



Social Media Audit Report
on Facebook, Instagram, and TikTok



From June 11 to June 28, 2025

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Introduction

After auditing Ben & Jerry's on their three main platforms, Facebook, Instagram, and TikTok, from June 11 to June 28, it is clear that the brand has a largely successful social media program. Ben & Jerry's content is creative, cause-driven, and often aligned with best practices, although there are opportunities to improve areas such as audience interaction and platform-specific optimization. This report summarizes Ben & Jerry's performance against standard best practices for social media content mix, posting schedule, engagement, and more. The following sections detail the audit findings and provide suggestions to make Ben & Jerry's social media program more effective.

Background

Ben & Jerry's is an ice cream company that was founded in 1978. They are known for their commitment to activism and corporate social responsibility. As stated on their [website About page](#), "We love making ice cream – but using our business to make the world a better place gives our work its meaning." Their core mission revolves around making ice cream and changing the world while doing so, with a focus on sustainability, product quality, and social justice. They offer a variety of flavors sold in stores and in Ben & Jerry's "scoop shops." They were acquired by Unilever in 2000 but operate as an independent subsidiary, although there have been some recent tensions about the extent of that independence.

Social Media Platforms



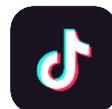
[Facebook](#): 8.5M followers

Bio: Ben & Jerry's believes business has a responsibility to give back to the community. We make the best possible ice cream in the nicest way possible.



[Instagram](#): 2M followers

Bio: Peace, Love, & Ice Cream. [linkin.bio/benandjerrys](#) and 4 more



[TikTok](#): 4.4M followers

Bio: Peace, Love & Ice Cream. [linkin.bio/benandjerrys](#)

Platform About/Bio Assessment

Overall, Ben & Jerry's follows best practices, although minor improvements could be made to take full advantage of the different platforms.

According to [Sprinklr](#), social media bios should be used for brand positioning and awareness, and Ben & Jerry's does that well. The brand's Instagram and TikTok bios are simple yet playful, effectively capturing their brand identity in just five words. "Peace, Love, & Ice Cream" reflects the brand's culture and commitment to social activism while also mentioning their main product. Ben & Jerry's also takes advantage of including links on both Instagram and TikTok. However, they should consider adding emojis (IG), a hashtag (IG or TikTok), or a CTA (TikTok or Facebook) to better follow [Sprinklr's](#) and [Hootsuite's](#) tips, but maybe they intentionally omitted all of that for simplicity.

Ben & Jerry's Facebook bio is more formal and emphasizes corporate social responsibility, which aligns with [Sprinklr's](#) direction to use Facebook bios to convey brand values. Some sort of CTA could improve it, and the copy could potentially be tightened up, but perhaps they wanted to use more of the full character count.

[Hootsuite](#) notes that Facebook's main Intro bio is different from what's in the About section. Ben & Jerry's uses the longer About section to showcase their personality and product quality rather than CSR.



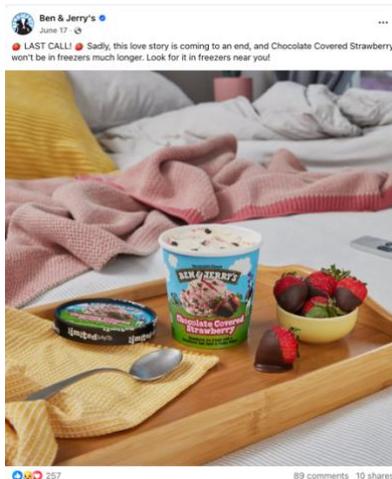
The brand uses some clever copywriting (e.g., "tastebud-boggling odyssey"). This could be due to their business priorities, if they purposely want to feature their commitment to CSR more prominently in their main bio and use the longer About section to go into detail about their product while showcasing their distinct voice.

What Ben & Jerry's Gets Right on Social Media

Ben & Jerry's effectively uses social media to show both a playful personality and a commitment to social issues. Across platforms, the brand balances product promotion with mission-driven storytelling, posting content that feels honest and true to who they are. Through thoughtful content choices and a clear, authentic voice, Ben & Jerry's creates a social media presence that informs, engages, and entertains audiences. The following analysis outlines key strengths in the brand's social media approach.

1. **Content Mix:** Ben & Jerry's features a well-balanced mix of product promotion, brand storytelling, social justice messaging, and cultural commentary. These elements are often blended, like by featuring pints of ice cream in entertaining videos, which keep the feed dynamic and multidimensional. The brand uses a variety of formats, including images, short-form videos, memes, and content related to activism. Some posts are humorous and playful, while others are more serious and informative, yet all remain aligned with the brand voice.

