



FINAL REPORT

Fall 2024 - Spring 2025



CONTENTS

02

Meet the Team	3-4
---------------	-----

Abstract	5-7
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Deliverables and Analytics	8-14
----------------------------	------

Results	15
---------	----

Future Recommendations	16-17
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MEET THE TEAM

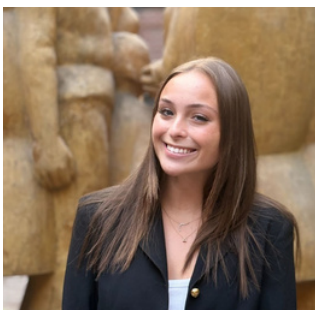
03



Clare Meyers

Account Supervisor

Clare is a fourth-year public relations student with a minor in event management. This is her fourth semester working for Alpha PR and her third semester as an account supervisor for Honey Nitro. Outside of Alpha, she is involved in UF PRSSA and dances with Extreme Dance Company.



Alexa Binder

Account Executive

Alexa Binder is a fourth-year at the University of Florida earning a Bachelor of Science in public relations with a minor in women's studies. During her time at UF, Alexa worked as an occupational and regulatory safety intern with Carnival Cruise Line, contributing to various safety campaigns and design projects.



Autumn Waks

Account Executive

Autumn is a third-year public relations student with a concentration in business. This is her third semester working for Alpha PR as an account executive. Outside of Alpha she works at Sachs Media as a junior account coordinator, and she is involved in UF PRSSA and UF Solar Gators.

MEET THE TEAM

04



Emily Detwiler

Account Executive

Emily is a third-year public relations student with a minor in sociology. This is her first semester working for Alpha PR as an account executive. Outside of Alpha, she is involved with The Agency, Spoon UF and Alpha Chi Omega sorority.



Susy Mendez

Account Executive

Susy is a third-year public relations student from Fort Lauderdale, Florida. This is her second semester working for Alpha PR as an account executive. She is also involved in Strike Magazine, UF PRSSA and Rowdy Magazine, where she contributes her creativity and passion for branding and media.

ABSTRACT

05

Opening Statement

On Sept. 9, Honey Nitro + Cold Brew rehired Alpha PR to develop and maintain a social media strategy for the 2024 - 25 academic year. Pleased with Alpha PR's work from the previous contract, which lasted from February to April, Honey Nitro was eager to renew the partnership at the start of the school year.

The new contract spanned eight months, running from mid-September 2024 through the end of April 2025. Throughout this period, the client team met weekly to maintain the social media strategy, which included developing monthly content calendars and organizing regular content shoots. In addition to social media, the team also developed a Linktree and an online private event inquiry form, two additional deliverables aimed at supporting the client's growth. This report will outline these efforts in detail, evaluate their success and suggest future recommendations.

ABSTRACT

06

Goals and Objectives

Our primary goal for this contract was to increase audience engagement with Honey Nitro's social media accounts, which include Instagram and Facebook. To accomplish this, we outlined the following three outcome objectives.

1. Increase Honey Nitro + Cold Brew's Instagram engagement rate by 5% by the end of April 2025.

When our contract with Honey Nitro began, their Instagram account had 620 followers and an overall engagement rate of 6.29%, with an average of 38 likes and one comment per post. Despite the relatively low number of likes and comments, a 6.29% engagement rate is high, indicating that Honey Nitro's following, although small, was already very engaged. This could be attributed to a large percentage of their following being composed of the owners' personal friends and family. With this in mind, we aimed for a modest increase of 5%, setting our target engagement rate at 6.61% or higher. We avoided setting a higher goal, as we also prioritized growing the follower count, and maintaining a high engagement rate typically becomes more challenging as an account's audience expands.

To achieve this increase, we planned to improve content quality and add calls-to-action in the captions. Before hiring us, Honey Nitro's Instagram feed featured many low-quality and over-filtered photos, and some posts were screenshots of story posts that were then posted to the main feed. Additionally, the captions lacked calls-to-action and frequently featured sporadic capitalization. To address this, our strategy prioritized posting high-quality, visually consistent photos paired with engaging captions designed to prompt followers to comment, share and engage more actively with the content.

ABSTRACT

07

2. Increase Honey Nitro + Cold Brew's Instagram following to 1,000 accounts by the end of April 2025.

At the start of our contract, Honey Nitro had 620 followers on Instagram. To increase brand awareness among Honey Nitro's target audience of Gainesville coffee lovers, we aimed to grow their Instagram following by at least 380, reaching a total of 1,000 followers by the end of April.

