

URBAN *OUTFITTERS* **SOCIAL MEDIA ANALYSIS**

by Katerina Tong

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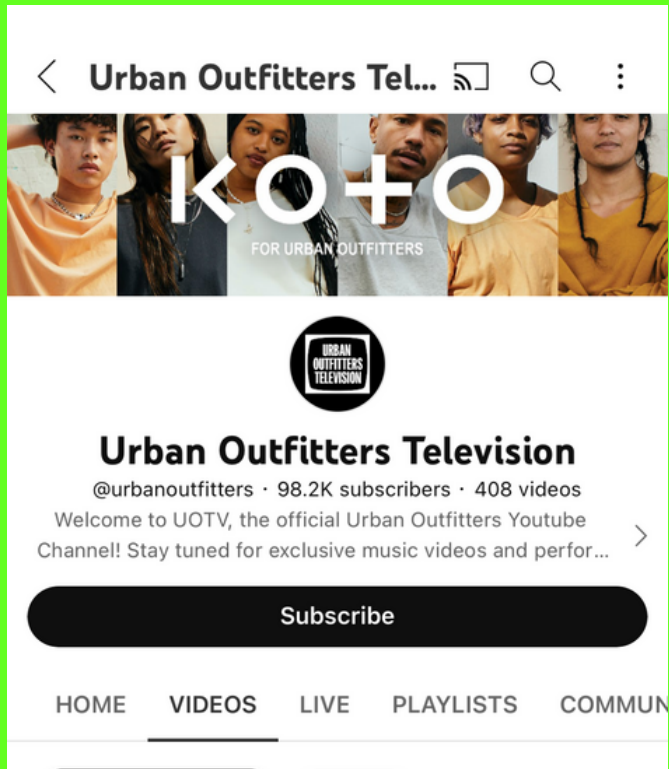
Introducing **URBAN OUTFITTERS**

Founded in 1970 at the University of Pennsylvania, Urban Outfitters is currently a multinational *lifestyle* retail corporation.

UO's merchandise includes women's and men's fashion apparel, accessories, beauty products, housewares, as well as music.

Target audience of the brand is self-expressive young adults.





