

# **Social Media Analysis Report**

Gap Inc. & American Eagle

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## **Brand Selection: Gap Inc.**

For this analysis, I selected Gap, a prominent player in the retail industry. Let's delve into an examination of their social media presence on Instagram and Twitter.

### **Instagram:**

Gap's Instagram feed truly blew me away, and their latest campaign is unlike anything I've seen before. Forget typical and static photos, Gap is showcasing their new "Linen Moves" collection with professional dancers moving and grooving in the clothes. This is not only innovative, but a next level strategy. You can instantly see how the fabric flows and feels with every step and every move. It's a completely immersive experience that makes you want to jump right in and move yourself. Not only that, but Gap has also cleverly partnered with popular singer Tyla to further amplify the campaign. This collaboration taps into her audience and brings a celebrity energy in the mix, which makes videos even more engaging.

Gap's strategy goes beyond dancing in their clothes. These aren't just dancers modeling the clothes, they are the models for this new collection. As you scroll through the carousel posts, you get a glimpse into their world. You hear their stories, passion for dance, and what it means to them. It's a great way to build real connection with the audience. Suddenly, you're not just seeing the clothes, you're seeing the clothes come alive on people who truly embody the spirit of movement.

What comes to mind when thinking of Gap's social media aesthetic is authentic, timeless, and story-driven. The colors are simple and clean, with a lot of whites and neutral tones, which reflects the timeless quality and look of Gap clothing. The story-driven aspect of their social media brings in new audiences. For example, when they launched their "Palace Skateboards Gap" collaboration. Before the launch, they created posts with past, present, and future

skateboard legends to engage and target that specific audience. Gap has a good mix of entertaining videos, photos, and story highlights, with each highlight showcasing one of the dancers in their new linen collection. Seasonality also came into play since linen is mainly worn in warmer seasons. The audience engagement increases when there is celebrity collaboration, since there's more excitement when users see a familiar face or resonate with a familiar theme or activity like dance or skateboarding. Gap continues creating innovative social media strategies.

### **Twitter:**

Twitter, on the other hand, serves as a direct and immediate line for customer service. Gap prioritizes the prompt and efficient resolution of any customer concerns by using clear and concise communication, and providing users with the necessary information to reach them directly. While promotional tweets keep followers informed about new arrivals and sales, Gap also has a lot more humor on this app through the strategic use of celebrity and consumer reposts. Sustainability efforts are another key focus on Twitter, highlighting their commitment to eco-conscious practices. Gap's Twitter strategy takes a targeted approach.

While their overall tweet frequency might be lower compared to Instagram (588.3k vs 3.2 million), they leverage the platform's strengths with a strategy. Their focus on responsive customer service ensures prompt resolution of any issues, fostering positive brand perception. Adding to the mix, Gap has recently showcased a unique and creative collaboration with Dogami, an app featuring stylish dogs with special abilities. This playful campaign generated a buzz on Twitter through multiple posts and user reposts. It demonstrates Gap's ability to think outside of the box and connect with audiences in unexpected ways.

## **Competitor: American Eagle**

To offer a comprehensive comparison, I chose American Eagle, a key competitor in the retail industry. The analysis will cover the same social media platforms.

### **Instagram:**

While American Eagle's Instagram presence currently relies heavily on photos of models and social media influencers showcasing their clothing, there's room for them to explore some innovative tactics. Gap's recent use of video content featuring dancers is a great example of how to make fashion come alive on the platform. Although, American Eagle's content strategy does stand out in its focus on influencer reposts. They showcase a diverse range of body types and styles through collaborations with a variety of social media influencers, with a big or small following. This isn't just about quantity, it's about the importance of representation. By featuring real people of all shapes and sizes, American Eagle sends a powerful message of inclusivity. Their followers see themselves reflected in the content, fostering a sense of community and a positive brand perception that welcomes everyone.

The visual appeal is also simple and clean with a lot of posts in nature during the day, by the sea and surrounded by trees. The audience interaction isn't as strong on their Instagram compared to Gap, since most posts are typical retail marketing with not much to comment on and aren't as engaging. When looking at both Gap and American Eagle's Instagram pages, Gap is what stands out to me and makes me actually want to scroll through their posts. It is clear which company really thinks outside of the box and is constantly innovative. Gap has a great way of making clothes more than just clothes, but a story filled with depth and value through creativity and authenticity.