In addition to improving content quality, we decided to be more strategic about the account's use of hashtags and geotagging to achieve this growth. Our strategy involved incorporating six to eight relevant and high-performing hashtags in each post to attract new followers interested in our content. We also incorporated geotags to attract more followers in the target audience.

Beyond hashtags and geotagging, we advised the client to encourage customers to follow them on social media while at events.

3. Increase Honey Nitro + Cold Brew's Facebook engagement rate by 5% by the end of April 2025.

When our contract with Honey Nitro began, their Facebook account had 182 followers and an overall engagement rate of 3.84%, with an average of 6 likes and one comment per post. This engagement rate and follower count was far lower than that of Instagram, although the account was of lower priority to the client. Additionally, a primary audience segment for Honey Nitro is college students, who generally favor Instagram over Facebook.

With this in mind, we once again aimed for a modest increase of 5%, setting our target engagement rate to 4.03% or higher, recognizing that Instagram was our primary focus. To reach this goal, we applied the same strategy outlined in objective 1, as all content was cross-posted from Instagram to Facebook.

DELIVERABLES & ANALYTICS

08

Overview

From Sept. 9, 2024, to April 30, 2025, the Alpha PR team created and cross-posted a total of 15 posts to the client's Instagram and Facebook. In addition to these posts, we also created and published a Linktree and a private event inquiry Google form.

Lowest Performing Post

Our lowest performing post was our promoting the fall drink with pumpkin on Facebook. It received one like, zero shares, zero comments, and reached 35 people. This was posted on Nov. 4. The post let viewers know that Honey Nitro's first Monday market of November would be that day. We believe that this post was not as successful as others because the content was not as engaging. Our viewers seem to prefer reels to pictures and posts with customers in it.



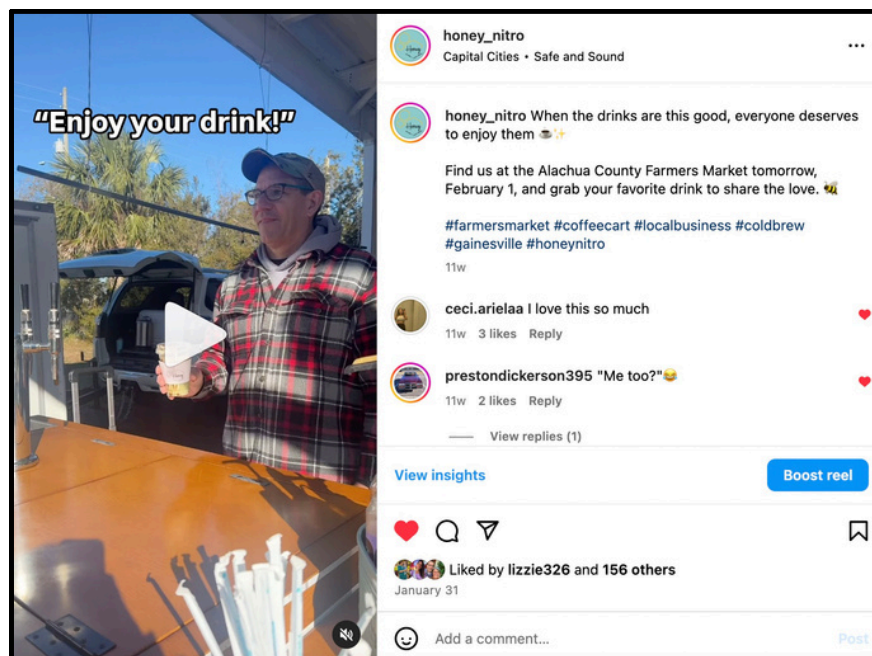
Lowest Performing Post

DELIVERABLES & ANALYTICS

09

Highest Performing Post

Out of our 15 posts for this contract, the highest performing post was a reel posted on January 31. The post was a creative take on a current social media trend. In the trend, restaurants or food service staff hand an item to a customer and say, “Enjoy!”—prompting the customer to instinctively respond with “You too!” Following the interaction, there would be a series of images of both the customer and server/owners enjoying the item together. For Honey Nitro’s take on the trend, we used the owner serving a matcha beverage to a customer and took pictures of them both enjoying their drinks together! This post received 4,005 views, 156 likes, 16 comments and 18 shares on Instagram. This post exceeds the average number of likes on other posts.



