

TO: MADISON KELLETT, PERITUS PR
FROM: GABBY PICCIRILLI, PERITUS PR
RE: SOCIAL MEDIA AUDIT AND PLAN DRAFT
DATE: JUNE 22, 2026

REVIEW OF CURRENT SOCIAL MEDIA

High-level assessment of existing Peritus' platforms (LinkedIn, Instagram, Facebook)

Content themes/types

- Company news
- Team highlights
- Blog post/newsletter announcements
- Team event participation and travel
- Client wins
- Timely cultural posts (ex: Earth Day, Women's History)
- Largely photos of team, events, etc over graphics or text-only posts, mostly static posts over videos or short-form content

Frequency and Consistency

- Consistent across platforms with minor platform specific differences
- Branding and key messaging is consistent across platforms
- Several posts monthly across all platforms (more on cadence in Opportunities for Improvement) and near weekly posts with a few multi-week gaps

Tone and Voice

- Professional, knowledgeable and authoritative
- Contributes to positioning as trusted strategic advisor
- Playful/approachable when appropriate (ex: Our team has been spending more and more time in Mobile, and we're not mad about it!) and organic selfies and team bonding shots build authenticity

Visual Branding and Quality

- Strong visual branding with consistent logos, color schemes and fonts in graphics
 - Connection dot, connection circle and railway path are consistently used
- In photography, staff appear happy, professionally polished/dressed and actively engaging in events or with clients
- Instagram: strong highlights, clean and branded, easy access to prior stories

Engagement trends (see more below)

- Posts featuring team members on ground at events, team bonding, present with clients, etc perform best
- Posts without the humanizing factor (graphics, session announcements, etc) do not perform as well

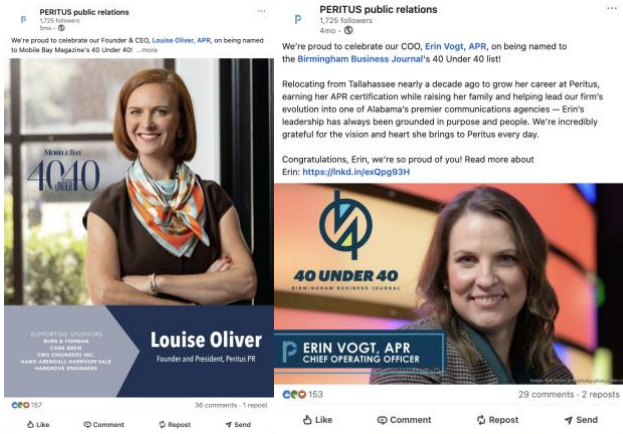
HIGHEST-PERFORMING POSTS BY PLATFORM

Recent scan of posts by platform to identify highest-performing content areas

- Louise's 40 Under 40 award is universal top-performing post across all platforms

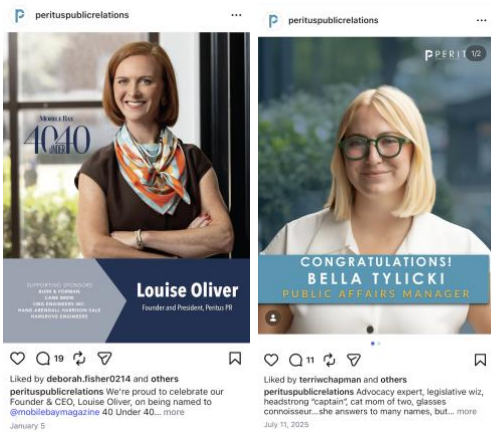
LinkedIn

- Award wins, public recognition, team pride, team expertise:



Instagram

- Award wins, public recognition, team pride, team expertise:
- (Likes hidden, performance evaluated by engagement)



Facebook

- Award wins, public recognition, team pride, team expertise:



COMPETITIVE LANDSCAPE REVIEW

Evaluation of social media strategy of peer/aspirational firms in AL/the south

Big Communications

- Birmingham, AL
- Industries: tech, tech startups, financial services, tourism & outdoor recreation
- Several overlaps, they work with Innovate Alabama, Sloss Tech

Social Media



- Instagram
 - Strong mix of Reels and static posts
 - [Pinned video post](#) introducing Big Com that stays at top of profile
 - Could consider pinning an introductory/informational post for Peritus
 - [New Client announcement/feature](#)
 - Could consider something similar for Peritus
 - [Your Daily Processing series](#)
 - Sticky note style motivational quotes
- LinkedIn
 - Client award announcements, client event announcements, team award announcements, now hiring posts,
 - Several Instagram posts also appear on LinkedIn
 - Don't appear to have a running series

[Style Advertising](#)

- Birmingham, AL

Social Media

- Instagram
 - Reels heavy, little more casual than other agencies, bit of inconsistency
- LinkedIn
 - Client event announcements, 2025 recap, May the Fourth Be With You post, no standard posting schedule

[KC Projects PR](#)

- Birmingham, AL

Social Media

- Instagram
 - [Q&A series](#) as thought leadership
 - [\[CLIENT NAME\] As Seen In... carousel](#) posts with key media placements
 - Could consider something similar for Peritus
 - Feed is carefully curated to match branding
- LinkedIn
 - A few posts pinned as featured so they appear at the top of page
 - Could consider for Peritus
- Facebook
 - Strong professional in office photography of staff in action
 - Lots of newspaper/magazine imagery, feminine branding
 - Consistent with Instagram feed
- X
 - Less active, but consistent with several posts on Instagram and Facebook

[Direct Communications](#)

- Birmingham, AL
- Industries: tourism & outdoor recreation, education, healthcare, energy & environment
- Uses same imagery of Alabama State Capitol

