



TACO BELL ON SOCIAL MEDIA

By: Emily Komer

Sources

01.

X (Twitter)

@tacobell on X has a lot of replies/memes

02.

Instagram

@tacobell on Instagram has a lot of posts/memes

03.

LinkedIn

Using posts on here from CEO! (No other socials)

04.

Sean Tresvant

Chief Executive Officer,
(CEO) Jan 1, 2024-
present!

05.

Nicole Weltman

Head of Social @ Taco
Bell

Digital Advertising:

One known fact about any NEW product, is that it is going to be advertised as much as possible! From advertisements, memes, sponsored posts, and simple posts on social as seen in the image on the phone! Taco Bell is always dropping new product launches/collabs! They know how to keep people wanting more!



FUN MEMES:

tacobell

"I have a lot on my plate rn"

the plate:



331K 1,181 163K

Liked by juliannaleo_ and others
a quick call sorry

July 31, 2024

A meme posted by @tacobell on Instagram! This concept is very popular in other industries such as beauty or fashion!

us all summer



'Brat' summer meme. (Charli XCX's album) from Twitter.



tacobell



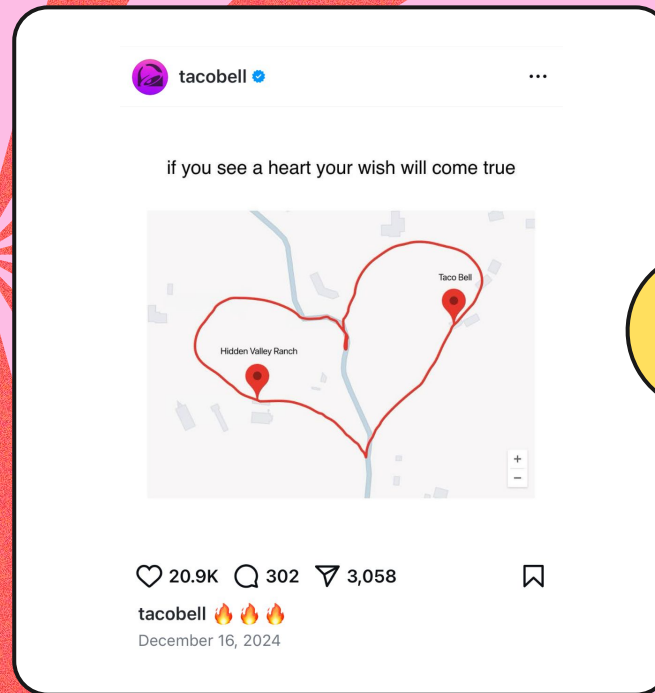
33.6K 221 7,745

Liked by victoriadwendt and others
ing for first?

October 25, 2024

Taco Bell (USA's) account creates memes for different seasons/holidays! It is a fun way to advertise on socials!

TACO BELL COLLABS!



Screenshots from @tacobell Instagram! This shows they also use social media to spread awareness about their collabs! Collab with Milk Bar (left) NEW birthday cake churros and with Hidden Valley Ranch (right) for a new sauce mixed with their Fire sauce!



9,989 99 2,031

tacobell the real reason you ask for extra sauce packets

November 27, 2024



tacobell



DIGITAL ADVERTISING pt. 2

Based on the images, we see that Taco Bell (USA) creates memes for different seasons and holidays. This graphic shown is a fun way to draw attention, to all ages! Some memes, such as the “brat” Avocado Verde Salsa meme, which was posted on X, targeting Gen Z. Brat is an album by Charli XCX that was a Summer 2024 cultural phenomenon.

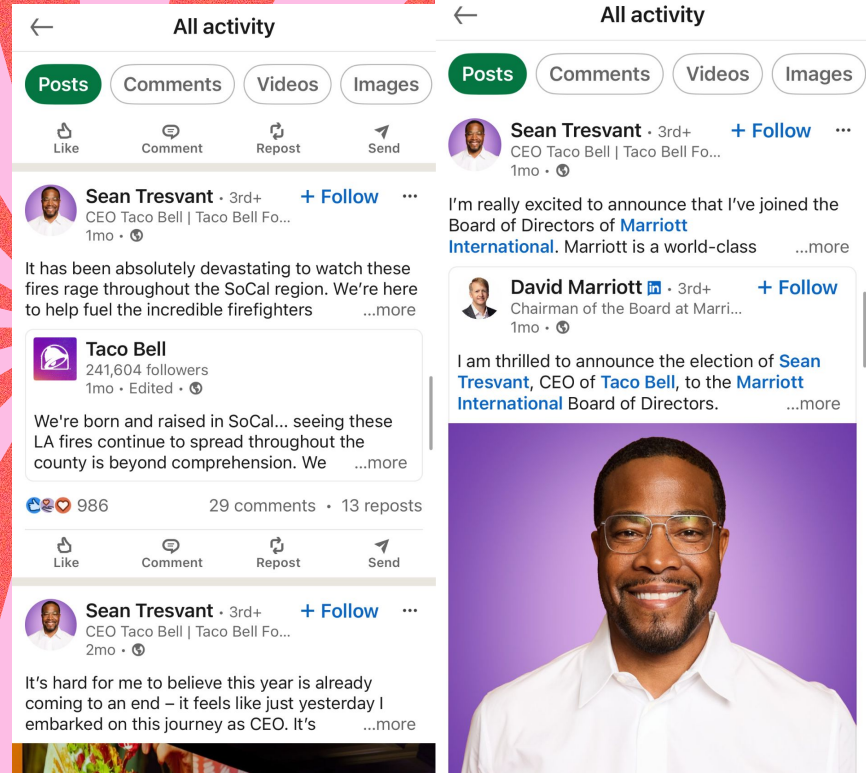


HUMAN SOURCES



★ CEO- Sean Tresvant of Taco Bell!

