

Project 2: Compare and Repair - Netflix vs Hulu

COMM 477 - Social Media Strategies

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## **Executive Summary**

When starting this project, the first thing necessary to do was to collect information from each social media platform and background information about Netflix and Hulu. Next, an in-depth step was taken for each of the company's links and nodes, as well as their effectiveness on each of their social media platforms. It was also crucial to look at the companies' coordinates and goals, including both the business and communication goals. When evaluating Netflix and Hulu's overall social media strategy, it was decided to focus directly on their three most actively managed platforms: Facebook, Twitter, and Instagram. The social media's category, content, form, and effectiveness was additionally evaluated. From there, a rating evaluation tool was created in order to determine whether or not an organization is effective or not on social media. The evaluation tool consisted of categories and criteria involving the five C elements. To use the tool, the organization would read the statements from the evaluation tool and rate themselves based on a scale from one to 10 (one being low and 10 being high). There are 23 questions total. For an organization to perform well on the rating evaluation, it must have a minimum score of 181. After that, the winner was chosen between Netflix and Hulu based on their total score from the evaluation tool. From there, a repair plan and areas for improvement were created in order to successfully fix the losing organization. Throughout the project, there were many ideas. While many ideas worked, a few needed to be rejected.

## **Introduction**

When creating a social media strategy, there are many aspects that must be considered. While certain organizations and companies are effective in doing this, some are not. Netflix and

Hulu were selected as the companies to analyze their social media strategies for this report. This involved doing extensive research on the companies, such as their overview and coordinates, social media posts, usage, and effectiveness. It was necessary to look into the business goals as well as the communication goals. Because of the research, it was possible to determine both companies' overall effectiveness, other forms of communication, goals, and the basics of their social media strategies. Finally, a winner was able to be determined based on the use and scoring of the evaluation tool and then plotting the rating on the evaluation scale. The group rated the companies on each statement based on the information that was found when researching, and then scored them on the scale and plotted them on rating evaluation scale in order to see their final scores in a side by side comparison. When the evaluation tool was developed, it consisted of a total of 23 questions that rated the organization on a scale of one to 10, bringing the top score to 230 points. This plays an important role in deciding the winner, because it accurately shows how well the organization in question is doing with their social media and their customers, as well as if they are meeting their own company and communication goals. It is clear to see with the evaluation tool what areas need improvement based on the low numbers. Some of the most important aspects of the evaluation tool would be the 5 C strategy elements and the criteria (statements) corresponding to each of the 5 C elements. These are the most important aspects because they show what is being looked at for each company, and it gives a sense of why these areas are being looked at so closely.

**Netflix - Overview Analysis**

Netflix was launched and founded in 1997, and the current CEO is Reed Hastings. It is known as the “world’s leading” internet media streaming service (Cook 2019). The company started out as a subscription-based DVD rental mail order service, where users would choose the movies and shows they want online, and they would be shipped to the user’s house until the user was finished, and they would send it back and get the next movie on their queue. Now, Netflix is an instant streaming movie or television show service, with over 151 million paid memberships around the world (2019).

**Netflix - Coordinates**

When it comes to the coordinates of Netflix, the company has both business and communication goals. The primary business goal of Netflix is to increase sales and subscriptions, but not only do they want to make money and keep customers paying, they also want to keep their customers happy and satisfied. This is a big focus for Netflix on the business side. That being said, Netflix’s main communication goal is to entertain fans. They constantly seek to entertain and communicate with their fans, and this is a clear and targeted message on their end. They always keep their target audience in mind, and they are informed by social listening (Letki, 2017).

**Netflix - Social Media Analysis**

Netflix has various social media platforms, consisting of Facebook, Twitter, Instagram, LinkedIn, Youtube, Pinterest, and TikTok. However, they have three primary actively managed

platforms which consist of Facebook, Instagram and Twitter. On all three of these platforms, Netflix has a high following and like count. The United States Facebook page has 61 million likes / followers, while the United States Instagram account has 18.6 million followers and 2,068 posts. The United States Twitter account has 6.8 million followers and 30,300 tweets. All three of the accounts use geo-targeting, which means the platforms split their content by regions and have relevant information analyzed to meet their target audience preferences.

### Facebook

Facebook is known as Netflix's primary social media network. In one year, they had about a million new Facebook users following the United States page and seven million global Facebook users (Letki, 2017). Across the different region's pages, Netflix posts content every three and a half hours, according to Netflix themselves (2017). The United States Facebook page is updated the most: approximately three to eight times daily. Posts include videos, images, and GIFs that are all related to currently streaming television shows and movies. Hashtags are utilized in every post, whether it be popular hashtags or hashtags related to movies or television shows currently streaming on Netflix. Netflix's Facebook page is known for posting behind the scenes stories of movies and television shows that are available to stream. They are also known for their apparent and obvious humor, and they consistently answer and respond to fans on the platform.

Netflix's United States Facebook page has a diverse mix of categories, such as people, events, calls to action, and amusement (Figure 1). People were defined as celebrities and fans where the post was spotlighting them specifically. Events were defined as something that was

coming to Netflix, just added, or when something else was happening. Calls to action was defined as Netflix asking the audience to do something, such as tagging someone or commenting on the post. Amusements were content designed to inspire the audience. When analyzed from October 17th, 2019 to October 24th, 2019, it was found that 16 percent of their content consisted of people, 27 percent consisted of events, seven percent consisted of calls to action, and 43 percent consisted of amusement.

### Instagram

In addition, Instagram is another actively managed social media account by Netflix. Like Facebook, Netflix's Instagram has separate regional accounts. The two most popular accounts are the United States, with 18.5 million followers, and Brazil, with 14.5 million followers. On the United States account, Netflix posts approximately two to four times per week. Similar to Facebook, the content on Instagram consists of high quality pictures and videos related to current shows and movies on Netflix. Many posts include celebrities and stars, which assists in increasing the audience engagement. While Netflix will occasionally post promotional content, they still make the post humorous and interesting to the audience in order to keep the audience engaged. The content is funny, and Netflix uses language that the fans and target audience use. Unlike the other platforms, Instagram does not typically use hashtags in their posts.

Netflix's United States Instagram page has a mix of categories, similar to Facebook (Figure 2). This data was analyzed between October 17th, 2019 through October 24th, 2019. The categories fell into people, events, calls to action, and amusements. 42 percent consisted of



people, 33 percent consisted of events, 8 percent consisted of calls to action, and 17 percent consisted of amusement.

### Twitter

As Netflix's most posted on platform, Twitter is the fastest and most content consuming platform compared to the others. Like Facebook and Instagram, there are multiple regional accounts. The United States Twitter account has 6.7 million followers. Hashtags are a big part of Twitter's content, and they use hashtags that are related to shows and movies on Netflix, such as #thedoover. Their mission on Twitter is to keep fans entertained. Their content is diverse, but still relevant to the audience. While there is cross promotion between Facebook and Twitter, there is Twitter exclusive content, and Netflix works to keep the right balance (Letki, 2017). Many of their posts are retweets from other Netflix regional accounts, celebrities, or fans. There are more retweets when there is a new show or movie added to Netflix that is popular. For example, the show "Living With Yourself" was recently added to Netflix. On Twitter, Netflix retweeted many fans' posts about their opinion of the show.

Netflix's United States Twitter page also has a mix of categories, consisting of people at 38 percent, amusements at 32 percent, inspiration at 16 percent, and events also at 16 percent (Figure 3). This was analyzed over the course of October 23rd, 2019 through October 29th, 2019. Many posts consisted of retweets. When the posts were analyzed October 25th, 2019 through October 29th, 2019, 82 percent of their posts were retweets.

### **Netflix - Content Categories**

Overall on Facebook, Instagram, and Twitter, the category mix is diverse, but most of the posts are either amusements or people (Figure 4). When analyzed as a whole between October 17th, 2019 and October 24th, 2019, it was found that 37 percent of their content consisted of amusements, 33 percent consisted of people, 20 percent consisted of events, six percent consisted of inspiration, and four percent consisted of calls to action.

