

A close-up photograph of a woman's face, focusing on her eyes and forehead. She has light brown hair and is wearing a subtle, natural makeup look. The background is a soft, out-of-focus blue.

GLOSSIER. SOCIAL MEDIA AUDIT

BY KIRRA PEERY
10/22/21





About the Brand

Founders: Emily Weiss, Michael Harper, Nick Axelrod

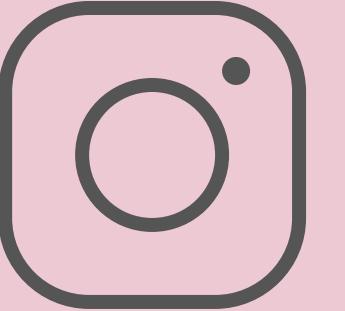
Founded: 2012

Background: Glossier was founded on the belief that beauty isn't built in a boardroom, it happens when the consumer is part of the process. It all started with the creation of [Into The Gloss](#), a beauty website where people could share the products they love. This became a source of inspiration and information, allowing Glossier to form as a beauty brand with the consumers' demand at the forefront.



Social Media

Platforms

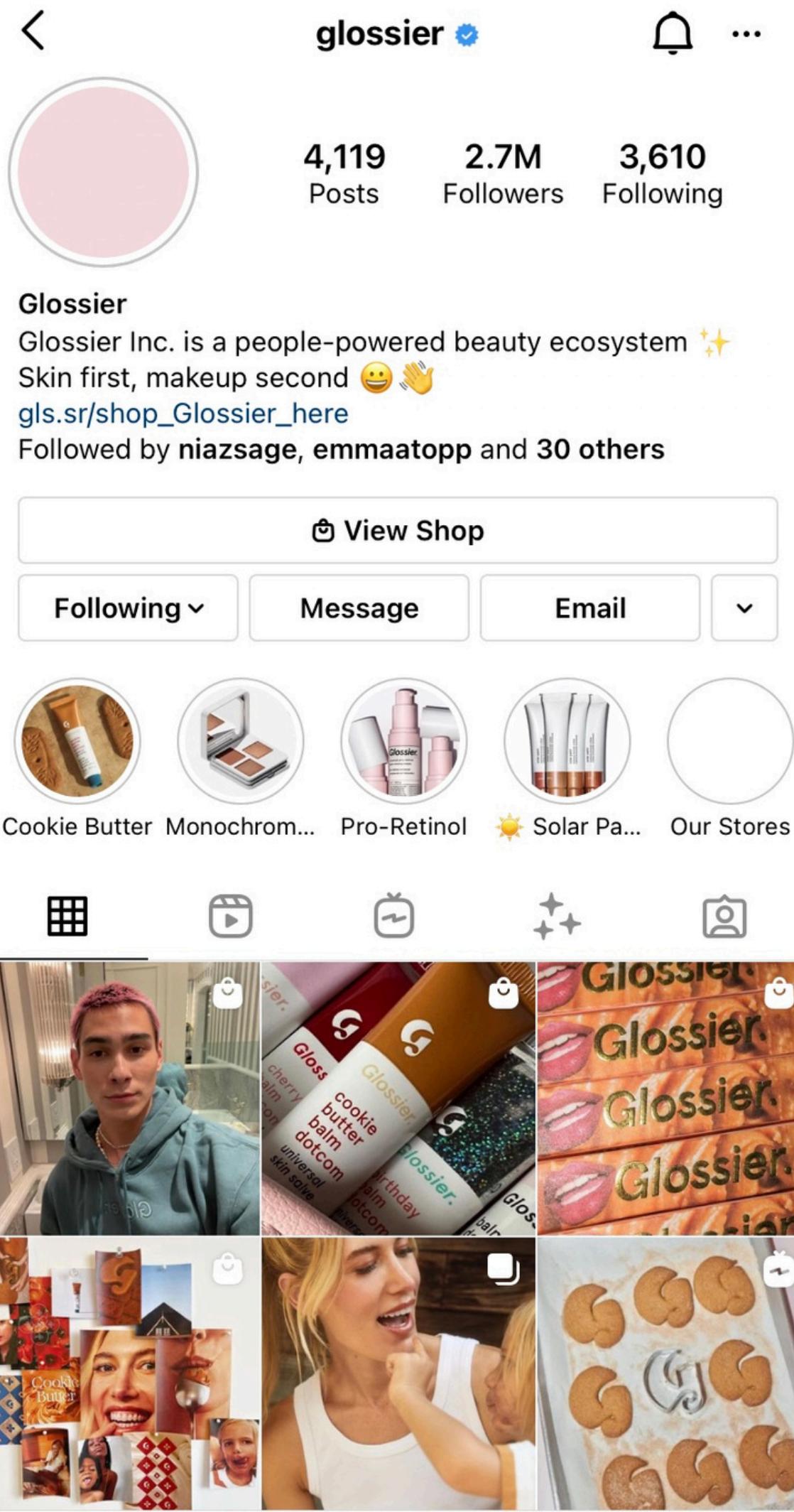
- 1  Instagram
2.7M followers
- 2  Facebook
393,136 followers
- 3  YouTube
151K subscribers
-  TikTok
146.0K followers
-  Twitter
107.1K followers



Instagram

Glossier capitalizes on the impact of influencers and models by incorporating a variety of faces into their feed. This plays into the brand's core belief that true beauty innovation comes from the consumer rather than a corporate office. With a focus on serving their consumers' demands, Glossier's use of candid photographs represents their values of authenticity and consumer appreciation.

Glossier also does a great job of emphasizing the colors and flavors of their products by using real-world exhibitions of them (i.e. cookies to represent their new cookie butter lip balm, monochrome collages of butterflies and flowers to supplement their Monochrome eyeshadow palettes, etc.)





Top 3 Instagram Posts

1



2



3



Format: Reels

Views: 180,090 | Likes: 9,662 | Comments: 71

Content: Starting a bath and using Glossier's Body Hero. Product usage video allows consumers to see how a product performs and boosts authenticity.

Format: Picture

Likes: 102,183 | Comments: 31,441

Content: Giveaway of product bundle. Asking people to interact with social media posts to enter in a giveaway is a surefire way to boost engagement and brand excitement.

Format: IGTV

Views: 114,984 | Likes: 12,797 | Comments: 113

Content: Making cookies with a G logo cookie cutter. Having limited edition specialty items that aren't beauty related (like clothing and cookie cutters) incentivizes people to make purchases before they are no longer available.

Instagram Content Themes



Commonly using a variety of people, plants, and animals bolsters Glossier's image of relatability and authenticity

Implementing an array of tools such as linking the products featured in the images, and varying the format (picture, video, slideshow, IGTV, etc.) capitalizes on all of Instagram's offerings and keeps content interesting



**SKIN FIRST.
MAKEUP
SECOND.**

 **thetiffanypham** This photo is so high quality
5d 1 like Reply

 **thisisanaescobar** I ❤️ Glossier and I'm a proud 57 year old grandma! You make me feel fresh and youthful. 🙏✨
5d 5 likes Reply

 **skincarebyceyda** This is so dreamy ❤️
5d 2 likes Reply

 **laureninthesouthwest** Can I just say I love that you guys use models of different ages, genders and races 🙌
3w Reply

 **that_boy_brian** This is genuinely the only fragrance I will ever wear again , seriously, it just smells so natural & human. It's mesmerizing to me ❤️ truly magical
1w 3 likes Reply

 **tonguepop** love this concept!
3w 5 likes Reply

 **sarah.heugel** I've wanted this sort of thing forever. I don't need or want a giant bulky palette for the one shade I use
3w 8 likes Reply

 **_jillianp_** This is how you sell a hoodie.
Puppies 🐶 ❤️
1w Reply

 **sophieeharmss** I have been looking for a product like this FOREVER
3w Reply

 **lucero.mia** Gorgeous campaign
3w Reply

 **justbecauseitsbeauty** Such a great concept!!
3w 2 likes Reply

 **elmesghali** Everytime I wear this perfume out I get a compliment....every single time!! Heck it got me a free drink at Starbucks cause the barista liked it so much. My handyman even bought for his wife after smelled it all over my house. It's a MUST HAVE!!!! I have convinced countless people!
1w 28 likes Reply

 **samputsimply** HECK YEAH RECYCLABLE MAKEUP AND SKINCARE!!!!
3w 25 likes Reply

Brand Perception

Pain Points

What do people want to see more of from Glossier?

 nickirann Why has bubblewrap been discontinued? Such a shame.

