

Purpose

Portland Monthly's Bride & Groom is a consumer-focused bridal fashion magazine published twice annually in affiliation with Portland Monthly. Portland Bride & Groom brands itself as Oregon's premier wedding magazine. It is packed with advice, tips, photography and real weddings. Each smartly elegant issue is designed to help future brides plan their wedding.

Portland Bride & Groom is distributed throughout Oregon, Southwest Washington and Northern California. Its major regional competitors are Oregon Bride Magazine and Seattle Bride Magazine. We included Brides of North Texas in this analysis because, as a regional bridal magazine with a small circulation, it is similar to Portland Bride & Groom, and it has engaging social media content.

As Portland Bride & Groom is a small circulation bridal magazine, it is appropriate to exclude from the analysis well established and nationally circulated bridal magazines (e.g., Brides, Weddings and Bridal Guide).

Auditing Portland Bride & Groom's social media and providing contextual data about its competitors' social media provides the magazine with information it can use to analyze the strengths and weaknesses of its social media output. This analysis can be used to improve Portland Bride & Groom's presence on social media.

Method

Portland Bride & Groom has a presence on Pinterest, Facebook and Twitter platforms. We analyzed the content on each of the magazine's social media platforms between Jan. 1 and March 31, 2013.

We then analyzed content on its competitors' social media platforms for the same time period to give Portland Bride & Groom a better understanding of what its two competitors are doing and how to stay relevant if not ahead of its competition. We also analyzed Brides of North Texas' social media output during the specified timeframe.

For the conversation analysis we searched links, keywords and hashtags on Icerocket. We found no outside conversations involving Portland Bride & Groom. We then used manual coding on Pinterest, Facebook and Twitter platforms to analyze conversations about Portland Bride & Groom and compared those conversations with its competitors and Brides of North Texas.

Results: Social Media Audit

Striking images are Portland Bride & Groom's key strength; however, rather than accentuating its beautiful wedding images, the company uses Tiffany blue and a

diamond graphic as its profile images across its Twitter and Pinterest platforms. All of its competitors use their current magazine cover for profile images.

The print magazine speaks with a unique Northwestern tone. Portland Bride & Groom has the opportunity to adopt a cohesive voice across social media channels by matching the tone used in the print version of the magazine.