Ben & Jerry's content aligns with the 80-20 rule, as recommended by [Hootsuite](#), where 80% is designed to inform, educate, and entertain, while 20% directly promotes the brand. Of the 25 posts evaluated over a 10-day period across three platforms, about 24% were directly related to Ben & Jerry's flavors and products. The remaining 76% either entertained with playful content and captions (often still featuring products) or provided education and information related to CSR, advocacy, and current events.



2. **Engagement Strategies:** Ben & Jerry's excels at creating content that sparks dialogue. Instead of posts that go nowhere, their content directs audiences to more information and often invite real participation in social causes.
- **Authenticity:** Ben & Jerry's tone is authentic, witty, and conversational. At the same time, the brand does not shy away from serious topics. When addressing CSR or activism, their tone appropriately shifts to one that is clear, direct, and values-driven without being overly formal.
 - **Adaptability:** Ben & Jerry's ability to adapt tone based on topic, while still sounding like the same brand, is one of their strongest communication traits. Whether they're launching a new flavor or speaking out against injustice, their voice feels human and intentional, which helps build trust and brand affinity.
3. **CSR & Brand Values:** Ben & Jerry's is one of the few brands that consistently ties its social media presence to a clearly defined set of values related to CSR. Whether highlighting racial justice, LGBTQ+ rights, or a range of other causes, their messaging does not feel performative. Ben & Jerry's content educates while also advocating, making followers feel part of a mission-driven community.

Of the last 30 posts on each platform (as of July 15), approximately 20% on Facebook, 23% on Instagram, and 30% on TikTok focused on CSR topics such as fair trade, climate justice, LGBTQ+ rights, and systemic racism. Their Facebook bio even leads with a message about giving back to the community – before ice cream is mentioned – further signaling their brand priorities.



Ben & Jerry's approach to CSR content is multifaceted. They use a mix of carousels, short-form videos, and static images. Posts often include clear, actionable CTAs, such as linking to ACLU campaigns, encouraging followers to contact their representatives, or directing users to in-depth articles on their website, which follows [Forbes'](#) recommendation to involve followers. These tactics also align with the [Digital Marketing Institute's](#) best practices for engaging audiences and partnering with nonprofits.

The brand also shows agility and responsiveness to current events. For example, in late June, they posted about the Supreme Court's decision to uphold Tennessee's ban on gender-affirming care for trans youth within a week of the ruling. Ben & Jerry's tone was direct and unapologetic, encouraging followers to know their rights and continue advocating for change. This content reflects the brand's long-standing support of LGBTQ+ rights and commitment to human dignity.



Ben & Jerry's Juneteenth posts this year were equally powerful, using carousels and a direct-to-camera video to raise awareness about the connections between slavery and prison labor in the U.S. One post also featured quotes from incarcerated individuals who experienced prison labor, adding personal perspective to systemic issues.



Overall, Ben & Jerry's approach to CSR is bold. They post frequently, use a variety of content types, and highlight a range of causes. The brand goes beyond

making statements by backing them up with actions and encouraging participation.

Minor areas for improvement include ensuring all CSR content is posted consistently across all platforms and refining post length and CTAs in some cases.

4. **Platform Features:** Ben & Jerry's demonstrates strong proficiency in using key platform features across Facebook, Instagram, and TikTok to maximize engagement and visibility. The brand follows [Brandwatch](#)'s best practices by effectively using hashtags, helping content categorization and discoverability. Emoji use is purposeful and brand-aligned, incorporating food emojis (🍓🍌🍦), location pins (📍), and cause-related symbols (🏳️‍🌈🏳️‍⚧️🗳️🗳️) to enhance visual appeal.
 - **Short-form Video:** The brand's content shows an understanding of platform-specific formats, including Instagram and Facebook reels, TikTok videos, and carousels. Following [Social Insider's](#) recommendation to invest in short-form video content, Ben & Jerry's shares a range of content, from playful product videos to stop-motion style content to educational posts about social issues.
 - **Carousels:** [Social Insider](#) notes that carousels help reach wider audiences and encourage users to spend more time on content, especially on Instagram. Ben & Jerry's leverages carousels primarily for educational content. According to [Hootsuite](#), using different formats on TikTok is key since users enjoy variety, and Ben & Jerry's successfully does this by posting videos and photo carousels.
5. **Content Posting:** Ben & Jerry's is mostly consistent in their posting frequency, maintaining regular content distribution across Facebook, Instagram, and TikTok throughout the 10-day audit period, typically posting several times per week. The brand shows some strategic awareness of optimal posting days and follows [Sprout Social's](#) recommendation by posting on Wednesdays, which is considered the best day for social media engagement. Ben & Jerry's also demonstrates thoughtful content sequencing, strategically spacing more serious social justice content around relevant holidays and current events (e.g., Juneteenth) before transitioning to lighter, product-focused posts, showing they understand how to balance their dual identity as both an ice cream brand and social advocacy platform.

