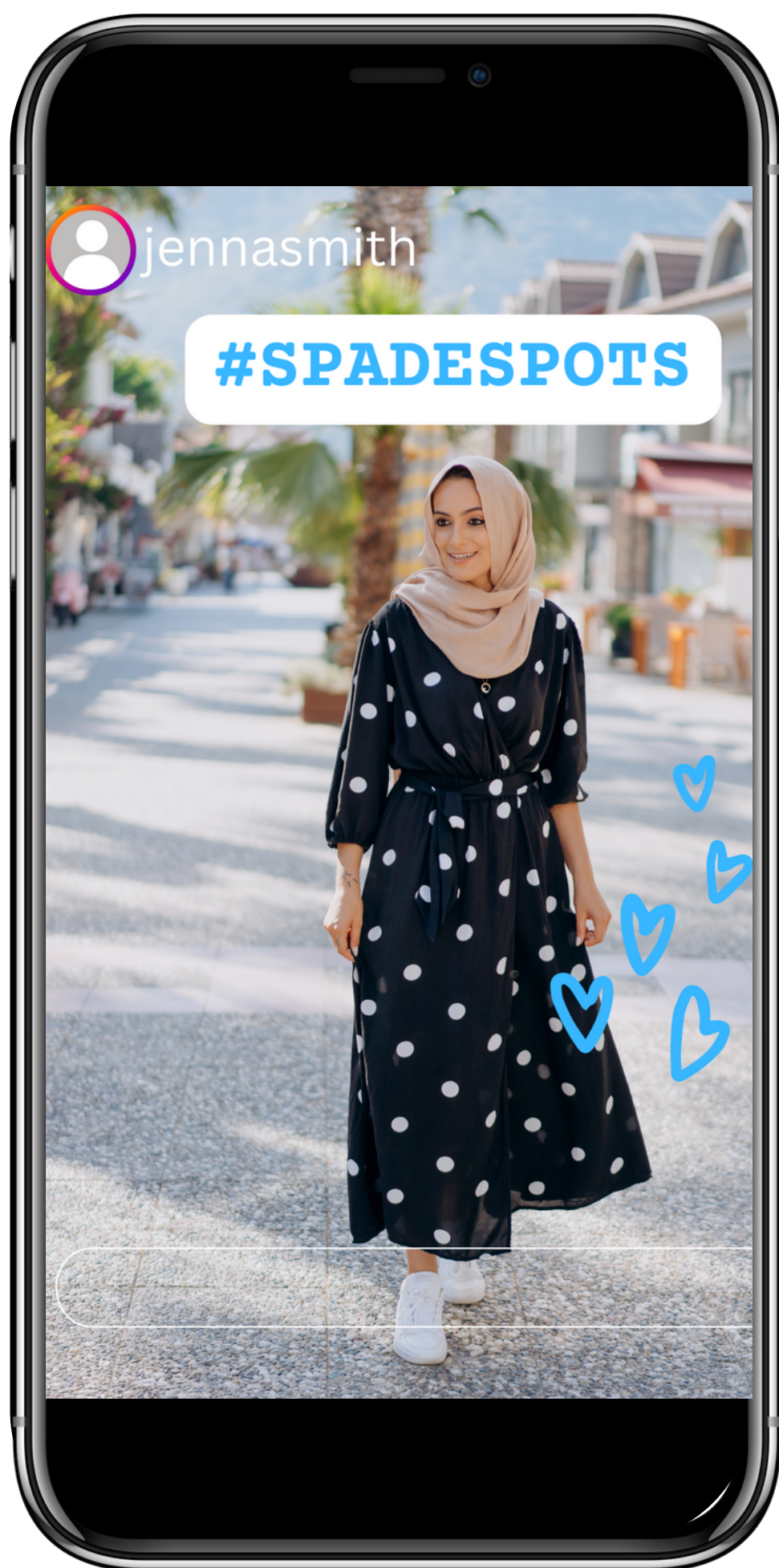


nataliaspotts i've been waitin' for this one! thanks bunches @katespade💋 #katespade



EXECUTION 4

One effective execution for Kate Spade to boost engagement could involve creating a series of short, engaging TikTok videos featuring a "Polka Dot Challenge." Users would have the opportunity to showcase different ways to style Kate Spade polka-dot accessories and clothing items in quick, visually appealing transitions. The challenge could invite followers to share their own polka-dot looks using a branded hashtag, fostering user-generated content. Kate Spade could then feature some of the best entries on its official platforms, creating a sense of community and encouraging further participation. This interactive and creative approach not only showcases the products but also engages the audience directly, leveraging the playful and vibrant nature of the polka-dot theme to enhance brand visibility and customer interaction.



This example posts would be grouped under the hashtag #SpadeSpots. This would make it easy for users to find content posted for the challenge.

Each video would give users the opportunity to create content seen directly by the brand, as the Kate Spade account would be engaging with each video.

