



tarte™

Social Media Audit of Tarte Cosmetics Facebook, Instagram, and Twitter

From January 15, 2020 to January
19, 2020



Tarte Background

“Tarte Cosmetics develops and distributes its own line of natural earth friendly makeup products aimed at those seeking healthy yet glamorous products.”

Founded in 2000 by CEO Maureen Kelly, Tarte Cosmetics is committed to high end, natural, cruelty-free makeup products for women and men between the ages of 15 and 25. In 2014, Kosé Corporation bought a 93.5% stake in Tarte Cosmetics in a deal valued at 135 million dollars. The brand is considered a leader in the beauty industry with a focus on eco-chic, cruelty-free cosmetics & hypoallergenic, vegan skincare.

Social Branding

Instagram & Twitter Bio:

high-performance natural beauty 🌻 Cruelty Free 🚫 parabens, gluten, mineral oil

Facebook Bio:

At Tarte, we believe in breaking down beauty boundaries, shattering stereotypes and being kind. We believe in high-performance AND natural. We believe in artistry AND good-for-you ingredients. We never compromise when it comes to what we put on our skin, and neither should you. Why choose between beauty that works & beauty that's healthy? ... It's time to #rethinknatural.

On each platform, the bio/about references their natural ingredients, which is benefit-oriented. On Facebook and Instagram, the branding is very similar -with identical promotional copy and assets. However, on Twitter, Tarte is doing something very different. A good amount of their content is unrelated to the brand or makeup and is mostly humorous memes. This approach does appeal to their target audience. Tarte also posts a lot of content that encourages user engagement, both brand-specific and unrelated; for example, a post from last week asked users to “Tweet us a gif of your favorite movie.” Tarte’s product-specific promotional content uses a consistent voice, hashtags, and external links on all.



Overview

Tarte Cosmetic is an excellent example of strategic social media marketing. By successfully utilizing Facebook, Instagram, and Twitter, Tarte Cosmetics has gained a significant following, with over a million engaged and loyal users. The beauty brand that focuses on natural and healthy ingredients consistently produces creative, clever, and enjoyable content that maintains its distinct brand voice.

All of Tarte's social channels illustrate the brand's glamorous and eco-chic mantra with a diverse collection of content that blends their feminine palette of pastel purples and pinks into highly visual pictures and videos. Instagram is Tarte's most-followed page with 10 million followers, followed by Facebook with 1.7 million, then Twitter with 948.6 thousand followers. Tarte's decision to post five times a day on Instagram and two to three times a day on Facebook is considered the appropriate amount to gain a higher engagement rate, according to Meltwater's article titled ["How Often Should You Post on Social Media?"](#). However, the article recommends that a brand post at least ten times a day on Twitter, and at this time, Tarte tweets only four to five times a day.

The diversity of content that Tarte posts on their social channels sets the brand apart from their competitors. Tarte is very dedicated to posting "Fan-Centric Content," which Sprout Social points out as one of the ["10 Ways to Increase Facebook Engagement that Work."](#) On all of their channels, Tarte regularly posts a variety of non-promotional content with the goal to gain more engagement from their followers.



One type of content they post are humorous and light-hearted memes, which is considered one of the "5 Social Media Best Practices Every Marketer Must Follow".

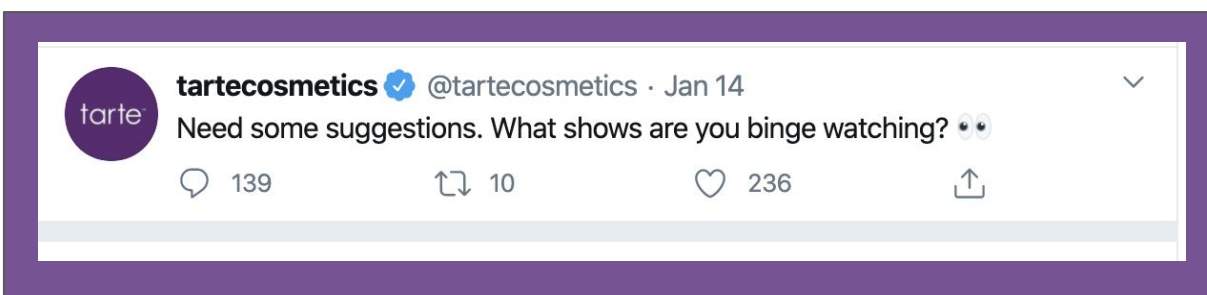
Also mentioned in the article is user-generated content. Tarte incorporates this type of content seamlessly by re-sharing Beauty Influencers posts that feature Tarte's products.