### **Netflix - Social Media Strategy Analysis**

Evaluating Netflix's social media strategy brought forth three priorities and three strategies. The three priorities are to give customers what they want, share information openly, broadly and deliberately, and offer Netflix Originals. The three corresponding strategies are context (not control), consistency, and customer relationships. These three priorities and strategies are directly related to each other. For the first two, the connection can be seen between the ability with customers to select what they want to watch on Netflix and when they want to watch it without restrictions. For the second two, it can be easily seen that Netflix is extremely interactive on their social media pages. This can be seen through consistent posts and comments. This could be very valuable to the target audience, and it shows effective interacting with customers as well. As for the last two, it has been shown through many studies that Netflix Originals do very well in comparison to their competitors on customer satisfaction (Spangler, 2019).

**Netflix - Other Communication**

Netflix is currently developing many other types of communication besides their top three social media platforms. The main thing that Netflix has announced in regards to other forms of communication is that they are hoping to expand and become more active on the Reddit platform (Beer, 2019). They are also focusing on reinventing their mobile app with interactive features for sharing shows. They also hope to expand on their podcasts. Netflix has only announced the practice run of their new features that include short videos to help their customers reach a deeper and more meaningful level with the shows they love. Netflix is currently still working on some new features on their mobile app that would allow users to customize title art and have the ability to share directly to Netflix (2019).

**Netflix - Links and Nodes**

When it comes to the links and nodes of Netflix, it is simple to see in the graph that the bullseye is the main focus and also represents the main website. With this, it is clear that the three main social media platforms are linked directly to the website, while the website is not connected back to the social media platforms.

**Hulu - Overview Analysis**

Hulu started in 2007, but was not launched until 2008. The current CEO is Randy Freer, and it is currently owned by three major companies which include Walt Disney, Comcast, and Time Warner. Hulu operates as an online television streaming platform that enables users to watch television shows, clips, documentaries and feature films. It is the only service that gives

viewers instant access to current shows from every major United States broadcast network (About Hulu, 2019). This blend of options is what differentiates Hulu among other digital bundles. Hulu currently has 25 million subscribers, which is far behind its competitors, but this is because it only serves the United States (Hulu by the Numbers, 2018).

### **Hulu - Coordinates**

For the coordinates of Hulu, the company has both business and communication goals. Hulu's main business goal is to make money through subscriptions, advertising, and now live television plans (Castillo, 2017). They want to continue to increase customer subscriptions as well as increase revenue through subscriptions in order to beat other competitors. They do this by advertising about what they have to offer. It is important for Hulu to continue to get people to subscribe to their service in order to make money and beat competitors. Hulu also has communication goals, and their most important goal is to connect and engage with current and potential users to form a relationship. They do this by interacting with fans on each of their social media platforms.

### **Hulu - Social Media Analysis**

Hulu has multiple social media platforms that consist of Facebook, Twitter, Instagram, Youtube, Pinterest, Snapchat and TikTok. However, they have three primary actively managed platforms which includes Facebook, Instagram and Twitter. On all three of these platforms Hulu has a continuously growing follower count. They make use of pictures, videos, and hashtags in order to inform people of the shows that are included with their service. Each of these platforms

are used in different ways in order to promote their services, interact with the audience, and increase customer loyalty.

### Facebook

Hulu's Facebook page currently has three million followers which makes it the most followed social media platform. Hulu posts content two to three times throughout the day. The main focus of this social media platform, in addition to advertising new content, is to highlight just how new the shows that they offer are (Soko, 2015). They primarily share trailers and teasers for upcoming shows. The primary goal of Hulu's Facebook page is to increase customer loyalty. Hulu actually makes an effort to connect with customers and build long lasting relationships (2015). They connect with customers by consistently replying and helping with any problems that people may be encountering.

After observing Hulu's Facebook account from October 17th, 2019 to October 24th, 2019, it was shown that they have a variety of categories in which the content that they post fits in. These categories are amusements, people, events, and calls to action. Amusements has nine percent, because some of the content posted on Hulu's Facebook page is to entertain people. People has 37 percent because a lot of the content that is posted is of celebrities and people who are features in the shows. Events has 39 percent because the majority of the Facebook posts are about upcoming shows and when they are going to air. Lastly, there are calls to action with 15 percent, because Hulu is trying to get people to subscribe in order to watch the shows that they offer.

### Instagram

The next social media that Hulu manages is Instagram. It is the least active of all of its social media platforms. It currently has 286 posts and 476 thousand followers. The main goal of this social media platform is to promote the cast members and upcoming shows. Most of the photos posted consist of promoting the cast members that are in their shows, and they will post at least once a day. They also make use of the stories feature and Instagram television (IGTV) in order to give fans a behind the scenes look. When posting photos, they make sure to tag celebrities and use creative hashtags as well.

Hulu's Instagram page has a mix of categories, which is similar to Facebook. This data was analyzed between October 17th, 2019 through October 24th, 2019. The categories were the same as Facebook, which include people, events, calls to action, and amusements. The people category has 39 percent, because the majority of the content consists of cast members. Events has 26 percent, because they promote their upcoming shows. Calls to action has five percent, because although they do want to get people to watch their shows, they primarily focus on cast members on this platform. Lastly, there is amusements with 30 percent, because they make use of stories and IGTV in order to entertain fans.

### Twitter

The last primary social media account that Hulu has is Twitter. This is Hulu's most actively managed platform. They currently have 43.8 thousand tweets and 699 thousand followers. They post videos, GIFs, and images that include humor, trailers and advertisements of upcoming shows. The primary goal of this social media platform is to engage with the audience.

They constantly reply to fans and retweet them. Hulu posts at least five times a day on Twitter, but this does not include the multiple posts that they retweet.

Hulu's Twitter has a variety of categories similar to its other platforms that were analyzed between October 17th, 2019 through October 24th, 2019. The categories include entertainment, people, events, calls to action, and inspiration. This data was analyzed between October 17th, 2019 through October 24th, 2019. Amusements is the highest category at 30 percent due to all the humorous posts that are shared on this account. People is at 27 percent, because Hulu continues to post about cast members from shows. Events has 17 percent, because there are countdowns that are posted leading up to upcoming shows. Calls to action has 19 percent, because Hulu tries to persuade people to subscribe and watch their shows. Lastly, the inspiration category is at seven percent, because content is posted in order to uplift fans.

### **Hulu - Content Categories**

Overall on Facebook, Instagram, and Twitter, the category mix is diverse, but the majority of their posts consist of amusements and people. When analyzed as a whole between October 17th, 2019 and October 24th, 2019, it was found that 34 percent of their content consisted of amusements, 37 percent consisted of people, 14 percent consisted of events, four percent consisted of inspiration, and nine percent consisted of calls to action.

### **Hulu - Social Media Strategy Analysis**

Similar to Netflix, Hulu's overall social media strategy is driven by three main priorities. First, Hulu aims to give their subscribers the best journey when using their services. In order to

achieve this, Hulu's strategy is to create tangible content, such as sneak peeks of upcoming shows during advertisements, which is also posted on Hulu's social media platforms, capture and share curated content such as GIFs and memes of television's greatest moments, and post in-house custom artworks that would captivate users. The priority of focusing on the subscriber journey allows Hulu connect with users and bring value to the kind of content being posted across Hulu's social media platforms. Second, technology and products play a big portion in consumer loyalty. In order for Hulu to attain and provide their users with the latest technology updates, Hulu focuses on being mobile friendly and feature offline content, as this allows users to stream and watch shows anywhere, anytime. This is a gateway of being valuable to its users, as Hulu gives and provides what its consumer wants. Third, in order to focus on the content and advertising aspect of Hulu's priorities, Hulu leverages user data, such as recommended shows, fan favorites, and reviews, to customize and tailor messages that Hulu's users would find relevant and engaging. In addition, this produces the right content at the right time and eliminates the possibility of losing user interest.

### **Hulu - Measurement of Effectiveness**

There are many ways to measure how effective Hulu's social media strategy is. As mentioned earlier, since Hulu is the only streaming service that has Live television shows along with advertisements, the revenue that is garnered from monthly user subscriptions and advertising contributes a big portion of how effective Hulu's social media is. In addition, Hulu's main website traffic is a contributor, as this can evaluate whether or not Hulu's social media content is enough to drive traffic. In continuation, Hulu's social media team also looks at the



level of engagement of their users by the analysis of the feedback contributed under Hulu's social media content. Lastly, in order to keep consumer loyalty, Hulu also monitors user feedback on their social media platforms. By doing this, Hulu can further leverage data and target current and new users. Although Hulu has the advantage with revenues from advertisements, Hulu is still implementing other features to keep up with their competitors and meeting business goals in order to be considered one of the biggest streaming services in the United States (Moore & Albanesi, 2019).

