



THE BENCHMARK FOR
HOSPITALITY SOCIAL METRICS

KAM x Kitch

State of Social - survey questions and metrics captured

We ask that you complete as much of the survey as possible but if the data isn't accessible, or relevant to your business, then you can just skip to the next question.

Name

Name of business/brand

No of sites

Which of the following sub-sectors would you classify your brand as?

Pub/bar / Restaurant / QSR/fast food / Café/Coffee shop / Comp Soc / Nightclub

Which brand will you be entering metrics for?

For brand X, which of the following platforms do you have profiles for?

Instagram

Facebook

TikTok

X

LinkedIn

Youtube

Substack

Rednote

Other, please specify

INSTAGRAM

For brand X, what is your Instagram handle?

How do you manage Instagram for your brand? (all that apply)

Dedicated platform strategy

Adhoc posting

Do you have a central brand profile and/or profiles for each local site on Instagram?

Central only

Central AND key local sites

Central AND ALL local sites

When do you actively engage in community management for your Instagram?

On weekdays

On weekends

In the evenings

No community management

Does your brand have an Instagram broadcast channel?

INSTAGRAM METRICS (All available in app)

Views

TOTAL views (last 90 days)

% from ads

% followers

Accounts reached (last 90 days)

% of views from Stories (last 90 days)

% of views from Reels (last 90 days)

% of views from Posts (last 90 days)

Interactions

TOTAL interactions (last 90 days)

% from ads

% followers

Accounts engaged (last 90 days)

% of interactions from Stories (last 90 days)

% of interactions from Reels (last 90 days)

% of interactions from Posts (last 90 days)

Followers

Total followers (current)

% increase/decrease (last 90 days)

Age split of followers

Gender

Content you've shared

Total no. of Posts shared (last 90 days)

Total no. of Reels shared (last 90 days)

FACEBOOK

For brand X, what is your facebook handle?

How do you manage facebook for your brand? (all that apply)

Dedicated platform strategy

Adhoc posting

Automated posting via Instagram

None

Do you have a central brand profile and/or profiles for each local site on facebook?

Central only

Central AND key local sites

Central AND ALL local sites

When do you actively engage in community management for facebook?

On weekdays

On weekends

In the evenings

No community management

FACEBOOK METRICS (All available in app)

Views

TOTAL views (last 90 days)

% followers

% from ads

Interactions

TOTAL interactions (last 90 days)

% from ads

% followers

Followers

Total followers (current)

% increase/decrease (last 90 days)

Age split of followers

Gender

Content you've shared

Total no. of Posts shared (last 90 days)

TIKTOK

For brand X, what is your TikTok handle?

How do you manage TikTok for your brand? (all that apply)

Dedicated platform strategy
Adhoc posting
None

Do you have a central brand profile and/or profiles for each local site on TikTok?

Central only
Central AND key local sites
Central AND ALL local sites

When do you actively engage in community management for your TikTok?

On weekdays
On weekends
In the evenings
No community management

TIKTOK METRICS (All available in app)

Views

Total video views (last 12 weeks)
Profile views (last 12 weeks)

Engagement

Total no. of Likes (last 12 weeks)
Total no. of Comments (last 12 weeks)
Total no of Shares (last 12 weeks)

Audience

Number of followers (current)
% increase/decrease (last 12 weeks)
Reached audience (last 12 weeks)
Engaged audience (last 12 wks)
Age split of followers
Gender

Content you've shared

Total no. of Posts shared (last 12 weeks)

SOCIAL STRATEGY

Which of the following style of content do you use on your channels?

UGC style photo content on a phone
UGC style video content on a phone
Professional photography
Professional videography
Customer content
Creator content
Employee-generated content
None of the above

For which of the following do you have a paid ads strategy?

Instagram
Facebook
TikTok
X
LinkedIn
Youtube
None of the above

Does your brand strategy include any of the following influencer marketing?