Although Tarte posts an average of three posts per day on all their social channels, they respond to comments and mentions on Facebook and Twitter less frequently than they do on Instagram. Most comments are replied to by the day. Of the comments and feedback, they receive the majority are positive. The negative comments on their posts are almost exclusively about poor customer service or online purchases, and Tarte often replies to the negative comments instead of the positive.



Tarte's response behavior is not consistent with Hootsuite's recommendation of the ["14 Social Media Best Practices You Should Follow in 2019."](#) which states that a brand should respond to all comments and mentions promptly. Sprout Social pointed out that "replies have become an expectation in today's social space," in their post, ["10 Ways to Increase Facebook Engagement that Work."](#)

Although Tarte Cosmetics does need to be more consistent in responding to their online community, they do an excellent job of creating content that encourages engagement. In the post, ["How to Engage with Your Social Media Followers Quickly and Authentically."](#) Buffer.com suggests using questions to start conversations with your followers. Tarte successfully incorporates questions into their content, which makes followers want to engage with them.



Overall, Tarte's diverse content demonstrates that a brand's social media does not have to be exclusively promotional content. Tarte has gained their millions of followers because they know their audience, and they are producing content that their audience wants to see, and in doing so, they are gaining loyal customers.

Day 1 – Wednesday, January 15th

Platform & Reach	When/How Often Posting	What Content & Sentiment for Notable Content	Overall Feedback to Content	Response Time to Feedback to User
Instagram 10 Million Followers	Four Times	1. Promotional Product Post - Concealer (w/ link to purchase) 2. Promotional Product GIF – Free Giveaway with Purchase 3. IGTV – Product Tutorial 4. Promotional Post for New Collection	1. 19,307 Likes 59 Comments 2. 45,917 Views 37 Comments 3. 167,533 Views 104 Comments 4. 85,922 Likes 421 Comments	Next Day 14 Responses Positive 31% Neutral 32% Negative 37%
Twitter 946.3 K followers	Three Times	1. Unrelated SpongeBob GIF 2. RT From Sephora's Promotional Post of Tarte Products 3. RT of customer product related tweet	1. 5 Replies 98 RT 401 Likes 2. 3 Replies 27 RT 278 Likes 3. 1 Reply 4 RT 42 Likes	Same Day Replies, Responded to 11 Customers Positive 70% Neutral 10% Negative 20%
Facebook 1,744,387 likes/followers	Two Times	1. Promotional Product Post - Concealer (w/ link to purchase) 2. Promotional Product GIF – Free Giveaway with Purchase (SAME COPY AND PIC AS INSTA)	1. 209 Likes 6 Comments 5 Shares 2. 175 Likes 2 Comments 5 Shares	Next Day Response 1 response Automatic Chat Positive 28% Neutral 57% Negative 15%

Day 2 – Thursday, January 16th

Platform & Reach	When/How Often Posting	What Content & Sentiment for Notable Content	Overall Feedback to Content	Response Time to Feedback to User
Instagram 10 Million Followers	Four Times	1. Influencer Makeup Tutorial with products 2. Promotional Product Carousel with before/after photos (w/ link to purchase) 3. Giveaway Post - GIF 4. IGTV Video Makeup tutorial from inhouse	1. 79,046 Views 79 Comments 2. 16,902 Likes 38 Comments 3. 82,991 Views 2,590 Comments 4. 291,112 Views 201 Comments	Same Day 8 Responses Positive 40% Neutral 35% Negative 25%
Twitter 947.3K followers	Five Times	1. Promotional Product GIF – Free Giveaway with Purchase (Shop Now Link) 2. Unrelated Meme 3. Unrelated Tweet -“Tweet us a gif of ur fav movie” 4. Another Unrelated Tweet 5. RT of customers positive product review	1. 5 Replies 6 RT 72 Likes 2. 8 Replies 256 RT 1,117 Likes 3. 913 Replies 16 RT 614 Likes 4. 205 Replies 8 RT 283 Likes 5. 5 RT 72 Likes	Same Day Replies, Responded to 7 Customers Positive 70% Neutral 20% Negative 10%
Facebook 1,744,415 likes/followers	Three Times	1. Promotional Post for New Collection (w/ link to purchase) same as yesterday insta 2. Promotional Product Carousel with before/after photos (w/ link to purchase) 3. Giveaway Post – GIF (2 & 3 same as insta today) Positive 85% Neutral 10% Negative 5%	1. 1.1k Likes 196 Comments 53 Shares 2. 205 Likes 6 Comments 7 Shares 3. 87 Likes 11 Comments 4 Shares	No responses