### **Hulu - Links and Nodes**

Across all social media platforms, there is a connection back to Hulu. However, the connection is weak, indirect, and it may cause confusion. For example, Hulu's main website, which is the bullseye, as this is the platform that users are most likely to sign up for Hulu's services, links to Facebook, Twitter, LinkedIn, Youtube, and Instagram. However, Twitter, which is the marketing tool for most business to business (B2B) (Lin, 2019), does not have a connection back to the main website. Twitter instead links to Hulu's Live TV feature, "Hulu Has Live Sports". Although users can still sign up for Hulu's services on Hulu Has Live Sports, it may be perceived that Live Sports is the only kind of service that Hulu offers. In addition, the tactics used on Instagram should be considered for Twitter. For example, providing the link to connect back to Hulu's main website and having additional Instagram accounts specifically for Hulu Has Live Sports may be helpful. By doing this, users can differentiate between the two.

## **Effectiveness Analysis**

Hulu and Netflix both show effectiveness when it comes to their primary platforms: Instagram, Twitter and Facebook. Three separate charts were created to break down each platform. It was then broken down into three categories, followers, accounts, and posts. These three were chosen because they fell in line with both companies business goals.

### Instagram

When choosing a social media platform, it is important to take into consideration whether it is worth the energy and time to be on it. A good starting point is to look at the demographics of the platform. Instagram's average user is 19 to 29 (West, 2019). Hulu's average user is 32, and Netflix's average user is 19 to 29. Knowing this information makes it very important for both companies to be on this platform. When it comes to followers on this platform, Netflix is much more effective than Hulu. Netflix has over 18 million followers, and just over a year ago Netflix only had seven million followers. This shows that Netflix is effective at expanding their content and increasing their follower count. Netflix has shown multiple times that fan engagement is important to them; the company is timely at responding to customers and engaging with them like a friend rather than like a company. One specific example that sets Netflix apart from Hulu is that Netflix shows fan-created content. It is a recently added tool that was added to Netflix's mobile app that allows users to share title art right from the Netflix app to their Instagram story. By doing this, more conversation is created with the fan base, and it allows Netflix to reach a broader audience without doing extra work. In addition to Netflix's original Instagram account, they also have an account called "Uppercut." Uppercut shows off more "edgy" content. Having

more than one account may be difficult to manage at times, but what makes this effective and worth continuing to manage is that it is different content than what they are posting on their original account. In addition, it also has the link in their bio that goes back to the website, which increases subscriptions and traffic. Both accounts stay relevant by posting daily, making this an effective use of the platform. Netflix also has an abundance of original content on their Instagram account.

Hulu lacks effectiveness in one of three areas when managing Instagram. As stated earlier, Hulu needs to increase fan engagement and have all their content in one area in order to become more effective in increasing followers. Hulu is only domestic, and having content spread out is not an effective social media strategy when lacking followers compared to competition. When analyzing Hulu's social media goals, it is clear to see that they want to push the ability to stream live television. Unlike Netflix, Hulu has one of their strongest content abilities on a completely different account (@mrhuluhaslivesports). Netflix posts their strongest content on the original Netflix page, and Hulu should follow this same strategy in order to become more effective in both post and accounts.

### Twitter

Hulu is most effective on Twitter, and it is their strongest platform. This is the most beneficial platform that ties in well with their business goals and social media strategy making; this a platform they should be on. Hulu's Twitter page is effective in many ways, such as it is consistently increasing followers and posting fresh content.

Even though Twitter is the strongest platform for the company, it still has areas where it is ineffective. During Halloween, Hulu changed their profile photo and Twitter handle to “Huluween.” This is great for promoting one aspect of the company, but during the month it lost traction in promoting its live sports and live television. Hulu’s live television costs 44 dollars a month, and the normal streaming service can go as low as four dollars per month. By lacking promotion and conversation about live television, it could hinder the effectiveness in increasing memberships in where the money is to be made. In the repair plan, it will be elaborated on how Hulu can still advertise Huluween and still remain effective on their strongest platform. Since Twitter is Hulu’s strongest platform, it is important to note that they are missing a link to their home page. Instead, the bio has a link to the live sports page. To make this more effective, it would be better to have links to both the Hulu website and Hulu Live Sports. The reason behind this is because one of Hulu’s goals is to generate revenue through advertising, and if the social media page is promoting content, it would be more effective to have a link to the home website. Twitter is still an effective platform for Hulu to be on because it has been a long time location for television networks to connect with audiences, and a majority of the content they have on Hulu is up to date television shows.

As opposed to Hulu, Netflix stays consistent on their Twitter page. Their Twitter name, picture, and location continually stays the same. This is more effective, because it gives the audience a consistent design to reference when accessing their account. As mentioned earlier, followers are a crucial aspect of Netflix’s social media goals. The social media strategy of increasing follower engagement is well managed on their Twitter page. In order to stay effective in this area, it is important to be watching and listening in the right places and the right times, so

the company can tap into real time conversations and receive results. An example of this is Netflix responding to a fan saying the “Lost in Space” reboot was “hot”. The fan’s post later went viral and prompted night show host James Corden to way in on it. Netflix is so effective in creating fan engagement that it sometimes backfires for the company. At the height of the movie “Bird Box,” a hashtag ended up backfiring on the company. The hashtag was the “Bird Box Challenge”, intended to be harmless fun, which escalated to a more dangerous level. Netflix later said it simply follows fans leads. Netflix is willing to take risks and generate content that keeps fans entertained. Following this method of strategy Twitter is an effective platform for Netflix to be on.

### Facebook

One of the most effective social media strategies that Netflix uses across all platforms is geo-targeting. Netflix is a large company and is passively managing a platform is a route this company would go, when they do decide to post they know it will be getting to the proper target audience. When trying to create the proper content for the audience, it is important to have consistent goal. After examining the other social media platforms, it is clear that Netflix works to promote their original content. On Facebook, they use an effective strategy to show their fans behind the scenes footage of their Netflix originals, enticing fans to go to their service and watch. As a whole, Netflix uses this platform effectively. This platform is the highest followed account out of the Netflix social media platforms. Knowing this information, Netflix is very effective in connecting fans to their other social media accounts on their Facebook page. When comparing Hulu’s use of Facebook compared to Netflix, the connections are the biggest difference. Hulu misses the connections goal completely on their Facebook page. Being that this is also the

highest followed social media platform for Hulu, it is surprising to see that there are no connections to their other pages.

All social media platforms can be very effective for both companies, but it is clear that Netflix is a lot stronger at following the five C elements of social media strategy and are seeing great benefits from it. In the repair plan, it will be examined how Hulu can become more effective in areas that they are lacking effectiveness.

### **Evaluation Tool**

An evaluation tool is of utmost importance when it comes to determining the effectiveness of a company's social media strategy. This way, there is a strategy in place to hold companies accountable for making sure they are getting the most use out of their platforms, and it allows for continuous improvement. This evaluation tool has three columns consisting of categories, criteria, and a rating scale (Figure 5). The categories are based off of the five C's, which are coordinates, channels, content, connections, and corrections. There are 23 questions revolving around these five C's, and the user will rate themselves based on these 23 questions on a scale from one to ten. One is low, and 10 is high. They will rate themselves based on how much they can identify or agree with the statement. For example, the first question under coordinates states, "our social media efforts are aligned with our business goals." If the user's company always takes into account their business goals, their efforts are consistent with their coordinates, and their social media reflects that to the fullest extent, they would rate themselves a

10. However, if the company never takes into account their business goals, and their social media does not reflect the goals, then they would rate themselves a one.

The first round of categories is coordinates, which is targeted at the business and communication goals, values, mission and vision of the company. The next group is channels, which talks about audience preferences, the target audience, and tactics, followed by content. Content involves the category mix, the target audience, and feedback. Following content is connections, which talks about links and nodes. Lastly, there are corrections, which deals with being proactive, evaluation, and responding to potential issues that come up and the handling of those issues.

