

Automobile Industry Social Scorecard






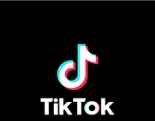
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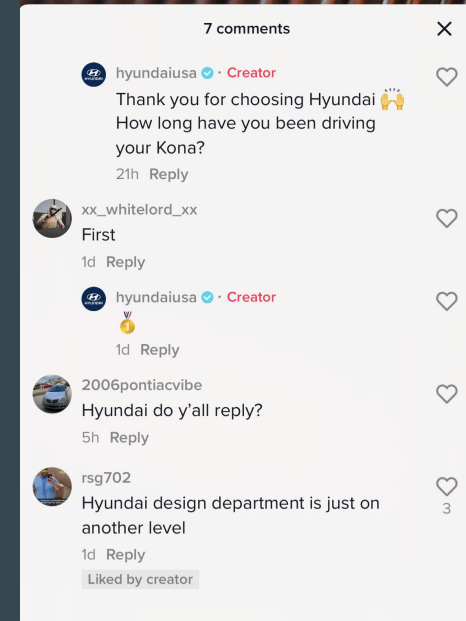
Social Scorecard

Brand	Engagement	Crisis Management	Quality of Content	Objective of Social Channels	Final Score
Hyundai	2	1	3	3	9
Tesla	2	1	4	3	10
Mercedes	3	2	3	3	11
VW	2	2	4	3	11
Subaru	4	1	4	3	12
Rivian	4	1	5	4	14



Hyundai

	Posting Frequency	User Engagement
	Every 2-3 days	Does not respond to comments
	Every 4-5 days	Responds to 5+ people per post
	Daily	Does not respond to comments
	Daily	Responds to 2-3 people per post





Crisis Management

Ground Report | New Delhi: Why Justice for Ajit is trending; The HR manager of Hyundai Company has beaten a customer inside Hyundai India authorized dealership after he was taking photographs and videography at the repair center of the automobile company in Sohna – Gurgaon Rd. A video posted on social media has gone viral.



hyundai Today – and every other day – our gratitude and thankfulness goes out to all the women out there. Without you, this place would not be the same.

#Hyundai #InternationalWomensDay

3w



kushwaha_abhay09 #justiceforajit #shameonhyundai

2w 4 likes Reply



atif_kamal10 #justiceforajit #shameonhyundai

2w 1 like Reply



hedzrusya Please support Ukraine 🇺🇦 Don't financing the war 🙏 Stop your business in Russia #stopbusinessinrussia #standwithukraine

2w 5 likes Reply



vitalik_kalyta #stopworkinrussia #stopterrorism #standwithukraine

3w 3 likes Reply



hellnelly Stop financing Putin's war machine and barbaric atrocities in Ukraine. Do not abstain from making the just choices. Millions will remember that your money is covered in the blood of innocent people. Quit the Russian market. Make the right decision. #StopPutin #StandWithUkraine

2w Reply



_mr.bisht_jii Kya karoge gadi bechkar jab ijjat krni na ati ho to #justiceforajit



2w Reply See translation



loving_happy_family #stopwarinukraine #standwithukraine

2w Reply



m.r_ishant #justiceforrajat

2w Reply



story_bazz_001 Improve your service



Social Media Campaign

- 2021 Super Bowl commercial called “Smaht Pahk”
- Featured two Boston comedians Robert Kelly and Tony Viveiros who like tweeted during the ad and the game.
- 55.2 million views across YouTube, Facebook, and Twitter.
- More than 43,000 mentions on social media.
- Ranked second overall on USA Today’s Ad Meter

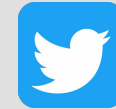




Subaru

#SubaruRoadTrip campaign encourages content sharing amongst Subaru lovers and drivers

Controversy around the new all electric Subaru Solterra and the strong Toyota Influence






@subaru_usa



@subaru_usa



Subaru

	Post Frequency Averaged over the course of a month	Posts in Regard to the Subaru Solterra Since Nov. 2021 when it was announced to the public
	~1.8 posts per day	9 posts in the last 5 months
	~1.5 posts per day	9 posts in the last 5 months
	~ 1.3 posts per day	1 post in the last 5 months





Mercedes Benz

- Engagement and Quality of Content:



Instagram

- Three posts a day through seven days a week.
- Engagement ranges between 200 to 600 in the comments—the likes from 60K to 300K.