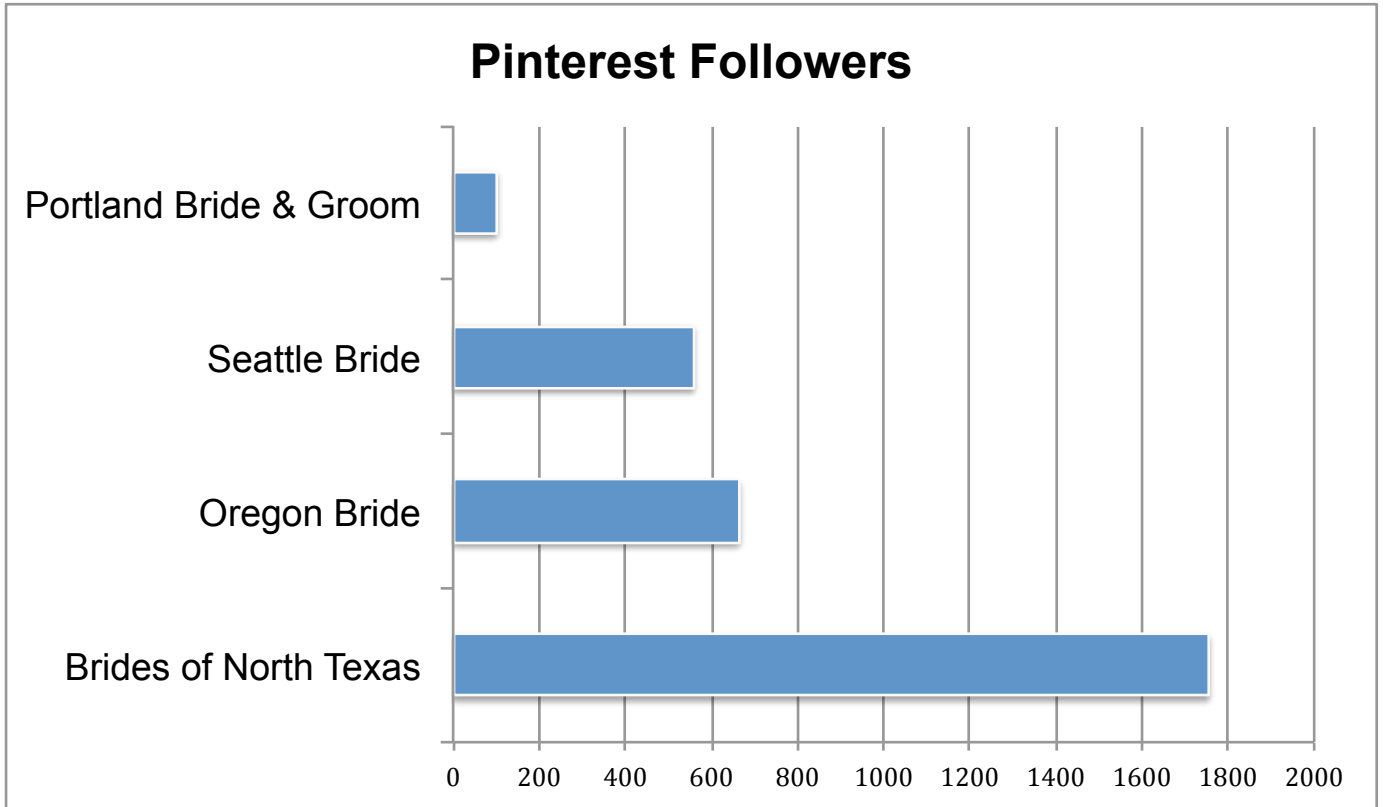
Pinterest

About Portland Bride & Groom's account

The screenshot shows the Pinterest profile for Portland Bride & Groom. The profile picture is a blue square with a white diamond icon and the text 'Bride & Groom'. The bio reads: 'Portland Bride & Groom is a consumer-focused bridal magazine. Each issue contains advice, tips, photography, profiles of real weddings, and more—all designed to help create the wedding of your dreams.' The location is listed as 'Portland, OR'. The page shows 13 Boards, 335 Pins, 1 Like, and 101 Followers. The main content area displays four boards: 'The Cake' (31 pins), 'Food & Drink' (36 pins), 'Decorative Possibilities' (35 pins), and 'Eye-Catching Floral' (42 pins). Each board has a grid of images related to the topic.

Portland Bride & Groom's Pinterest account uses its brand name and diamond graphic on a Tiffany blue field as its profile image. The Pinterest image is somewhat consistent with its Twitter account, which only uses the diamond graphic and blue. Portland Bride & Groom's Pinterest image is inconsistent with its Facebook account's image, which uses the most recent magazine cover as its profile image.

The magazine's Pinterest about section is also inconsistent with its about sections on Facebook and Twitter. The Pinterest page maintains a neutral and professional tone on its about section: "Portland Bride & Groom is a consumer-focused bridal magazine. Each issue contains advice, tips, photography, profiles of real weddings, and more—all designed to help create the wedding of your dreams."



The page has a following of 100 users, and Portland Bride & Groom follows 101 users. Its Pinterest features 13 boards with 335 pins. Brides of North Texas maintains a stronger Pinterest community than Portland Bride & Groom. Brides of North Texas follows 145 users and has 1,752 followers. Brides of North Texas maintains 32 boards and 799 total pins.

Portland Bride & Groom has a presence on Pinterest; however, rather than using the Pinterest “bookmarklet,” it uploads all pins, decreasing Pinterest’s traffic boosting potential. Brides of North Texas pins original content, and each of its pins link back to the magazine’s publication sites. In comparison, Portland Bride & Groom uploads all content rather than pinning from its online publications.

While it usually adds text for a pin’s description, Portland Bride & Groom does not use hashtags or relevant, descriptive captions, which would increase search engine optimization. Brides of North Texas understands Pinterest’s search features and utilizes them by including not only appropriate hashtags but also descriptive captions.