### **Rating Evaluation Analysis**

After the user rates themselves on the 23 questions, they will add up their score and it will determine their level of effectiveness (Figure 6). If the total score is between 23 and 75, the company is very ineffective. This means that their social media needs serious work and reconstruction, so the user should go back to the evaluation tool and reassess the low numbers and work from there. They may need to go back to the basics of the platform and re-evaluate their strategy. If the score is between 76 and 128, this means that they are still ineffective, and there is very much room for improvement, and they should go back and reassess the low scoring numbers. If their score is between 129 and 180, that means they are moderately effective. This

means that there is still room for improvement. The user can go back to the tool and reassess the low numbers and act accordingly. Lastly, if the score is between 181 and 230, they are effective. This is the target area and where the user wants to be. If applicable, the user can go back to the tool and reassess their low numbers. This evaluation tool makes it simple for users to check to see if their social media strategy is effective and what areas, if any, need work. This tool makes it easy to see what exact areas need improvement, and the categories cover all the bases that a social media strategy should have.

### **Who Wins?**

When looking at the evaluation tool with the scores of Netflix and Hulu, it is clear to see where each company did something right and where they went wrong (Figure 7). Some examples can be found below for each of the five C elements to see how and why these companies were scored the way they did. The first example that will be looked at is the coordinates. For example, one statement reads: “Our business and communication goals are aligned with our company values, mission, and visions.” Hulu scored an eight, and Netflix scored at a 10, because even though all of their goals were fairly well aligned, it was clear that Hulu was missing some important details. The second example that will be looked at is the channels. One example from this category is: “My company looks for new opportunities.” Hulu and Netflix both scored a 10 for this one, because they both make effective use of their social media channels when it comes to introducing new opportunities and / or content. The third example that will be looked at is content. For example, a statement reads: “I pay attention to what my audience likes to see.” Hulu



scored a two, and Netflix scored a 10. This is due to non-relevant social media posts. The audience is not likely interested in seeing certain content that Hulu posts, because they would rather be seeing more information or entertainment around the shows they like to watch, like what can be found on Netflix's profile. The fourth example that will be looked at is connections. "All links providers are not broken." Both Hulu and Netflix scored a 10, because every link they had worked when trying to get to the next website. The fifth and final example that will be looked at is corrections. "My company's social media tests different images, words, calls to action, and timing of posts in order to test and improve my posts." Hulu scored a seven, and Netflix scored at an eight, because neither of these companies were trying relatively hard on anything new they might have come up with. Every once in a while, it might be possible to notice something new on their social media platforms, but it will not be consistent.

### Rating Evaluation

When viewing the evaluation tool, it is clear to see where Hulu and Netflix ranked as companies and who the winner was (Figure 8). In conclusion, Hulu finished with a total score of 91, being labeled as "ineffective", and Netflix finished with a final score of 217, being labeled as "effective" on the rating evaluation chart.

### **Analysis of Hulu**

After evaluating Hulu against Netflix, there are notable elements that may have contributed to why Hulu was labeled as "ineffective." First, Hulu's lack of ability to interact with its users across all social media platforms resulted in unsatisfied users. As mentioned earlier, Hulu's response rate has room to grow. In addition, the differentiation between viewers and fans

may help Hulu, as viewers will go where the content is, while fans will stay where other fans are. Second, Hulu seemed to be too overly focused on “fighting the last war” with curated content. Although connecting with users with curated content can be beneficial to a certain extent, too much can hurt. Third, the lack of authenticity in Hulu’s content is causing Hulu to lose out on its biggest competitor. Custom artworks and content does not have to be aligned with Hulu’s products. It can consist of raw, retable, refreshing content that users can find amusing. Fourth, Hulu’s biggest challenge is to create growth, whether that is in subscriptions, advertising, or content. However, Hulu’s social media content implied too much focus on quantity, when the focus should be shifted to the quality of the posts, content, and products. In other words, Hulu is posting content just to post without any value or significance. For example, on Twitter, Hulu retweets posts that does not seem to align or leverage any sort of connection and engagement of users. This can result in a missed opportunity with new users and current users.

However, there are elements that Hulu is being a champion in. First, they are effective at capturing some of television's greatest moments. As mentioned earlier, this is a tactic that Hulu does to fulfill its social media strategy. Likewise, being able to detect and differentiate what their users enjoy can set the company out from other streaming services. In continuation, Hulu is willing to innovate by using cultivating words to bring interest to their content from users. For example, having the right hashtag at the right time with “Huluween” for this past Halloween season. Furthermore, Hulu is highly successfully in targeting the right audience at the right time with the right advertisements; Hence why ads are still a successful feature on Hulu and will probably be there to stay.

## **Repair Plan**

For the repair plan, three C elements of the five are highlighted in what needs to be corrected: content, connections, and corrections. First, the strategy behind repairing Hulu's content is to increase relevance, adjust category mix and do not "fight the last war." By doing this, Hulu can eliminate the possibility of not reaching every demographic on Hulu's spectrum. As a matter of fact, this will increase the relevancy of Hulu's posts to maintain consumer loyalty and leverage new consumers. However, to be successful, the tactics are to cut promotions of "Hulu Has Live Sports", increase entertainment posts and create authentic custom content. Uniquely, focusing on the content element of the five C elements may increase monthly user subscription as well as increase consumer loyalty.

Second, with adding and maintaining the right connections within other communications can achieve both business and communication goals. However, to achieve this, the strategy is to increase and advance at audience interaction as well as having strong connections with links between all platforms. The tactic behind the strategies is to one, add Hulu's main website URL to all social media platforms, and two, expand the target audience to reach and connect more demographics. Hulu's current target audience limits other demographics to connect with the streaming service company, especially if the main focus is on sports and cats (Hulu Has Live Sports, 2019).

Third, for the corrections element, the strategy is to analyze content and feedback and to focus on continuous improvement. To accomplish this, Hulu must inspect all platform traffic and performance. For example, they should have a better response rate to questions and comments on social media platforms. Equally, Hulu is suggested to do regular assessment processes of social

media content and activity as well as monitor competitor behaviors and posting patterns to discover Hulu's omission for future use. Correspondingly, the right strategy in place with minimal changes will decrease time wasted and increase productivity for both internal social media team and external social media users.

### Do's and Don'ts

To demonstrate the repair plan, here are important "do" samples of behaviors to follow; First, utilize opportunities to humanize the company by being authentic and relatable. Second, produce more content and originals for the benefit of the audience. Third, be sure to be actively listening to be able to detect and realize user's concerns, problems, ideas, and feedback. Fourth, design a feature on Hulu to allow room for encouragement. This will be a gateway to target to any missed opportunities. Lastly, use and leverage all the resources there are. Twitter allows for users to get direct access to high-profile individuals and often times, those individuals are opinion leaders within a certain demographic. User's tweets also contribute as a resource as it serves the purpose of care. This shows that user's concerns and comments are being heard.

In contrast, here are some "don'ts" to be aware of; First, do not play it safe. Going "by the books" can hurt the opportunities to build relationships with the audience. Be casual with the audience to prevent any barriers that might affect on the audience perceive the intentions of posts. Second, do not focus heavily on the numbers. As mentioned before, do not post just to increase the amount of posts on the account. Do not assume and act upon those assumptions. Third, shift the focus over to making connections instead of just content. This will grant relationship building opportunities for the company. Lastly, eliminate biases. Similarly to what

was covered earlier of not targeting one specific audience, instead expand the horizon to reach other demographics.

### Examples

Social media fails or missed opportunities can hinder a company meeting their social media goals. By comparing two companies side by side and analyzing different posts, it is clear which company makes stronger posts: Netflix continues to build on their success and push out fresh, original content.

Netflix has a strong example of what types of post to create while on Twitter. This is a strong social media post and is a method a company would want to follow. Netflix created their own content for this post and related it directly to fans while promoting the Netflix original series, “Daredevil”. By doing this, it gives the audience a sense of urgency to watch this show.

Hulu was also trying to advertise for their original show, “Looking For Alaska”. Hulu mentioned the “Looking For Alaska” Twitter page and then tweeted “Hulu has live sports” above the post. This example is not a strong use of the platform because the “Hulu has live sports” tweet is irrelevant to the show “Looking For Alaska.”

Next, there are two examples from each organization on Instagram. A huge part of Netflix’s social media strategy is to build and maintain customer relationships. Netflix exemplifies this by creating an original meme and making it relatable to the fans of the show “Living With Yourself”. Response times from Netflix are in a timely manner on the post, which also aligns with their social media goals.

In contrast, Hulu made a post mentioning a haunted clown motel. The purpose of this post was to promote their month-long event “Huluween.” This post had the potential to bring viewers back to their platform by posting the names of the series in the description. Followers quickly showed interest in the post, asking where they could find this series. Hulu did not respond in a timely manner, leaving fans wondering where to find the series on Hulu. This example shows that Hulu is not always using Instagram to its full potential and mastering its use; they are missing out on the opportunity to be interacting with more fans. Timely responses are extremely important, which Hulu lacks on this platform. This is something that should be improved.