TikTok

- Two videos each week.
- The engagement for their posts will be 20 to 400 in the comments, likes 3k to 20k, and views 10k to 5m.



YouTube

- The frequency of their posts is two times a week.
- The engagement on the view's ranges between 20k to 2m viewers. Comments: If it is an advertisement, it goes from 100 to 300 comments. If it is a typical video, it goes from 20 to 50 comments.

Crisis management:

- Asking people about electric cars, went all the way wrong:



← Tweet

 **Egbert Dijkstra** @EgbertDijkstra · Aug 8, 2017
Replying to @Razav and @MB_Retail
So far only tinny @TeslaMotors is doing so. Today German car-makers are known for diesel scandal, cartel agreements&cheating their customers

8 2 2

 **Daimler Truck AG** @DaimlerTruck · Aug 7, 2017
Replying to @Razav and @MB_Retail
Patrick, we will launch 10 new EVs until 2022 and we are also working on adding more users to our mobility services.

8 2 20

 **Elias Calva** @EliasCalva · Aug 14, 2017
Lame response, that means your answer to Tesla comes 10 years later, and you haven't yet consider the model 3

8 2 20

← Tweet

 **Mercedes-Benz Retail Group** @MB_Retail · Aug 3, 2017
With electric cars increasing in popularity, we'd love to know if you would consider switching to an electric car?



713 144 320

 **Patrick Razavet** @Razav
Replying to @MB_Retail
There is no alternative but to electrify your entire range of vehicles ASAP. Leadership from Daimler is expected!

4:08 PM · Aug 7, 2017 · Twitter for iPhone

2 Retweets 44 Likes

Objective of Social Channels:



Instagram

- values, beliefs, and what they stand for.
- use it to show the interior and exterior design and spread facts about their cars.



TikTok

- create content that goes viral each day.
- sharing behind the scenes of their car installation and small commercials of their products.



YouTube

- share the primary campaign advertisements that use a lot of production and experiences that people get when they use their cars.



Tesla

“Tesla is a premium brand and the voice must reflect this trait. While it aims to be accessible, it is intelligent and does not speak to everyone. Forget cute. Forget clever. Forget sarcastic. Use short, concise sentences – there’s no reason to use ten words when the message can be conveyed in five.” -Tesla



TESLA

Social Media



- @teslamotors
- 9.2 million followers
- ~5 posts a month
 - 100,000-500,000 likes, <1,000 comments
- Fun, experimental, personal
- Goal is to increase brand trust
- Tesla brand/mission lovers are typically followers



- @tesla
- 13.7 million followers
- 1-2 posts per week
 - 75,000-200,000 likes, ~800 retweets, ~1,000 comments
- Educational, advanced, detailed
- Interactive with CEO
- Car/stock junkies



- @tesla
- 9.7 million followers
- 1 post per week
 - ~300 shares
- Stakeholder social media and communication platform
- Stock, funding, advancements

Crisis Management



- 2021 Tesla Model 3 and Model S Recall
- ~500,000 vehicles
- Safety concerns and mechanical failures



Social Media Campaign



- Used twitter to unveil new Model 3 and Model X cars
- Both physical & gamer mode on Tencent
- “The future belongs to those who dare to probe the unknown.”



Rivian

Engagement and Quality Content:



Rivianofficial



Rivian



Rivian



- 5 Posts Per Month
- 409K Followers
- Engagement: 200-450 comments a post
- Likes: 10,000-80,000



- 15-20 Posts Per Month
- 150.1K followers
- Engagement: 5-50 comments on post
- Likes: 200-1000