2w 4 likes Reply

 glow_ing bring back bubble wrap

2w 2 likes Reply



arachnidjesus When will you ship to NZ 😭
been out of my cloud paint for months and I miss you

3w Reply



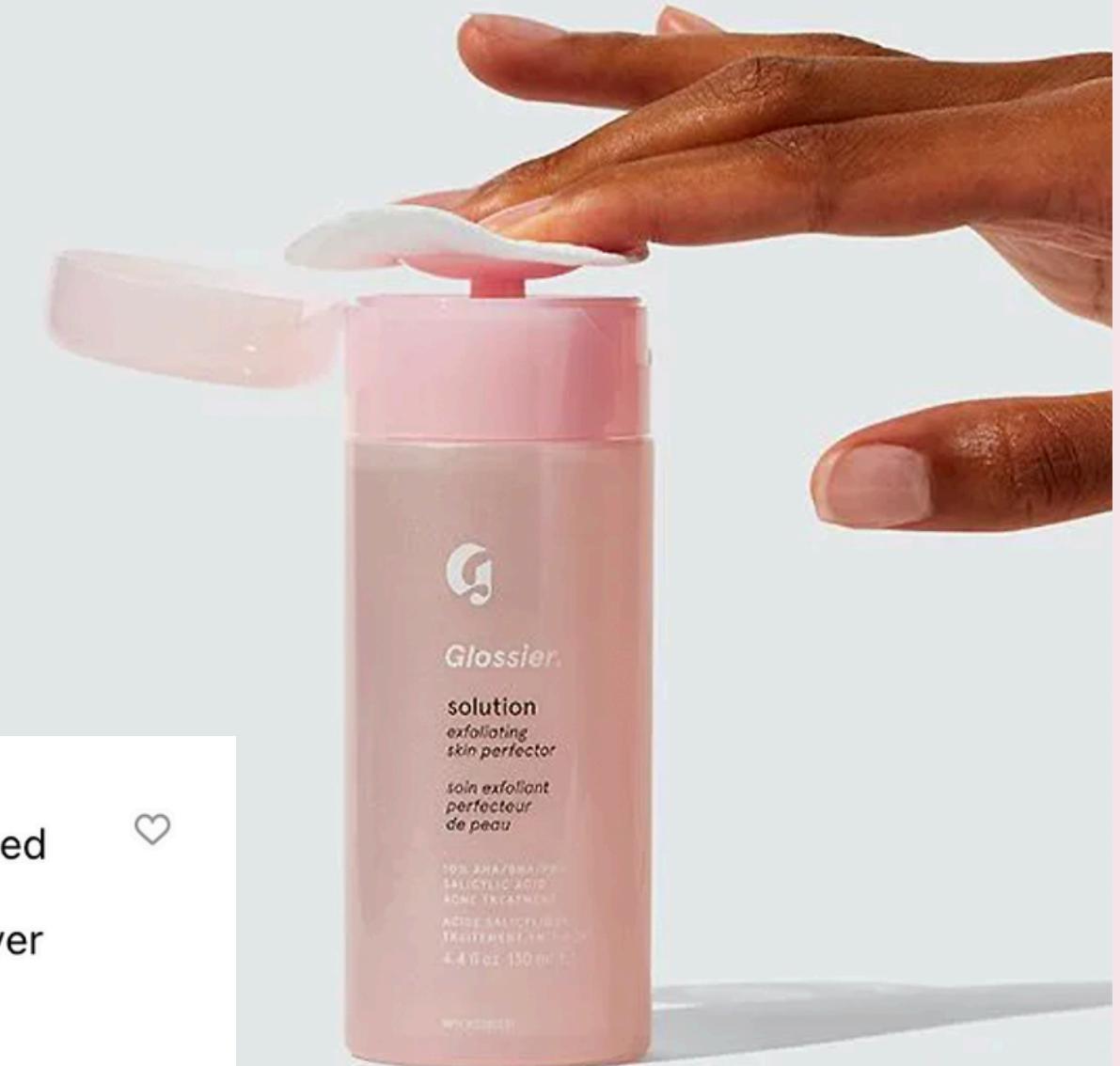
aphrodites_dream Ship worldwide pretty please ❤️

3w Reply



anyaghidella I wouldn't recommend this company to anyone. My daughter and I placed an order and we didn't receive it and the customer service hadn't helped at all, it's over \$200 of product!

1w Reply



More expansive shipping, more retail locations, better customer service, bring back fan favorite items (i.e. bubble wrap and sticker packs), use models of various skin tones for each product release (specifically darker-toned models)

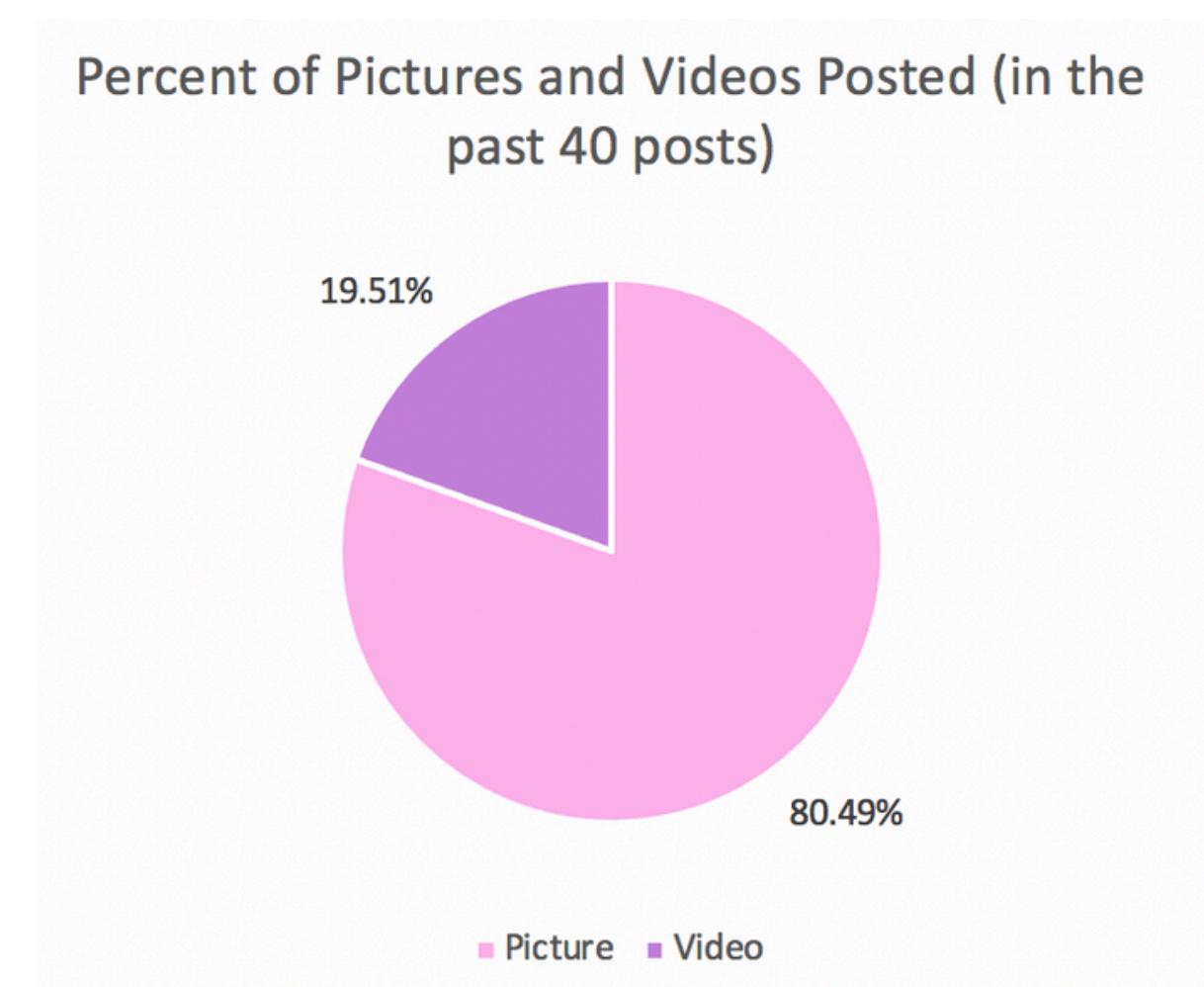


Facebook

The screenshot shows the Glossier Facebook page. The profile picture is a pink 'G' inside a blue circle. The page name is 'Glossier' with a blue verified checkmark. Below it, the handle '@glossier' and a 4.4 rating with 508 reviews are listed. A 'View shop' button is present. The navigation bar includes 'Home', 'Shop', 'Videos', 'Photos', and 'More'. The 'About' section shows that Glossier Inc. is a people-powered beauty ecosystem, has 377,331 likes, 393,175 followers, and 31 people checked in. It links to <http://www.glossier.com/> and typically replies within a few hours. The 'Health/Beauty' category is selected. A recent post from 'Glossier' tagged a product from their shop, showing a photo of a person with pink hair wearing a hoodie.