Portland Bride & Groom maintains an articulate and professional voice on Pinterest, which is consistent with its competitors. Its captions are descriptive but non-conversational and don’t incorporate hashtags. Brides of North Texas expresses a tone of excitement and is the only one of the magazines analyzed who engages with its followers’ comments. Everything about its account inspires

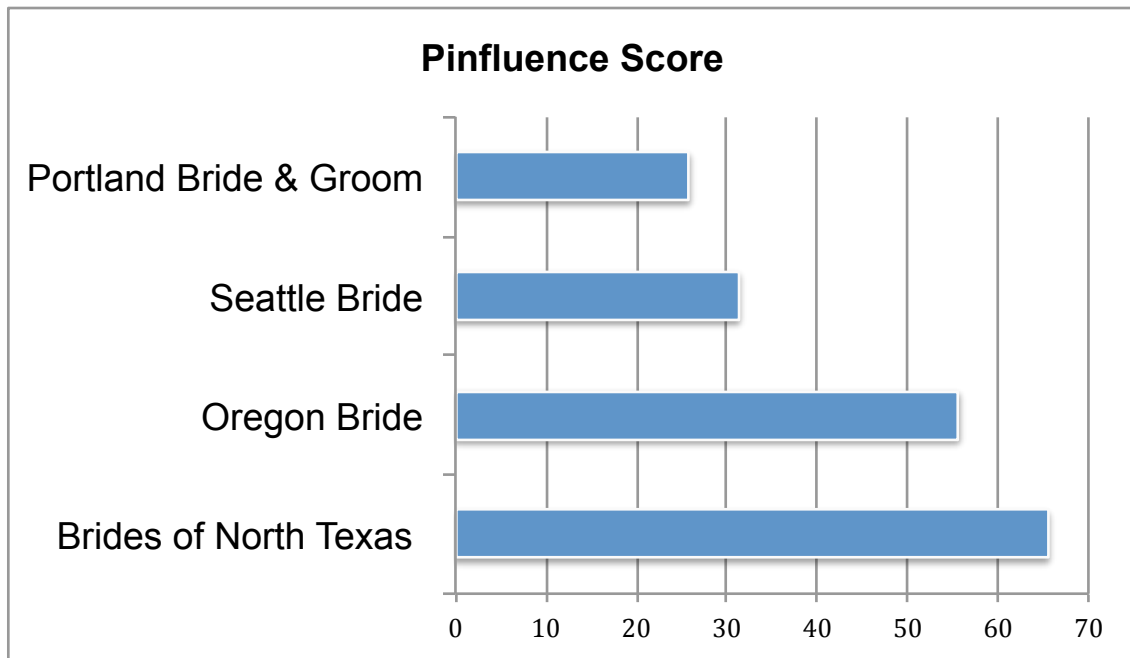
dialogue from upbeat captions to prompt responses. Seattle Bride adopts a similar tone but lacks consistency in its writing and delivery.

Interaction

Pinterest interaction is gauged through repins and likes. On Pinterest, comments are an exceptional form of interaction. Portland Bride & Groom averages less than one like per board and about six repins per board. With an average of six likes and 24 repins per board, Seattle Bride's Pinterest reach is comparable to Portland Bride & Groom. Brides of North Texas has outstanding interaction on Pinterest with an average of 72 likes and 340 repins per board.

Measurement

PinPuff is a free analytical tool that calculates an account's engagement and presence on Pinterest. Pinfluence is a relative measure of a brand's popularity, influence, activity and reach on Pinterest.¹



Because of its above average reach, low activity score and low virality score, Portland Bride & Groom earned a pinfluence score of 26. Virality is the tendency of an image, video, or piece of information to be circulated rapidly and widely from one Internet user to another.²

¹ Pinpuff.com (n.d.). "Pinfluence: What is Pinfluence?" Retrieved from <http://pinpuff.com/pinfluence.php>

² Virality. (n.d.). In *Oxford Dictionary online*. Retrieved from <http://oxforddictionaries.com/definition/english/virality?q=virality>

Bride's of North Texas' activity score, 52.2, almost doubled Portland Bride & Groom's activity score. Brides of North Texas scored particularly high in virality, 97.7, pushing its overall pinfluence score higher than the other magazines.

Seattle Bride Magazine's activity score is comparable to Portland Bride & Groom's score. Seattle Bride Magazine scored high in virality with a 75. Had its activity score not been so low, Seattle Bride Magazine would have registered as a competitor of Brides of North Texas.

Most popular content



"The Cake" is Portland Bride & Groom's most popular board on Pinterest with 87 followers, 13 repins and no likes. This board has more content and is updated more often than its other boards. The lack of likes on its most popular board speaks to Portland Bride & Groom's weak reach. In comparison, Brides of North

Texas' most popular board called "This and That" has 1,282 followers. Content from the board has been repinned 1,020 times and liked 237 times.

Brides of North Texas is an advanced Pinterest user. It is an example of what Portland Bride & Groom should aspire to compete with. However, each of the analyzed magazines can improve by directly responding to and liking and followers' content.

