Right Guard

Social Media Analysis

BY ROBERTO SANCHEZ  814746108
DECEMBER 11, 2014, JMS 462 FALL 2014
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Company Description</td>
<td>3</td>
</tr>
<tr>
<td>2. Social Media Analysis</td>
<td>3</td>
</tr>
<tr>
<td>2.1 Facebook</td>
<td>4</td>
</tr>
<tr>
<td>A) Set Community Expectations</td>
<td>4</td>
</tr>
<tr>
<td>B) Provide Cohesive Branding</td>
<td>4</td>
</tr>
<tr>
<td>C) Be Up To Date</td>
<td>5</td>
</tr>
<tr>
<td>D) Live Authenticity, Participate in Dialogue, and Enable Peer-to-Peer Interaction</td>
<td>5</td>
</tr>
<tr>
<td>E) Foster Advocacy</td>
<td>7</td>
</tr>
<tr>
<td>F) Solicit A Call To Action</td>
<td>8</td>
</tr>
<tr>
<td>2.2 Twitter</td>
<td>8</td>
</tr>
<tr>
<td>2.3 YouTube</td>
<td>9</td>
</tr>
<tr>
<td>2.4 Instagram</td>
<td>10</td>
</tr>
<tr>
<td>3. Recommendations</td>
<td>11</td>
</tr>
<tr>
<td>3.1 Three C’s of Trust</td>
<td>11</td>
</tr>
<tr>
<td>3.2 Brand Community</td>
<td>12</td>
</tr>
<tr>
<td>3.3 Brand Advocates</td>
<td>14</td>
</tr>
<tr>
<td>3.4 Visual Content</td>
<td>15</td>
</tr>
<tr>
<td>A) Comics and Memes</td>
<td>15</td>
</tr>
<tr>
<td>B) Infographics</td>
<td>15</td>
</tr>
<tr>
<td>C) Photos and Videos</td>
<td>15</td>
</tr>
<tr>
<td>D) Visual Note-Taking</td>
<td>16</td>
</tr>
<tr>
<td>4. Conclusion</td>
<td>17</td>
</tr>
<tr>
<td>5. References</td>
<td>18</td>
</tr>
</tbody>
</table>
1. Company Description

Right Guard was founded in 1961 by its parent company Gillette. Right Guard is best known for creating the first aerosol antiperspirant. Currently, Right Guard has been committed to being the ultimate brand in odor and wetness protection for active men. Right Guard has been one of the world’s leading names in antiperspirants and deodorants offering products such as the Xtreme Clear, a deodorant that doesn’t leave a streaky white mess, and the Clinical Clear which helps control profuse sweating. Most of Right Guard’s Xtreme Fresh products guarantee a 72 hour protection against foul body odor. Right Guard guarantees its products provide long-lasting protection and confidence to people whether on the field or hard at work (RightGuard.com, 2014). Right Guard is currently manufactured by the Dial Corporation unit of Henkel North America. In 2008, Right Guard became the official deodorant of the NBA and launched a variety of initiatives such as retail promotions, NBA-themed advertisements, and online content (NBA.com, 2010).

2. Social Media Analysis

Right Guard has built its brand by advertising itself as the deodorant for athletes and the “active” man. Right Guard has a laid-back and relaxed approach on social media and its posts are geared to a male audience. Right Guard has had decent promotion campaigns in the past, but fails to update several of its social media websites on a regularly basis. Right Guard also fails to engage the customer with genuine conversations on a regularly basis and it feels like its goals on social media are to sell products. Right Guard has several good promotion ideas, but it needs to enhance its consumer engagement with more two-way communication. Right Guard’s strengths and weaknesses will be evaluated based on the social media websites it is currently on: Facebook, Twitter, YouTube, and Instagram. All of Right Guard’s social media websites are promoted on its official website, http://www.rightguard.com/.
2.1 Facebook

Right Guard is most active on Facebook. Its Facebook page launched April 27, 2009 and currently has 415,727 likes and 966 people talking about it. Right Guard allows people to post to its wall and will respond to their concerns, but Right Guard hasn’t established a brand community. According to lecture, there are eight criteria for being successful on Facebook: set community expectations, provide cohesive branding, be up to date, live authenticity, participate in dialog, enable peer-to-peer interaction, foster advocacy, and solicit a call to action (JMS 462 Fall 2014, 10/9/14).

A) Set Community Expectations

As learned in lecture, a brand on Facebook “should clearly articulate expectation to reduce confusion, disappointment, and abuse.” The brand should “define appropriate versus inappropriate behaviors and what content will be policed” (JMS 462 Fall 2014, 10/9/14). Right Guard’s mission statement is “Right Guard is committed to being the ultimate brand in odor and wetness protection” (Right Guard Facebook Page), but it has no “Terms and Conditions” published. Without proper guidelines anymore can post whatever they want which could lead to inappropriate behavior and confusion among consumers.