Glossier's Facebook is closely representative of the Instagram feed, which allows for great brand continuity and consumer association. Glossier utilizes Facebook's shopping features, and receives consistent engagement. While hashtag use is not frequent, the brand uses a lot of relevant emojis in a way that resonates strongly with a younger audience.

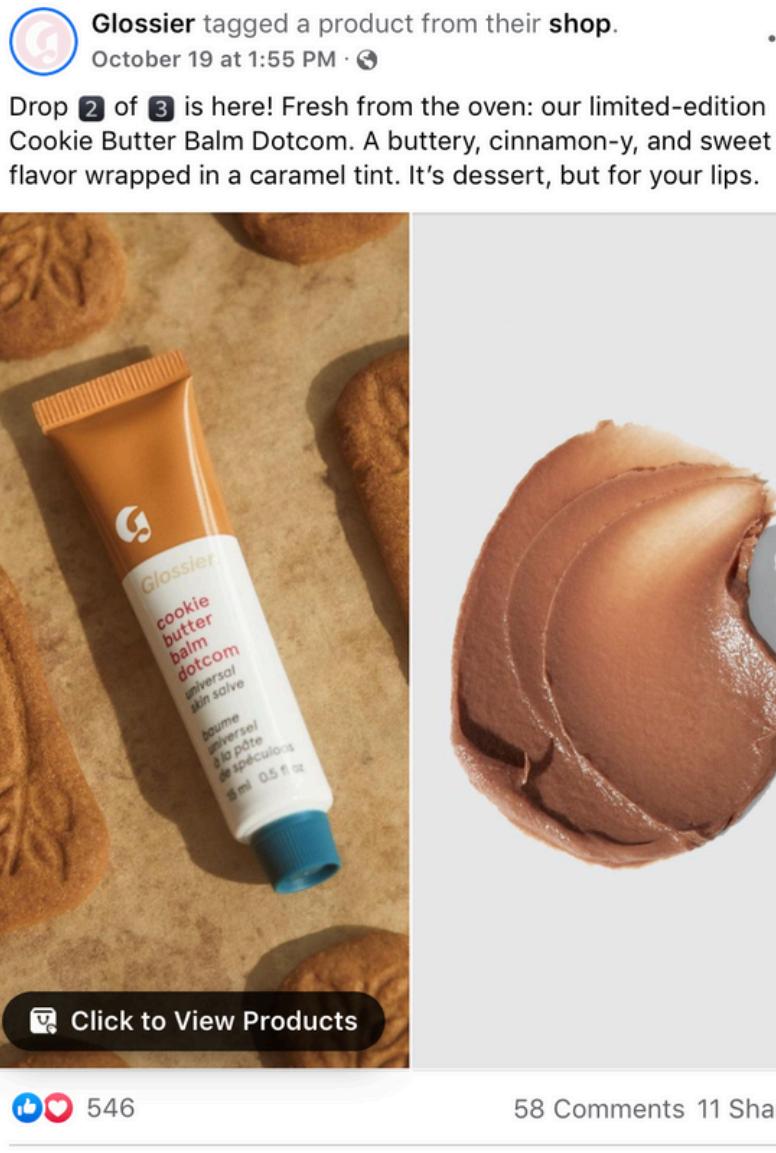
Percent of Pictures and Videos Posted (in the past 40 posts)





Top 3 Facebook Posts

1



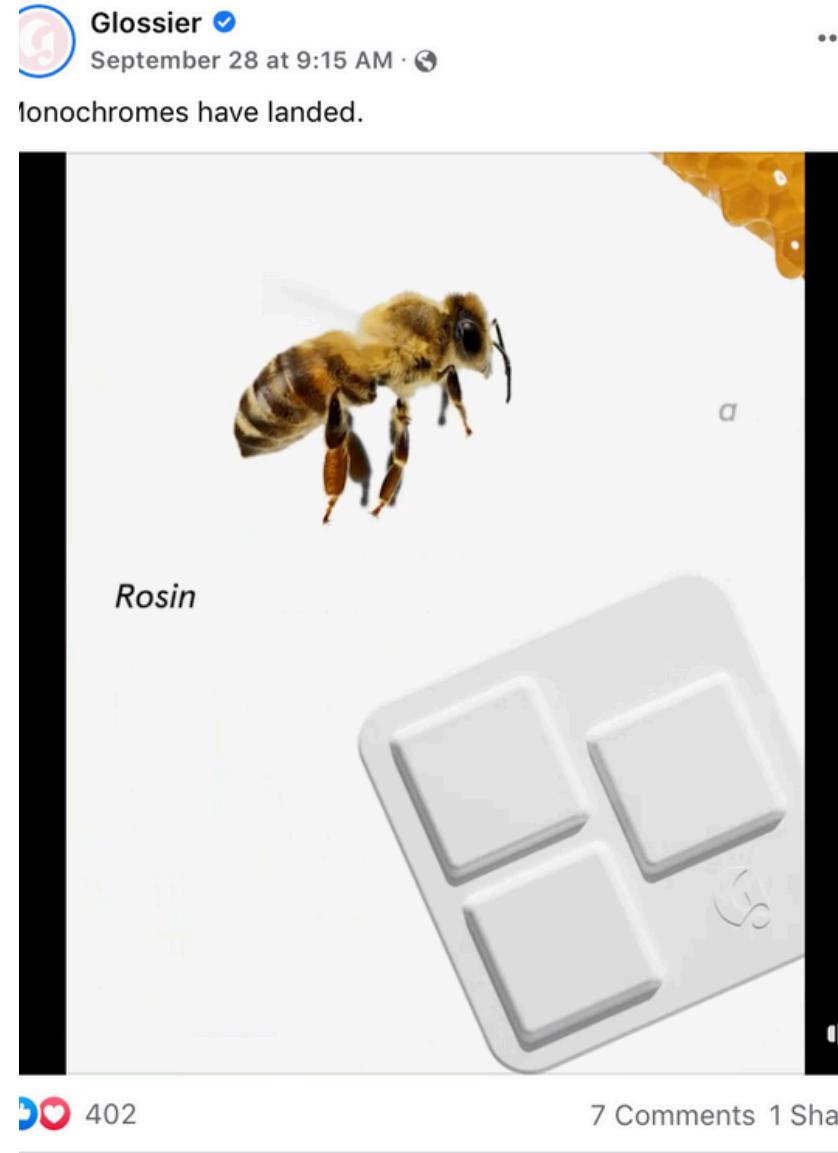
Glossier tagged a product from their [shop](#).
October 19 at 1:55 PM · [...](#)

Drop 2 of 3 is here! Fresh from the oven: our limited-edition Cookie Butter Balm Dotcom. A buttery, cinnamon-y, and sweet flavor wrapped in a caramel tint. It's dessert, but for your lips.

[Click to View Products](#)