Twitter



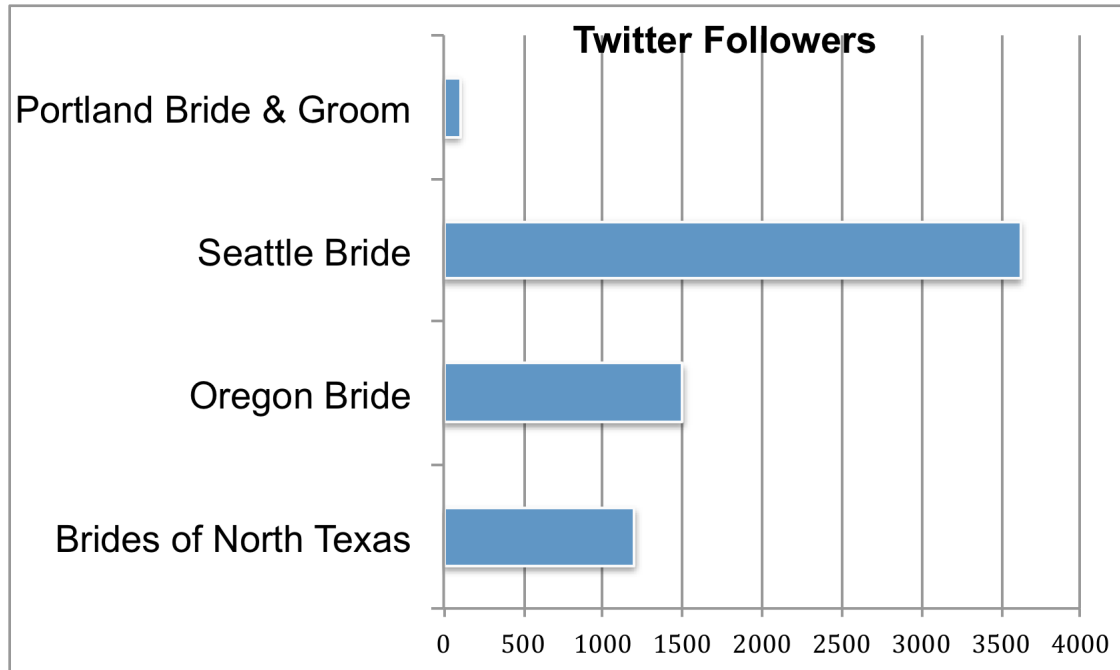
PortlandBride&Groom
@PDXBrideGroom
Portland Bride & Groom is a magazine whose passion is fashion.
pinterest.com/pdxbridegroom/
Portland, OR · <http://portlandbrideandgroom.com>

93 TWEETS 172 FOLLOWING 112 FOLLOWERS 

About Portland Bride & Groom's account

Portland Bride & Groom (@PDXBrideGroom) is not fully using Twitter to its advantage. The about section is vague stating, "Portland Bride & Groom is a magazine whose passion is fashion." This about section does define not its purpose and audience.

The magazine's Twitter page links to its Pinterest and website pages. The logo is just a white background with a diamond graphic. The diamond does not give the look or feel of weddings. The current issue of Portland Bride & Groom is the page background, which conveys the message that it is a fashion wedding magazine.



Portland Bride & Groom has 99 followers and is following 172 people. Of the four magazines, Seattle Bride Magazine has the largest Twitter following, with 3,620 followers. Oregon Bride Magazine has 1,501 followers, and 1,198 Twitter users follow Brides of North Texas.

Portland Bride & Groom has 90 tweets total. Of those tweets, 41 were during the January to March time span. Seattle Bride tweeted the most during the time period with 69 tweets. Oregon Bride Magazine tweeted the least with only six tweets from January to March.