When it comes to Facebook, both Netflix and Hulu post in reference to the season. Both posts are very similar in that the platforms were both trying to create a conversation about content on the streaming service. Netflix posted on Facebook, “Tell us your favorite Halloween costume and we’ll give you a recommendation of something to watch this weekend”. By wording it this way, it gives Netflix an opportunity to recommend content on their streaming service and interact with their fans.

Hulu made a very similar post with the hashtag “Huluween”, and asked members what their favorite Halloween episode was to watch on television. This is not a strong post, since the question asked to fans is not specific to the platform and is not aligned with the goals and coordinates. The post itself will create conversation, but will not ensure that the conversation will be about Hulu. Viewers may recommend episodes of shows that are not currently streaming on Hulu, which makes this an ineffective use of the platform.

## **Rejected Solutions**

When crafting way to compare Hulu and Netflix, a lot of strategies changed throughout the analysis. When comparing Netflix and Hulu social media platforms, four rejected solutions came to the forefront. In the early stages, each social media platform was graphed separately. Many of the goals were the same across the board for each platform, and by grouping all social media categories together, it gave a bigger sample size, making it easier to analyze. This also strengthened the project and made it boardroom ready to go in front of the CEO of Netflix or Hulu. Another rejected solution was giving each social media platform their own slide on the PowerPoint presentation. Similar to the first rejected solution, it was found cleaner and easier to present by putting it all in one central location. Through discussion, it became admitent that CEO's do not have a lot of time and want the best, but brief, examples.

When comparing the effectiveness of the social media platforms, it was easier to show examples by splitting each platform up. Having effective usages of the social media platforms all on one slide was the third rejected solution. Unlike the first two, where splitting up the slides seemed less effective, having effectiveness on separate slides can show what each company is doing well on each platform. This is beneficial for a social media strategist to look at the bigger picture to see where improving may be applicable.

The final rejected was the decision of using three C elements instead of five in the repair plan. Content, corrections, and corrections were the three that need to be focused on and repaired. By focusing on these three, it could improve Hulu's social media usage immensely and gain more of an edge in the social media scene.

**So What?**

There will always be changes and new things happening in an organization, so goals should be made in order to outline what a company wants to accomplish and succeed. It is crucial for an organization to always have an effective social media strategy in order to be successful. A successful social media strategy requires contemplation, discussion, and conscious decision making (Clampitt, 2018). There are many aspects and much thought that goes into a great social media strategy. Having an evaluation tool can be beneficial to determine what improvements need to be made within a company. This is important, because it can help a company decide what can specifically work for them or not work for them.



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## Appendix

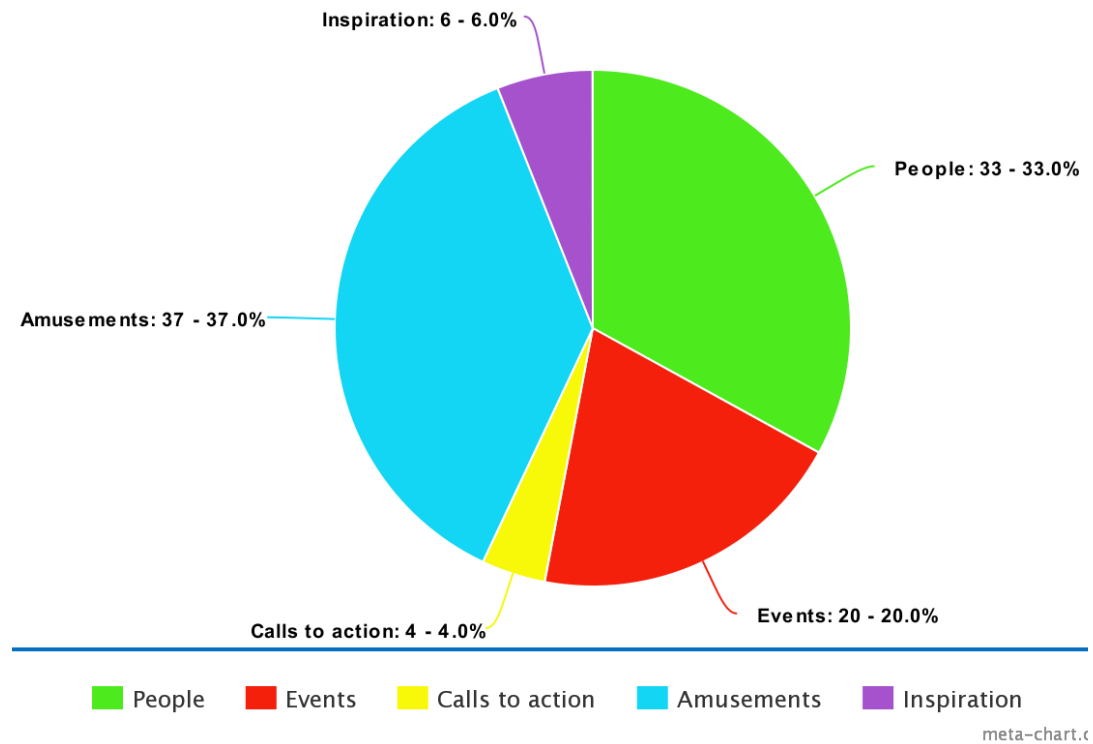
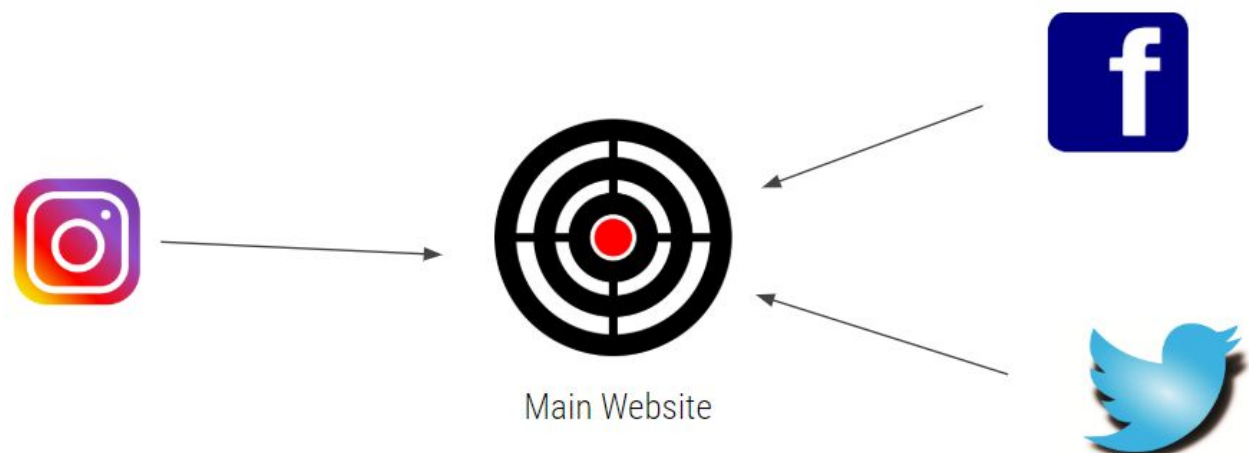
### 100 Facts

1. Hulu started in May of 2007
2. Jason Kilar was the first CEO of Hulu.
3. NBC Universal developed the first product on the Hulu platform.
4. Hulu originated from the Chinese and it means “gourd” in the Mandarin language.
5. Hulu is only available in the U.S and Japan.
6. Hulu’s Ad-free option is not completely free of ads.
7. The best time to watch Hulu is Weekday afternoons.
8. Hulu delivers 43 different video ads to users each month.
9. 25 million subscribers is a huge milestone considering the company had about five million subscribers in 2013.
10. The average age of a Hulu subscriber is 31.
11. Hulu’s live TV has 800,000 subscribers.
12. 47 percent of Hulu’s live TV subscribers watch live TV and on-demand content daily.
13. Female subscribers watched an average of 232 hours of Hulu in two years.
14. Hulu accounts for 14 percent of TV streaming hours.
15. The state of Montana has the subscribers with the highest average number of hours streamed in 2017.
16. Hulu had a budget of \$2.5 billion for content in 2017.
17. Hulu is valued at \$8.7 billion
18. Hulu made one billion dollars in advertising revenues in 2017.
19. Disney, Comcast’s NBC, and Time Warner are the three major companies that have a stake in Hulu.
20. Hulu’s subscribers watched 36 percent more comedies in 2017 than 2016.
21. The idea behind Netflix came in 1997 after the CEO was charged \$40 for a late VHS copy of *Apollo 13*.
22. The CEO's great-grandfather, Alfred Lee Loomis, was instrumental in winning WWII. He anticipated the Wall Street Crash of 1929 and therefore protected his considerable wealth. His funds helped establish a laboratory that became a meeting place for the world's most successful scientists, including Albert Einstein. The space allowed the development of the radar technology that helped Allies successfully carry out the invasion of Normandy.
23. Netflix has been around longer than Google. Netflix was established as a subscription service in 1997. Google was founded in 1998.
24. In 2000, Netflix was offered to Blockbuster for \$50 million. The now practically dead video rental company declined the offer. Netflix is currently worth \$20 billion and is very much alive.
25. The company's revenue is estimated at six billion dollars.
26. Netflix is available in nearly 50 countries.
27. The market with the highest growth is Latin America.