546 Likes | 58 Comments | 11 Shares

2



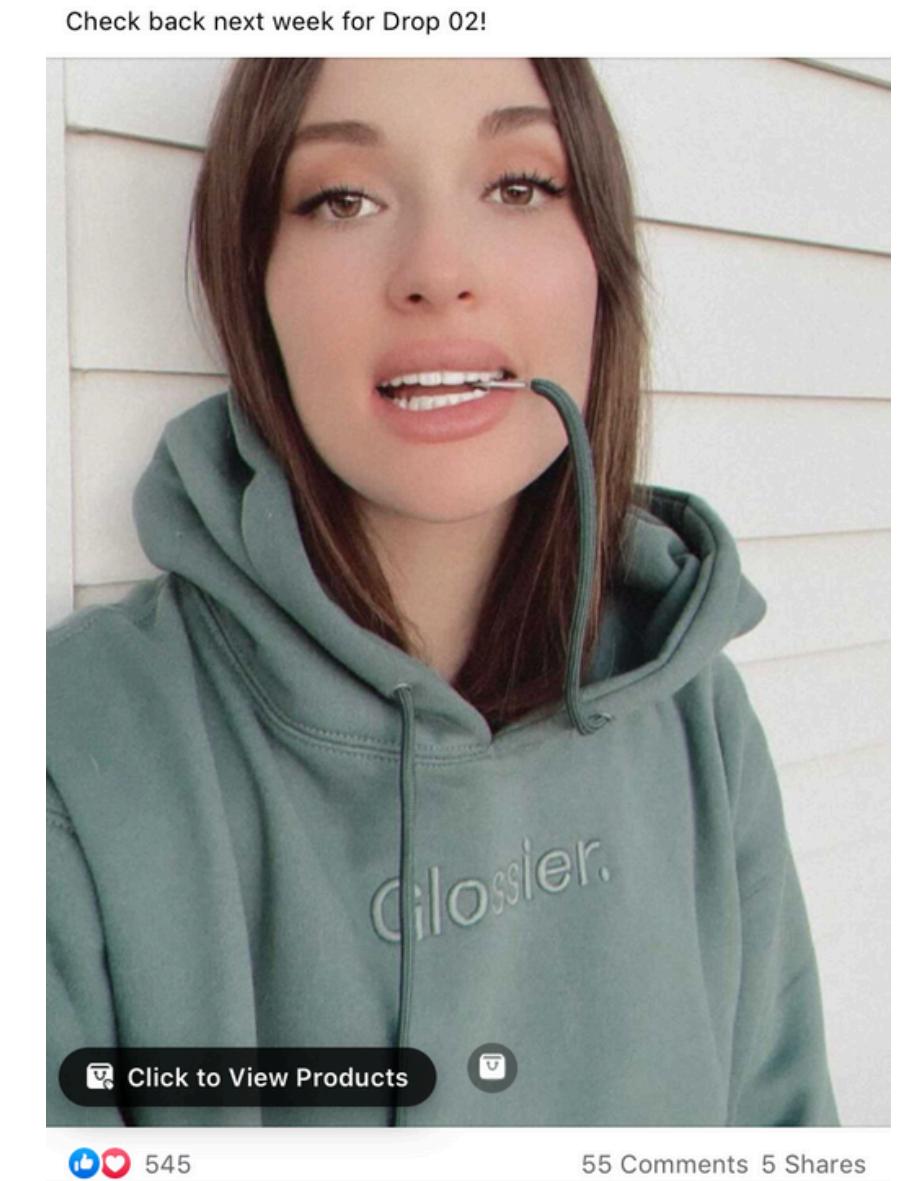
Glossier September 28 at 9:15 AM · [...](#)

monochromes have landed.

Rosin

402 Likes | 7 Comments | 1 Share

3



Check back next week for Drop 02!

[Click to View Products](#)

545 Likes | 55 Comments | 5 Shares

Format: Picture

Likes: 546 | Comments: 58 | Shares: 11

Content: Cookie butter balm dotcom product and swatch. Consumers loved the flavor and imagery of the luscious cookie butter.

Format: Video

Views: 6,400 | Likes: 402 | Comments: 7 | Shares: 1

Content: Announcing monochrome palette launch. People loved the color scheme and creativity of the video collage.

Format: Picture

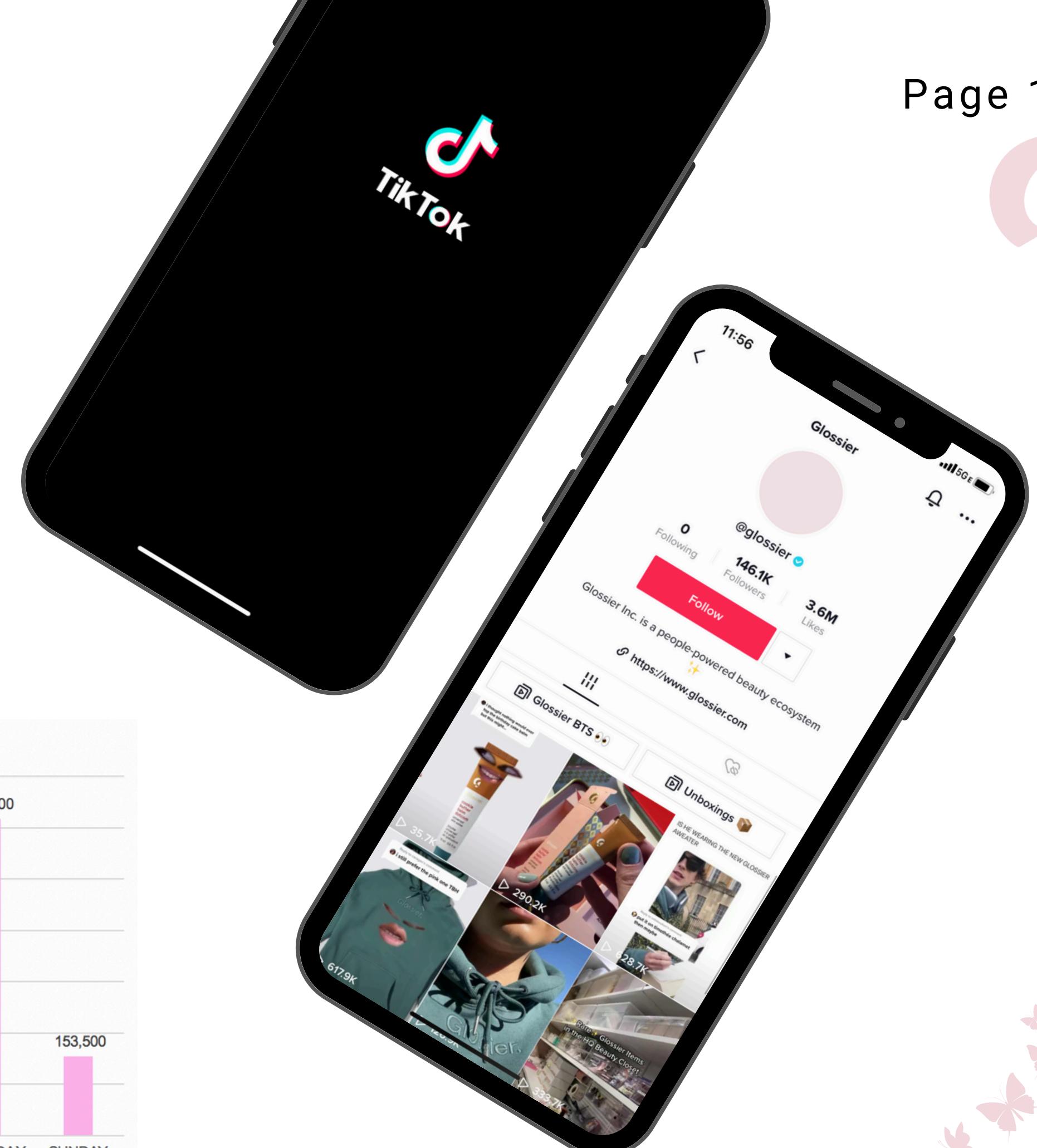
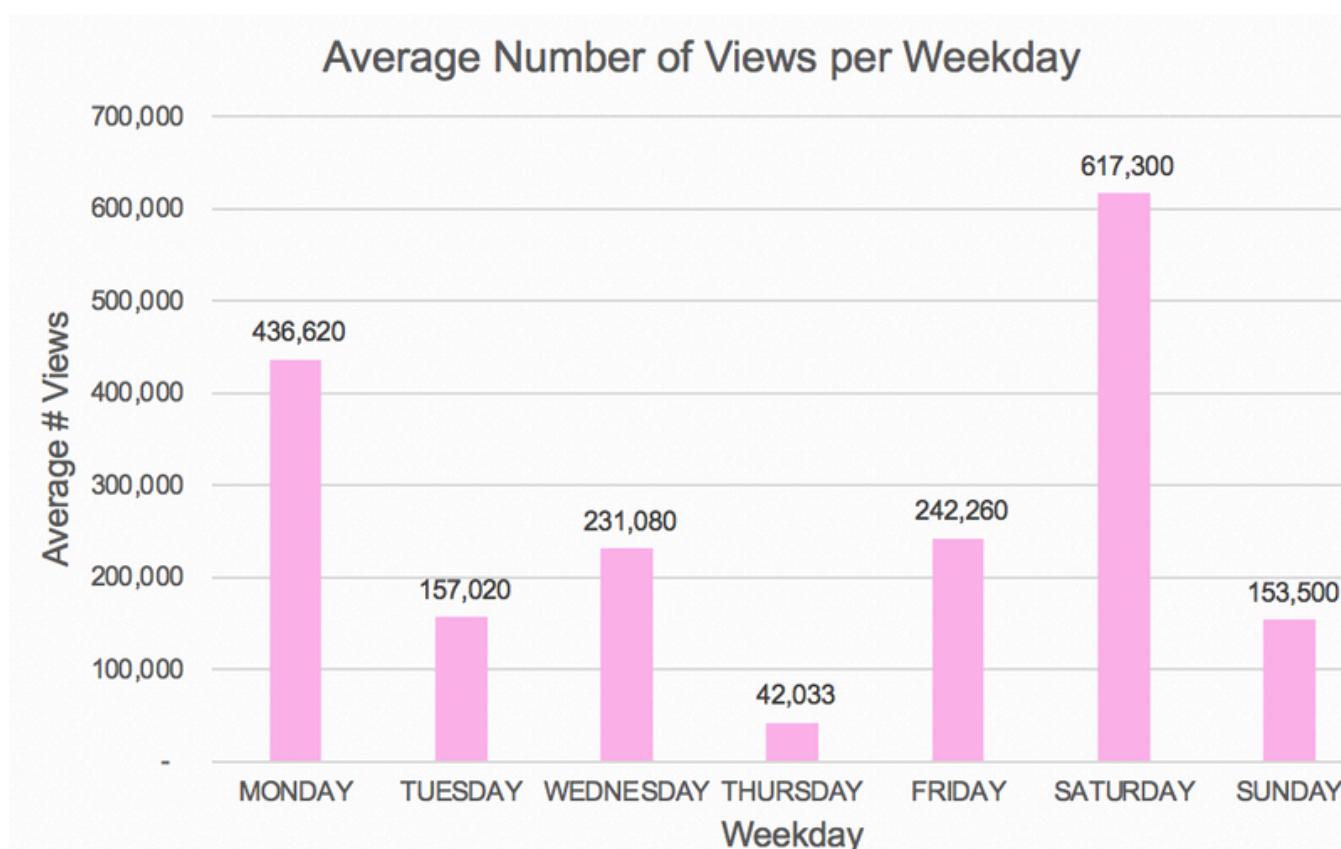
Likes: 545 | Comments: 55 | Shares: 5

