PART 1: Social Media Strategy

*Chips Ahoy!’s* Twitter and Facebook pages seem to be child oriented. Their general social media strategy is to target their posts towards the younger audience because one of their product’s biggest publics is children. They use a rebellious attitude to try and sell their treats to children. *Chips Ahoy!’s* social media goal seems to be to hope children ask their parents for their cookies.

I would characterize *Chips Ahoy!’s* use of social media as self-promotion. They have high hopes that their strategies on social media will gain them sales and customers. They are promoting bad child behavior through video games and unhealthy treats within their social media posts and advertisements. They can better use social media by creating positive posts and advertisements towards children while including appeal to parents to encourage more sales and a wider range of publics. This would enable their posts to be both self-promoting and lifestyle marketing.

I would classify *Chips Ahoy!’s* post on Twitter in reaction to the mother’s Facebook post as negative PR. I understand where there are coming from with their approach, but failing to follow the underlying rule of “the customer is always right” as a company, creates a negative tension towards the mother of the child and their publics as a whole. This post put fault onto the customer and even though that may be the case, *Chips Ahoy!* should have approached the situation more respectfully, sympathetically, and professionally.

PART 2: New Social Media Post

“*Chip’s Ahoy!* is redesigning their special flavored cookies’ packages in response to the tragedy of Alexi Stafford. We take the health of our customers very seriously and are making tremendous efforts to be sure allergens are strictly labeled in clear and multiple positions across their packaging. #WeCare #*Chip’sAhoy!*Health”

PART 3: Justification

My post is an appropriate response to the *Chips Ahoy!* tragedy because the company is showing condolences to the family of Alexi while also giving a solution. They are making it clear that they care about their customer’s while providing their next action and being transparent to their publics. Keywords used in my tweet are health, allergens, and cookies. These words will gain the attention of publics because they carry significance. My hashtags are beneficial because they are sympathetic and simple. They get the main point across and show openness.