Instagram:
@urbanoutfitters

Tiktok:
@urbanoutfitters

Twitter:
@UrbanOutfitters

Pinterest:
@urbanoutfitters

YouTube:
@UOTV

4/5

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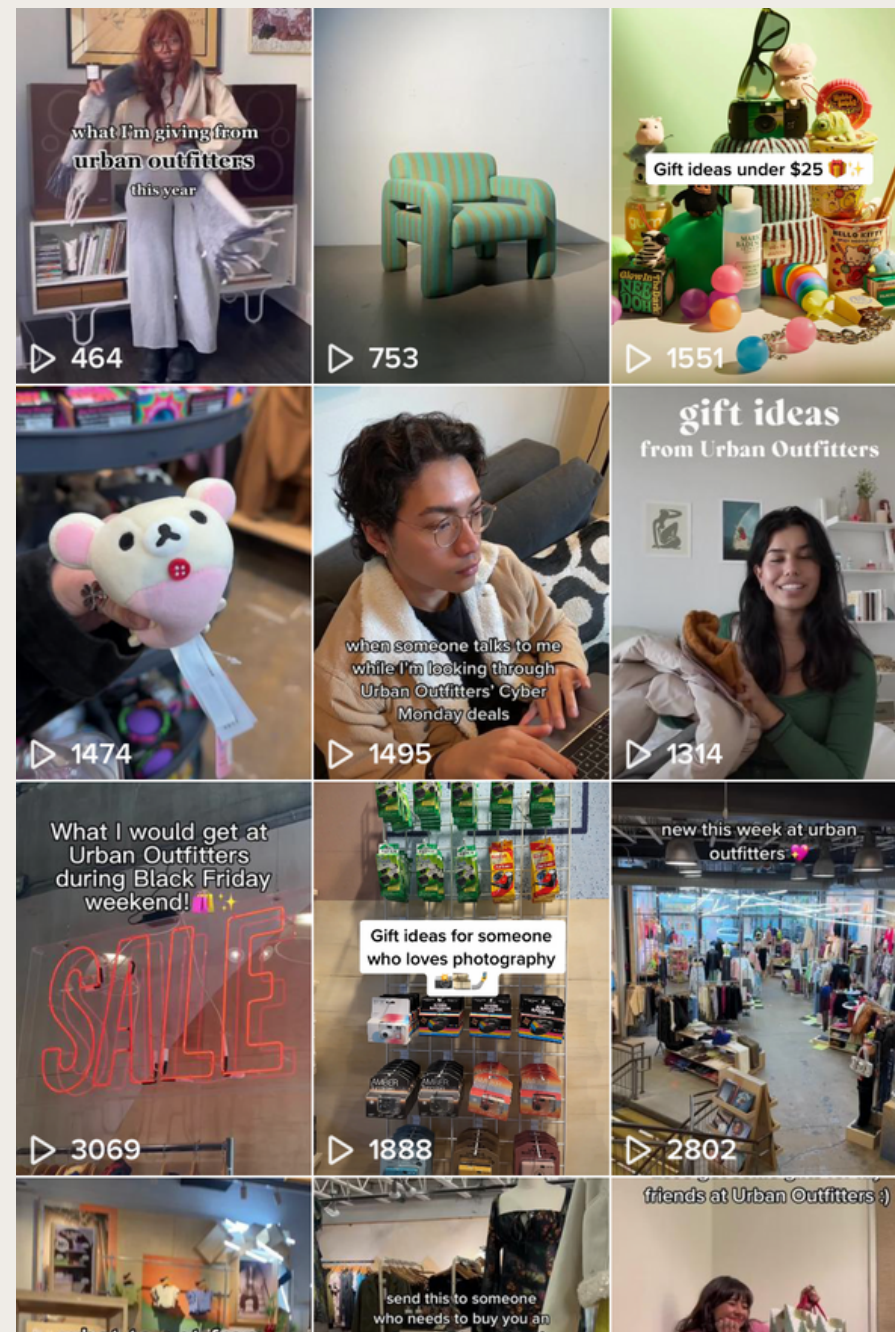
Communication
Channels