Content: Announcing Glossier green hoodie launch. Consumers loved the color of the product, and the fact that it's limited edition establishes more demand.

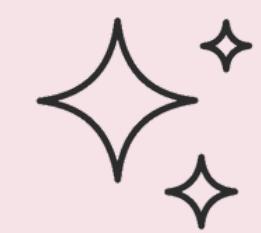


TikTok

Glossier takes a very casual approach to their TikTok account, often using colloquial language. In an attempt to capture a generally younger consumer base, the brand creates videos that include talking products (as seen in the image to the right with the talking balm dotcom and sweatshirt videos). Glossier keeps up-to-date with trends and trending audios not only to boost their engagement and view count, but also to continue their image of being a relatable and authentic brand wanting to genuinely connect with their consumers.







Competitor 1: Milk Makeup

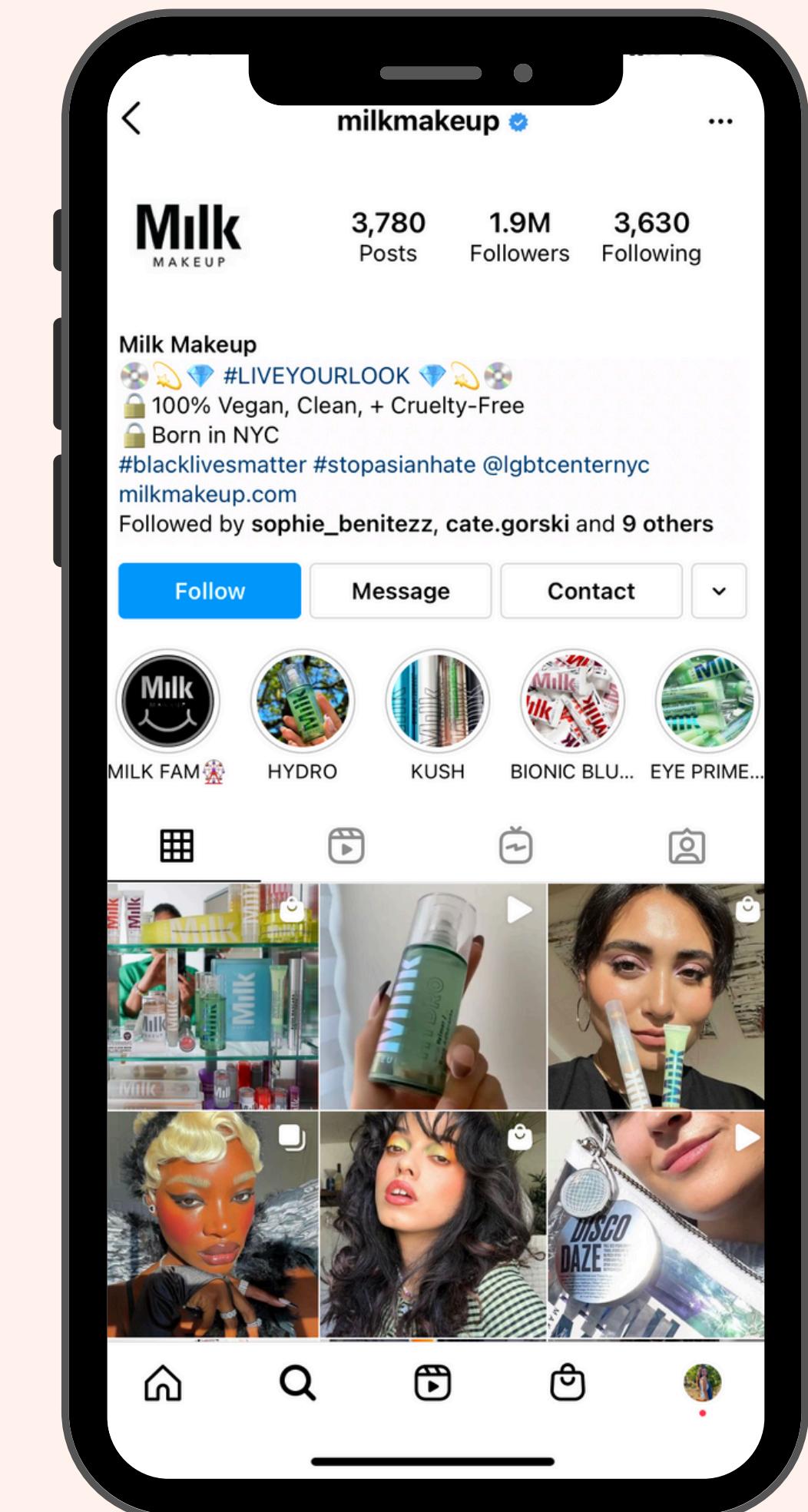
Milk Makeup is another large beauty brand that focuses on using makeup to enhance people's natural beauty. Similar to Glossier, Milk has an array of neutral-toned products, and uses a variety of white, black, and subdued colors in their products and marketing materials. Over time, however, the brand has expanded to incorporate more bright pops of color in their products and messaging. They can be found online and in Sephora.



Milk Makeup's Instagram

Milk Makeup's Instagram account incorporates lots of cool colors and darker tones. Part of the brand guidelines is the use of black and gray, which you can see strongly represented in their feed. They focus on makeup looks that are glow-y and dewy, and incorporate a strong influencer presence in their posts.

The brand does a great job of using hashtags in their posts and lots of emojis, as evident with their bio.



