

Tesla Social Media Plan

For a company so well-known and newsworthy, Tesla is surprisingly inactive on social media. While Tesla's founder and CEO Elon Musk, is a controversial internet figure, the brand's channels are disconnected from an audience of people who value crucial elements of the company, like its innovation in environmentally friendly and sustainable technology. Some of these people are turned off by Musk's outspokenness and feel less warmly toward Tesla as a result. This social media plan seeks to distance Tesla's online presence from Musk's and align the company with scientific authority in discussion of the environment and, in the meantime, the COVID-19 outbreak.

Objectives

- Make audience aware that Tesla is developing a ventilator, attempting to help with COVID-19
- Align Tesla with expertise from the scientific community
- Make Tesla a thought leader in environmental best practices and scientific innovation

Current audience

- Professionals ages 35-54
- Mostly men— less than ¼ of Tesla drivers are women
- Located in urban and suburban areas
- Tend to not have children at home
- Upper to upper-middle class
- Early adopters of new technology

Target audience

- Professionals ages 25-54
- Male and female
- Located in urban and suburban areas
- Committed to sustainability
- Support companies engaging in corporate social responsibility initiatives

Social Media Channels

- Research shows it is not utilized enough by Tesla: followers are extremely loyal, even if they haven't purchased a product yet
- Facebook: Older audiences (50+) based on interests; Environment, technology, science, classic cars
- Twitter and Instagram: Younger audiences (25-50) through influencers in related fields: Environmental, STEM influencers and car influencers

Strategies

- Attempt to distance Tesla's online presence from Elon Musk: Most social media posts about Tesla are posted on Musk's personal accounts
- Align Tesla with the scientific and medical communities
- Produce Facebook Live interviews with ventilator engineers, medical professionals, environmentalists, etc.
- Introduce an "Ask us anything" Twitter thread with frontline Tesla engineers
- Put a long term spotlight from a COVID patient that was helped out by ventilator
- Focus non-COVID communications on climate change threat and show what the world would look like if everyone drove electric

Achievement Summary

An updated social media plan will increase audience engagements and make Tesla more present through various channels. Tesla is currently developing a ventilator in an attempt to help with COVID-19. This has not been expressed through owned media, but is important for Tesla's followers to know about and engage with. With the new social media plan incorporating expertise from the scientific community, Tesla will gain more credibility from its followers and those who want to learn more about the company. Finally by utilizing ethos in the campaign, Tesla will become a thought leader in environmental best practices and scientific innovation, making followers aware that the company is doing its part in being environmentally ethical.

Twitter

We've chosen this platform because the CEO of the Company, Elon Musk is very active on Twitter, but doesn't represent the brand in a positive way through association. However, the brand itself does not engage with its 5.1 million followers often. Tesla currently posts between 1 and 4 tweets a month. It is partially a reiteration of its other social media platforms— Instagram and Facebook. The company lacks individual, consistent content creation on its Twitter platform. Our goal is to implement strategies to communicate with our target audience about the ventilator technology that has been produced by Tesla in order to provide aid to hospitals undergoing shortages during COVID-19.

With "Ask Us Anything," Tesla's Twitter will combine community management with thought leadership in this exercise, similar to social media platform Reddit's popular "Ask Me Anything" thread. Engineers working with Tesla, as well as scientists, environmental advocates, inventors, and other opinion leaders will retweet Twitter users' questions and respond. This will educate Tesla's followers and community on topics in the scientific community, as well as create a more transparent, helpful front for Tesla. The company will be seen as smarter and more trustworthy.

Instagram

We've chosen this platform to target the younger end of Tesla's demographic. @teslamotors' last post was the beginning of March 2020. Content on Instagram consists of reposts of consumers with their new Tesla product or reiterations of what has already been posted on Twitter. Our goal to update Tesla's approach to Instagram is to partner with healthcare and environmental influencers. On Instagram, it is important to implement an Instagram Live series since most of Tesla's target audience are stuck at home. Along with Instagram Live and influencer partnerships, spotlighting survivors of COVID-19 and how the ventilators helped them could bring positive attention to the company.

This approach and incorporation of the aforementioned will prove to our target audience that Tesla is on the side of science. Since ventilators have yet to be released, Tesla has sent the wrong machines, CPAP machines, to California hospitals. Our goal is to turn the CPAP into a positive contribution through the Instagram Live series in the meantime while encouraging healthcare influencers to discuss the other uses for these machines on patients during the pandemic. In collaboration with environmentalist influencers, Tesla's Instagram will continue the conversation about pertinent climate change topics and how the brand contributes to the future of our world. Now more than ever, it is clear the human footprint has a negative impact on our environment and our younger target audience is ideal to present these issues to in order to initiate engagement. This approach will educate Tesla's followers on its aid relief and initiate conversation on healthcare and environmental topics, as well as shift the negative perception of Tesla during the pandemic into a positive one. The company will be seen as innovative and passionate about the health of the community.

Facebook

Facebook targets the majority of Tesla's consumer market as 72% are between the ages of 50 and 64 years old. The most recent post on this platform was at the beginning of March 2020. Our goal is to post exciting progress content that incentivizes Tesla's followers to want to "share" and repost the relevant content. Tesla will target consumers with interests including healthcare, luxury lifestyle, environmental issues, technology, sustainability and automobiles. By engaging with this variety of different audiences Tesla will have the opportunity to become a part of the public discussion on pertinent topics in relation to their brand, the state of our nation, and their support to prevent COVID-19 from escalating. Due to the growing popularity of Facebook Live within our older consumer demographic, a representative from Tesla will be presenting weekly Q&A sessions on various topics about Tesla. The first Facebook Live will feature progress with the ventilators as well as an interview with seasoned environmentalists who will relate to Tesla's older demographic and avid Facebook users.

Facebook is also a strong platform to share longer videos with no time limit. Since Facebook's demographics boast 74% who are high income earners, Tesla will engage in product promotion through video content. In light of the pandemic, video content will show side by sides of popular cities around the world who have seen a decrease in smog and environmental damage while

citizens have been in quarantine. The left image will show the before and the right image will show the after. In the after video, a Tesla vehicle will appear. These videos will promote Tesla's environmentally friendly product but also provide a personal connection to Facebook users who live in these cities and have witnessed this damage first hand. The company will be seen as in tune with public discussion and environmentally conscious.

Works Cited

<https://www.agilitypr.com/resources/top-influencers/top-10-us-social-media-influencers-healthcare/>

<https://www.businessnewsdaily.com/10146-target-older-demographics-social-media.html>

<https://cleantechnica.com/2020/04/09/feedback-on-tesla-ventilators-from-a-nurse/>

<https://www.fiercehealthcare.com/special-report/top-social-media-influencers-healthcare-for-2019>

<https://www.oberlo.com/blog/twitter-statistics>

<https://thehill.com/policy/technology/493386-california-hospitals-say-elon-musk-sent-them-bipap-cpap-machines-not>

<https://www.oberlo.com/blog/twitter-statistics>