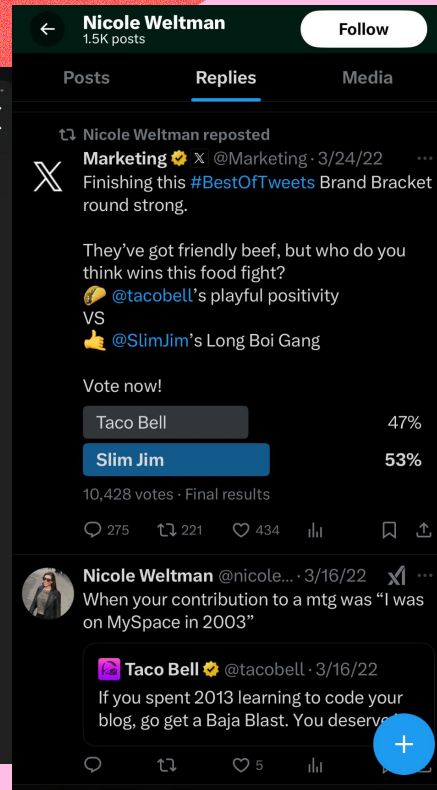
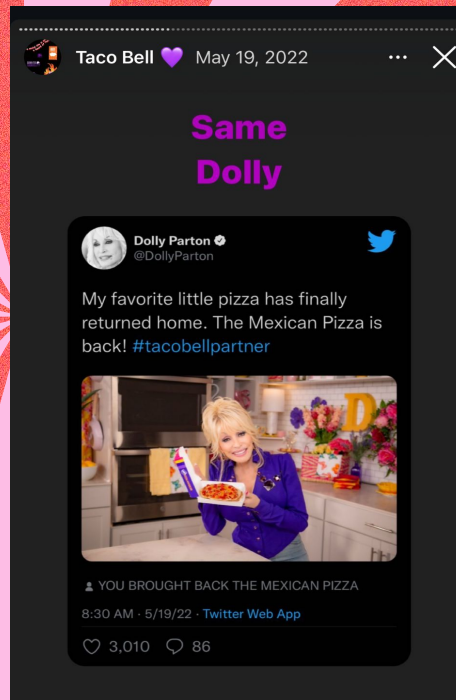
He uses his LinkedIn to show community outreach efforts. Also, he discusses other passion projects- Being on the Board of Directors of Marriott International!



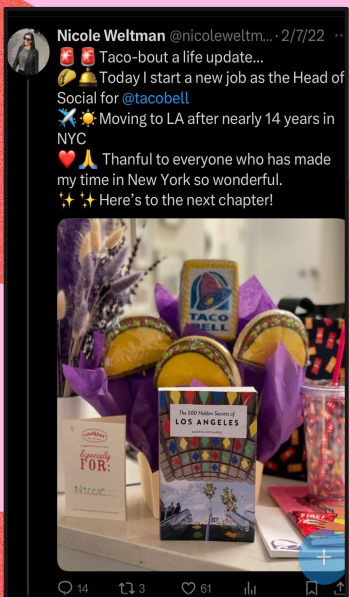
HUMAN SOURCES

☆ Head of Social - Nicole Weltman

She is the Head of Social at Taco Bell so she is more active on Instagram/X. She uses X more for Taco Bell news and her Instagram for more personal stuff, but it is a mix. You can see she uses it for memes such as reposting Dolly Parton's tweet on Insta! Lastly, on X she reposted a poll from @Marketing, about the #BestTweets Brand Bracket against @SlimJims account!



More Tweets!



Overall....

The People:

Which people did you find associated with the organization that could be potential sources? What are their areas of expertise?

★ CEO and Head of Social! (See sources page). I thought these sources were the best choices for research at the moment. In the future, talking to the CMO, CFO, or a brand market strategist!

How do they use social media for their jobs?

★ CEO, Sean Tresvant, uses linkedin to spread community awareness. Head of Social Nicole Weltman, uses her personal Twitter account to quote/repost Taco Bell's tweets, repost polls, etc! @TacoBell on Twitter is good at replying to personal comments, funny memes, and more! They are good at poking fun at stuff they receive backlash for. Ex: On the last page, they tweeted, "happy nacho fries to those who celebrate." Nacho fries are limited time menu item and it is a constant negative comment people say.

What questions do their posts leave you asking?

★ I wonder what new collabs are coming? I wonder why the workers are not as active on their own socials? I wonder how Taco Bell will evolve their social media techniques? Why do they poke fun at backlash, is it their way of marketing?



Overall continued:

The Organization:

What function does social media seem to play for this company?

★ Social media is a fun way for Taco Bell to talk about new products, create memes based on trends in pop culture/social media, and always engaging with their audience, big or small on socials! They are good at making jokes out of popular negative comments or backlash they receive.

What questions do their official posts leave you asking?

★ It makes me think, what fun products will Taco Bell release in the future? Yes, they test new idea at the Live Más event but it makes you want more, which is very smart! Lastly, I wonder what collabs will be done... such as Tajín or bringing back Cool Ranch Doritos shells?



PITCH:



In this age of memes and graphics, advertising has become “simpler.” By simpler, I mean tweeting, eye-grabbing graphics, comments on Tik Tok, etc. How does Taco Bell’s use of memes/graphics now compare to their original advertising techniques?

In the bigger picture, how can social media advertising construe the good things the company is doing? We see on LinkedIn what the CEO, Sean Tresvant is doing to benefit communities, etc (Live Más Scholarship). Comparing to other companies like Poppi (my course 4 company), who received a lot of backlash recently for catering to influencers, only!

THANKS!

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