



State of Social

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

What is the name of the hospitality brand/business you are entering social metrics for today?

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 / Hotel/B&B

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

Instagram

Facebook

TikTok

X

LinkedIn

Youtube

Substack

Rednote

Reddit

Snapchat

Pinterest

Bluesky

Other, please specify

Does your brand currently operate any of the following closed or owned communities?

Currently or Planning within 12 months

WhatsApp channel

Instagram broadcast channel

Facebook group

Loyalty or membership community (outside social media)

INSTAGRAM

What is your Instagram handle for brand X?

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

Dedicated platform strategy

Adhoc posting

None

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

INSTAGRAM METRICS (All available in app)

Views

- TOTAL views (last 90 days)
- No of views from followers
- No of views from NON followers
- No of views from stories
- No of views from reels
- No of views from posts

Interactions

- TOTAL interactions (last 90 days)
- No of interactions from followers
- No of interactions from NON followers
- No of interactions from stories
- No of interactions from reels
- No of interactions from posts

Followers

- Total followers (current)
- Age split of followers (% per age band)
- Gender %

Content you've shared

- Total no. of Posts shared (last 30 days)
- Total no. of Reels shared (last 30 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

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

Do you post on local facebook groups?

- Regularly

Occasionally
Never

FACEBOOK METRICS (All available in app)

Views

TOTAL views (last 90 days)
No of views from followers
No of views from NON followers

Interactions

TOTAL interactions (last 90 days)
No of interactions from followers
No of interactions from NON 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

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

Does your brand currently use TikTok Shop?

Yes
No but we're planning to introduce it within the next 12 months
No and no plans to introduce

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

Thinking about social media as a marketing channel today, to what extent do you agree or disagree with the following statements?

Social media is as effective for our brand as it was 2–3 years ago

I am confident we can demonstrate the commercial value of social media for our brand

It is becoming harder for hospitality brands to achieve meaningful organic reach

The growth of AI-generated content is making social media feel less authentic

Social media remains one of our most important marketing channels

Our social media strategy has kept pace with the way consumers now use social platforms

As consumers increasingly use social media to search for and discover places to eat, drink and visit, to what extent has your social media approach adapted?

Optimising social content to appear in search results

Using social search data to understand what consumers are looking for

Using search/discovery trends to inform our content strategy

Measuring how people discover our brand through social

Optimising local/site-level social profiles for discovery

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?

Have now

Will have within next 12 months

Instagram

Facebook

TikTok

X

LinkedIn

Youtube

Reddit

None of the above

What are your brand's main objectives when advertising on social? (Select ALL that apply.)

Build brand awareness

Increase reach

Grow followers

Drive engagement

Drive website traffic

Drive bookings or reservations

Increase sales (e.g. TikTok Shop or online ordering)

Promote new products, menus or launches

Reach a new audience

Retarget existing customers

Increase app downloads

Other (please specify)

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

Reactive opportunities only
Gifted influencers
Paid for influencers
Brand event
Affiliate marketing
None of the above

Does your brand currently collaborate with other brands on social media partnerships?

Yes regularly
Yes occasionally
No but we plan to
No

(If yes) Which of the following best describes your experience with brand partnerships?

We expect to be paid for brand partnerships
They have significantly benefited our business
They have provided some benefit
They have not delivered the results we expected
We plan to do more brand partnerships over the next 12 months
We expect to continue at a similar level
We plan to do fewer brand partnerships
None of the above

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					
Data, analytics & social listening					

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)

If your social is managed in-house, how many people are in your social team?

Do you plan to grow your in-house social team in 2027?

Adding headcount
Reallocating/restructuring roles
Reducing team size
Outsourcing instead of hiring
No change planned

PERFORMANCE / BUDGET

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 is your total annual budget for social media (£) (including paid budget, content creation, influencers, partnerships, platforms, agencies etc):

£ ranges: <£10k, £10–25k, £25–50k, £50–75k, £75–100k, £100k–£150k, £150k–£250k, £350k–£450k, £450k+)
I don't Know / We don't have a set budget / 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

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+)
I don't Know / We don't have a set budget / 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)
Cost-per-thousand impressions (CPM), Conversion rate (e.g. bookings, enquiries, sales), Return on ad spend (ROAS),
Audience growth / awareness uplift, None of the above / Don't know

Can you track bookings or conversions directly from paid ads?

Yes / No / Planning to

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

What is your average click thru rate for paid ads?

Approximately how much did you spend on influencers and paid partnerships in the last 12 months?

Zero, <£1k, £1–5k, £5–10k, £10–25k, £25–50k, £50k–£100k, £100k–£200k, £200k–£300k, £300k+)
I don't Know / We don't have a set budget / Would rather not say

LINKEDIN

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

Dedicated platform strategy
Adhoc posting

Who manages your brand's LinkedIn page?

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

What types of content does your brand typically share on LinkedIn? (Select all that apply.)

Recruitment and careers
Employer brand and workplace culture
Company news and business updates
New venue, menu or product launches
Re-purposed content from other social media channels
Leadership or thought leadership
Other (please specify)

AI & TECHNOLOGY

Are you currently using AI for any of the following?

Content planning and idea generation
Content creation (imagery/photography)
Video editing
Copywriting
Ad optimisation
Community management
Content repurposing (e.g. turning long-form into short-form social)
Trend spotting or predictive insights
Social listening or sentiment analysis

Are you currently doing any of the following?

Using bots for community management
Using customer data to build paid audiences
Using influencer management or discovery platforms
Using social listening platforms
None of the above

LOOKING TO THE FUTURE

What impact have HFSS regulations had, or do you expect them to have, on your brand's social media activity?

They have already had a significant impact
They have already had some impact
They have not impacted us yet, but we expect them to in the future
We don't expect them to have any impact
Not applicable to our brand
Don't know

How has your brand adapted its social media activity in response to HFSS regulations?

Changed the products we feature or promote
Changed the way products are presented or talked about
Changed our paid social advertising
Changed audience targeting
Changed the platforms/channels we use
Increased internal approval/compliance processes
Reduced the amount of product-led promotional content
Increased focus on brand-led/non-product content
We have not made any changes
Other (please specify)

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

What will be the main focus of your social media strategy in 2027?

Which new social channels (if any) are you planning to add to your strategy in 2027?

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