13.4M
TOTAL FOLLOWERS

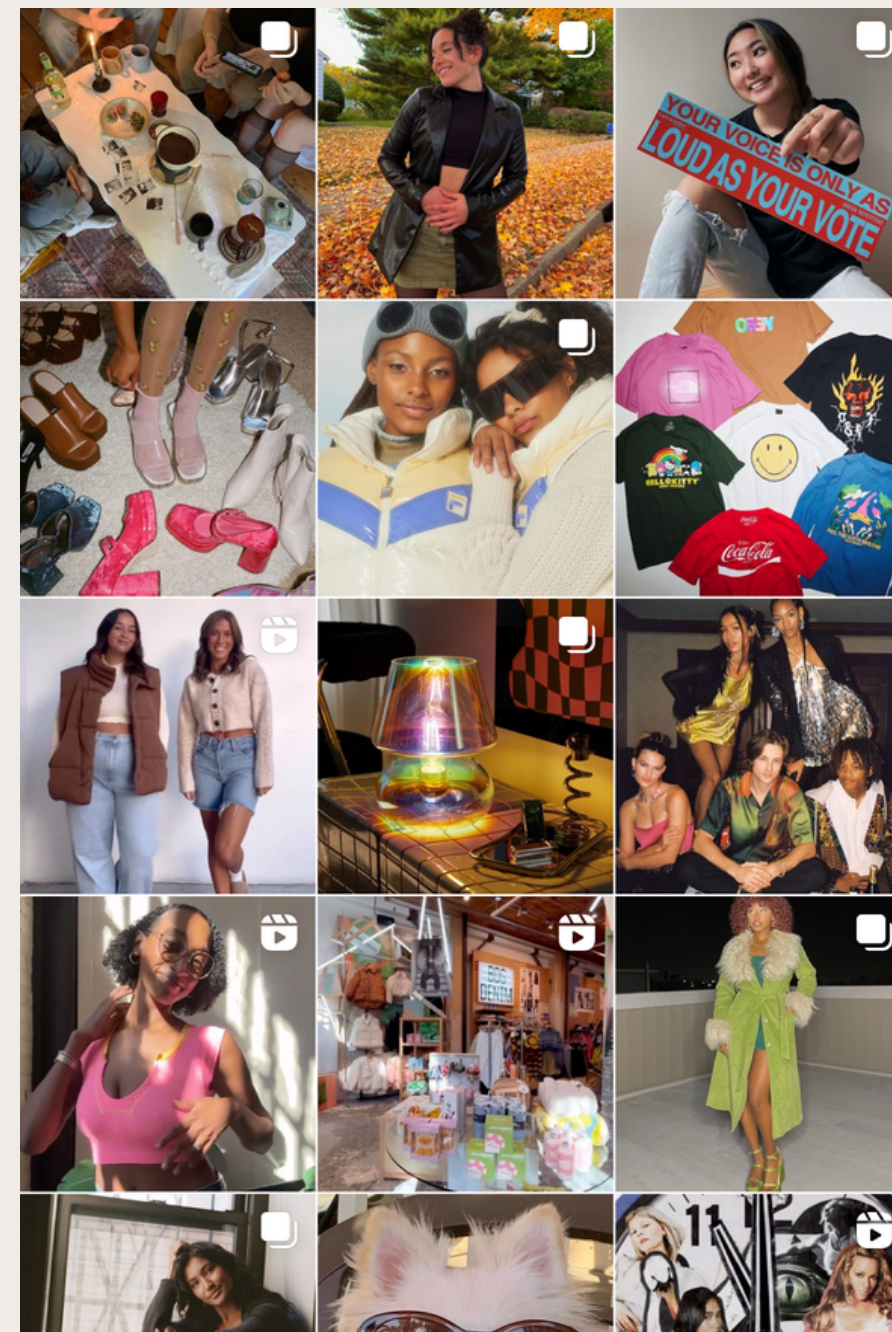
5
CHANNELS

OVERALL AESTHETICS

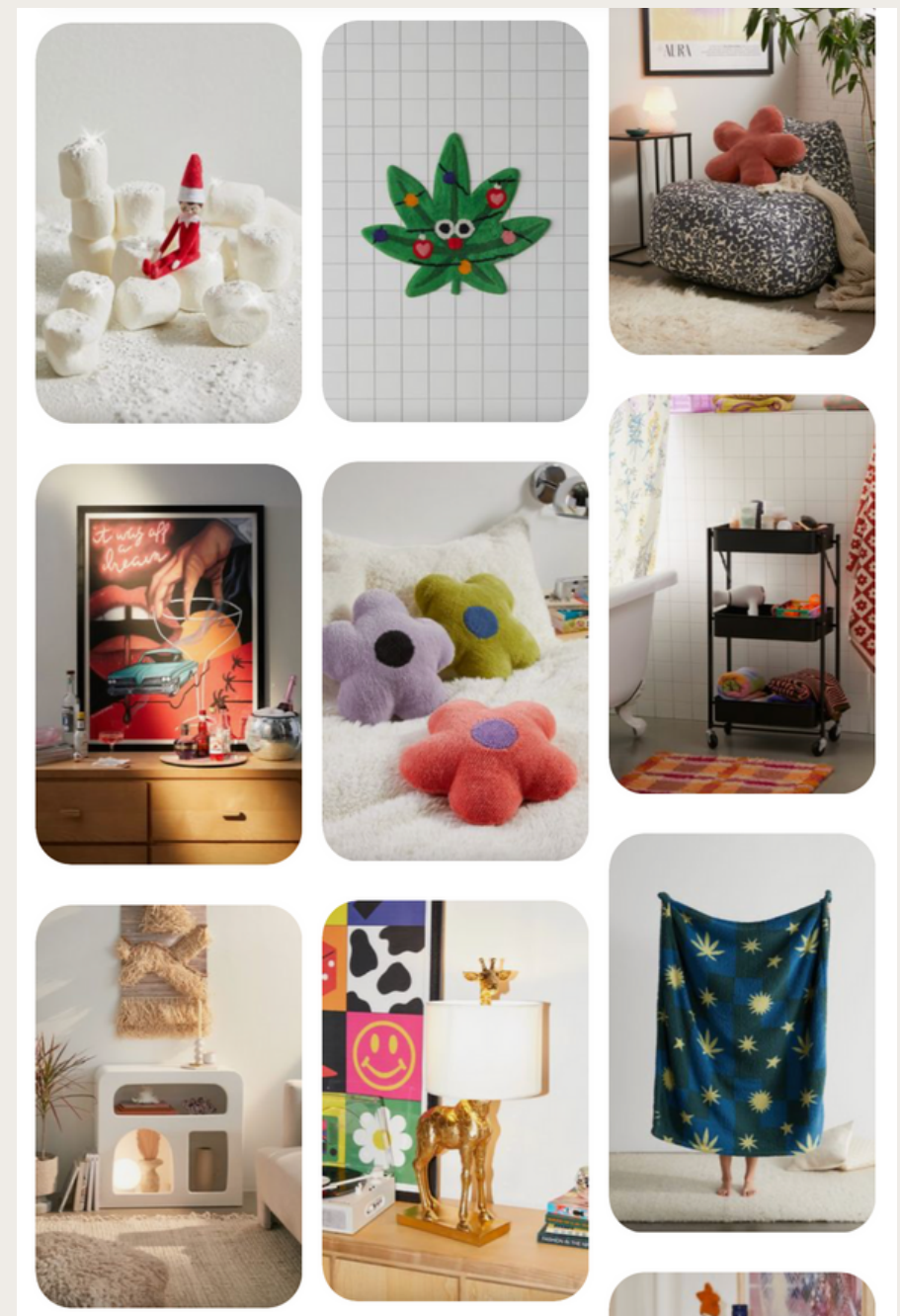
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Tiktok



Instagram



Pinterest

BRAND & VOICE AUTHENTICITY ^{3/5}

The brand adopts a friendly and relatable tone that fosters a sense of closeness with consumers, using tags that cultivate a sense of community among them.

The central brand values of "sustainability" and "well-being care" are evident on social media, but their clarity and cohesiveness could be improved.

11,802 likes

urbanoutfitters @pressley making us wanna hit up our local UO this weekend. 🥰✨ #UOCommunity

12,339 likes

urbanoutfitters Pumpkins, flannel, and iced coffee—yup, we're fully in our fall feels. 🍁 #UOCommunity... more

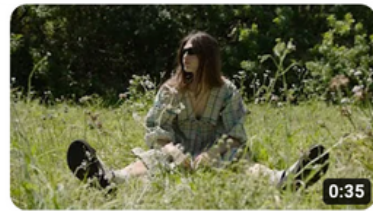
11,111 likes

urbanoutfitters Outfit planning for the weekend. 🥰 #UOCommunity

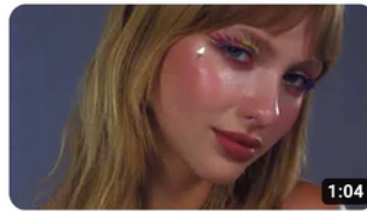
5,651 likes

urbanoutfitters FYI, we will be wearing flannel with everything, including over our favorite dresses. 🥰

UOTV(YOUTUBE)