Day 3 – Friday, January 17th

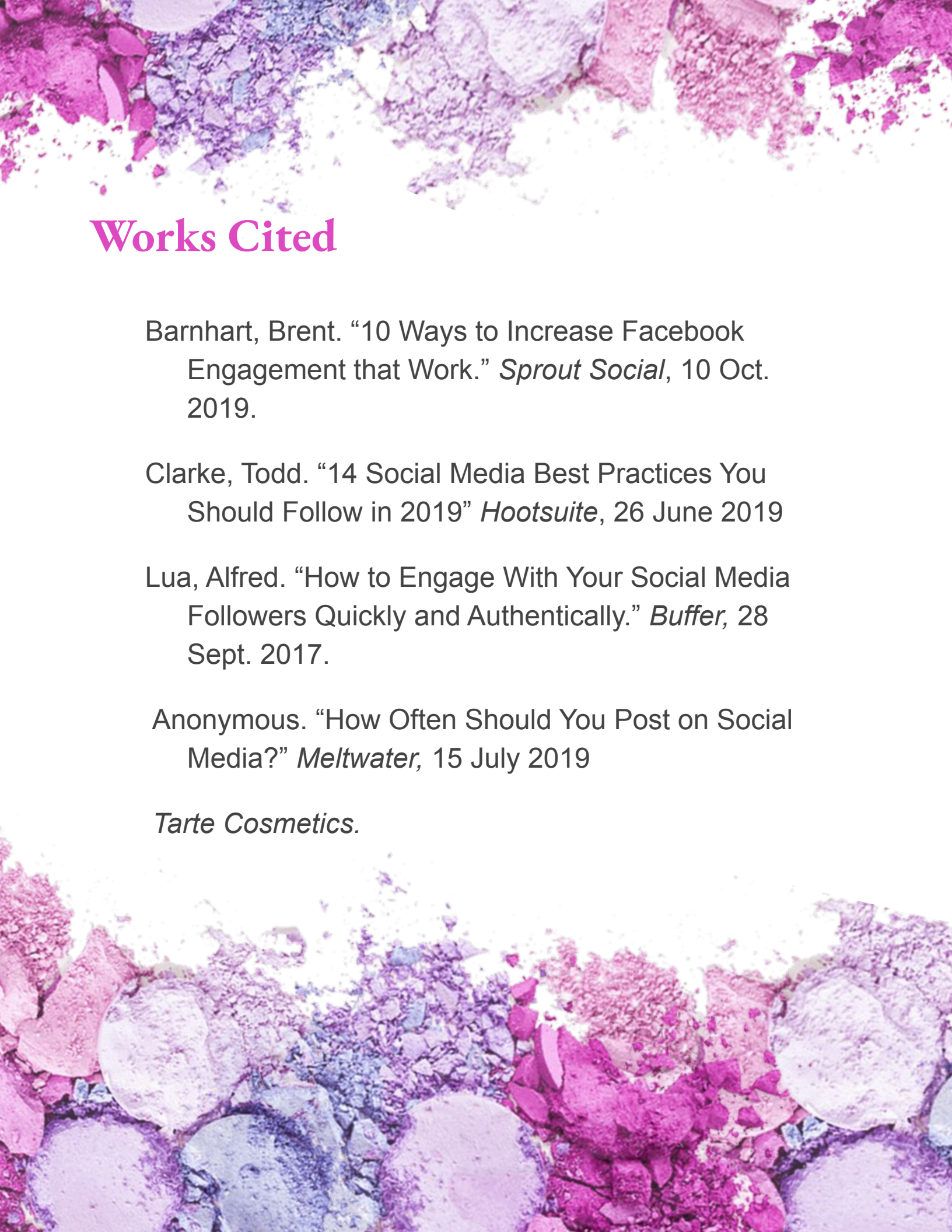
Platform & Reach	When/How Often Posting	What Content & Sentiment for Notable Content	Overall Feedback to Content	Response Time to Feedback to User
Instagram 10 Million Followers	Four Times	1. Unrelated post: “Tag ur BFF. If they don’t respond in 5 they owe you pizza” 2. Promotional Product Selfie for Giveaway tags another Tarte account for a specific product 3. Social Responsibility of Dog Shelter and Adoption in NYC (carousel of dogs, nothing product related) #crueltyfree #tartetails 4. Repost of customer selfie using one product- not paid influencer	1. 8,594 Likes 3,118 Comments 2. 14,160 Likes 40 Comments 3. 13,140 Likes 60 Comments 4. 20,113 Likes 150 Comments	Next Day, Only 4 Responses- Mostly to Negative posts Positive 78% Neutral 12% Negative 10%
Twitter 947.9 K followers	Five Times	1. Unrelated Meme 2. RT of AWAKE skincare brand post 3. Post about Glamour award nomination for a product “Click here to Vote” 4. Unrelated meme 5. Promotional Post for Sugar Rush Collection	1. 3 Replies 121 RT 491 Likes 2. 0 Replies 20 RT 80 Likes 3. 4 Replies 6 RT 45 Likes 4. 7 Replies 226 RT 1k Likes 5. 8 Replies 22 RT 193 Likes	No responses Positive 65% Neutral 15% Negative 20%
Facebook 1,744,548 likes/followers	Four Times	1. Same insta unrelated post “Pizza” 2. Glamour award nomination for a product “Click here to Vote” 3. Social Responsibility post- dog adoption 4. IGTV Video Makeup tutorial from inhouse (same as insta yesterday)	1. 62 Likes 766 Comments 10 Shares 2. 45 Likes 1 Comments 8 Shares 3. 317 Likes 4 Comments 17 Shares 4. 500 Likes 33 Comments 33 Shares	No responses Positive 60% Neutral 40% Negative 0%