Recommendations for Improvement

While Ben & Jerry's has a strong foundation on social media, there are several areas where adjustments could lead to stronger engagement and performance. The recommendations that follow focus on improving community interaction, tailoring content to each platform, refining posting habits, and exploring more interactive formats to better connect with their audience.

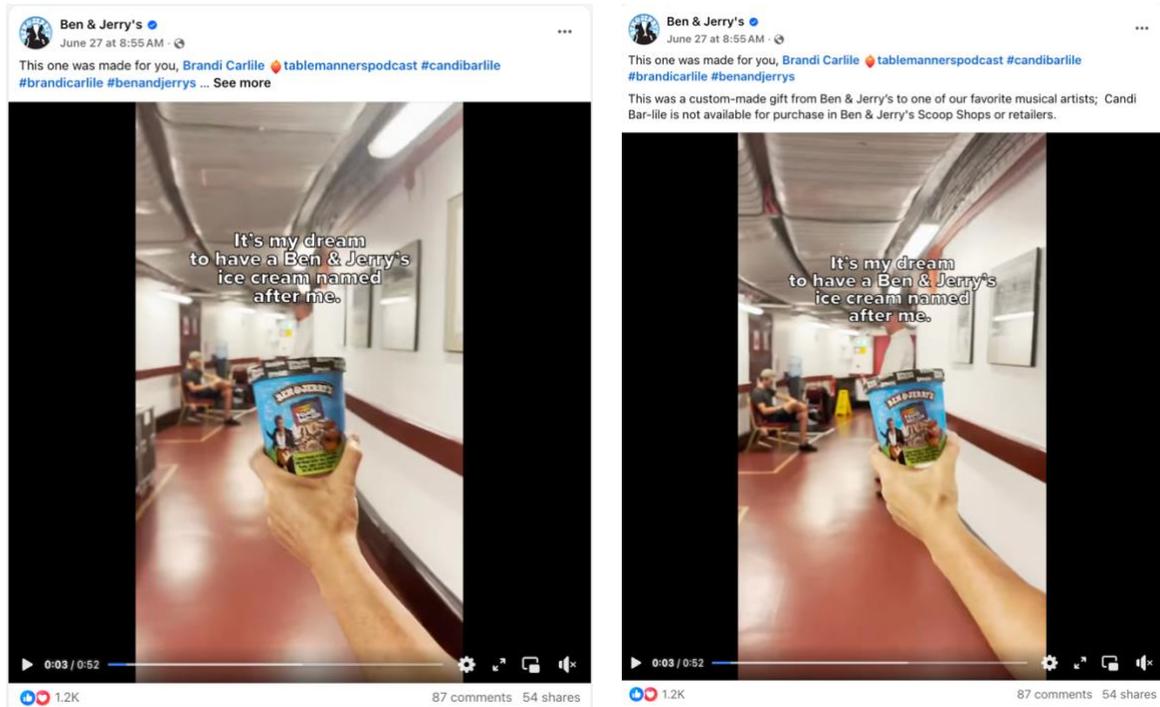
1. **Engage with Followers:** Ben & Jerry's shows significant room for improvement in follower engagement and community management across all platforms. During the 10-day audit period, the brand consistently failed to respond to user comments, questions, or complaints, with only two notable exceptions on Instagram, where they briefly engaged with comments from another brand and replied to multiple comments clarifying that a custom flavor was made exclusively for Brandi Carlile and is not available for purchase.

According to [Hootsuite](#), brands should actively respond to user comments and engage with followers. Ben & Jerry's missed numerous opportunities to address customer requests and concerns about product availability, as well as to reinforce positivity and show appreciation for support.