Highest Performing Post

DELIVERABLES & ANALYTICS

10

Introduction of Trendy Content

With social media platforms such as TikTok on the rise, short-form video has become a dominant content format. Instagram Reels, in particular, have capitalized on this trend, offering brands a powerful tool to connect with their audience through quick, engaging content. Our team decided to begin introducing reels to Honey Nitro + Cold Brew's Instagram, incorporating current trends and showcasing their products in exciting ways. So many trends circulate throughout Instagram Reels and we experimented with them to see what resonated most with our audience. The goal was to make the content feel fresh and authentic, while also staying true to Honey Nitro's personality. Our team was happy to see these reels perform well, with increased engagement and a noticeable uptick in brand awareness.

We created three reels this year, each receiving a strong positive response from Honey Nitro + Cold Brew's audience. The first two, posted on December 22nd and January 31st, creatively blend current trends with appearances by Honey Nitro + Cold Brew's owners. The audience loved these reels, heavily engaging with them. The Dec. 22 reel garnered 3,674 views, 110 likes, 18 comments and 13 shares. The Jan. 31 reel outperformed the previous one, receiving 3,984 views, 155 likes, 16 comments and 18 shares. Before these reels, the highest-viewed reel on Honey Nitro + Cold Brew's Instagram had 1,570 views, showcasing a significant boost in engagement. We believed these performed so well because they effectively combined trending content with a personal touch by featuring the brand's owners, allowing the audience to connect with the faces behind the product.

DELIVERABLES & ANALYTICS

11

Our most recent reel, posted on April 9, highlighted Honey Nitro + Cold Brew's upcoming pop-up at the Reitz North Lawn on April 10, where they're giving out free drinks to UF students. For this reel, we took a more polished approach, incorporating graphic design elements and sleek transitions to create a visually engaging experience. The reel also featured images from Honey Nitro + Cold Brew pop-ups around campus from the past few weeks. After 23 hours of being posted, this reel got 2,780 views, 105 likes, 2 comments and 54 shares. This high number of shares indicates strong interest and excitement among the audience with many eager to share the event with their friends.

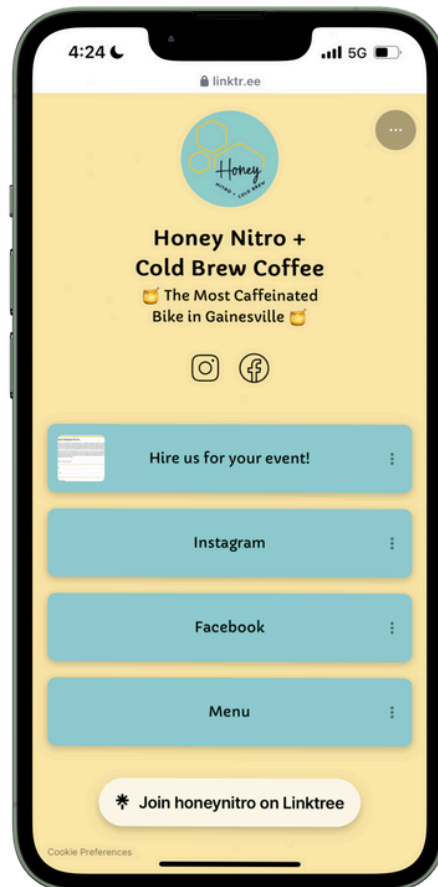
There is a stark difference in the performance of these three reels in comparison to previous content on Honey Nitro + Cold Brew's Instagram. The significant increase in views, likes, comments and shares demonstrates the effectiveness of incorporating trending content, personal touches and creative graphic design. These reels have not only captured the attention of the audience but also generated greater interaction, setting a new benchmark for future content.

DELIVERABLES & ANALYTICS

12

Linktree

On September 20, 2024, Alpha PR created and published an official Linktree account for Honey Nitro's social media. Linktree is a tool that consolidates multiple links into a single, shareable URL and directs followers to various online resources. Honey Nitro's Linktree was designed to provide easy access to the brand's social media accounts, its official menu and the private event inquiry form. Its creation made these resources readily available in a convenient location, with the intent of enhancing audience engagement with the brand.



DELIVERABLES & ANALYTICS

13

Private Event Inquiry Google Form

Throughout the beginning of the spring semester, the Alpha PR team worked closely with Honey Nitro to streamline its private event booking process. As a growing local coffee cart business, Honey Nitro had recently experienced increased interest from the community — particularly from student organizations such as sororities looking to hire the coffee cart at their events. With multiple booking inquiries coming in at once via DMs, it became clear there needed to be a more organized and efficient way to manage these requests.