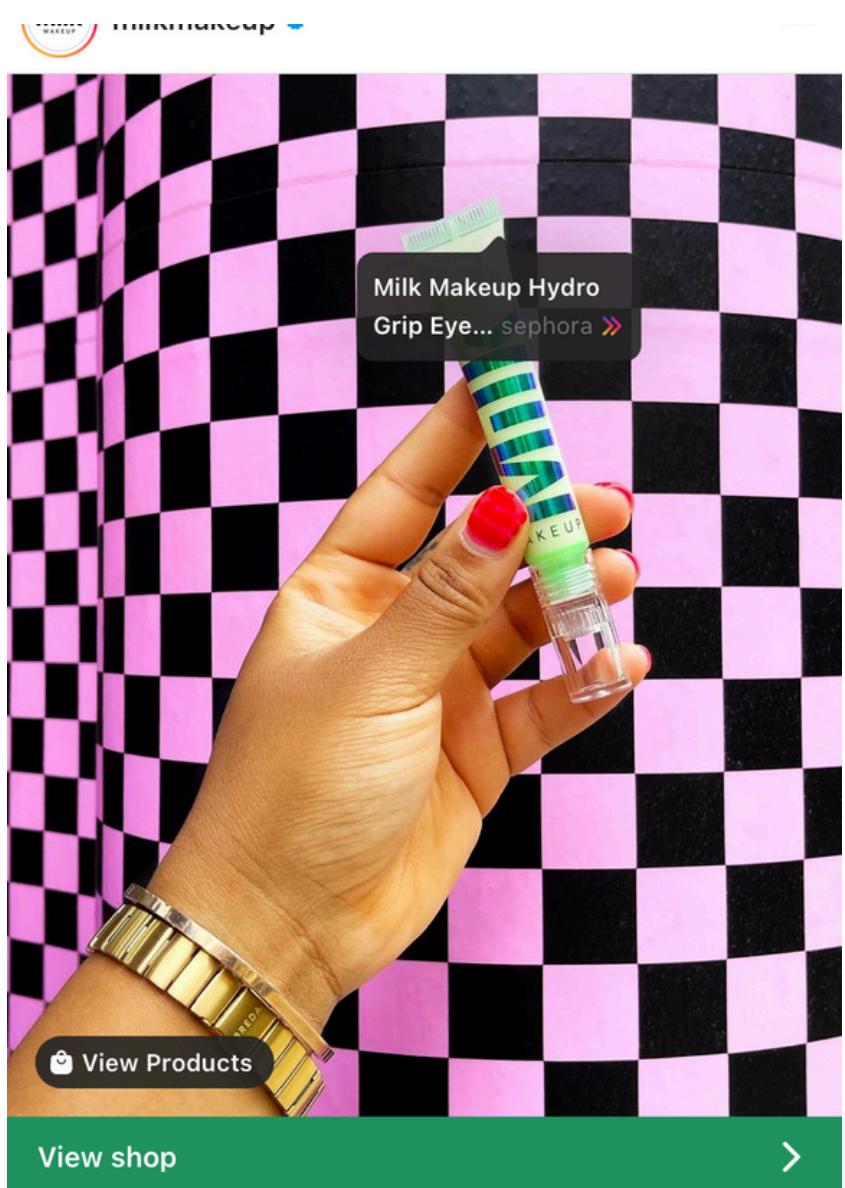


Top 3 Instagram Posts

1



2



3



Format: Picture (Carousel)

Likes: 16,341 | Comments: 47

Content: Showcasing 5 influencer's Halloween makeup using Milk Makeup's primer. People loved the artistry and creativity of the looks, it caught their eye.

Format: Picture

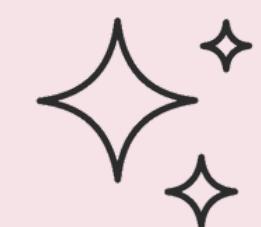
Likes: 8,389 | Comments: 737

Content: Announcing a giveaway for their Hydro Grip set. Consumers love a free giveaway opportunity and it always drives up engagement for posts.

Format: Reels

Views: 43,156 | Likes: 2,164 | Comments: 42

Content: Showcasing an influencer using Milk's blush product on her skin. Reels generally perform really well because of Instagram's algorithm, but people loved seeing the application of the product.

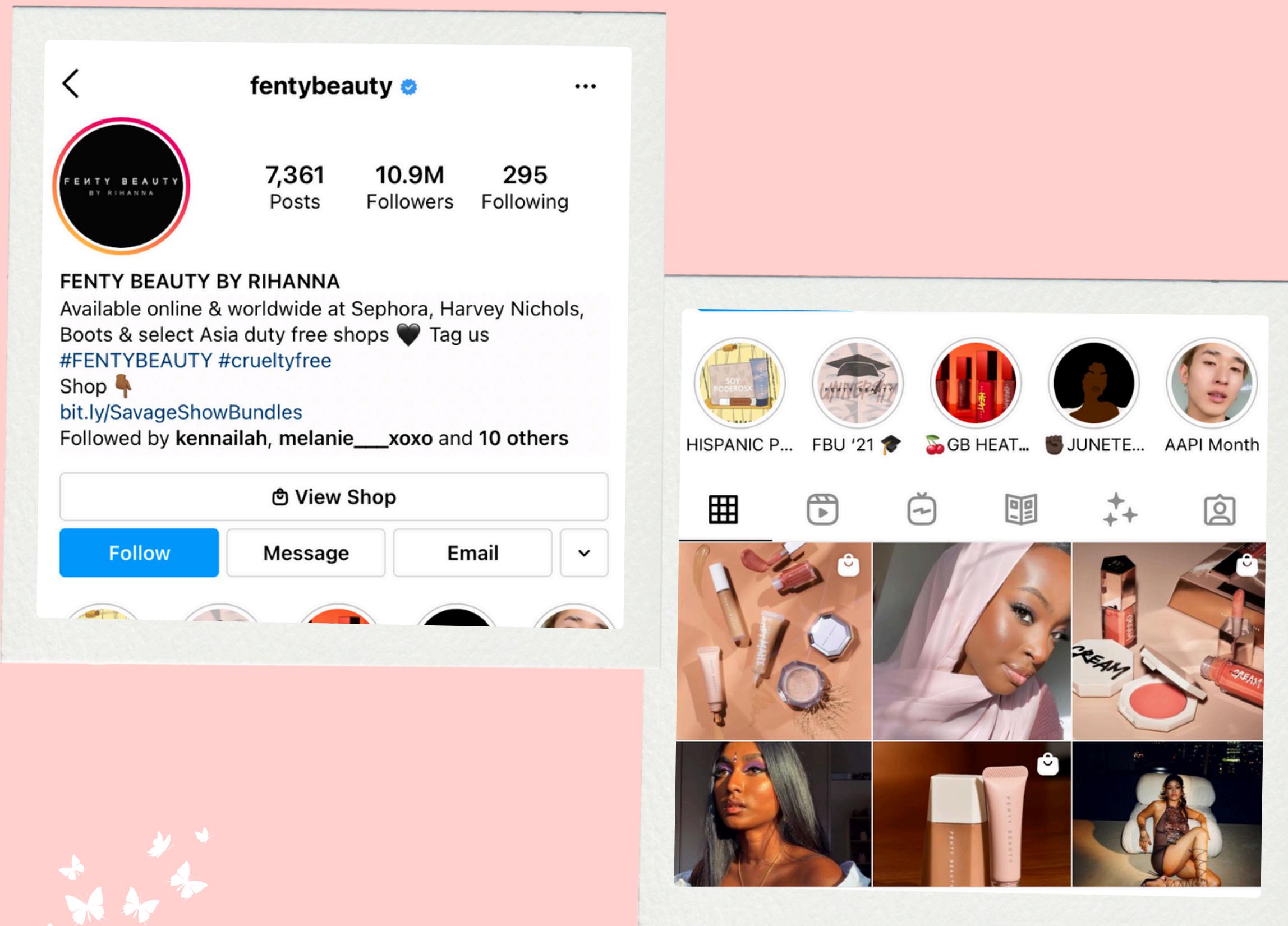


Competitor 2:

Fenty Beauty

Fenty Beauty, a beauty company founded by pop singer Rihanna, is a brand that is founded on the value of representation and diversity. It holds a heavy emphasis on bringing out people's natural beauty and valuing people of all ethnicities, skin tones, backgrounds, walks of life, etc. It has quickly been known as one of the most accepting brands due to their expansive shade range upon their first launch. Similar to Glossier, Fenty Beauty aims to place the consumer at the forefront in everything they do.





Fenty Beauty's Instagram

Fenty Beauty prioritizes diversity, using an array of skin tones as their main color scheme for their Instagram posts – there is a strong influence of brown and beige colors throughout their feed. They also implement numerous influencers to connect with consumers and show the range of people they aim to serve with their products.



Top 3 Instagram Posts

1


Heart Comment Share

77,384 likes

Format: Reels

Views: 1,007,208 | Likes: 77,384 | Comments: 332

Content: Repost of an influencer's TikTok using the purple cream blush. This was the product announcement and everyone loved the concept and the influencer.