Interaction

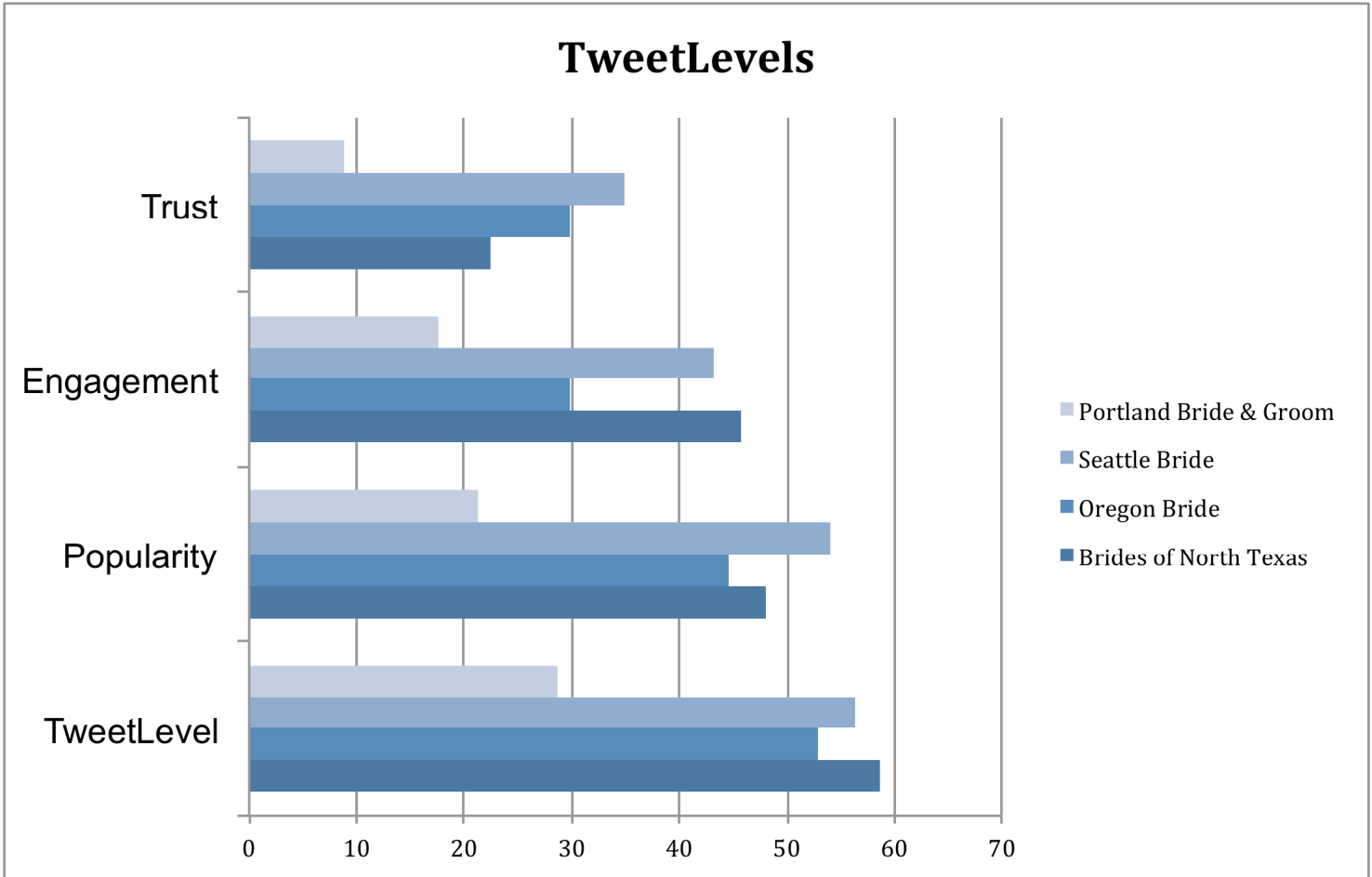
Most of Portland Bride & Groom’s tweets were about event information, wedding vendors and future giveaways. Using links, Portland Bride & Groom referred followers to its other social media sites and its official Web page. Most of the February tweets were about “Rocked,” an event the magazine was co-hosting. The magazine promoted the event, including vendors and how to win tickets.

Portland Bride & Groom occasionally re-tweeted different vendors, but it didn’t have any interaction with followers who weren’t vendors. Furthermore, the magazine didn’t re-tweet any of its followers’ tweets. Portland Bride & Groom did not respond when others would tweet at them.

Measurement

TweetLevel, a Twitter analytics tool created by Edelman PR, provided data concerning

Portland Bride & Groom's Twitter account. Through TweetLevel's trust, engagement and popularity scores, we were able to identify how influential a brand is.



Portland Bride & Groom's TweetLevel and influence is 28.7. Its popularity is 21.3, engagement 17.6 and trust 8.8. These are the lowest out of all the other TweetLevel scores. Brides of North Texas came in with the highest TweetLevel and influence score of 59.9 then Seattle Bride follows with 57.6. Portland Bride and Groom scored dramatically lower in all the areas.