Reactive opportunities only
Gifted influencers
Paid for influencers
PR press invites
Affiliate marketing
None of the above

Have you featured brand partnership activity in the following on social in the last year?

Posts
Stories
Competitions
Lives

Ads
 Event
 Influencer marketing
 None of the above
 Other

MANAGING YOUR SOCIAL

Who manages these different elements of your social strategy?

	In-house - head office	In-house - site specific	Freelancer	Agency	Creator
Social Strategy					
Social Management					
Community Management					
Content creation					
Photography					
Videography					
Paid Ads					
Influencer Marketing					
Brand Partnerships					

Do you have a dedicated social media manager(s) in your team or is social media part of a wider marketing role?

Dedicated Social media manager(s)
 Part of wider marketing role
 Other (specify)

Do you plan to grow your in-house social team in 2026?

Yes – adding headcount
 Yes – but reallocating/restructuring roles
 No change planned
 No - Reducing team size
 No - Outsourcing instead of hiring

PERFORMANCE / BUDGET

What is your total annual budget for social media (£):

£ ranges: <£10k, £10–25k, £25–50k, £50–75k, £75–100k, £100k–£150k, £150k–£250k, £350k–£450k, £450k+)
 Don't Know / Would rather not say

Roughly, how is this budget distributed across the following areas?

Social Strategy / Management & Community Engagement / Content Creation / Influencer Marketing / Brand Partnerships / Paid Ads

Which KPIs or success measures do you focus on when evaluating your ORGANIC social media performance?

Engagement (likes, comments, shares, saves), Reach / Impressions, Follower growth, Click-throughs / website traffic,
 Conversions (e.g. bookings, enquiries, sales), Content output (volume / consistency), Other (please specify)

What was your total paid ads budget in the last 12 months?

Zero, <£1k, £1–5k, £5–10k, £10–25k, £25–50k, £50k–£100k, £100k–£200k, £200k–£300k, £300k+)
 Don't Know / Would rather not say

Approximately how is your annual ad budget distributed across your different social profiles?

Instagram / Facebook / TikTok / LinkedIn / YouTube / Google / Other

Which KPIs or success measures do you focus on when evaluating your PAID social media performance?

Reach / impressions, Engagement rate (likes, comments, shares, saves), Click-through rate (CTR), Cost-per-click (CPC), Other (please specify)
 Cost-per-thousand impressions (CPM), Conversion rate (e.g. bookings, enquiries, sales), Return on ad spend (ROAS), Audience growth / awareness uplift

Can you track bookings or conversions directly from paid ads?

Yes / No / Planning to

What is your average spend per booking for paid social media ads?

What is your average click thru rate for paid ads?

LINKEDIN

Do you have formal requirements for employees or senior leaders to post about the brand on their personal LinkedIn profiles?

Do you provide guidance or best practices for employees posting about the brand on LinkedIn?

Who manages your brand's LinkedIn page?

Marketing / People & HR / An external agency / Shared responsibility / Other

Do you actively use LinkedIn for recruitment (e.g. job posts, talent search, employer branding)?

Do you use paid LinkedIn campaigns alongside organic activity?

AI & TECHNOLOGY

Are you currently using AI for any of the following?

Content creation (imagery/photography)

Copywriting

Ad optimisation

Influencer discovery or vetting

Community management

Content repurposing (e.g. turning long-form into short-form social)

Trend spotting or predictive insights

Social listening or sentiment analysis

Compliance or brand safety monitoring

Which of the following are you currently doing within your business:

Using bots for community management

Using customer data to build paid audiences

Using influencer management or discovery platforms

None of the above

LOOKING TO THE FUTURE

What will be the main focus of your social media strategy in 2026?

Which new social channels (if any) are you planning to add to your strategy in 2026?

What is the biggest social media challenge your brand is facing right now?

Which hospitality brands do you think are leading the way with social media strategy?

Who should represent your business at the exclusive London launch (two invites)?