



DeWalt Organic Social Audit

Channels

[Facebook](#) / 2.6M followers

[Instagram](#) / 1M followers

[Twitter](#) / 99.2K followers

[TikTok](#) / 10.4K followers

[LinkedIn](#) / 69.9K followers

[YouTube](#) / 76.1K subscribers

[Website](#)

Content Overview

Heavily brand forward content. Everything has a similar look and feel. Yellow and black included in all posts.

Instagram & Facebook & LinkedIn

- Posting the same content on Facebook and Instagram. LinkedIn's content is similar with a few additional buckets.
- Intense messaging utilizing all caps with captions and strong safety language.
- Construction forward.
- Low engagement on Instagram for following. High engagement on LinkedIn and Facebook.
 - o Potentially boosting post on Facebook for engagement.
- Brand hashtag they consistently use: #DeWaltTough

Cadence: Few times a week. Almost daily.

Content Buckets: Product (Tools), UGC, National Holidays (National Plumbers Day), Partnerships, Trade Shows

Content Type: Mix between static images and reels

Target Audience: Construction professionals (Not at home DIY'ers)



YouTube

- Lean into posting video series. Currently, posting an educational series with National Training Manager, Rob.

Cadence: Mass posts Monthly

Content Buckets: Educational tool how-to's, Personal construction professional stories, Commercials & Tradeshow

Target Audience: Construction professionals (Not at home DIY'ers)

Twitter & TikTok

- Haven't posted on Twitter since November of 2022. Leaned heavily into Nascar partnership content here.
- Have a verified TikTok account with a decent number of followers but have not posted on this platform.
 - o Potentially utilizing paid media here.
- TikTok users are talking about DeWalt tools.
 - o #DeWaltTough: 284.9M views
 - o #DeWalt: 3.3B views
 - o #DeWaltToughSystem: 966.6k views
 - o #DeWaltTool: 43.5M views