



# FM

INSIGHTS: FOOD

## *FM Insights: Food*

Federated Media's content strategy team plans, executes and analyzes our influencer content programs. In this installation of FM Insights, we've identified the top three content insights from previous Food campaigns to help inform current and new content programs from an editorial standpoint.

### *01. Content featuring bite-sized snacks or appetizers drive the most social engagements and shares.*

In FM's Daisy holiday campaign (2015), the four posts with the highest social engagement rate (SER) featured tiny treats. We also learned when amplifying food and recipe content, Facebook and Pinterest perform best when showing the process and steps, whereas Instagram shows the most engagement when presenting the finished product.



### *02. Content sharing weekly dinner rituals resonated with readers.*

The top-performing content across social created an "everyday feel" by layering a weekly or monthly ritual or themed idea to dinnertime. In FM's Bertolli "Mangia" campaign, Darling Magazine's Let's Bring Back the Sunday Supper and SF Girl by Bay's Mangia Monday! posts beat FM's SER benchmarks.

### *03. Posts that feature children as the focal point of the cooking preparation process garner the most product clicks.*

We noticed this trend in the Daisy Holiday campaign, and later confirmed it in the Daisy Super Bowl Campaign when the posts that produced the highest number of branded product clicks highlighted childrens' involvement in the meal preparation phases and encouraged family-friendly fun in the kitchen.