## **Twitter:**

American Eagle has a similar strategy that Gap has with Twitter, since most of its activity on this social media is related to customer service, and responding to issues and complaints as quickly as they can. Their presence on Twitter and frequency of posts is very low, since their last post was in July, 2023 and before that way back in December, 2022. There was much more activity in 2022, also using humor as a way to market their items and relate to their target audience, but there weren't many interactions from consumers with those recent posts. Gap continues to post on Twitter, and consistency is key to what a company needs to keep that specific social media account alive and thriving. American Eagle should resume regular posting and re-engage their audience.

## **Recommendations for Both Brands**

- **Gap:** While Gap's Instagram strategy is strong, incorporating regular people alongside celebrities could further enhance inclusivity.
- **American Eagle:** American Eagle should explore innovative approaches on Instagram, similar to Gap's "Linen Moves" campaign. Additionally, reviving their Twitter presence through consistent posting and audience engagement strategies is crucial.

## **Conclusion**

Both Gap and American Eagle have room for improvement on their respective platforms.

However, Gap's innovative and audience-centric approach on Instagram, coupled with their targeted Twitter strategy, positions them as the leader in social media engagement in this analysis. American Eagle can learn from Gap's success by embracing a more creative and interactive approach across both platforms.

*Below are*

*Images from Gap's Palace Skateboards collaboration, Linen Moves  
Campaign, Gap's Twitter posts and replies, and Gap's Instagram page*

**&**

*Images from American Eagle's customer/social media influencer reposts, and  
their Twitter posts and replies*

gap

karl\_watson\_

palaceskateboards

goldbergjim

Liked by susiejim and others

gap • SKATEBOARDING LEGENDS

- PAST
- PRESENT
- FUTURE

gap

Liked by susiejim and others

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gap


“I am not a person who gets loud. But when I dance, I **shout**. I speak loud and with my chest and chin up. I feel like I can do whatever I want, however I want.”

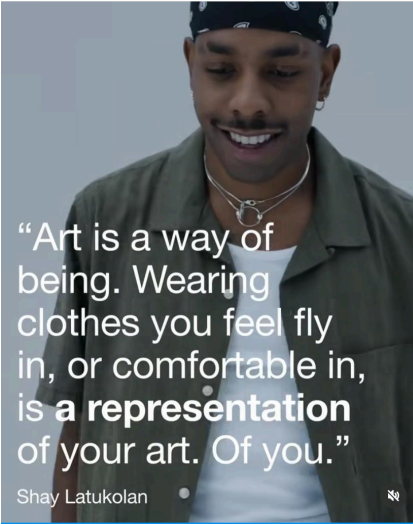
Didde-Mie Lykke From

View shop

gap

View shop







gap and shaylatukolan





“Art is a way of being. Wearing clothes you feel fly in, or comfortable in, is a **representation** of your art. Of you.”





Shay Latukolan

View shop


gap



Liked by benjamim\_parker21 and others

gap @tyla breaks boundaries. By way of South Africa, this 22 year old has a global hit with her song “Water,” a debut album on the horizon, and she just won her first Grammy. By fusing western pop, hip-hop, R&B, and South African amapiano, Tyla is creating a sound that’s just hers. Now we’re watching the world catch on.

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Gap
39.7K posts
Follow

Gap reposted

**DOGAMI** @Dogami · Feb 16, 2023

DOGA flex is coming to the DOGA House soon...

Next Week


Want to buy one?

objkt.com/collection/dog...

DOGA DOGA




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fake @hsewveofnowhere · Mar 22

@gap I have been a gap card holder for 20 years. The absolute lack of customer support is astounding and Hour of my day and NO-ONE has done anything but tell me to reset my password

1 1 25


Gap @Gap · Mar 22

Hi there, we are sorry to hear about the issues you have encountered. While we are unable to assist with fraud claims through this platform, please DM us with more details about your situation so that we can see where we can direct you for assistance.