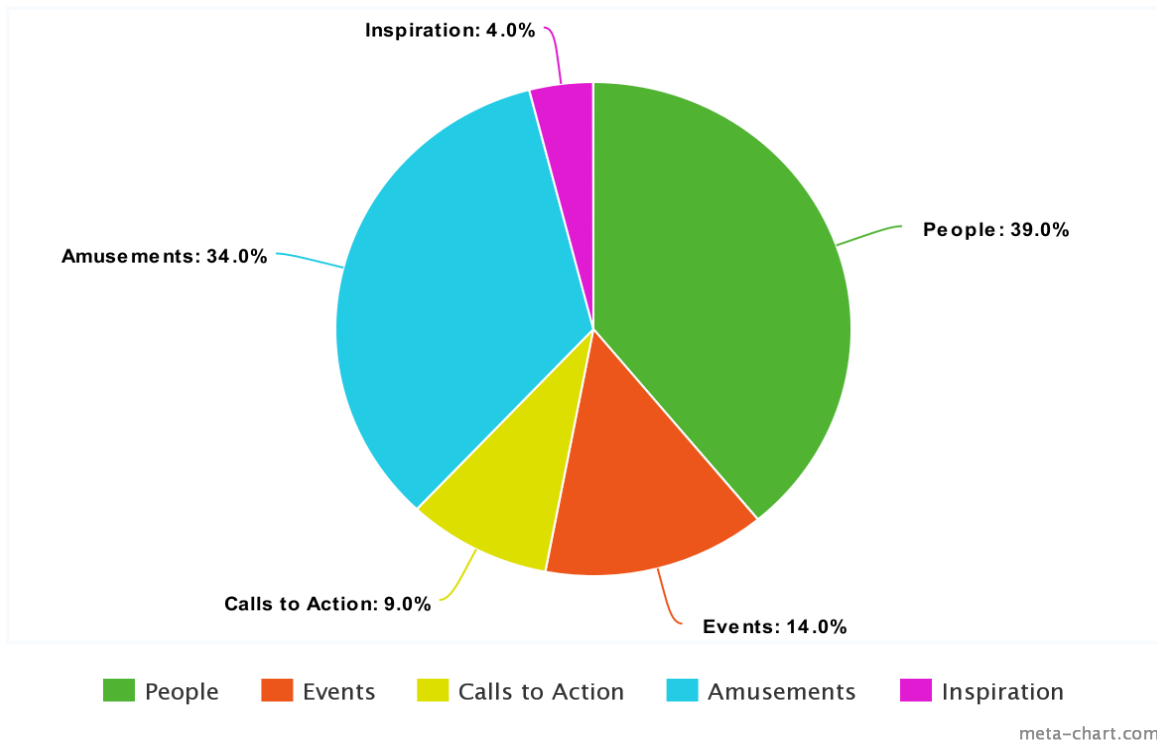
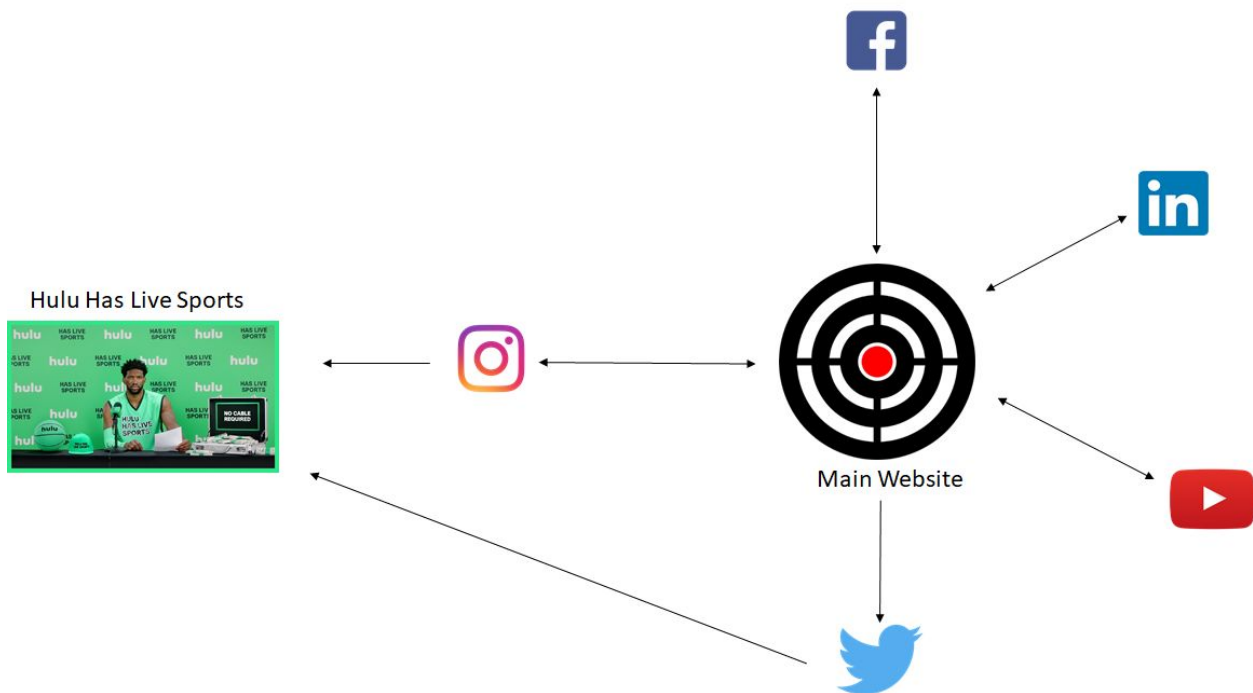
28. There is a record 57.4 million unique Netflix subscribers online (as of January 2015). Since one subscription allows several people to watch Netflix, the number of actual users is much bigger.
29. In the United States, for example, Netflix outranks cable TV with 33 million subscribers.
30. It's also the single largest contributor to Internet traffic in many countries. In the States, it amounts to almost one third during primetime.
31. That's why the time of day affects video quality, with the worst time of the day being 7pm–9pm.
32. Canada is considered a Third World country by Netflix in terms of broadband internet ranking.
33. The average Netflix subscriber streams around 90 minutes a day.
34. People who have children are statistically far more likely to have a Netflix subscription.
35. Around 60% of Netflix users binge-watch shows at least every few weeks.
36. Netflix's content library takes over one petabyte of data. This is an equivalent of 1,024 terabytes or 1,048,576 gigabytes. In other words – A LOT.
37. The first video content ever put on Netflix was a test film created to inspect standard film frames. if you have access to the US version of Netflix, type in "Example Show" and you will still find it.
38. The most watched show on Netflix is *Breaking Bad*.
39. In 2006, Netflix held a million-dollar contest. The challenge was to create a new, perfected video content recommendation algorithm. The film the contestants had to run through the code and successfully categorise was *Napoleon Dynamite*.
40. In order to maintain its success, Netflix monitors other websites to decide on next purchases. One of the websites it has on its radar is BitTorrent.
41. In Europe, Netflix rolled out a high dynamic range option for viewers. Better colors and better viewing experience for three dollars more.
42. Netflix employees start getting paid around 18 dollars an hour.
43. According to numbers in 2015 Netflix combined for over 36 percent of internet traffic. Hulu and Amazon only combined for two percent.
44. CEO Reed Hastings almost sold out to Blockbuster in 2000 with 49 percent of the stake. Netflix would have been the online streaming service.
45. Netflix did a study on viewers saying it only takes about two minutes to decide what to watch.
46. “God Mode” was created for users who hated scrolling through options horizontally instead of vertically.
47. Netflix users watch on average two hours of content a day
48. Netflix once had an award show called The Flixies
49. Netflix was nominated for it first Oscar in 2014
50. There are over 1,200 Netflix originals on the platform
51. 37 percent of Millennials watch Hulu and 14 percent of Gen X also watch Hulu
52. Network viewership dropped 12.5 percent after Hulu was released in 2008
53. Alec Baldwin came out with a Super Bowl add in 2019 mentioning hulu, which increased Hulu's traffic by 42 percent
54. Hulu offers a student discount for 5.99 a month, where you can stream Hulu, spotify, and HBO with that price.