Day 4 – Saturday, January 18th

Platform & Reach	When/How Often Posting	What Content & Sentiment for Notable Content	Overall Feedback to Content	Response Time to Feedback to User
Instagram 10 Million Followers	Three Times	1. Video Makeup Tutorial 2. Promotional product concealer 3. IGTV Makeup tutorial with male artist	1. 79,637 Views 62 Comments 2. 72,334 Likes 333 Comments 3. 229,174 Views 263 Comments	Same day or next day about 15 responses Positive 55% Neutral 20% Negative 25%
Twitter 948.2K followers	Four Times	1. RT of AWAKE skincare Promotional Post 2. Unrelated Meme 3. Makeup Related Meme 4. User Response Tweet “RT if you’re staying in tonight”	1. 0 Replies 3 RT 76 Likes 2. 7 Replies 306 RT 1.5k Likes 3. 3 Replies 65 RT 350 Likes 4. 13 Replies 203 RT 400 Likes	No responses Positive 35% Neutral 65% Negative 0%
Facebook 1,744,691 likes/followers	Three Times	1. Same Insta Makeup Tutorial 2. Same Insta Product Pic Focus: Cruelty-Free 3. Repost of Customer Selfie using one product- not paid influencer (Same as INSTA yesterday)	1. 677 Likes 91 Comments 26 Shares 2. 540 Likes 22 Comments 15 Shares 3. 1.2k Likes 61 Comments 21 Shares	No responses Positive 75% Neutral 25% Negative 0%

Day 5 – Sunday, January 19th

Platform & Reach	When/How Often Posting	What Content & Sentiment for Notable Content	Overall Feedback to Content	Response Time to Feedback to User
Instagram 10 Million Followers	Three Times	1. Promotional Pic w/ encouraged user engagement (Pick 1 product?) 2. New Sugar Rush Pallet Promotional Pic Focus: Sugar Rush Targeted to Younger Audience 3. User engagement post: “Unscramble words below for good luck tomorrow” with Brand related key words	1. 79,637 Likes 62 Comments 2. 72,334 Likes 333 Comments 3. 229,174 Views 263 Comments	Same day or next day about 15 responses Positive 55% Neutral 20% Negative 25%
Twitter 948.6K followers	Five Times	1. Unrelated Meme 2. RT of Awake Skincare Meme Post 3. RT of Disney Springs “Beauty of the Sea” - Tarte Event at Sephora in Disney 4. Unrelated Hey Arnold Meme 5. Sugar Rush Pallet Makeup Tutorial Video	1. 3 Replies 91 RT 606 Likes 2. 7 Replies 155 RT 888 Likes 3. 0 Replies 17 RT 103 Likes 4. 6 Replies 248 RT 681 Likes 5. 22.9 Views 11 Replies 65 RT 602 Likes	No responses Positive 40% Neutral 60% Negative 0%
Facebook 1,744,874 likes/followers	Three Times	1. Promotional Pic w/ encouraged user engagement (Pick 1 product?) 2. New Sugar Rush Pallet Promotional Pic Focus: Sugar Rush Targeted to Younger Audience 3. User engagement post: “Unscramble words below for good luck tomorrow” Focus: Brand related key words	1. 390 Likes 88 Comments 12 Shares 2. 1.2k Likes 173 Comments 41 Shares 3. 86 Likes 44 Comments 0 Shares	No responses Positive 30% Neutral 70% Negative 0%

The background of the entire page is a close-up photograph of various shades of pink, purple, and magenta crushed cosmetic powders, likely eyeshadow or blush, creating a textured and vibrant backdrop.

Works Cited

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Lua, Alfred. "How to Engage With Your Social Media Followers Quickly and Authentically." *Buffer*, 28 Sept. 2017.

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Tarte Cosmetics.