2. **Platform-Specific Post Length:** Ben & Jerry's could better tailor their content and copy to each platform's specific best practices, especially regarding caption and video length. Captions frequently exceed recommended character limits, contrary to [Hootsuite](#)'s guidance of 1-80 characters for Facebook and 138-150 characters for Instagram, sometimes requiring users to click "see more" to read the full caption. For example, in a Facebook post about the mango flavor, the CTA is cut off.



On another Facebook post about a custom flavor made for Brandi Carlile, users must click “see more” to read that it is a custom-made gift not available for purchase, which seems like an important disclaimer that should be clearly visible rather than feeling like a footnote.



Also, even when Ben & Jerry's shares the same image or video across platforms, they should consider adjusting the caption, not just the CTA, to better fit the audience and context of each platform.

Similarly, the brand's video content often exceeds platform-specific recommendations. [Hootsuite](#) suggests 30-60 seconds for Facebook, 15 seconds for Instagram, and just 7-15 seconds for TikTok, but some of Ben & Jerry's videos run longer than these guidelines.

3. **Posting Schedule:** Ben & Jerry's posting schedule reveals several opportunities to optimize timing. While they do post on recommended days like Wednesday, some posts fall outside platform-specific optimal time windows. For example, they posted at 12:00 PM on Facebook, even though [Sprout Social](#) recommends posting between 8-11 AM and 3-5 PM. The brand also posts on less effective days, including Saturdays on Instagram, which [Sprout Social](#) identifies as the worst day for engagement on that platform.

- 4. Interactive Content Formats:** Although Ben & Jerry's uses a range of content types (e.g., videos, images, carousels), they could increase engagement by experimenting with additional interactive formats such as polls, questions, user-generated content campaigns, and contests, as recommended by [Sprout Social](#). For example, during the Brandi Carlile custom flavor reveal, a missed opportunity was not asking followers, "what flavor would you want named after you?" which could have significantly increased engagement and participation while staying true to their brand personality.

Conclusion

While Ben & Jerry's posts regularly and demonstrates strong proficiency with platform features like hashtags, emojis, and diverse content formats, their social media strategy reveals some opportunities for improvement. TikTok consistently generates the highest engagement, even though Facebook has the most followers. Notably, Facebook posts tend to attract more negative sentiment. By following the recommendations in this report, particularly around audience engagement and optimizing content for each platform, Ben & Jerry's can likely increase engagement on Facebook and Instagram while maintaining strong performance on TikTok.

Source List

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Addendum: Audit Tables

Day 1 – Wednesday, June 11, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB 12:00PM	Image of purple ice cream in a cone Caption: NEW Scoop Shop exclusive flavor just dropped! Look for UltraViolet at your nearest shop, featuring vanilla ice cream, gooey marshmallow swirls, gluten-free chocolate cookies, and fudge flakes! 📍 Find your nearest Scoop Shop now: https://benjerrys.co/401H8p3	354 reactions, 59 comments, 17 shares Mixed sentiment: Some excitement and enthusiasm: “MAKE THIS INTO PINTS” “LOVE that it is certified GF!!!” Some neutral: “Wait, why just vanilla if it’s purple? 🤔” “Why not make it a berry-type flavor?” “What makes it purple?” “I feel like this was a missed opportunity...” Some negative: “Color me disappointed.” “Artificial colors now?” “Stop putting corn syrup...”	No brand response to comments
Instagram 2M followers	1 post on IG	Image of purple ice cream in a cone Caption: NEW Scoop Shop exclusive flavor just dropped! Look for UltraViolet at your nearest shop, featuring vanilla ice cream, gooey marshmallow swirls, gluten-free chocolate cookies, and fudge flakes! 📍 Find your nearest Scoop Shop now at the link in our bio.	82 comments Largely positive sentiment, especially around gluten-free enthusiasm, flavor excitement, and brand loyalty. There are some neutral comments and customer requests (dairy-free, ube, black raspberry), and a small cluster of political comments.	No brand response to comments

According to [Sprout Social](#), the best overall day to post on social media is Wednesday, so Ben & Jerry's is following that best practice since they posted on two different platforms. That being said, [Sprout Social](#) also notes that the best times to post on Facebook on Wednesdays are 8–11 a.m. and 3–5 p.m., but Ben & Jerry's FB post was at 12:00 p.m. which is slightly outside of the recommended windows.

Although CTAs can be beneficial, [Sprout Social](#) recommends engaging followers on Facebook without making them leave Facebook, which this post goes against, since they link to the Ben & Jerry's website. Similarly, [Social Insider](#) recommends using stronger Instagram CTAs than sending followers to a link in bio, which this post does.