23


Blu Ivys side eye @Mochamamie · Mar 21

@Gap why the hell do I have a credit card that has free express shipping only for my package to still not be in my possession THREE WEEKS LATER?!!! My trip is on Tuesday and \$200 later I still don't have my stuff! And your foreign based customer service is TRASH!!

1 1 2 26


Gap @Gap · Mar 22

Hi there, we are sorry to hear that you haven't received your order! Please DM us with your order number and the email address you used to shop with us so that we can check on this for you. We hope to hear from you soon!

27



X

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Vesa Hasani

Gap

39.7K posts

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Susan @HouseofLounge · 2h

I ordered 16 pieces of kid's sale clothing. I received 4 of the items that I ordered and 1 item that I didn't order, a pair of men's shorts. And after filing a claim am being told I won't be refunded. I am so mad. Make it right @Gap or I am never shopping with your company again.

1 2 63

Gap @Gap · 2h

Hey Susan, We are concerned to hear this. We'd love to further look into this for you, please DM us the items you're missing, your order number, and your email address. We look forward to your reply.

25

Naty @NatyBellio · Mar 20

@Gap @OnTracShipping @LaserShip states delivered two packages on march 17 and 18 at 3 Am!!! Where are my packages???

2 74

Show more replies

Naty @NatyBellio · 21h

@Gap i demand a resolution!!!

1 8

Gap @Gap · 10h

Hi Naty, we're concerned to hear that you haven't received your packages and would love to look further into this for you. Please DM us your email address and order number so we can see the options we have to help. We look forward to hearing from you soon!

<

gap

...

GAP

138 posts 3.2M followers 264 following

Gap

gap

Forever original. Since 1969.  
#howyouweargap  
@gapkids  
likeshop.me/gap

Followed by hajarberghli, behare\_fero and 1 other

Follow

Message

Shop

+2

PALACE GAP

Maikolo

Oriane

Will

Mette

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**americaneagle** spring dresses that slay just like [@rachelnbeckham](#) [@chloeewattss](#) [@savannah\\_scheid](#) [@\\_ava421](#) [@rachelnbeckham](#) 🛍️👗✨  
#myAEambassadors

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Liked by [ann\\_gerboth](#) and **others**

**americaneagle** thursdays are better with my little treats  
😋 @jasmeen.danae #myAEambassador

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5 days ago



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42.8K posts

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AE **American Eagle** @AEO · Dec 8, 2022

me reading my birth chart and realizing why I am the way that I am



5

32

103



AE

**American Eagle** @AEO · Dec 10, 2022

FOLLOWING BACK EVERYONE WHO INTERACTS UNTIL I GET BORED 🥰🤪

🤪 reply, RT, or like to achieve the below 🤪👉






Following

**American Eagle** 📺🔒

@AEO Follows you

Home of the world's best jeans. Please click this so I can keep my job 🙌

🛍️ Apparel Company ⓘ [on.ae.com/6000e1SVm](https://on.ae.com/6000e1SVm)

📅 Joined January 2009

3,275 Following 571.1K Followers

💬 131

↻ 153

❤️ 638



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**American Eagle**

42.8K posts

Follow

yes that includes the cute af pink flannel in the above photo 🥰❤️:



ae.com

American Eagle Outfitters Men's & Women's Clothing Shop American Eagle Outfitters for men's and women's jeans, T's, shoes and more. All styles are ...

💬 1

↻ 6

❤️ 9



AE

**American Eagle** @AEO · Dec 6, 2022

being an adult is just saying "after this week, things should slow down" every week

💬 7

↻ 32

❤️ 147



AE

**American Eagle** @AEO · Dec 5, 2022

me (not caffeinated): unproductive  
me (caffeinated): unproductive but faster

💬 6

↻ 25

❤️ 110



AE

**American Eagle** @AEO · Dec 5, 2022

gm

💬 28

↻ 4

❤️ 75



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2024.
- Twitter*, twitter.com/aeo. Accessed 27 Mar. 2024.
- Login • Instagram*, www.instagram.com/gap/. Accessed 26 Mar. 2024.
- Login • Instagram*, www.instagram.com/americaneeagle/. Accessed 26 Mar. 2024.