Example of community building content



bridesofnorthtx @bridesofnorthtx

28 Feb

@AsYouWish_DFW Such a beautiful wedding! @WestinStonebri
@johnclivas #dfw #wedding #purple #ss2013 #bridesofnorthtx

View conversation

The Northwest-based magazines did not use hashtags in their tweets. However, Brides of North Texas had a unique and fun way of using them. One of the most popular hastags was #WeddingWednesday. Brides of North Texas tagged words relating to weddings and its own brand, #bridesofnorthtx.

Facebook

Portland Bride & Groom
2,991 likes - 30 talking about this

Media/News/Publishing
Portland Monthly Bride and Groom is a magazine whose passion is fashion! We offer inspiration in the most unique and stylish ways!

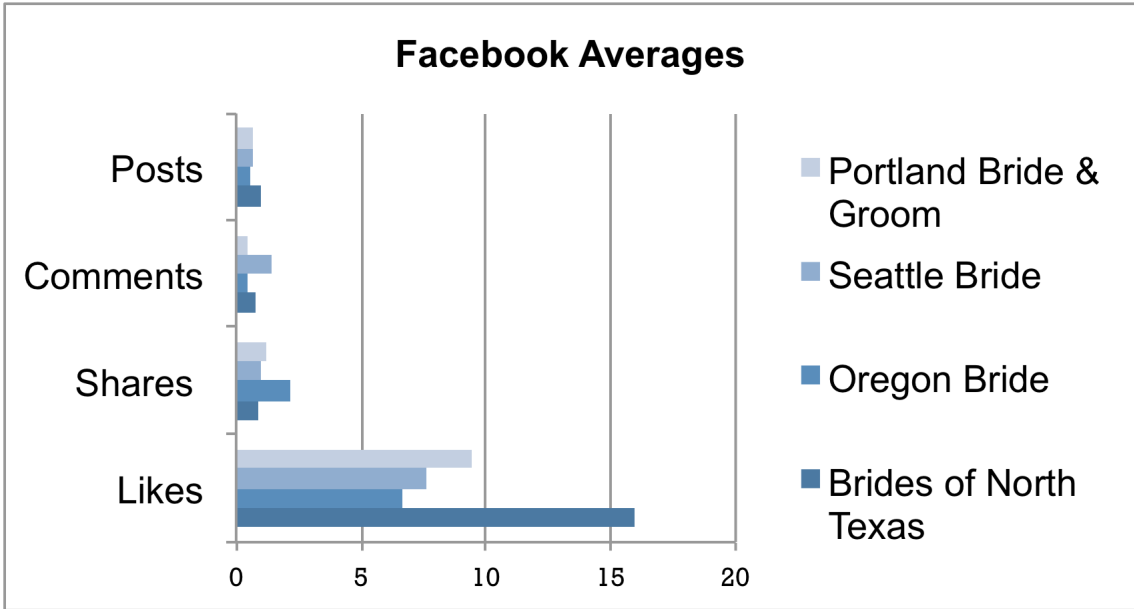
About - Suggest an Edit

Photos Likes Hear from us! Events

About Portland Bride & Groom's account

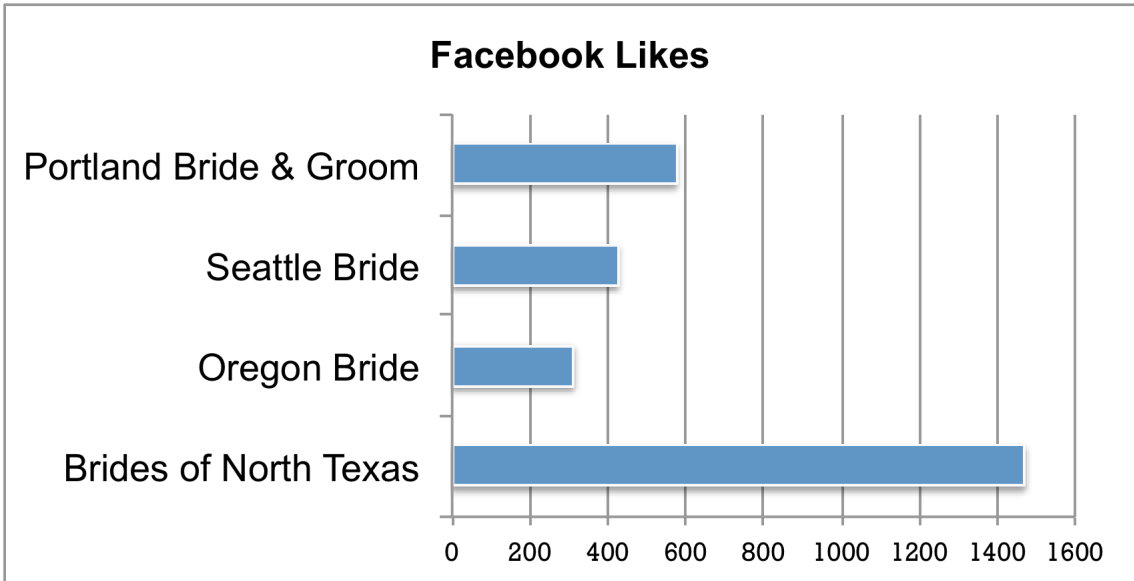
Portland Bride & Groom's profile icon was the cover of its most recent magazine. It maintained a laid back yet professional voice. The magazine's about section stated, "Portland Bride & Groom is a magazine whose passion is fashion! We offer inspiration in the most unique and stylish ways!"

