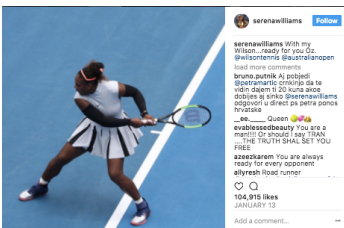


SOCIAL MEDIA ANALYSIS: SERENA WILLIAMS



Fashion: SIS Swimwear



Sports: Wilson Racquets



**Electronics:
Beats by Dre**



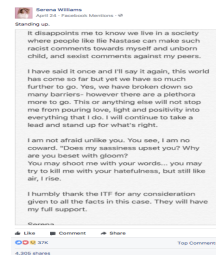
Friendships



Family



Relationship



Activism

THE BREAKDOWN:
55% Personal Posts
45% Promotional

PROMO

PERSONAL



Promotional Posts:

- Always tags company with hashtag, ex: Beats by Dre #fortheloveofmusic
- When it is a specific product, Williams uses #ad
- Few CTA's; she is working as a brand ambassador
- High engagement on her posts
- Often includes something personal with promotional posts