Day 2 – Thursday, June 12, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
TikTok 4.4M followers	1 post 12:00PM	Video of Ben & Jerry’s pints with other items in a shopping cart Caption: Shop it like it's hot. #benandjerrys #icecream #shoppingbasket	2598 likes, 77 comments, 54 saves Mixed sentiment: Some negative/discontent, like calling for CEO changes. Some positive and neutral with flavor requests and emojis.	No brand response to comments

[Hootsuite](#) recommends using hashtags on TikTok, and Ben & Jerry’s follows the best practice of three relevant hashtags for this video. The article also says brands should have fun and show personality, and this video is playful with the content and the pun in the caption.

Day 3 – Tuesday, June 17, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB 12:00 PM	Image of chocolate covered strawberry flavor Caption: 🍓 LAST CALL! 🍓 Sadly, this love story is coming to an end, and Chocolate Covered Strawberry won't be in freezers much longer. Look for it in freezers near you!	248 reactions, 82 comments, 9 shares The main sentiment is disappointment about accessibility, not about the flavor itself. Many commenters express affection for the brand and flavor, but they're frustrated by limited availability, inconsistent distribution, and unclear discontinuation messaging	No brand response to comments
Instagram 2M followers	2 posts on IG	Image of chocolate covered strawberry flavor Caption: 🍓 LAST CALL! 🍓 Sadly, this love story is coming to an end, and Chocolate Covered Strawberry won't be in freezers much longer. Look for it in freezers near you!	77 comments Mostly negative sentiment, with frustration and disappointment about product availability	No brand response to comments
TikTok 4.4M followers	1 post on TikTok	Video of pouring various cookie dough mix pieces into a bowl Caption: Get that mix fix. #benandjerrys #cookiedough #doughmix #snacktime #weekendvibes #asmr	21.8K likes, 256 comments, 1030 saves Mostly positive, with excitement, affection for the brand, humor, and emojis. A few negative comments expressing political dissatisfaction or skepticism related to brand leadership changes.	No brand response to comments

[Hootsuite](#) recommends keeping Facebook posts to 1-80 characters, but this post is longer, so users may have to click “see more” to read the full caption. The ideal Instagram post length is 138-150 characters, so this is within that range.

Also, according to [Hootsuite](#), brands should respond to user comments and engage with followers, but Ben & Jerry’s is not doing that.

Day 4 – Wednesday, June 18, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB 10:01 AM	Image with text and link to activism letter to representatives Caption: This Juneteenth, remember that slavery didn't actually end in 1865, it just moved behind prison walls.  TAKE ACTION TODAY to #EndtheException and end slavery in prisons once and for all: https://benjerrys.co/4kLMjBU	2k reactions; 448 comments, 311 shares Mostly negative (critical, angry) with about 10% positive and supportive	No brand response to comments
Instagram 2M followers	1 post on IG	Images (carousel) with information about slavery in the US Caption: This #Juneteenth, remember that slavery didn't actually end in 1865, it just moved behind prison walls.  TAKE ACTION TODAY to #EndtheException and end slavery in prisons once and for all. Link in our bio!	288 comments Mostly positive (supportive, grateful)	No brand response to comments
TikTok 4.4M followers	1 post on TikTok	Images (carousel) with information about slavery in the US Caption: #EndtheException This #Juneteenth, remember that slavery didn't actually end in 1865, it just moved behind prison walls.  TAKE ACTION TODAY to #EndtheException and end slavery in prisons once and for all. Link in our bio!	15.4k likes, 242 comments, 859 saves Mostly positive (supportive, enthusiasm) Some neutral (questioning leadership changes)	No brand response to comments

According to [Social Insider](#), carousel posts on Instagram help reach a wider audience, and Ben & Jerry's is doing that, particularly with this content related to CSR. They

posted 6 images in a carousel about how slavery still exists in the U.S. through prison labor. The slides build on each other, and it is educational and informational. The last image has a CTA encouraging followers to support the cause by following the link to contact their local representatives.