Portland Bride & Groom is active on its Facebook page.



From January to March 2013 it had 61 posts, 575 likes, 31 comments and 71 content shares. It came in second behind Brides of North Texas for number of posts per day. Portland Bride & Groom had 2,989 likes overall. Brides of North Texas, with 8,385 likes, was the only competitor with more overall likes than Portland Bride & Groom. Oregon Bride Magazine and Seattle Bride Magazine had 1,958 and 2,229 likes, respectively.

Portland Bride & Groom had an average of .68 posts per day, while Oregon and Seattle Bride Magazine had an average of .52 and .62 posts per day. The leader in posts was Brides of North Texas with an average of 1.02 posts per day.



Portland Bride & Groom came in second for average likes and shares per post, with 9.43 likes and 1.18 shares. Brides of North Texas beat Portland Bride & Groom at average posts, likes and comments. Oregon Bride Magazine produced the least amount of content but had the most overall shares per post. Because shares broaden the scope of a posts' audience, shares are one of the most valuable pieces of engagement for a brand.

The posts consisted of notification services including notifications of content, products and vendors that have been featured in the latest publication of Portland Bride & Groom. It also posted pictures, giveaways and event information. No posts included links to its website or its other social media platforms.

Interaction & measurement

Portland Bride & Groom had a good amount of fan interaction on its posts with likes and shares; however, its content did not generate many comments. The majority of Portland Bride & Groom's posts were vendor endorsements. In terms of likes, comments and shares, vendor posts attracted the least amount of interaction from fans.

All of Portland Bride & Groom's competitors posted similar content; however, the emphasis on kinds of content differs. Brides of North Texas posted more content daily, and its content was heavily image based. The images generated a lot of likes but not much conversation. Seattle Bride Magazine posted less often, and its posts emphasized promotional content. This kind of content generated the most amount of engagement among the four magazines and gained the largest average number of comments, 1.45 per post. Oregon Bride Magazine focused on vendor promotions, which earned it the largest number of shares per post at 2.15.

Most popular content

Portland Bride & Groom's posts mostly mentioned vendor-related content. Oregon Bride Magazine mentioned vendors differently than Portland Bride & Groom. Oregon Bride offered advice or posted something fashionable, then included pertinent vendors in the post. Vendors were more likely than other fans to share Oregon Bride Magazine's posts. Vendors were also more likely to share the posts that Oregon Bride Magazine made rather than Portland Bride & Groom's posts. The two magazines had a subtle difference in tone and approach, but those differences gained Oregon Bride Magazine's posts a larger audience via shares.

Promotional posts and those posts that included pictures generated the most interaction from fans.



Its most popular post, with 36 likes and 13 shares, was a Gatsby-inspired fashion picture.

Results: Conversation Analysis

Pinterest

Searching Pinterest for Portland Bride & Groom's posts yielded minimal results. Results showed pins but no hashtag usage. Searching #portlandbrideandgroom yielded no results.

The most popular pins that appeared from the search were repins and photos of cakes, consistent with its most popular board, "The Cake." Brides of North Texas had excellent search results and many pins used #bridesofnorthtexas or #bridesofnorthtx. Seattle Bride Magazine and Oregon Bride Magazine also could be found when searching their names, yet neither were found when searching hashtags.