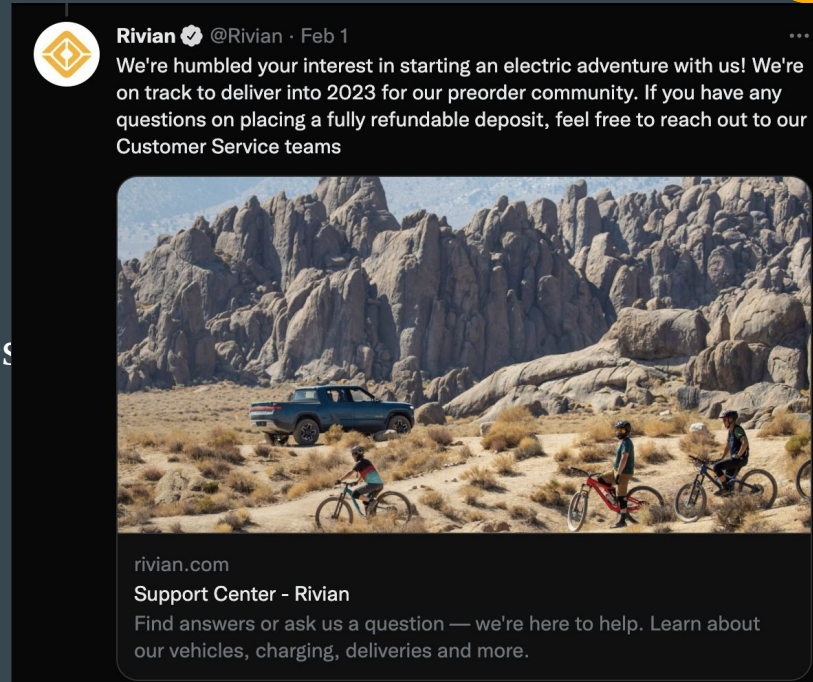
- Posts 1-3 Videos per Month, about 1-4 minutes long.
- 80.6k Subscribers
- Engagement: 10,000-200,000 views
- Likes: 400-3000

Crisis Management



Rivian responding to production shortages amongst increase pre-order from consumers.

- Not able to meet current demands till 2023, but still allowing consumers to pre-order vehicles.
- Unable to address directly shortages of material.



Social Media Campaign

GearGuard Campaign:

Rivian aims to keep not only you safe, but your valuables as well.

- Using a multipoint security system fitted with cameras, sensor cable and alarm to protect your car and your stuff when you're not there.
- Shows consumers they are protecting more than just themselves. Trying to safeguard consumers from the problems they face.



Volkswagen



Engagement & Quality Content:



- 1 Post Every Other Day
- 9.8 Million Followers
- Engagement: 50-100 comments a post
- Likes: 10,000-20,000
- Videos: 70,000 - 100,000 views
- Gen Z / Young Millennial
- Imagining, Creating, Sharing



- 1 Post Every Other Day
- 660K Followers
- Engagement: 20-50 comments a post
- Likes: 100-150
- Views: 3,000-5,000
- Retweets: 50 - 100
- Gen Z, Millennial, Gen X
- News, Info, Opinions
- Humanitarian / Environmental

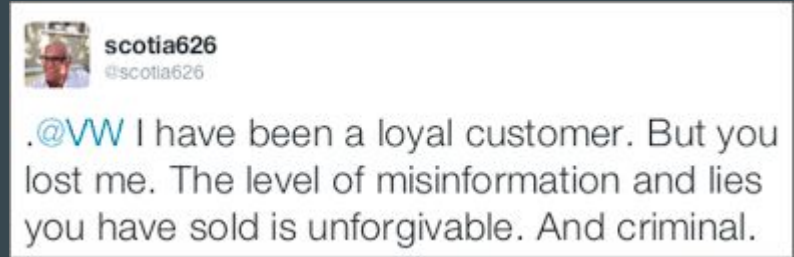


- 1 Post Per Week
- 33.8 Million Page Likes
- Engagement: 50-150 comments a post
- Likes: 500-1,000
- Millennials / Gen X
- News, Info, Community
- Humanitarian / Environmental
- Reposts from Twitter

Crisis Management

In 2015, Volkswagen was found guilty for a massive emission scandal that affected approximately 11 million vehicles worldwide.

- Detrimental damage both environmentally and socially
- Social media silence → Apology Statement → Zero Emission Initiative → Social Media Campaigns



Social Media Campaign

In 2022 VW introduced the #WayToZero Neutral Emission Initiative accompanied by a social media campaign to reveal the brand new ID. Buzz vehicle.

- The first major step in Volkswagen's crisis management and rebranding
- A series of concept images displaying interior / exterior features and two official reveal videos
- Regain trust, awareness, and engagement



Thank you!