G.T.F.Outside | Urban Outfitters
827 views • 6 months ago



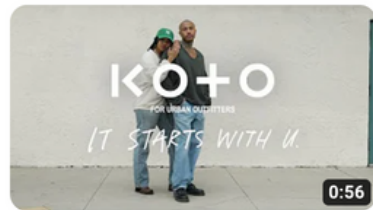
Euphoria Makeup Artist Demos Her Decals in Collaboration with Face...
774 views • 6 months ago



Euphoria Makeup Artist Donni Davy Creates a Look with her Face Lace...
1.1K views • 6 months ago



UO Live at South By Southwest 2022 Feat. Baird, Niko Rubio, and...
569 views • 7 months ago



Introducing KOTO for Urban Outfitters
3.3K views • 9 months ago



Out West With Urban Outfitters
2K views • 10 months ago



UO Summer Class - Episode 3: "We Did That"
627 views • 11 months ago



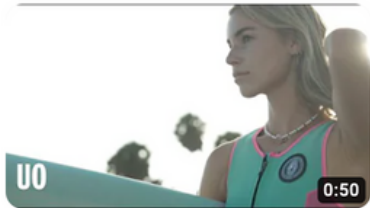
UO Summer Class - Episode 2: "School Spirit"
511 views • 11 months ago



UGG for Urban Outfitters: Fall 2021
93K views • 1 year ago



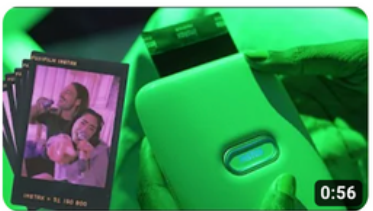
How To Cook The Perfect Pasta In 20 Mins - Get Ready For Anywhere
1K views • 1 year ago



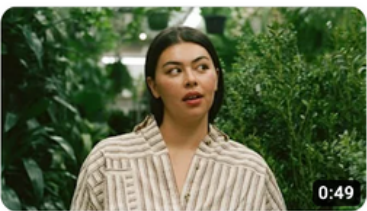
How To Surf Malibu's Surfrider Beach - Get Ready For Anywhere
1.1K views • 1 year ago



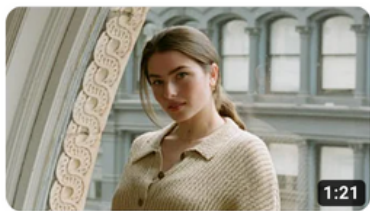
A Simple Guide To Camping - Get Ready For Anywhere
699 views • 1 year ago



Fujifilm Instax Mini Link Printer
146K views • 1 year ago



Lauren Chan on Size Inclusion and her Brand, Henning - UO Short...
1.2K views • 1 year ago



Eva Alt on Dance, Teaching, and Being Yourself - UO Short Stories
1.6K views • 1 year ago



Imani Randolph on Gathering Inspiration, Summer Style, and...
793 views • 1 year ago

Since its launch, URBAN RENEWAL has...



1,212 likes

urbanoutfitters This Giving Tuesday, we're proud to announce that we're partnering with [@Active_Minds](#), the leading nonprofit supporting young adult mental health, to help change the conversation around mental health for young people.



2,113 likes

urbanoutfitters Today's the day: get out and vote! Not sure where your nearest polling place is? Text UOVOTES to 26797 for information.