Twitter

Using the website Icerocket to search Twitter for all text, links and hashtags yielded no results after searching "Portland Bride & Groom," "PDX Bride & Groom," or "PDX BrideGroom."

Seattle Bride Magazine was mentioned 37 times in a four-day period. It averaged 7.4 posts per day. We read through the mentions to manually determine whether they were positive or negative. All of the mentions for Seattle Bride Magazine were positive. Nordstrom mentioned Seattle Bride Magazine in regards to an event they were collaborating on. It was the most influential follower that mentioned Seattle Bride Magazine, giving the post a combined reach of 7,100 Twitter followers.

Brides of North Texas averaged 2.5 posts per day and there were many conversations about the magazine. The mentions were all positive.

Using Icerocket yielded no search results for Oregon Bride Magazine. There were no results for this magazine's Twitter handle.

Discussion

Listed below are the six major trends we saw in regards to Portland Bride & Groom's social media presence:

1. Portland Bride & Groom did not have a unique and consistent presence across social media channels. Its voice and profile images varied across channels.
2. Except for its Pinterest account, Portland Bride & Groom did not seem to tailor its message to fans on specific channels.
3. Posts often lacked the excitement that is key in the wedding market.
4. Portland Bride & Groom had a large amount of output on Facebook but not a high return on engagement.
5. Across all three Northwest-based magazines there was little engagement. Brides of North Texas stood out because of its hyper-engaged social media tactics.
6. None of Portland Bride & Groom's regional competition used tools like hashtags.

We recommend Portland Bride & Groom make three stylistic strategy adjustments. Our general recommendations are as follows:

1. Discover a unique voice and style of engagement and then strive to become a brand that interacts with fans and followers across all platforms. Portland Bride & Groom does not need to respond to each and every individual post, like or share; however, it does need to respond when appropriate. Portland Bride & Groom did a great job tweeting at and promoting vendors involved in its Rocked event. That was a good way to nurture and build those relationships. Portland Bride & Groom can take that a step further by engaging with fans who are influential and involved

in the Portland bridal community. Portland Bride & Groom should be answering questions, asking its fans questions, liking fans' content, and listening and engaging with its fans.

2. Use a service like bit.ly when posting links to any of the platforms. Data generated from bit.ly can be used for measuring and evaluating tactics the magazine uses. This tool will help Portland Bride & Groom monitor and track how fans interact with its content.
3. Take advantage of its strength in images. Ensure each of its profile pictures represents the fashionable bridal magazine by setting the pictures to the most recent magazine cover.



The first icon is used on its Twitter page, the second on its Pinterest page and the third on its Facebook page. We suggest Portland Bride & Groom uses its Facebook image across all media platforms to establish a cohesive brand and follow best practices.

Recommendations

Pinterest

Portland Bride & Groom has plenty of room to improve on its Pinterest page. Listed below are eight recommendations for consideration when enhancing this crucial platform:

1. Pin content regularly to expand presence and build audience.
2. Change profile photo to the most recent magazine cover to establish a cohesive brand and follow best practices.
3. Write creative captions that explain each board and pin to drive traffic to its Pinterest page by enhancing SEO.
4. Use hashtags in descriptions and captions to enhance SEO and participate in key conversations and community building.

5. Pin content using the “bookmarklet” tool to drive traffic to its publication sites by enhancing SEO.
6. Create more boards to catch up with competition’s practices (e.g., Grooms, Covers, Competitions).

Twitter

Portland Bride & Groom’s Twitter presence will benefit from making the following five adjustments:

1. Change profile photo to the most recent magazine cover to establish a cohesive brand and follow best practices.
2. Change about section to align with its Pinterest page to establish a cohesive brand and follow best practices.
3. Use a more friendly, excited and cohesive tone to spark conversation and gain followers.
4. Participate in and retweet Portland area bridal conversations to gain followers, participate in its community and make brand relevant to followers.
5. Use hashtags in tweets to enhance SEO and participate in key conversations and community building.

Facebook

Portland Bride & Groom has a good presence on Facebook; however, we propose the following four recommendations to improve its branding and overall influence on the channel:

1. Change about section to align with its Pinterest page to increase SEO, establish a cohesive brand and follow best practices.
2. Update visible social media share buttons and include link to its website to increase SEO and encourage engagement and sharing across platforms.
3. Establish consumer-based strategy to increase relevance and fan interaction.
4. Establish vendor-based messaging strategy to increase shares through vendor interaction.