



KFC

Facebook **Content Audit** 1 August - 31 August 2021

ACTIVITY TIMELINE

POSTS

32

↓ 3%

REACH

4,649,298

↓ 8%

ENGAGEMENTS

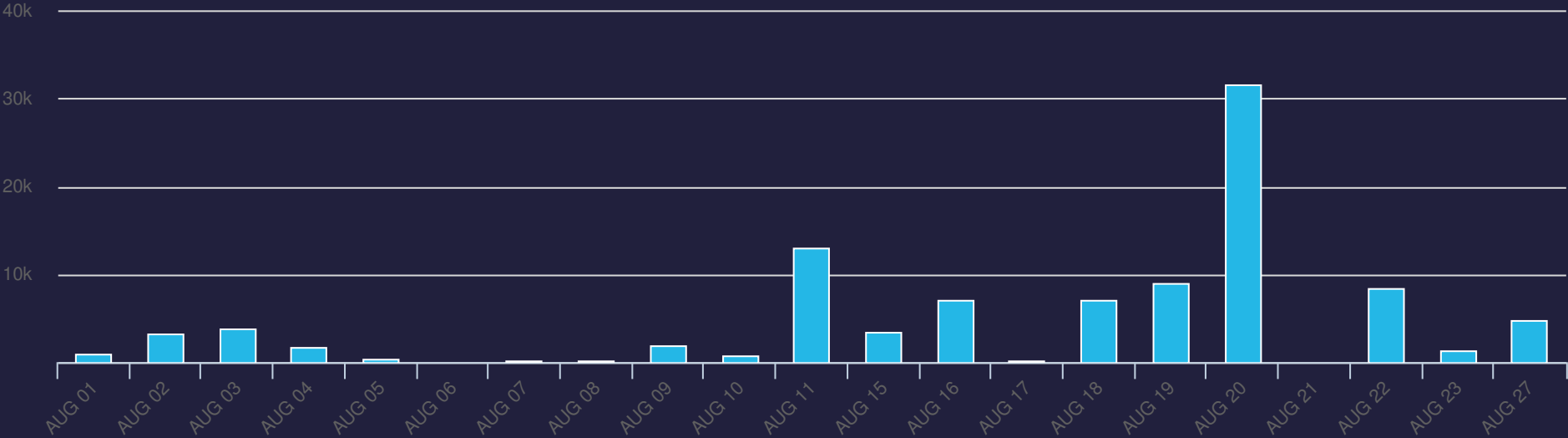
99,269

↓ 7%

CLICKS

94,552

↓ 7%




- Paid post reach was at 89% of the total reach.
- Photos were the best performing post format with the average ER at 2.44%.
- The most engaging content was posted on Friday, Aug 20 with 31,650 engagement(s).

WHAT PEOPLE ARE SAYING




MOST LIKED USER COMMENTS


 **Redza Dragneel** That patty is only filling up the front half of the bun... trust me...

27/08/21 at 14:01 HRS


👍 13 Like(s)

 **Nicholas Lim** ALAMAK! It's 56th SG Birthday! Why 4 chix 3 nuggets ONLY?! & @ \$9.90?! Shouldn't a 5 pcs Chix & 6 pcs Nuggets @ \$8.90 INST EAD!? BETTER!? SUITABL...

03/08/21 at 01:53 HRS


 **Daniel Chua** To be honest KFC. The real stuff 100% won't look the same as the photo. Would you dare to take the challenge of allowing everyone to refund ...

22/08/21 at 23:21 HRS

 **Weng Cheong** 56th birthday why not make it \$5.60 or 5 pc chicken + 6 nuggets so much more meaningful


03/08/21 at 13:16 HRS

👍 5 Like(s)

 **HuatMan Lee** It more expensive compare to the past Tuesday Special which was 6 pieces for \$9. And KFC nuggets not nice. Always cold and soggy. :/


04/08/21 at 20:51 HRS

👍 4 Like(s)

 **Julian Pancratius** It's the same old Zinger.. Just with different sauce. Nothing new..

27/08/21 at 15:51 HRS

👍 3 Like(s)

 **Ong Shuqing** bring back tri pepper crunch and popcorn shaker!


27/08/21 at 13:52 HRS

👍 3 Like(s)

 **Wen Hong** This


19/08/21 at 20:39 HRS

👍 3 Like(s)

 **STian Tan** 56 pieces of finger lickin' good fried chicken for SG's 56th birthday

10/08/21 at 13:58 HRS

👍 2 Like(s)

 **Zaki Shariff** Just had that. Doesn't look like that plus there was only a pickle

30/08/21 at 23:30 HRS

👍 2 Like(s)

POST WITH THE GREATEST NUMBER OF LIKES


Photo on 27/08/21 at 12:43 HRS




Take a look at this photo. Can you hear the crunch? Smell that delicious BBQ sauce? Taste ...

1,569 Likes
76 Comments
71 Shares
4,830 Engagement
51,572 Organic Reach
2,900 Clicks


KFC

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CONTENT KEYWORDS

KFC.SG

Keywords That Work

BBQ Cheese Zinger

crunch

Satisfaction

App



kfc



Singapore



fillet



Cereal Chicken


KFC.SG

Keywords That Don't Work



POST WITH THE HIGHEST ORGANIC REACH

Album on 09/08/21 at 17:47 HRS



**DINE-IN
FOR 5 PAX,
IF YOU'RE ALL
VAXXED.**

KFC

Have you heard the good news? Dine-in for fully vaccinated customers will resume on 10 Au...

60 Likes

8 Comments


37 Shares

1,439 Engagement

58,601 Organic Reach


1,315 Clicks

KFC

- 


Fu Yin

How about compass 1 kfc ? No dine in ?

09/08/21 at 20:22 HRS
- 


Lex Luther Lee

Do we need to bring birth certificate to make sure the kids is ours and to make sure it is under 12?

09/08/21 at 18:19 HRS
- 

Qi Yong Tan

Hi, How if I got this sms below from MOH? How? It's not fair because it's not we don't want, it's cannot they don't allow 2nd one....

10/08/21 at 00:10 HRS
- 

Rita Koh

KFC, might want to go check yr facts. MOH said children must be from the same household. Other vaccinated individuals can be from ...

10/08/21 at 22:45 HRS



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POST WITH THE GREATEST NUMBER OF CLICKS

Video on 20/08/21 at 18:00 HRS

📢 CONTEST ALERT 📢 🤔? If you can't say it, make it. Get your twister on misters and siste...

75 Likes
20 Comments
9 Shares
31,650 Engagement
9,449 Organic Reach
31,523 Clicks

KFC

- Joween Ang** There's the taster 📺 that saw the picture of the Twister on the Tweeter. The taster thought of tasting the Twister that looks tast...

25/08/21 at 17:33 HRS
- Mei Ying** Taking twenty two thousand two hundred and twenty two trips to KFC for the Twister is totally a no-brainer! Cathy 😊

24/08/21 at 00:46 HRS
- David Y. Tan** The twins were making tweaks to the original recipe whereupon a twister came twining through the chimney and they ended up being e...

20/08/21 at 21:18 HRS
- Ying Lin** I like Twister, You like Twister, Let's go KFC for Twister meal. Vincent Lau

20/08/21 at 22:12 HRS