55. Streaming live games for any professional sport is on Hulu Live TV
56. Stock ticker for Netflix is NFLX
57. Availability of new movies are slow for both Netflix and Hulu
58. Best ranked movie on Netflix right now according to UPROXX is Indiana Jones: Raiders of The Lost Ark
59. Will Smith made 20 million dollars for the role in the movie Bright on Netflix. This is becoming a more popular trend in the acting scene.
60. The highest viewing for netflix original show in 2018 was "On My Block"
61. Wisconsin own Making of a Murder part two on Netflix is second.
62. Taken from Netflix with the biggest increase of Instagram Followers in 2018 "The Fab Five" Gram name from the show "Queer Eye"
63. According to Netflix the most rewatched Netflix Original movies in 2018 were teen rom coms, The Kissing Booth and To All The Boys I Loved Before.
64. Password Sharing- 14 percent of Netflix users tap into accounts paid for by someone else.
65. 11% of users tap in HULU accounts paid for by someone else
66. Netflix uses Facebook, Twitter, and Instagram
67. Netflix's social media pages are different per country/region in order to be relevant for their target audience
68. Netflix's social media strategy is seen as very effective by researchers and analysts because it is very engaging to users
69. Netflix's goal of their social media strategy is to entertain fans
70. The US Netflix social media is updated more than the other regions US Twitter account of Netflix has 6.7 million followers
71. Netflix uses cross promotion but Twitter has exclusive content
72. Netflix retweets other celebrities posts and will engage with the audience
73. Netflix posts Facebook content every three and a half hours according to Netflix
74. Netflix's social media content is funny and uses language that their target audience uses
75. Humor is Netflix's trademark
76. On Instagram, the US and Brazil Netflix accounts have the most followers
77. Netflix posts on Instagram two to four times a week for the US
78. Netflix's social media is informed by social listening
79. In one year, Netflix had almost a million new Facebook users and seven million global Facebook users
80. When Netflix does post promotions for themselves, they still make funny comments or jokes in order to keep the audience engaged
81. A popular Netflix hashtag that is used on their social media is #nowonnetflix.
82. Netflix's content is diverse but always relevant to their target audience.
83. The number of Netflix's US Instagram follower count is 18.5 million.
84. The number of Netflix's Brazil follower count is 14.5 million.
85. Netflix's Instagram content consists of high quality, photoshopped pictures and videos related to streaming episodes and shows.
86. Netflix's most expensive show, *The Crown*, cost \$130 million to produce season 1.
87. Netflix is also spending big on individual actors and personalities. The company paid Chris Rock \$40 million to produce two comedy specials.

88. Netflix has established itself as a hotbed of stand-up comedy also paying \$40 million for legendary comedian Ricky Gervais for two specials, the first one being *Humanity*. Netflix regularly tracks and publishes primetime streaming speeds from all major ISPs in most countries it serves. In the U.S., Comcast takes the top spot with 3.98 Mbps as of December 2017. In Australia, Exetel has the fastest speeds (3.66 Mbps). In the U.K., Virgin wins out (3.96 Mbps), and in Canada, Shaw tops the list with 3.60 Mbps. Thanks to its HERMES translation platform, Netflix is now able to offer content in over 20 languages.
89. Of the 785 million Over-The-Top (OTT) streaming service users worldwide, 44 percent of them are using Netflix.
90. Some sources show Millennials love Netflix, with 89 percent using the service to watch most of their TV.
91. In its 2018 Internet Phenomena Report, Sandvine notes that Netflix accounted for 15 percent of all global downstream traffic volume in 2017.
92. Despite years of library size decline, Netflix's U.S. library size is slightly larger in 2018 than in past years. As of January 2018, Netflix had 5,599 titles. In March 2016, the service had 5,532. The 2018 number is still a large decrease from 2014, when Netflix had over 8,000 titles in the U.S. content library.
93. According to Business Insider Australia, Netflix believes its personalized recommendation engine is worth big bucks: One billion dollars. The vast majority of Netflix users take those recommendations. 80 percent of Netflix views were from the service's recommendations.
94. 2018 is going to be Netflix's biggest year yet for original content. The company is set to release 700 original TV shows as well as 80 original films in 2018.
95. The company's original content strategy is about more than just volume. Netflix's original programming has received over 430 award nominations and 72 awards given. *House of Cards* holds 29 of those awards.
96. According to Netflix CFO David Wells, the company is not opposed to spending \$20 million per hour of original content.
97. The Sandvine report notes that Netflix also accounted for around three percent of all global upstream traffic.
98. The Netflix domination looks different across different regions of the world, however. In the Americas, Netflix accounts for around 19 percent of all downstream traffic and over five percent of upstream traffic.
99. When only considering video streaming, however, Netflix accounts for about 26 percent of the world's total volume of downstream traffic, with competitor Amazon Prime Video at a distant fifth place as it consumed just under 6 percent of that volume. In its second Quarter 2018 financial report, Netflix revealed that it's beat forecasts for adding new customers in seven of the past 10 quarters.
100. Netflix also costs different amounts around the world. The cheapest place to subscribe to Netflix's basic subscription option is Turkey, at a cost of \$3.27 per month, while the most expensive is Norway at a cost of \$11 per month.

Figures and Charts*Figure 1: Netflix - Social Media Categories**Figure 2: Netflix - Links & Notes*



*Figure 3: Hulu - Social Media Categorize Mix**Figure 4: Hulu - Links & Nodes*

*Figure 5: Evaluation Tool*

<b>Categories</b>	<b>Criteria</b>	<b>Rating - 1-10 (1=low, 10=high)</b>
<b>Coordinates</b>	1. My content helps advance my business goals. 2. Our social media efforts are aligned with our communication goals 3. Our business and communication goals are aligned with our company values, mission, and visions.	
<b>Channels</b>	4. My organization senses weak signals and fine tunes content. 5. My company looks for new opportunities. 6. Social media platforms are being properly managed 7. The target audience is using the correct platform 8. The right platforms are being used to meet goals	
<b>Content</b>	9. My coordinates determine my target audience. 10. I pay attention to what my audience like to see. 11. I pay attention to my audience members already listen to. 12. I pay attention to when my audience accesses social media.	
<b>Connection</b>	13. All my content and communication tools are linked with each other to drive traffic: 14. All platforms have direct links to the main website, 15. All links providers are not broken 16. All content are relevant to the products that my company provides. 17. All content brings value and connections with my audiences.	
<b>Corrections</b>	18. My company keeps real-time tabs on my platform traffic as well as performance. 19. My company monitors our competitors' posting behaviors and patterns in order to discover our own omission. 20. My company has a friendly spy network to alert us of miscues and missed opportunities on my social media platforms. 21. My company's social media tests different images, words, calls to action, and timing of posts in order to test and improve my posts. 22. My company determines what type of corrective action to take. 23. My company has a regular assessment process of social media content and activity.	