2


Heart Comment Share

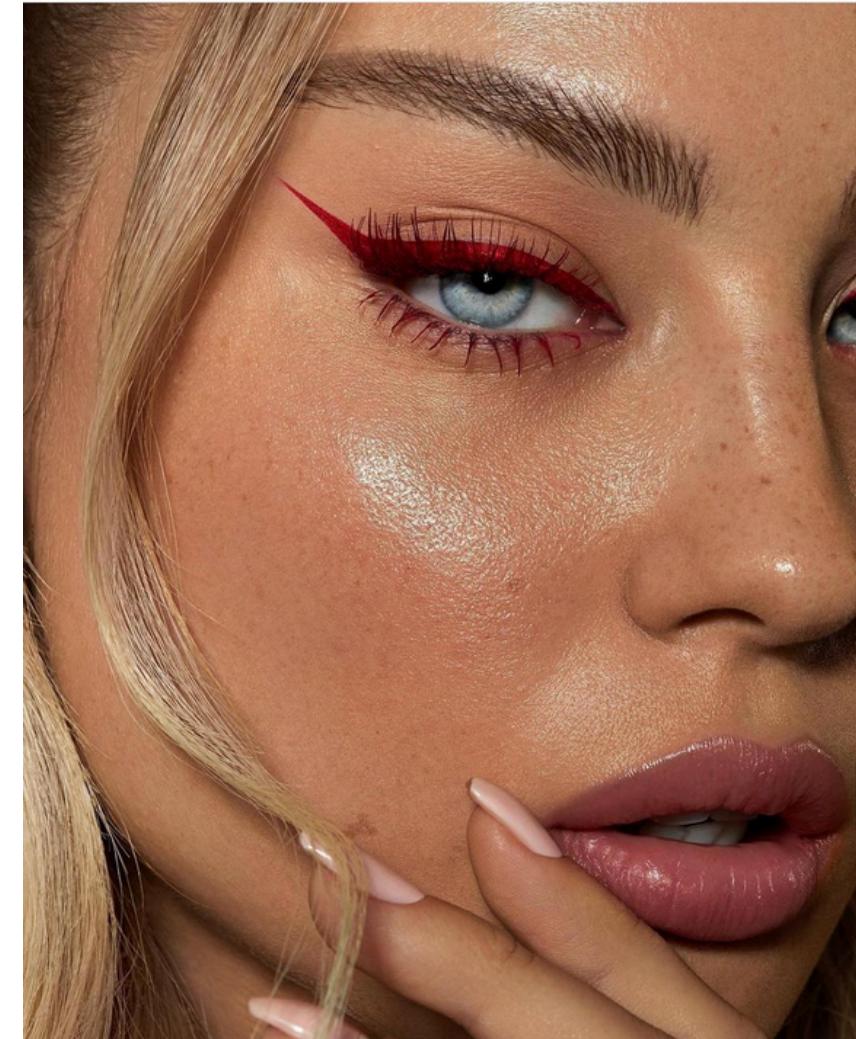
57,545 likes

Format: Reels

Views: 793,416 | Likes: 57,545 | Comments: 723

Content: Repost of an influencer's TikTok using the Eazdrop product on her skin. People loved the shade inclusivity and thought the influencer was beautiful and has amazing skin.

3


Heart Comment Share

73,194 likes

Format: Picture

Likes: 73,194 | Comments: 173

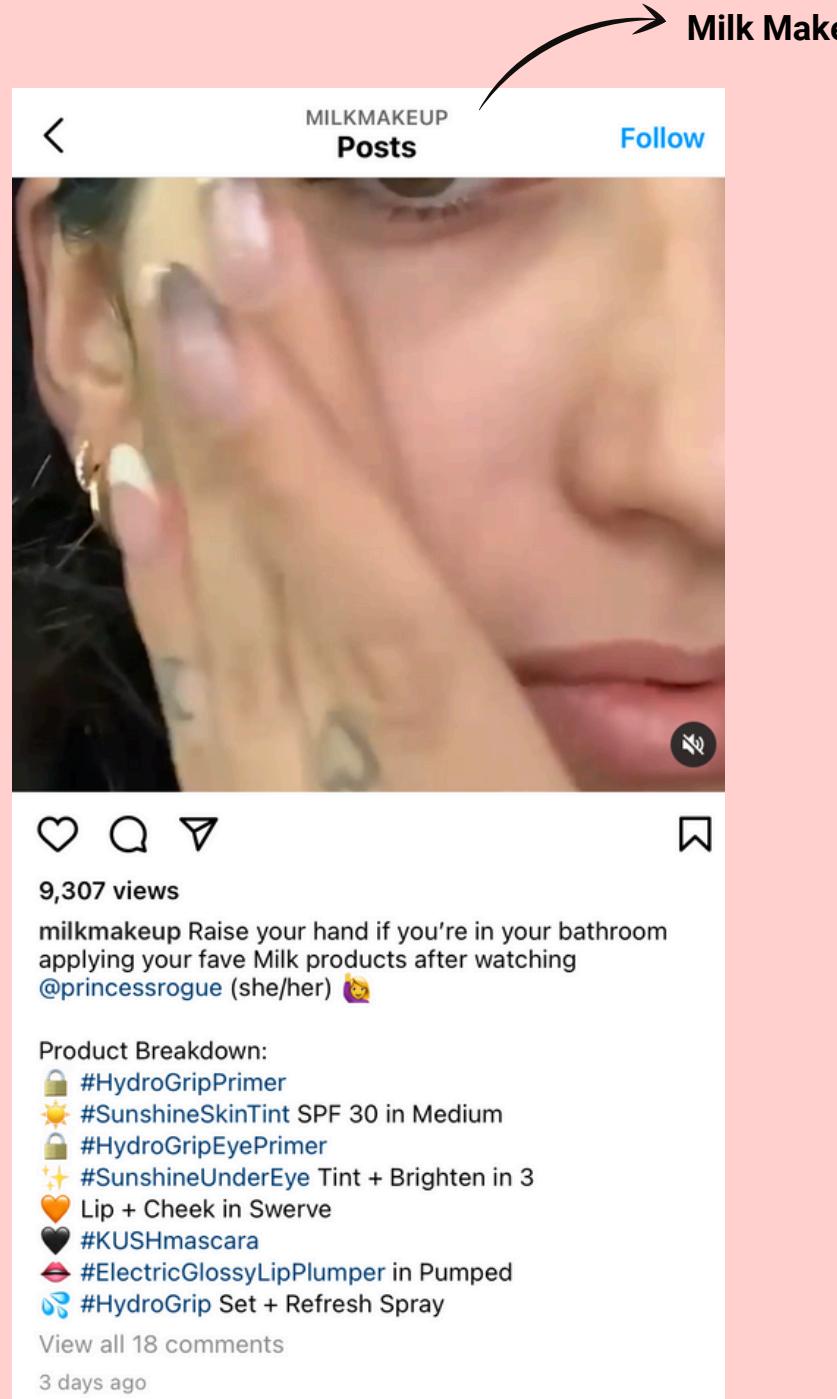
Content: Influencer wearing the matte foundation and gloss bomb. The close-up format and striking eyeliner caught people's initial attention. While this post has more likes than the aforementioned, it has a lower likes-to-comment ratio.

Recommendations

for Glossier:

1. Use more hashtags

While hashtags may not be the best way for users to connect with a social media post or account, the simple act of incorporating more hashtags can help boost visibility on the Explore page as well as give people the ability to stumble across posts they may otherwise not have seen.



2. Use alt text

Alt text is a great way to make any social media post more accessible to anyone who may have vision impairments and struggle with scrolling through feeds. It offers a unique experience in giving descriptions of each post to help guide users to understand what it is if they are unable to physically see it. Alt text and video captions are becoming increasingly popular and valued in general media.

3. Implement "Swipe up to shop" tool more

By incorporating the "swipe up to shop" element more in its story posts, Glossier can allow easier access for users to purchase the products advertised.



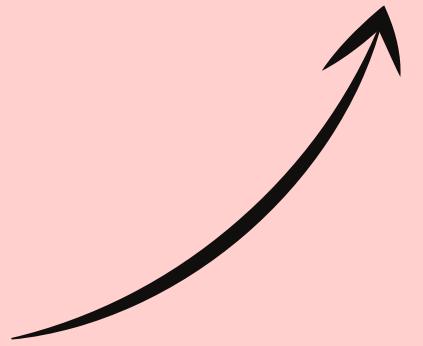
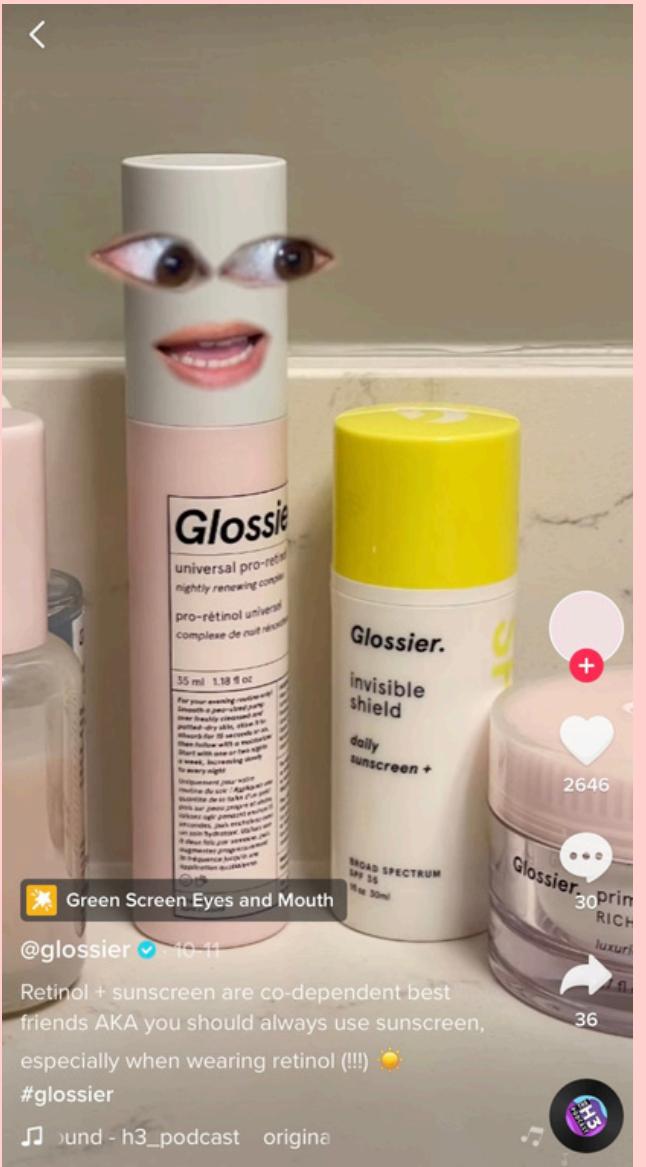
Recommendations (cont'd.):