Day 5 – Thursday, June 19, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB (time unknown because it is a reel)	Video (reel) educating about the history of slavery and Juneteenth and forced prison labor This #Juneteenth join the movement to and finally end slavery in the US once and for all. TAKE ACTION NOW: https://benjerrys.co/44lsz2e	294 reactions; 77 comments; 50 shares; 14.5K views Mostly negative sentiment, with many political comments and very critical language. Some comments of support.	No brand response to comments
Instagram 2M followers	1 post on IG	Video (reel) educating about the history of slavery and Juneteenth and forced prison labor Caption: This #Juneteenth , join the movement to #EndtheException and finally end slavery in the US once and for all. TAKE ACTION at the link in our bio!	131 comments Mostly positive sentiment with comments of support and brand loyalty, but about 25% negative sentiment with hostile and political comments, and some off-topic rants	No brand response to comments
TikTok 4.4M followers	2 posts on TikTok	Photo carousel with Kendrick Lamar song about how slavery still exists in the U.S. and three quotes from people who experienced slavery in prison Caption: This #Juneteenth, it's more important than ever that we continue the fight to end slavery in prisons. TAKE ACTION NOW at the link in our bio! #benandjerrys #endtheexception	15.4K likes; 123 comments; 938 saves; 288 shares Mostly positive sentiment with supportive, grateful, and inspired comments; about 15% negative (dismissive, contrarian, critical) and 15% neutral (sharing other facts and stories)	No brand response to comments

[Hootsuite](#) recommends trying different formats on TikTok, since most users enjoy a mix of videos and images. Ben & Jerry's follows this best practice effectively by using a carousel of photos.

[Metricool's](#) social media study highlights the importance of calls-to-action to prompt users to take a specific action, which Ben & Jerry's does at the end of the carousel on TikTok. However, it would be more effective to have CTAs that are more specific and easier to follow than having users go to the link in their bio.

Day 6 – Friday, June 20, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Instagram 2M followers	2 posts on IG	Video (looks like stop motion) of someone pushing a pint slowly on a counter that changes into different flavors with the text, “We’re gonna need a bigger freezer...” and using the Jaws theme Caption: Ice scream. You scream. 🤪🍦	12 comments Positive sentiment	Liked and responded playfully/positively to two positive comments from other brands
TikTok 4.4M followers	2 posts on TikTok	Video (looks like stop motion) of someone pushing a pint slowly on a counter that changes into different flavors with the text, “We’re gonna need a bigger freezer...” and using the Jaws theme Caption: Ice scream. You scream. 🤪🍦	2835 likes; 51 comments; 46 saves; 14 shares Positive sentiment, with a few comments about specific flavors	No brand response to comments
TikTok 4.4M followers	2 posts on TikTok	Video of a girl sitting in a room decorated in all green eating pistachio flavor (shows the pint then scooped into a green dish with the text, “POV: you’re pistachio obsessed” Caption: Pistachio Pistachio summer, anyone? #benandjerrys #icecream #pistachio	671 likes; 32 comments; 12 saves; 20 shares Mostly positive sentiment, with some neutral/unrelated comments	No brand response to comments

Ben & Jerry’s posted multiple times this day – twice on Instagram and twice on TikTok. According to [Sprout Social](#), Fridays are not the best day to post on these platforms, so it’s possible they would have gotten better engagement if they had planned for at least one of the posts to be earlier in the week, but perhaps they were saving these more lighthearted posts for after Juneteenth, since they had more serious posts on Wednesday and Thursday.

This was, however, the first time in over one week (if not longer) that Ben & Jerry’s responded to comments on a post, which [Hootsuite](#) recommends doing. However, it is worth noting that the responses were on a post with relatively low engagement, and

they were not related to complaints or customer service requests but more so continuing the positivity with light humor and reinforcing the brand identity.

Day 7 – Saturday, June 21, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Instagram 2M followers	1 post on IG	Image of an ice cream cone with two scoops of yellow ice cream with rainbow sprinkles in a waffle cone Caption: 🥭 MANGO IS BACK AT THE SCOOP SHOP! 🥭 Do the Mango tango with the summer's hottest flavor, mango ice cream swirled with sweet cream ice cream. Only at Scoop Shops! Find your nearest shop now at the link in our bio.	27 comments Mostly positive sentiment, with one complaint about another flavor, a few unrelated comments, and a few political comments	No brand response to comments
Facebook 8.5M followers	1 post on FB 11:06 AM	Image of an ice cream cone with two scoops of yellow ice cream with rainbow sprinkles in a waffle cone Caption: 🥭 MANGO IS BACK AT THE SCOOP SHOP! 🥭 Do the Mango tango with the summer's hottest flavor, mango ice cream swirled with sweet cream ice cream. Only at Scoop Shops! Find your nearest shop now: https://benjerrys.co/4460Vol	287 reactions; 41 comments; 10 shares Mostly positive sentiment showing support and excitement, with a few mixed or politically charged comments and several critical and hostile comments	No brand response to comments

According to [Hootsuite](#), the ideal Instagram post length is 138-150 characters, but this is slightly longer (172 without spaces and 213 with spaces). They should consider being more concise to capture users' attention while keeping the playful tone to show off the brand's personality. It is also much longer than Facebook's ideal post length of 1-80 characters. So, they should consider tailoring their captions more to the different platforms.