ENGAGEMENT ^{5/5}

Multiple strategies to gain user engagement



0.04%

ENGAGEMENT RATE

3,697

AVG. LIKES

65

AVG. COMMENTS PER POST



7.39%

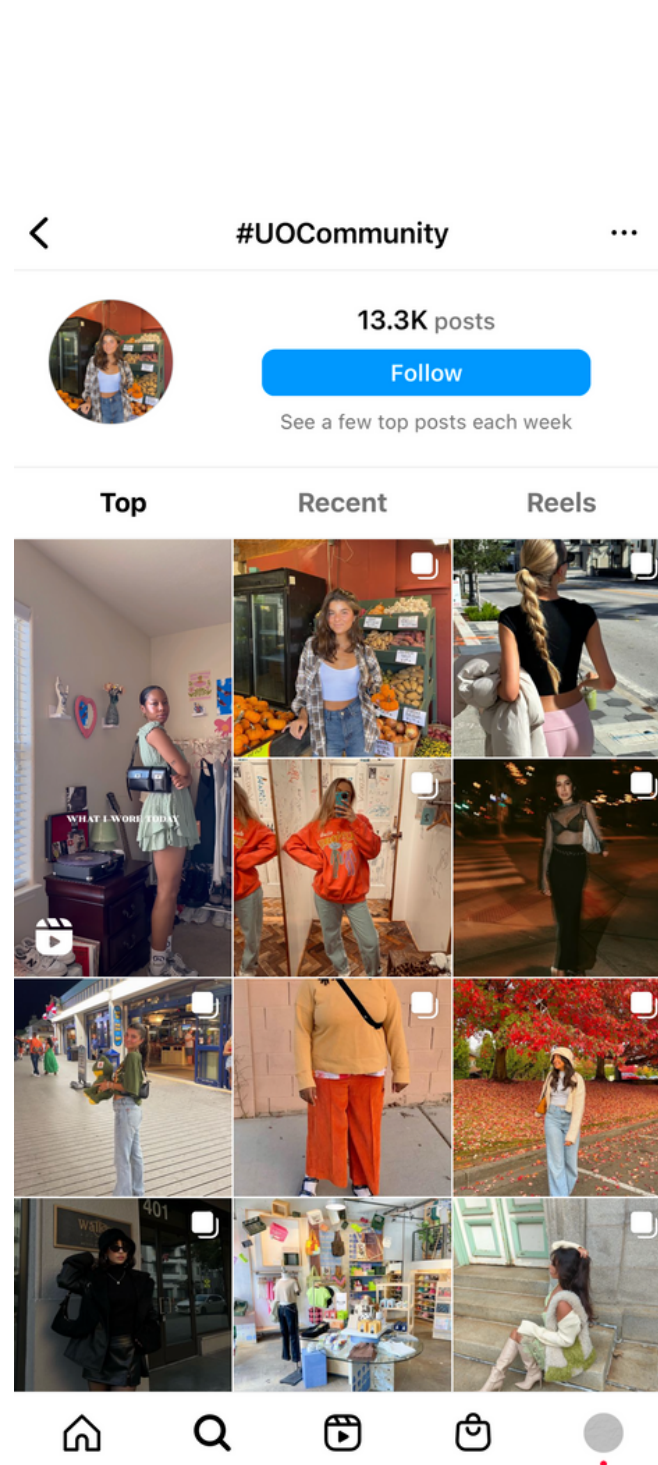
ENGAGEMENT RATE

3.9K

AVG. VIEWS

0.91

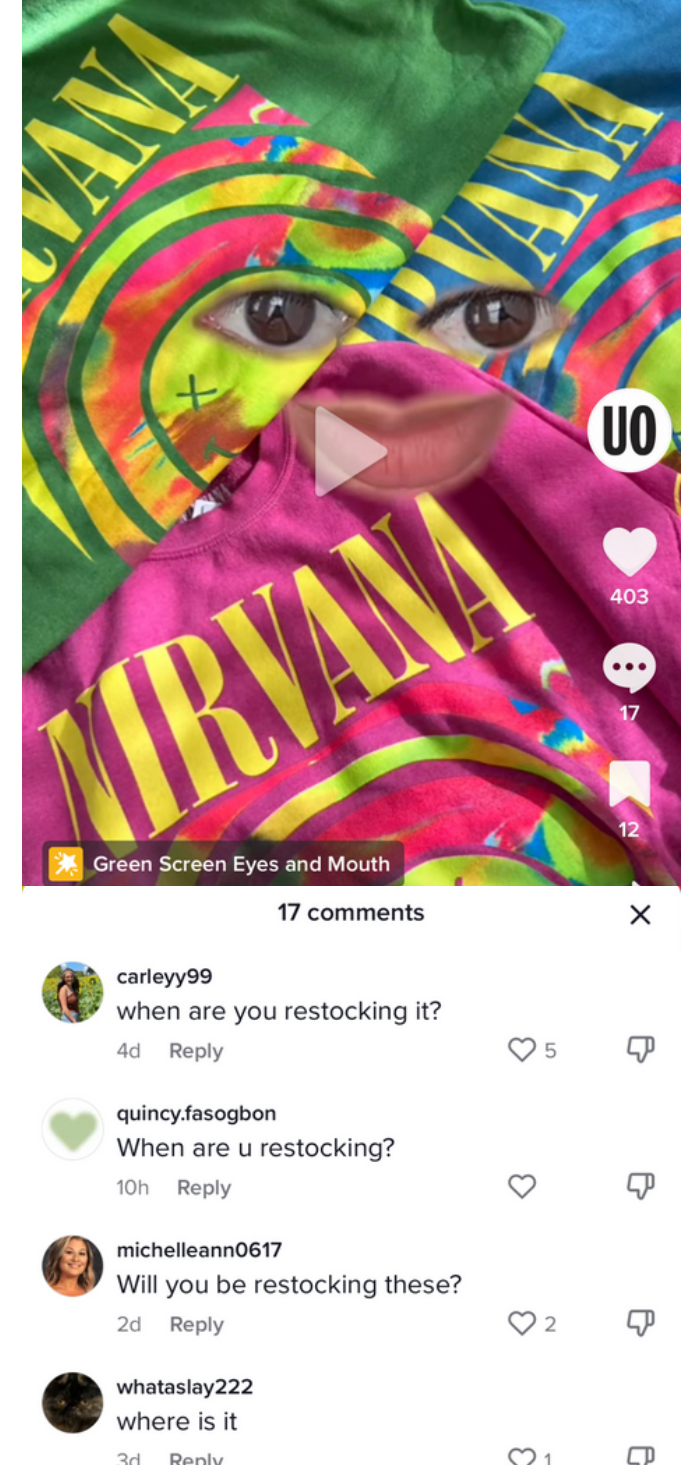
COMMENTS PER 100 LIKES



#UOCOMMUNITY



UO X PAUL FRANK



UO X NIRVANA

IDEA **REPRESENTATION**

4.5/5

Inclusion

A multinational corporation that faces all genders; voices up for LGBTQ+ communities; exhaustive product types

Diversity

Include diverse individuals in their social media posts; sell products that represent diverse cultures