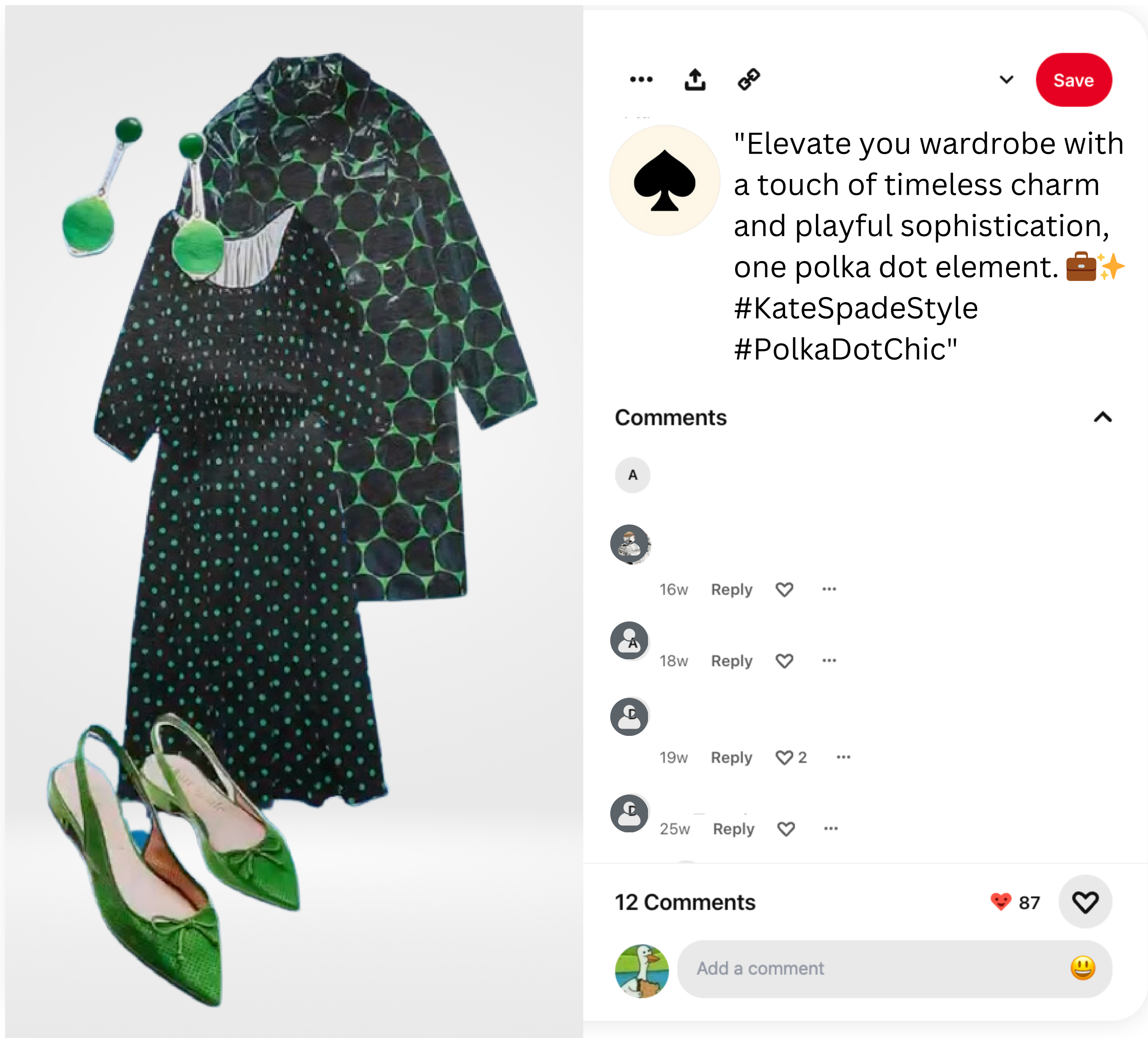
These reels could be used across platforms such as Facebook, Instagram, and/or TikTok to maximize engagement for young women aged 20-40.

These stories could compete in the Polka Dot Challenge. The specifics of what the winner receives from Kate Spade would depend on the terms and conditions of the challenge set by the brand. Typically, prizes for challenge winners could include exclusive Kate Spade products, a shopping spree or gift card, features on the brand's official social media channels, or a personalized styling session. It's essential to check the official rules and announcements from Kate Spade for accurate and current information on the rewards for the polka dot challenge.



EXECUTION 5

As mentioned in the audit, Pinterest is a popular platform for Kate Spade's target audience, and their current content has opportunities to increase engagement. For example, the brand could incorporate wardrobe inspiration posts, similar to those that are currently featured on their Instagram highlights. Wardrobe posts on Pinterest elevate engagement by tapping into the platform's visual emphasis, offering fashion inspiration, and driving clicks through to detailed content. These posts cater to users seeking practical style ideas, aligning with seasonal trends and occasions, while their shareability and community interaction contribute to increased visibility. The platform's algorithm further amplifies engagement by favoring content that receives likes, saves, and comments, making wardrobe posts a key driver of active user participation and exploration on Pinterest.



This post is visually appealing and features multiple Kate Spade polka-dot products. This post's vibrant display of multiple Kate Spade polka-dot products ensures heightened engagement. The visual appeal and playful charm of the polka-dot theme make it widely shareable, capturing viewers' attention and encouraging exploration. The alignment with Kate Spade's iconic style enhances brand loyalty, contributing to increased likes, saves, and shares.



kate spade

NEW YORK

SOCIAL MEDIA AUDIT- EVALUATION

Kate Spade's social media analysis reveals strengths and weaknesses across various platforms. On Instagram, the brand excels in visual aesthetics and collaborations but faces a challenge with a low engagement rate.

Opportunities lie in incorporating calls to action and updating story highlights. On Facebook, Kate Spade maintains a visually appealing feed but grapples with spam comments, suggesting an opportunity to implement tools for comment moderation. Kate Spade's X account showcases a strength in handling negativity but is currently inactive, indicating a need for increased user interaction or removal. TikTok proves effective for engagement, but there is an opportunity to leverage TikTok Shop for direct product promotion. Pinterest showcases Kate Spade's visual appeal, but the lack of user interaction is a missed opportunity, and the brand could benefit from creating non-product-related holiday content. Overall, diversifying content and addressing engagement issues are crucial for social media success.