B) Provide Cohesive Branding

Right Guard maintains the image of being a top deodorant for active men as seen in Figure 1. The image is Right Guard’s cover photo on its Facebook page which shows several athletes and has an image of one of Right Guard’s products. Athletes are constantly displayed across all of Right Guard’s social media websites, but they are often accompanied by a product the company is trying to sell which makes it seem like an extended advertisement. Right Guard’s
strategy of showing athletic men is a good choice and represents the brand, but its focus shouldn’t be on promoting products.

![Right Guard on Facebook](Facebook.com/RightGuard, 2014)

**C) Be up to date**

Right Guard updates on a frequent basis. The company posts a few times one day and none on others. On average, Right Guard’s posts will receive 20 likes and 10 comments, but for contests and other promotions the likes and comments will be in the hundreds. Right Guard posts more frequently during the holiday season and writes its posts to persuade people to buy its products. Right Guard doesn’t focus on promoting its products as often during other seasons. Right Guard’s strength is its frequent posting, but its weakness is when it posts too many advertisements.

**D) Live Authenticity, Participate in Dialogue, and Enable Peer-to-Peer Interaction**

Right Guard has some human touch in its posts. Right Guard posts things it feels its consumers will be interested in such as great college division rivalries or which NFL teams it thinks will win that week. Right Guard also posts silhouettes of famous athletes and ask people to guess who it is as seen in Figure 2. As learned in lecture, brands should “engage in
community-preferred ways” and “capitalize on both community-initiated and brand-initiated conversations” (JMS 462 Fall 2014, 10/9/14). Right Guard’s approach is mixed. It will start discussions by asking questions, but it doesn’t feel like the discussions go anywhere. An example of a question Right Guard posts is “Which NFL team had the worst loss this week?” (Facebook.com/Right Guard, 2014) and the comments are one word responses that don’t lead to genuine conversations.

The responses in Figure 3 show that Right Guard has a genuine concern for its fans. One of Right Guard’s strengths is it will respond to people’s posts and address them by name. Right Guard demonstrates that it cares about its consumers’ concerns and will help them. As learned in lecture, brands shouldn’t “delete public negative comments” (JMS 462 Fall 2014, 11/6/14) and as seen in Figure 4 Right Guard doesn’t do that, but Right Guard didn’t address the customer’s criticism. Right Guard does address people’s concerns and criticisms, but it needs to be more consistent and ensure that everyone’s complaints are addressed.

Figure 2 Right Guard’s silhouette athlete post
(Facebook.com/RightGuard, 2014)
E) Fostering Advocacy

As mentioned, Right Guard doesn’t encourage genuine conversations among its fans. Currently, Right Guard doesn’t do much to facilitate conversations among its fans. Right Guard
will encourage its fans to answer the questions it posts, but it doesn’t do much to engage its fans beyond that. In the past, Right Guard has had people send in their own pictures for a contest to show who had the most stained t-shirt. The winners would receive new t-shirts and it was an effective to get people involved with the brand. What Right Guard lacks is ways for fans to post their own content without having to offer incentives.

F) Solicit A Call To Action

Right Guard excels at encouraging people to buy its products. Several of Right Guard’s posts are dedicated to promoting new products by encouraging people to buy them to avoid having foul body odor. Right Guard has several links to its main website where people can learn more information on its products and where to buy them. Right Guard’s call to action is one of its greatest strengths.

Twitter

Right Guard joined Twitter during July 2009. Its Twitter account has 1,270 followers, 2,540 tweets, and follows 577 Twitter accounts. Currently, Right Guard’s Twitter hasn’t been updated since September 2014 as seen in Figure 5. Previously, Right Guard would tweet about sports a few times per day. One of Right Guard’s strengths is that it doesn’t try to force its products on Twitter and attempts to engage its consumers in conversation. The tweets are based around the current sport seasons and often ask fun questions such as “who is the best wide receiver in the NFL?”, but those tweets don’t generate many conversations. Similar to Right Guard’s Facebook page, consumers mostly engage with Right Guard when it is doing a promotion or contest, which makes it seem that people only see Right Guard as a company trying to sell its products. In *Groundswell*, one of the strategies to energize activity on Twitter is to find “people who like your products or services and amplifying their voice” (Bernoff and Li, 2011).
Right Guard needs to find the people most vocal about its brand and reach out to them in order to generate more conversations. Also, Right Guard’s Twitter page is dull. Right Guard mainly posts messages and could benefit from posting more pictures and videos. In 2014, Right Guard has posted 8 pictures compared to 2012 where it posted an average of 10 pictures and video links per month. Right Guard has shown it is capable of tweeting with a human touch, but lacks the initiative to generate further conversations.