Equity

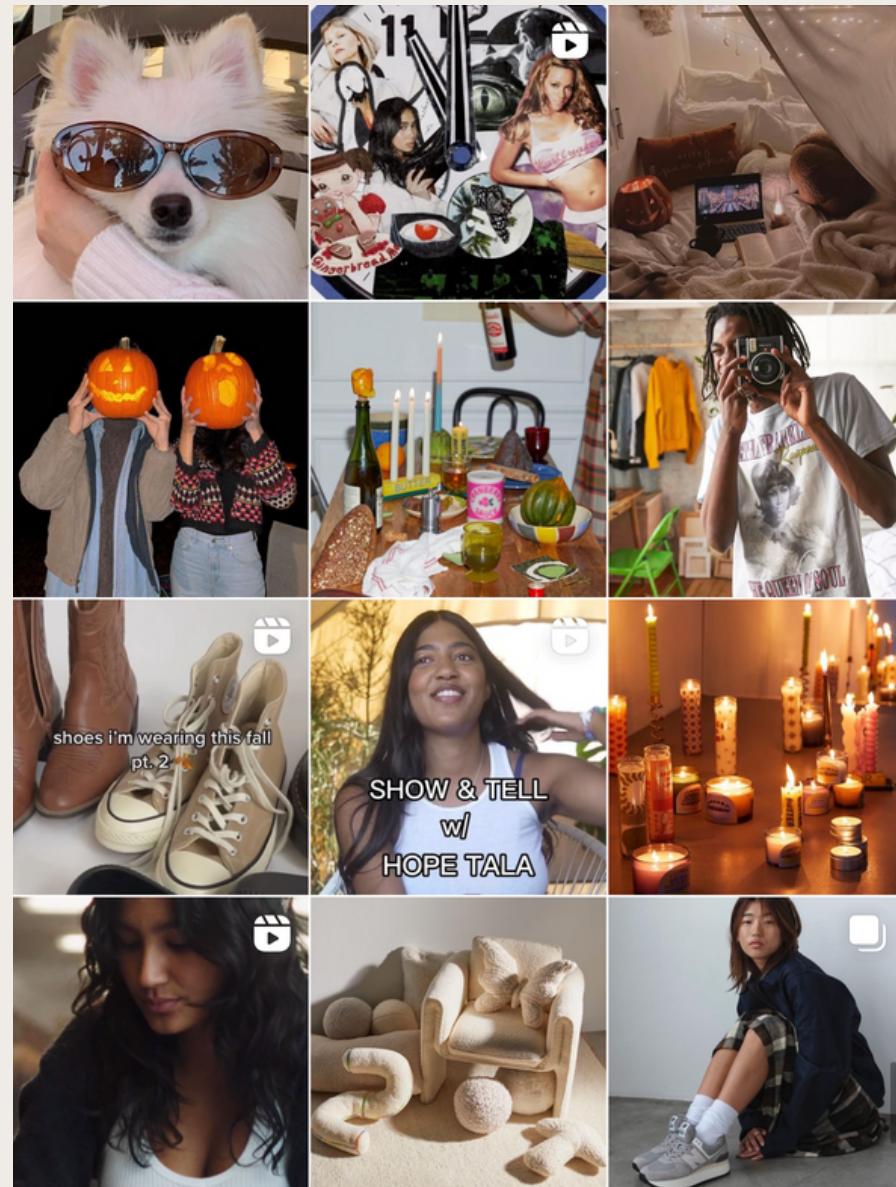
Most product lines are eco-conscious; partnering with mental health institution to raise well-being awareness

Accessibility

Various types of media including visuals and videos are presented, but lack of captions and subtitles in TikTok videos



Inclusion



Diversity



Equity



Accessibility



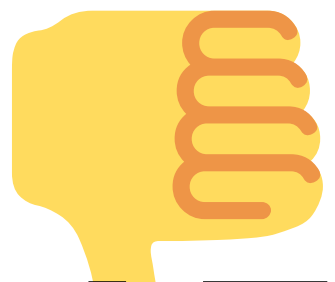
STRATEGIC VALUE

5/5



Advantages

- Crossposting viral content on different platforms
- Utilizing hashtags to reach the intended audience and foster an engaged consumer community
- Opting for collaborations with influencers who resonate closely with consumers rather than celebrities
- Engaging with brand partners on social media to enhance traffic
- Implementing omnichannel marketing, with a presence on multiple social media platforms, online outlets, and brick-and-mortar stores
- "We provide everything essential for your quality life."
- Offering direct access to e-shop through all social media pages



STRATEGIC VALUE

5/5



Disadvantages

- Sales information is not pre-announced on social media; it's revealed on the day of the sale
- The abundance of products makes their social media pages appear cluttered
- The brand's value isn't adequately emphasized across social media platforms
- Maintaining a presence on numerous communication channels can have both positive and negative consequences.

Recommendations **FOR URBAN OUTFITTERS**

CONNECT ALL PLATFORMS

The engagement rates on each platform differ; UO could allocate traffic strategically to enhance the overall performance across social media channels

EMPHASIZE UNIQUE BRAND VALUE

Amplify discussions on topics aligned with UO's values that resonate with consumers, fostering stronger brand loyalty

DON'T FORGET SALES!

Enhance the effectiveness of disseminating sales information through tactics such as countdowns and sneak peeks

○ ○ ○ ○

THANK
YOU

○ ○ ○ ○