Also, according to [Sprout Social](#), the worst day to post on Instagram is Saturday, so Ben & Jerry's would likely get better engagement if they posted this on another day.

Day 8 – Thursday, June 26, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Instagram 2M followers	1 post on IG	<p>2-image carousel with text showing support for trans rights</p> <p>Caption: Trans rights are human rights. Last week’s Supreme Court ruling in U.S. v Skrmetti is a profound setback in the fight for health care for trans communities in Tennessee and across the nation.</p> <p>Everyone deserves access to basic, life-saving health care, including gender-affirming care and the government should not be allowed to pick and choose who has access to essential care.</p> <p>Ben & Jerry’s stands proudly with trans youth and their families today and every day. “We the people” means all the people; Constitutional protections need to apply to every single one of us, no exceptions.</p>	<p>379 comments</p> <p>Mostly positive sentiment showing support, but the few negative comments are very hostile</p>	No brand response to comments
TikTok 4.4M followers	1 post on TikTok	<p>2-image carousel with text showing support for trans rights</p> <p>Caption: Trans rights are human rights. Last week’s Supreme Court ruling in U.S. v Skrmetti is a profound setback in the fight for health care for trans communities in Tennessee and across the nation.</p> <p>Everyone deserves access</p>	<p>2873 likes; 46 comments; 112 saves; 32 shares</p> <p>Mostly positive sentiment</p>	No brand response to comments

		<p>to basic, life-saving health care, including gender-affirming care and the government should not be allowed to pick and choose who has access to essential care.</p> <p>Ben & Jerry's stands proudly with trans youth and their families today and every day. "We the people" means all the people; Constitutional protections need to apply to every single one of us, no exceptions.</p>		
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[Social Insider](#) mentions the importance of putting together a strong social media team with writing proficiency, but there are a few minor typos in the caption. The caption is still clear and readable, and the message comes across, but a few minor punctuation and capitalization adjustments could improve flow and make the brand seem even stronger and more polished.

Using a carousel post is smart, though, which [Social Insider](#) says encourages users to spend more time on the content and increase interaction.

The purpose of these posts seems to be to show support despite a recent Supreme Court ruling. Adding a CTA for others to get on board, learn more, or show support in an actionable way might have helped drive more engagement, according to [Social Insider](#), especially since most comments are supportive.

Day 9 – Friday, June 27, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB 8:55 AM	Video bringing a pint of “Candi Bar-lile” ice cream to Brandi Carlile with audio of Brandi Carlile talking about how she wants a flavor named after her and then Brandi Carlile’s reaction to it and tasting it Caption: This one was made for you, Brandi Carlile 🍷 tablemannerspodcast #candibarlile #brandicarlile #benandjerrys This was a custom-made gift from Ben & Jerry’s to one of our favorite musical artists; Candi Bar-lile is not available for purchase in Ben & Jerry’s Scoop Shops or retailers.	1K reactions; 78 comments; 39K views Mostly positive sentiment showing excitement. Common request to make the flavor publicly available.	No brand response to comments
Instagram 2M followers	1 post on IG	Video bringing a pint of “Candi Bar-lile” ice cream to Brandi Carlile with audio of Brandi Carlile talking about how she wants a flavor named after her and then Brandi Carlile’s reaction to it and tasting it Caption: This one was made for you, @brandicarlile ❤️🍷@tablemannerspodcast #candibarlile #brandicarlile #benandjerrys This was a custom-made gift from Ben & Jerry’s to one of our favorite musical artists; Candi Bar-lile is not available for purchase in Ben & Jerry’s Scoop Shops or retailers.	247 comments Mostly positive sentiment showing excitement. Common request to make the flavor publicly available.	Replied to multiple comments clarifying that this flavor was made just for Brandi and is not available for purchase

TikTok 4.4M followers	1 post on TikTok	<p>Video bringing a pint of “Candi Bar-lile” ice cream to Brandi Carlile with audio of Brandi Carlile talking about how she wants a flavor named after her and then Brandi Carlile’s reaction to it and tasting it</p> <p>Caption: This one was made for you, @Brandi Carlile ❤️🔥 @Table Manners Podcast #candibarlile #brandicarlile #benandjerrys</p> <p>This was a custom-made gift from Ben & Jerry’s to one of our favorite musical artists; Candi Bar-lile is not available for purchase in Ben & Jerry’s Scoop Shops or retailers.</p>	857 likes; 25 comments; 26 saves; 32 shares Mostly positive sentiment	No brand response to comments
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The caption is longer than [Hootsuite’s](#) recommended character count for Facebook, so users must click “see more” to read that this is a custom-made gift not available for purchase, which seems like an important disclaimer that should be clearly visible rather than feeling like a footnote.