![Figure 5 Right Guard’s Twitter (Twitter.com/rightguardus, 2014)](image)

**YouTube**

Right Guard joined YouTube on January 31, 2011 and has 88 subscribers, 81 videos, and a total of 288,535 views across all of its videos. A major problem Right Guard has is it hasn’t updated its YouTube page since February 2014. Right Guard has an odd pattern where it posts numerous videos some years and others have almost none. On its homepage, Right Guard has divided its videos into categories such as “Love in the Shower Commercials” and “Classic Right Guard,” which are old Right Guard commercials. Right Guard has had people submit their own
videos, but they were mainly for contests. Right Guard had a contest where people would submit videos of themselves giving high fives and the winner of the best video would receive a $1000 gift card, Right Guard Xtreme Fresh, and a place on its “Wall of Fresh” on Facebook. The contest was a great way for people to engage in the brand, but Right Guard didn’t do much to capitalize on it. The videos posted by Right Guard of people giving high fives got an average of 50 views per video compared to Right Guard’s videos of old product commercials which average views in the thousands. Right Guard’s main priority needs to be posting videos on YouTube again. It has had several good ideas when it comes to promotions and contests, but needs to focus on getting more user-generated content without incentives.

**Instagram**

Right Guard’s Instagram page has 111 followers, 249 posts, and is following 44 accounts. Right Guard posts on a semi-frequent basis and features pictures that are sports related and tailored to a male audience. Right Guard’s posts are consistent with its brand image. One of Right Guard’s strengths is that its posts are humorous and show various professional athletes from different sports. Right Guard frequently posts pictures of its products almost on a 50/50 ratio to its non-product posts. Several of the images Right Guard posts can also be seen on its Facebook page in exact form. This shows laziness and that Right Guard is unwillingly to alter its messages to specific social media websites. In contrast to its Facebook page, Right Guard doesn’t interact well with its fans. In Figure 6, a fan praised Right Guard which would have a good opportunity for Right Guard to engage in conversation, but it didn’t. Right Guard is good at posting content frequently, but focuses too much attention on promoting products and doesn’t engage with its fans.
Figure 6 Right Guard on Instagram (Instagram.com/rightguardus, 2014)

**Recommendations**

Right Guard has a good understanding of its target audience and how it wants to communicate with them, but it needs to find ways to engage in conversations and build its community. Several areas Right Guard can improve on are the three C’s of trust, building a brand community, identifying brand advocates, and utilizing the six different types of visual content.

**Three C’s of Trust**

As stated in “Can’t Buy Me Like,” “Trust is not an asset, not a commodity. It cannot be purchased. It must be earned” (Garfield and Levy, 2013). Currently, Right Guard struggles to establish trust among its consumers. Right Guard can begin to establish trust by adhering to three C’s of trust outlined in “Can’t Buy Me Like” which are credibility, care, and congruency. Right Guard’s motto is to be “the ultimate brand in odor and wetness protection” and it backs its claim through its commercials and other advertisements, but it doesn’t establish genuine credibility. Right Guard should feature testimonials of its consumers using its products and show the results
they have in order to provide authentic credibility. Right Guard has shown that it cares about its customers on its Facebook page, but Right Guard needs to show it cares about them across all platforms. For example, Figure 7 shows a post on Right Guard’s Instagram page from early December 2014 where somebody asked a question but didn’t receive a public response. In terms of congruency, Right Guard needs to improve on getting people to join its brand versus consuming it. Right Guard isn’t consistent in giving people a reason to see it as more than a company and it needs to focus on getting people to participate on its social media websites without having to resort to promotions. Right Guard has to consistently update all its social media websites and encourage people to submit things they find interesting.

![Figure 7 Right Guard's failed response](Instagram.com/rightguardus, 2014)

**Brand Community**

As learned in lecture, a brand community is “a group of people with a set of shared interests attached to a company, brand, product, or idea, having the intention to improve the brand and/or its operations for themselves and the brand’s benefit” (JMS 462 Fall 2014, 9/11/14). Right Guard needs to establish itself as more than a company and focus on setting goals it wants to have with its consumers. Right Guard has established a common interest with its consumers
by focusing on sports, but it needs to get participation without the use of contests or promotions. As learned in lecture, a brand community is not a user-generated promotion which is a “short-term campaign/program that leverages large content/insight provided by customers and participants” (JMS 462 Fall 2014, 9/11/14). Right Guard had a “Freshest High Five” contest where people would send videos of themselves giving high fives and the top videos were posted on Right Guard’s YouTube page, but once the contest was over Right Guard didn’t bother to make or ask people to submit anymore videos. As seen in Figure 8, once Right Guard’s “Freshest High Five” contest was over it only made one post and it was to promote one of its products. The majority of Right Guard’s user-generated materials across all of its social media websites are for contests and promotions.