Figure 6: Rating Scale

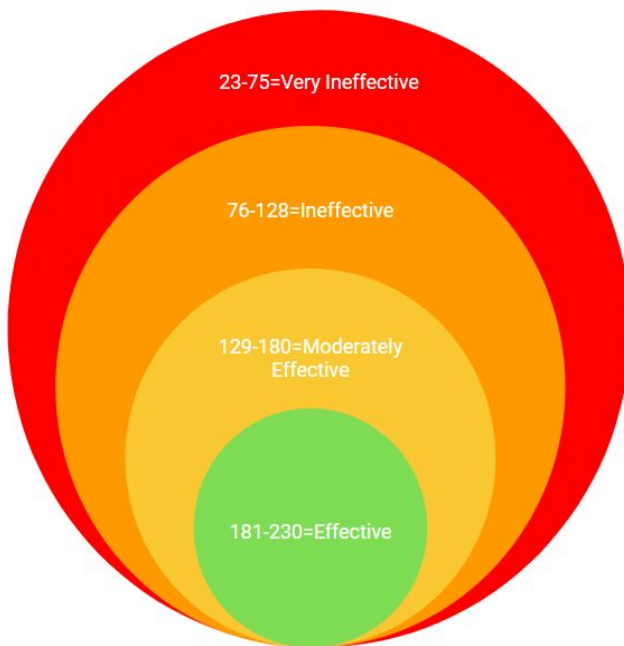
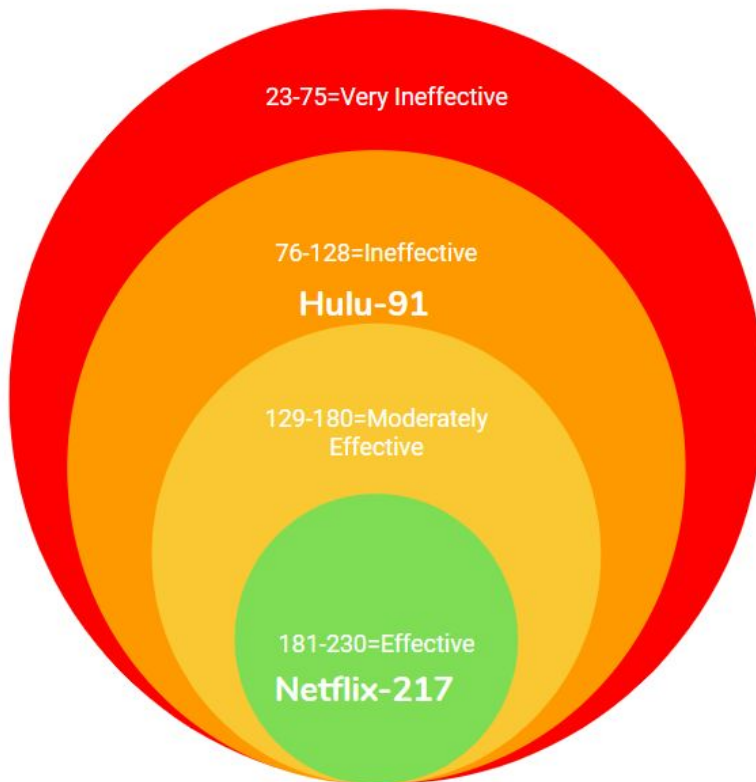


Figure 7: Netflix vs. Hulu - Who wins?

Categories	Criteria	Rating - 1-10 (1=low, 10=high)	
Coordinates	1. My content helps advance my business goals.	2	10
	2. Our social media efforts are aligned with our communication goals	2	8
	3. Our business and communication goals are aligned with our company values, mission, and visions.	8	10
Channels	4. My organization senses weak signals and fine tunes content.	2	10
	5. My company looks for new opportunities.	10	10
	6. Social media platforms are being properly managed	1	10
	7. The target audience is using the correct platform	3	8
	8. The right platforms are being used to meet goals	5	9
Content	9. My coordinates determine my target audience.	5	10
	10. I pay attention to what my audience like to see.	2	10
	11. I pay attention to my audience members already listen to.	5	9
	12. I pay attention to when my audience accesses social media.	5	10

<b>Connection</b>	13. All my content and communication tools are linked with each other to drive traffic: 14. All platforms have direct links to the main website, 15. All links providers are not broken 16. All content are relevant to the products that my company provides. 17. All content brings value and connections with my audiences.	5 1 10 1 2	7 10 10 8 10
<b>Corrections</b>	18. My company keeps real-time tabs on my platform traffic as well as performance. 19. My company monitors our competitors' posting behaviors and patterns in order to discover our own omission. 20. My company has a friendly spy network to alert us of miscues and missed opportunities on my social media platforms. 21. My company's social media tests different images, words, calls to action, and timing of posts in order to test and improve my posts. 22. My company determines what type of corrective action to take. 23. My company has a regular assessment process of social media content and activity.	4 2 2 7 6 1	10 10 10 8 10 10

Figure 8: Netflix vs. Hulu - Rating Score



*Chart 1: Effectiveness - Instagram*

	Netflix	Hulu	Effective (N) (Beneficial to the company)	Effective (H) (Beneficial to the company)
<b>Followers</b>	<b>18 million and rising</b>	<b>Closing in on 500,000</b>	<b>Yes, Instagram shows followers new and upcoming shows.</b>	<b>No, Hulu needs to focus more on their fans, and improve that relationship on SM.</b>
<b>Accounts</b>	<b>@Netflix and @uppercut</b>	<b>@hulu and @mrhuluhaslivesports</b>	<b>Yes, Both accounts highlight content</b>	<b>Yes, highlight the ability to stream live TV</b>
<b>Post</b>	<b>2,048 posts (updated October 20th )</b>	<b>292 posts</b>	<b>Yes, Post and highlight original content very well</b>	<b>Yes, Hulu increased it subscribers in the last year</b>

*Chart 2: Effectiveness - Twitter*

	Netflix	Hulu	Effective (N) (Beneficial to the company)	Effective (H) (Beneficial to the company)
<b>Followers</b>	<b>Responds to fans in a casual way. (like a friend)</b>	<b>Increasing followers everyday</b>	<b>Yes, effectiveness brings people back to the platform to watch shows.</b>	<b>Yes, Interactions are much better with fans on this platform.</b>
<b>Posts</b>	<b>Generates conversation, response to fans is great.</b>	<b>Highlights its promotions, by current season. @huluween</b>	<b>Yes, behind the scenes, fan response</b>	<b>Yes</b>

<b>Accounts</b>	<b>Netflix uses other netflix original accounts to improve viewership.</b>	<b>Does this but, not enough.</b>	<b>Yes</b>	<b>No</b>
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*Chart 3: Effectiveness - Facebook*

	<b>Netflix</b>	<b>Hulu</b>	Effective ( <b>N</b> ) (Beneficial to the company)	Effective ( <b>H</b> ) (Beneficial to the company)
<b>Followers</b>	<b>61 million, the largest demographic is on this platform</b>	<b>3 million, largest for Hulu</b>	<b>Yes, very effective and gaining the largest audience on any of the SM Platforms</b>	<b>Yes, Very forward posts, LGBTQ, anti bullying, huluween which can attract many new followers.</b>
<b>Posts</b>	<b>Mostly behind the scenes, current content, Audience interactions</b>	<b>Very political, trailers for upcoming shows, "Emmy's"</b>	<b>Yes</b>	<b>Yes</b>
<b>Accounts</b>	<b>One account with everything on it</b>	<b>Separate verified account for support, no links to other pages</b>	<b>Yes, Netflix makes it easy to navigate to other pages in on area.</b>	<b>No, Separate accounts for support no links to other pages. Could be more effective.</b>

*Chart 4: Repair Plan*

	<b>Strategy</b>	<b>Tactics</b>	<b>Rationale</b>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Increase relevance</li> <li>• Adjust category mix</li> <li>• Don't fight the last war</li> </ul>	<ul style="list-style-type: none"> <li>• Cut Hulu Live sports</li> <li>• More entertainment posts/reduce promotional</li> <li>• Custom content</li> </ul>	Focusing on content may increase monthly users subscriptions as well as increase consumer loyalty

<b>Connections</b>	<ul style="list-style-type: none"><li>• Audience interaction</li><li>• Links &amp; Nodes</li></ul>	<ul style="list-style-type: none"><li>• Add links to SM accounts on all platforms</li><li>• Expand target audience (not just younger demographics)</li></ul>	The right connections within other communications can achieve both business and comm. goals
<b>Corrections</b>	<ul style="list-style-type: none"><li>• Analyze content and feedback</li><li>• Focus on continuous improvement</li></ul>	<ul style="list-style-type: none"><li>• Analyze platform traffic/performance</li><li>• Regular assessment process of social media content and activity.</li><li>• Monitors competitors' posting behaviors and patterns in order to discover Hulu's omission.</li></ul>	The right strategy will decrease time wasted and increase productivity for both internal and external.