4. Respond to more comments

While Glossier responds to a few comments per Instagram post, oftentimes people have questions and concerns that go unacknowledged. By interacting more with people in the comments section of its various social media platforms, Glossier can break the barrier between them and the consumer – building stronger trust, and boosting their customer service.

5. Continue posting TikTok trends, but focus on highlighting products/usage

Glossier posts many TikToks making jokes about the anthropomorphism/personification of their products. While this is fun and endearing, it does not effectively capture the audience in a way that makes them stick around. Users want to learn something or watch a product be applied. There is a big opportunity for the brand to lean into How-To videos and makeup/skincare tutorials to better appeal to beauty consumers, with a focus on product use and application.



6. Leverage YouTube more

Because YouTube and TikTok are both video platforms, Glossier can easily post content to both accounts to help build more brand unity (the current YouTube feed is not reflective of Glossier's TikTok or other social media accounts). There is huge growth opportunity for the brand through increased engagement and visibility if Glossier is able to enter YouTube's substantial beauty community. Again, focusing on informational videos as well as behind-the-scenes looks at operations can help make the consumer feel more connected to the brand on YouTube.

Recommendations (cont'd.):

7. Collaborate with a famous beauty influencer

There are a number of beauty influencers who have a strong following, and collaborating with them would help boost Glossier's visibility in the beauty world as well as bolster brand excitement similar to what happens when Glossier releases limited edition specialty items. The beauty influencer does not necessarily have to be extremely famous, micro-influencers can actually be more effective because they have a closer connection to their audience and are much more precise in capturing consumers within their field of specialization.



Pictured: Nikkie de Jager

8. Focusing more on sustainability efforts

Glossier's monochrome eyeshadow palette received a lot of recognition and praise for being eco-conscious due to its nearly-full recyclability. Additionally, many people reuse and even thrift the brand's packaging (I.e. their pink bubblewrap pouch), so emphasizing a more reusable packaging system will not only benefit the brand's public image, but also its impact on the environment and can remain in people's homes/lives for longer. By allowing people to hang onto Glossier's packaging, they will be reminded of the brand more often and therefore are more likely to repurchase.



samputsimply HECK YEAH RECYCLABLE
MAKEUP AND SKINCARE!!!!

3w 25 likes Reply



Recommendations (cont'd.):

9. Incorporate influencer's pronouns in the caption

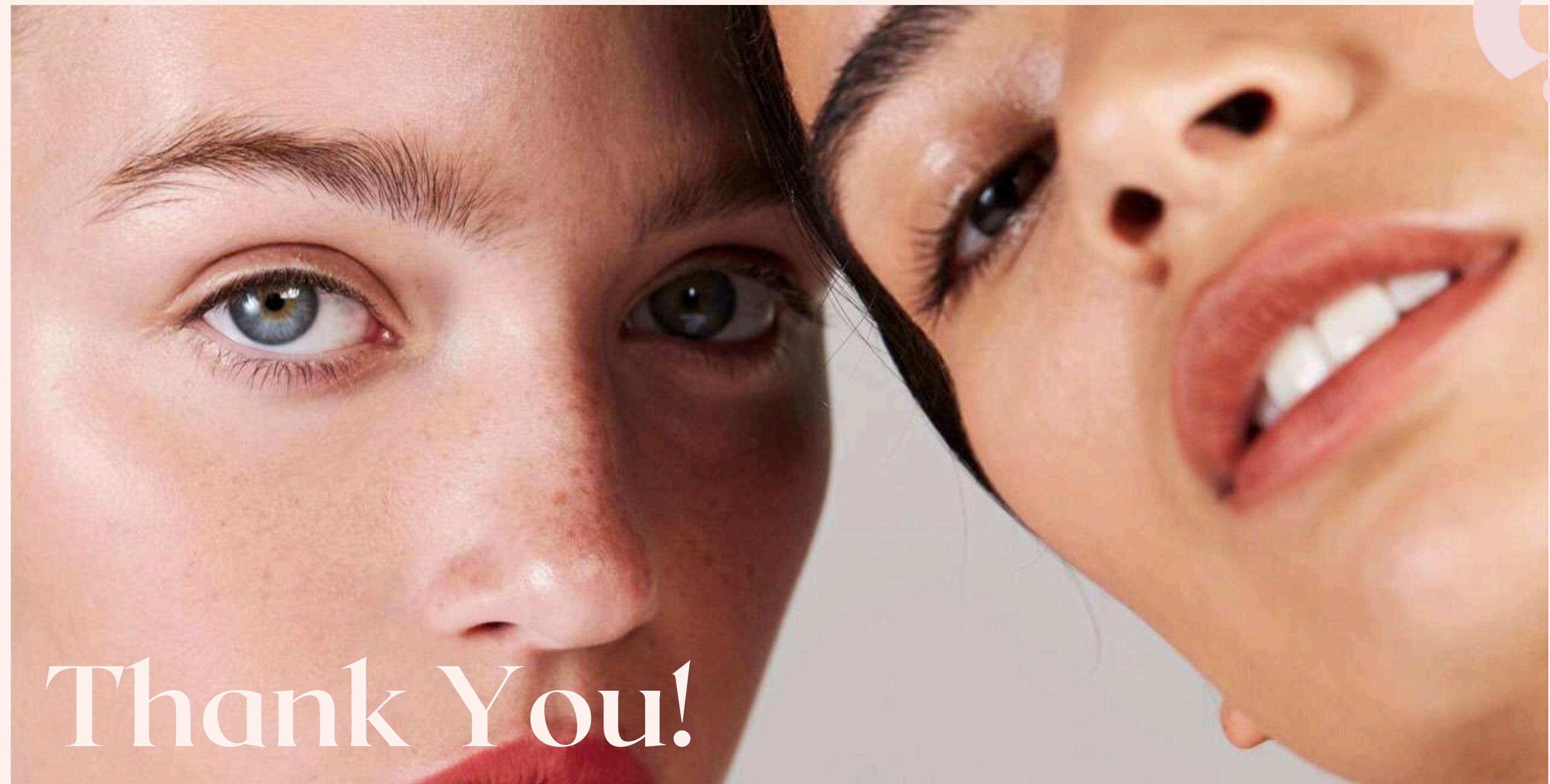
Although it is a small change, adding various elements like including influencers' pronouns will make Glossier's posts and overall messaging more inclusive. Both Milk Makeup and Fenty Beauty do this with most of their influencer posts, and people commend them for it in the comments section. This, along with incorporating alt text, posting models with a more diverse skin tone range, and more, will help boost the brand's image. Glossier values putting their consumers at the forefront -- focusing on more inclusive messaging tactics will help make the consumers feel stronger represented by the brand, and build a deeper connection with them.

 milkmakeup @musegold (she/her) is wearing #BionicBlush in Beyond  so now I'm wearing Bionic Blush in Beyond.

 fentybeauty What y'all know about that #FENTYFACE glow?  Our boo @desiboy.com.au (they/them) is

10. Lean into skincare side of the brand

Glossier focuses on skincare first and makeup second, but most of its social media posts focus on makeup products. To adapt their image and become more aligned with this core value, Glossier should aim to address the skincare side of the business more. This does not only have to be reflected in the number of skincare posts, but can also be achieved through partnering with other organizations that are more focused on wellness. Authenticity has become increasingly demanded by consumers from the brands they support. By leaning into an ingredient-oriented messaging, and focusing on what goes into Glossier's products, it can be better known for its skincare benefits, transparency, and build stronger connections between the brand and its consumers (specifically those who already value the skincare aspect).



Thank You!