![Right Guard's lack of YouTube updates](YouTube.com/RightGuard, 2014)

Right Guard can establish its community by showing videos of its employees doing athletic activities and then asking its consumers to do the same. Another thing Right Guard needs to do is establish community guidelines. Right Guard doesn’t have a terms and conditions section on any of its social media websites which could be a problem if someone ever posted...
something offensive or inappropriate. Right Guard also needs to establish a mission statement that tells its consumers it genuinely cares about them and why they are important.

**Brand Advocates**

Right Guard needs to identify its brand advocates in order to gain support from its consumers. As defined in lecture, brand advocates are people who take “a sense of ownership in seeing the brand succeed by evangelizing it to others” and “a volunteer marketer that proactively uses his/her time and social capital to promote a brand” (JMS 462 Fall 2014, 9/10/14). One way to identify potential brand advocates is to look for people who say positive things about a brand. Right Guard should keep track of people who constantly post positive comments on its social media websites and make them feel special by offering them something like a free t-shirt for their continued support. A problem Right Guard has is it doesn’t always interact with people who say positive things about its brand. As seen in Figure 9, Right Guard responded to a positive comment on its Facebook page, but as previously seen in Figure 6, Right Guard didn’t respond. Right Guard’s neglect to respond to the post could have lost a potential brand advocate because that person may have felt ignored and decided they don’t want advocate Right Guard’s products. Right Guard needs to recognize when someone is a brand advocate and ensure they continue to support its brand.

![Figure 9 Right Guard responding to a positive comment](Facebook.com/RightGuard, 2014)
Visual Content

As learned in lecture, there are six types of visual content brands can utilize: comics, memes, infographics, photos, videos, and visual note-taking (JMS 462 Fall 2014, 10/16/14). Right Guard needs to focus on enhancing its visual content and specifically its posts on YouTube and Instagram.

Comics and Memes

Many of Right Guard’s posts are humorous and inspire people to be active. Right Guard should extend this framework by creating its own comics that are humor driven and/or feature athletes. By creating comics, Right Guard will be able to provide unique visual content that will encourage people to visit and engage in its social media websites. The framework for creating memes for Right Guard follows a similar framework. The memes should aim to be funny, but avoid being offensive. The memes should also be used on pictures Right Guard creates in order to provide unique content.

Infographics

Right Guard hasn’t posted or created any infographics across any of its social media websites. Infographics are a fun and often educational way of reinforcing a brand. Right Guard could create an infographic outlining the history of its products and how they have developed over the years. The infographic should adhere to the colors of Right Guard’s logo in order to be consistent with the brand.

Photos and Videos

Right Guard regularly posts pictures on its Instagram and Facebook accounts, but it needs to post more pictures from its fans. Right Guard should ask its fans to send in pictures of sporting events they go to or other relevant activities. Figure 10 shows an image from Right Guard’s
Instagram of real people going to the 2014 Super Bowl, but it wasn’t specified if it was submitted by a fan. Right Guard should use big events like the Super Bowl and ask people to submit pictures of their Super Bowl parties or their reactions to certain plays. Right Guard needs to take a similar approach in its video content. Right Guard has had people submit videos for contests, but it should ask people to send in videos of them doing something athletic without offering them incentives. Right Guard should make webisodes when it comes to creating its own videos. The webisodes should feature a famous athlete, be humorous, and last about eight segments.

Visual Note-Taking

As defined in lecture, visual note-taking is the process of “representing ideas non-linguistically and can include concept mapping” (JMS 462 Fall 2014, 10/16/14). Visual notes are more engaging than the average picture and are fun ways to get people to pay attention to a brand. Similar to infographics, comics, and memes, Right Guard’s visual note-taking should be
humorous and revolve around athletes. Right Guard could create visual notes that explain how its products combat body odor or how they are developed.

**Conclusion**

Right Guard has the potential to establish itself as more than a company, but it needs to take the initiative. Right Guard has shown through its Facebook page that it cares about its consumers and has made attempts to engage with them, but it needs to be consistent. Right Guard needs to show it cares about its fans across all its social media websites and shouldn’t neglect to update its YouTube and Twitter accounts. Right Guard needs to learn to engage with its fans and have more user-generated content without having to rely on promotions or contests. This is the relationship era where brands need to create content that will engage people and create dialogues. If Right Guard establishes itself as a brand community it will save costs on promoting itself by letting fans advocate the brand. Right Guard isn’t terrible on social media, but it needs to improve.
References