Featuring Brandi Carlile, a celebrity, may boost engagement, according to [Hubspot](#).

Additionally, according to [Sprout Social](#), consumers want to see authenticity, and showing Brandi Carlile’s live reaction and tasting makes the content feel genuine and not overly produced. Custom-making this flavor shows creativity, too.

There is no CTA or prompt to engage. One suggestion from [Hubspot](#) that Ben & Jerry’s could have used is asking a question, like “what flavor would you want named after you?” to invite comments and boost engagement. This could also be an opportunity for a contest, inviting users to enter for a chance to get a custom-made flavor with a special name.

Day 10 – Saturday, June 28, 2025

Platform & Reach	How Many Posts & When Posted Time of Day	What Type Content — Video, Image, Gif, Question	Overall Engagement: Feedback/Comments from Followers Note # of (Like, /Comments, Shares... AND Overall Sentiment: Positive, Negative, Neutral, Mixed	Brand/Org Engagement Back to Fans, Followers Note Response Time to User if there was question/issue
Facebook 8.5M followers	1 post on FB	<p>Video explaining the history of the Stonewall riots and Pride with footage and accompanying emojis and images overlaid</p> <p>Caption: Today marks 56 years since the Stonewall riots sparked a global movement for LGBTQIA+ equality. And while a lot has changed since then, the struggle for equality continues. 🏳️‍🌈 🏳️‍🌈👩‍🚫 Learn more about your rights at a protest now: #benandjerrys #pride #stonewall #knowyourrights #lgbt #lgbtqia</p>	<p>383 likes; 40 comments; 54 shares</p> <p>Mixed sentiment, with some positive and supportive of Pride while others are hostile, dismissive, or hateful</p>	No brand response to comments
Instagram 2M followers	1 post on IG	<p>Video explaining the history of the Stonewall riots and Pride with footage and accompanying emojis and images overlaid</p> <p>Caption: Today marks 56 years since the Stonewall riots sparked a global movement for LGBTQIA+ equality. And while a lot has changed since then, the struggle for equality continues. 🏳️‍🌈 🏳️‍🌈👩‍🚫 Learn more about your rights at a protest now at the link in our bio! #benandjerrys #pride #stonewall #knowyourrights #lgbt #lgbtqia</p>	<p>118 comments</p> <p>Mostly positive sentiment with strong brand love and LGBTQ+ support</p>	No brand response to comments

TikTok 4.4M followers	1 post on TikTok	Video explaining the history of the Stonewall riots and Pride with footage and accompanying emojis and images overlaid Caption: Today marks 56 years since the Stonewall riots sparked a global movement for LGBTQIA+ equality. And while a lot has changed since then, the struggle for equality continues. 🏳️‍🌈 🗺️👧 Learn more about your rights at a protest now at the link in our bio! #benandjerrys #pride #stonewall #knowyourrights #lgbt #lgbtqia	2106 likes; 35 comments; 116 saves; 44 shares Mostly positive sentiment showing support, with some skepticism or criticism around the firing of the company founder	No brand response to comments
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According to [Social Insider](#), brands should invest in short-form video, so Ben & Jerry's is following that best practice by posting this video content. This video is 1:12 long, which is longer than the recommended video length on all three platforms; according to [Hootsuite](#), the ideal video length on Facebook is 30-60 seconds, the ideal video length on Instagram is 15 seconds, and the ideal video length on TikTok is just 7-15 seconds. They should consider shorter videos to increase engagement or try other strategies like splitting it into parts on TikTok, for example. That being said, this is not a traditional promotional or "fun" video, it's about an important issue, so it makes more sense that this is longer.

These posts demonstrate that Ben & Jerry's is effectively following [Forbes'](#) recommendations regarding CSR on social media. Ben & Jerry's doesn't just share their perspective; they also involve followers and encourage them to learn about their rights. They also keep the focus on the issue and impact rather than on themselves.