In response, the Alpha PR team created a Google Form for clients to use when booking Honey Nitro for events. The goal was to centralize all incoming inquiries, ensure consistent information was collected and allow Honey Nitro to assess availability and event needs. The form serves as a way for clients to communicate expectations, preferences and event details.

The introduction of the form is friendly, informative and captures the brand's personality. To ensure we gathered all necessary information to assess event logistics, the form includes fields such as email, phone number, first and last name, name of the event, name of the organization, type of event (e.g., birthday party, baby shower, business meeting, wedding), event date, event location, event start and end time, expected attendance, dietary restrictions (e.g., vegan, lactose free), a brief event description and a space for additional questions or concerns.

Since launching the form, we have already received four responses for upcoming events, including Graduate Student Appreciation Week, Zeta Tau Alpha Women's Week, the Barker Forde Wedding and Panhellenic's Last Day of Class celebration. These early submissions have proven the form's effectiveness for Honey Nitro's target audience, while helping them stay organized and prepared.

DELIVERABLES & ANALYTICS

14




Event Interest Form

Thank you for your interest in hiring Honey Nitro + Cold Brew Coffee as a vendor for your event! We are a locally owned coffee cart business based in Gainesville, Florida, serving nitro cold brew and other specialty beverages, including matcha, chai and fruit-based refreshers. Our mission is to provide exceptional customer service paired with quality ingredients.

Please fill out this form with details about your event, and we will get back to you as soon as possible to discuss availability, pricing and customization options. We look forward to working with you and bringing the most caffeinated bike in Gainesville to your event! 🐝🍯

cmeyers.alpha@gmail.com [Switch account](#)



* Indicates required question

Private Event Inquiry Google Form

RESULTS

15

Objective Outcomes

As of April 12, the Alpha PR team successfully met the first two objectives but fell short on the third. The results of each objective are provided below.

Objective 1

As of April 12, Honey Nitro's Instagram engagement rate was 7.20%, with an average of 71 likes and 4 comments per post. This is 9% higher than our target rate of 6.61%, and 14.5% higher than the Sept. 2024 engagement rate of 6.29%.

Objective 2

As of April 12, Honey Nitro has 1,033 Instagram followers — 33 above our target of 1,000. This marks a growth of 413 followers since the start of the contract on Sept. 9 when the account had 620 followers.

Objective 3

As of April 12, Honey Nitro's Facebook engagement rate was 3.59%, with an average of 7 likes and 1 comment per post. This represents a 6.5% decrease from the September 2024 rate of 3.84%, and falls 10.9% short of our target rate of 4.03%. Although average likes per post increased slightly, and the follower count grew from 182 to 223, overall engagement remained relatively low and stagnant, despite this growth.

FUTURE RECOMMENDATIONS

16

While this contract has ended, we believe there is still significant opportunity for Alpha PR to further support Honey Nitro's growth in the future. As such, we have detailed four future recommendations below.

Prioritize Reels Content on Instagram

The Instagram Reels introduced this year have performed exceptionally well, outperforming previous post types in engagement. We recommend continuing to prioritize this format especially as the client continues doing business on the University of Florida campus. Reels content leads to more shares, leading to more views and brand recognition. Furthermore, reels that capitalize on current trends should be prioritized, as they tend to perform even better and help the brand stay relevant among Gen Z college students.

Expand to TikTok for Wider Audience Reach

To further tap into the Gen Z/UF student market and expand visibility beyond Instagram, we recommend that Honey Nitro launch a TikTok account. This platform offers a powerful opportunity to go viral and attract new customers, especially among college students. TikTok content can mirror successful reels and also include behind-the-scenes clips and humorous content using trending audios. Creating a TikTok account can further boost event bookings, brand recognition and customer loyalty within Gainesville and beyond.

FUTURE RECOMMENDATIONS

17

Launch a Website to Promote Business Growth

As Honey Nitro continues to expand its presence through events at sororities, UF and other local events, establishing a website is a crucial next step. A website would serve as a central hub for the business and offer potential clients a place to learn more about Honey Nitro's story, view the menu and inquire about booking the cart for events.

Calendar for Upcoming Events

As Honey Nitro continues to do more on campus events at UF, we recommend posting a weekly calendar of where they will be set up each day. This could be done as a story posted at the beginning of each week and saved to a highlight where users could find out when they can get the next Honey Nitro fix.