Social Media

- Little to no social media presence (no links on website)
- LinkedIn: exists but no posts
- Instagram: could not locate one



Kimberly West Agency

- Birmingham, AL
- Industries: tech startups, hospitality, nonprofits, govt & public sector

Social Media

- Instagram
 - Pinned posts (founder headshot, video from trip to CBS 42, advertisement for new clients)
- LinkedIn
 - Mostly promotional posts, less thought leadership
 - Some graphics appear AI-generated rather than from a designer
 - Client success celebratory posts, short videos from events over static photos, before and after logo redesign
 - “What I’m Seeing in PR Right Now” series, long-form text
 - “Now booking ___(MONTH) clients” monthly post

Competitive Landscape Takeaway: Peritus maintains a strong, consistent, and expertise-forward social media presence compared to peer PR and communications firms. Among the competitors reviewed, KC Projects PR and Big Communications stand out as the closest benchmarks as both demonstrate a similar level of intentionality, frequency, and strategic investment in their social media efforts. These two brands offer meaningful inspiration for how Peritus can continue elevating its digital presence.

SOCIAL MEDIA RECOMMENDATIONS FOR PERITUS

Brief social media plan for Peritus based on audit and research.

Post Ideas/Content Strategy

- Weekly Series: What We’d Do Wednesdays
 - Format: text/graphic for LinkedIn & Facebook, Reel for Instagram
 - Goal: to share a quick communications lesson pulled from a real-world headline, trending issue, public statement, crisis response, or leadership moment from the previous week.
 - Each post would break down what communicators, executives, nonprofit leaders, and business owners can learn from it in 60 seconds or less.
 - Makes PR and communications strategy accessible while showcasing our expertise in messaging, reputation management, stakeholder engagement, and storytelling.
 - While the primary purpose is to educate and inform, the series could also entertain when pop culture moments or high-profile public statements present relevant communications lessons.
- Monthly Series: In The Media
 - A monthly recap of media hits, successes and wins
 - Format: Carousel style roundup graphic of earned client media hits and Peritus mentions for the month
 - Highlight top media outlets that covered (ex: CNN, NYT), top headlines, etc
 - Include client-wide numbers for the month (ex: 60+ total media placements, 3,000 event attendees, 3 executive interviews landed, etc) and any numbers Peritus itself may have (ex: 2 company recognitions, 3 team shoutouts, etc)
 - Opportunity to infuse some fun into this too if appropriate (most fitting for Instagram), such as 40 coffees consumed, etc
 - Goal: to emphasize Peritus’ continued success for clients, strong network/connections with publications/journalists and consistent reflection on progress
- Weekly Series: Advise. Advocate. Amplify. In Action.
 - Sharing one highlight or win in each service area weekly



- Format: graphic or Reel. “This week we...Advised a client preparing for a major company change. Advocated for stronger stakeholder engagement around a regional initiative. Amplified an important story about ___ through X major media placements” (specificity varying based on week, client and situation, general industry terminology and not client-specific for privacy purposes)
- Creating educational content
 - Infographics/carousel graphics simplifying or demystifying some larger PR, media relations,
- Encouraging staff to author thought leadership pieces (particularly staff with APR)
 - Sharing insights, frameworks, POVs performs better than promotional content
 - If done via LinkedIn articles, it can be shared on LinkedIn (then sliced and diced to Instagram), and can contribute to wider industry conversation, be referenced/reposted by other professionals, and will boost discoverability not just on LinkedIn but on Google, doubling as an SEO strategy ([source](#)).
- Client Testimonials
 - When available, offered or appropriate to request, sharing key quotes from clients Peritus has worked with as a clean, simple graphic for impact (ex: like the case study pages on website have)
- Continue team culture posts
 - Format: authentic photos showcasing team, all platforms
 - Sharing how the team celebrates Earth Day, attends each other’s milestones (ex: wedding), first day of school selfies with family, etc showcases Peritus as a human, authentic team with a willingness to share both work and “play” in a well-rounded fashion
- Continuing to highlight founder success story/Louise
 - Posts highlighting Louise’s awards, engagement and success as the face of Peritus perform well universally across platforms, so best to share her expertise, successes and engagements as often as possible
- Continuing to highlight pride in employee success and growth
 - Posts sharing promotions, advanced education or public recognition for individual staff members perform well universally across platforms, so important to share these moments as they happen

Opportunities for Improvement

- Instagram: Incorporating video thought leadership
 - Instagram Reels drive 50% of all time spent on the platform and have an average reach rate of 30.81%, which is 2x higher than carousels, image posts and Stories ([source](#)), making it an important platform-specific tool to tap into.
 - The style of prior videos from 2024 (ex: [Training Tuesdays](#)) is a great starting point.
- Improve Posting Cadence
 - Posting frequency is strong across all platforms with several posts monthly, but there are a few sporadic multi-week gaps that could be filled in a future content calendar development
 - Ex: build out calendar with weekly and monthly series, scheduled events/trips and evergreen content, schedule in wiggle room for unexpected/organic content (ex: team icecream outing)
 - Research shows that platform algorithms reward consistency over volume. Highly consistent or consistent groups saw 450% and 340% more engagement per post respectively than inconsistent groups ([source](#)).
- LinkedIn: Encouraging employee engagement and personal page posts
 - On LinkedIn, posts from employees, partners and experts outperform company pages in reach and trust by 561% and are favored by the LinkedIn algorithm ([source](#)).
 - Ex: A post from Hanlon mentioning Peritus received 75 likes and 6 comments, while Peritus page posts average 15-30 likes.

