

Case Study: Content Creation and Curation

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Social Media: Content Creation & Curation

Social Media can be difficult to navigate if you do not know the best way to approach everything there is to it. Content creation and curation are extremely important when it comes to social media. Content creation needs to happen to keep the social media pages of any given business relevant and fresh, but content curation is even more important. According to Christina Newberry (2020), “Curated content is content created by others that you select to share with your own audience.” (p.1). Content curation is encouraged in order to not only continue to build brand awareness and to reach other objectives but to keep the content engaging and relevant as well.

N.E.C.A

Also known as the National Entertainment Collectibles Association, this company specializes in manufacturing licensed collectible merchandise; having been created in 2002 first as an association for collectors and soon enough, as a toy company. They started by specializing in horror franchises but eventually branched out to Disney properties and to many other pop culture franchises including singers, movies, and even political figures (<https://necaonline.com/>).

This brand was selected because they serve a wide audience of different collectors and casual buyers. In other words, the company definitely shows a remarkably robust and interesting social presence spanning across these three main social media platforms (Facebook, Instagram and above all Twitter).

Browsing through their channels, one can see that they usually post daily around the same time on all pages, which could mean they do follow some sort of content calendar. For the most part, they are very consistent with their content. The brand also features some content curation (more on that later) and they often interact with their audience to build brand awareness and retain customers, these strategies especially true on Twitter.

Analysis

1. Facebook: On this platform, they count with 201,000 people either following or liking their posts. For the most part, their content gets good responses, but the brand does not interact as often with their audience here. If one were to browse back a few months in their page, it is easy to see that for the most part this platform is just the same as Instagram, with a few notable exceptions. These exceptions come in the form of some few videos sprinkled all over the page. Such videos give insights on how toys are built or on some future plans, but they are not as present as one could hope. More than anything, brand awareness would be their main goal just from inspecting the page. (<https://www.facebook.com/necaofficial>).
2. Instagram: With over 363,000 followers, the brand posts at the same time as their Facebook counterpart. This seems to be their second most used platform after Twitter and focuses on the same content as their Facebook- mainly some content creation. Every so often, the brand features content curation in the form of highlights; these are highlights from collectors from all over the world (also featured on Facebook). The brand does not seem to interact much with their customers by means of replying to comments or anything else. They just share different pictures and information, every so often focusing on their new content. (<https://www.instagram.com/necaofficial/>).
3. Twitter: Counting with 105,000 followers and more customer focused, the brand consistently engages in conversations with their customers. They go as far as re-tweeting questions from their customers and then proceed to answer them. The voice seems playful and more ‘down to Earth’ too. It seems as if whoever is handling this page is very approachable. It has been known how the manager for the page will

answer questions and direct you to the customer service page as well in case the customer needs extra help. In addition to all that, in this page the customer can definitely feel connected to the brand. Finally, the brand also spends a significant larger amount of time updating this page- more so than the other two platforms. Because of that, this page features a lot of curated content as well, which is not as heavily featured on their other two platforms (https://twitter.com/NECA_TOYS).

Reviewing the three platforms, it is easy to spot that brand awareness could be their main goal all across the three pages. Their logo and branding are ever present all across the three pages. Asides from those, it is obvious Facebook and Instagram feature most of the same content, which could be considered as following the goal of brand awareness. When it comes to Twitter however, things can be quite different. On Twitter, different strategic goals can be appreciated. Here, the strategic goals of customer retention, community engagement, and growing an audience can be observed to be followed through both content creation and curation.

Results/ Evaluation

N.E.C.A handles their social media platforms in a different manner across their three channels. While Facebook and Instagram follow the same format and most of the same posts, Twitter seems to be their preferred account to interact with. Twitter enjoys not only of more personalized attention but also seems to have more audience interaction all around. In addition, Twitter features a lot of curated content that is nowhere to be found on the other two pages.

Overall, the brand employs effective strategies mainly on their Twitter page. This is not to say their Facebook and Instagram are ineffective. They both feature plenty of followers and likes; so, it stands to reason that they are successful. But Twitter truly feels different. On Twitter, their content seems tailored for their customers more so than on the other pages. Browsing

through such page, one can get lost in the audience's questions and the responses not only from the company but from other customers as well. One could even say going to their Twitter page could take you 'down the rabbit hole' as the audience could spend hours learning not only about new toys but also interacting with other customers such as themselves. Twitter does feel more like a community of like-minded people than any of the other two social media platforms. Part of the charm in Twitter has to do with the curated content presented therein for sure. "Just like a museum curator's role is to choose the most important artifacts and artworks to display, your role as a content curator is to select only the best content to share with your followers." (Berry, 2020). The Social Manager for Twitter for this brand seems to be doing a terrific job at curating content for their audience. Not just that, they seem to be doing great all around with a variety of different goals and objectives, that range from brand awareness to community building and engagement.

In evaluating the brand's goals, strategies and tactics portrayed on their social media, it can be determined that while all pages are targeting brand awareness, Twitter targets more than that. Twitter seems to strategically target customer engagement, community building, growing their audience and customer retention. The results are easy to spot as well as just by looking at their number of likes, retweets and even some of their posts (such as some stating they have sold out of certain products or preorders). What the brand is doing seems to be working, once again especially in Twitter.

At first, one could be easy to say that their Facebook and Instagram are not generating the traffic needed but it seems obvious that the brand has done extensive research and figured out that their niche is Twitter. Even though they have less followers on Twitter than on the others, the brand is more focused on it because it is easier to interact with them. Berry (2020) explains, "In order to share valuable content, you have to know who you're targeting." (p.4). N.E.C.A.

seems to be very aware of this and probably has done their research regarding where their audience spends most of their time. This is beyond interesting because even though there are less followers on Twitter, the interaction actually happens there rather than on the other two platforms.

For the most part, the brand as stated before seems focused on Twitter. Content creation and curation can be easily appreciated there. Meanwhile in their other two pages, everything feels more static. Interaction and engagement are just not there as much.

Discussion

N.E.C.A. seems to appeal to their audience not only because of their content creation but because of the way they curate certain content to cater to their audience needs and wants. Furthermore, the brand concentrates most of their efforts on Twitter and that seems to be working for them as their posts reveal many sold out campaigns and some pre-orders that become true successes for them. While Twitter flourishes and goes after plenty of strategic objectives, Facebook and Instagram seem to be staying behind targeting only brand awareness. On those pages not much content curation is featured. Christina Perricone (2020) expands on the importance of content creation and curation by saying:

“Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format.”
(p.5).

There is a clear missed opportunity here as Facebook and Instagram truly need more attention when it comes to both content creation and curation. It could be expected for those pages to exceed expectations too if some more personalized attention were given to them. Finally, and

just based on their pages, it could be recommended for them to engage more with their audience on Facebook and Instagram.

Conclusion

While it is probably true that Twitter seems to be the brand's main target when it comes to social media, spending some more time on Facebook and Instagram could not hurt. Audience research probably has shown that their customers are eager to interact on Twitter but creating more original content and curating some as well all across the other two neglected platforms could probably do wonders for the company.

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