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### Rare Beauty: Social Media Audit

Amalia Fleming

amalia.fleming@pop.belmont.edu

Mariyah Martinez

Belmont University, Mariyah.Martinez@bruins.belmont.edu

Lillian Stegen

Belmont University, Lillian.Stegen@bruins.belmont.edu

Briley Bodin

Nadia Rodriguez

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## **RARE BEAUTY: Social Media Audit**

Briley Bodin, Amalia Flemming, Mariyah Martinez, Lillian Stegen, Nadia Rodriguez

March 29th, 2023

### **Abstract**

Our report entails a thorough social media audit of the makeup brand, Rare Beauty, founded by Selena Gomez. It analyzes the many strategies utilized to create an effective social media presence on multiple platforms. This report discusses how successful these social media and communication strategies are in leading to brand growth, development, and profit for Rare Beauty. In addition, our presentation aims to touch all of the aforementioned points in a way which gives our audience a complete yet succinct overview.

In our findings we have discovered that Rare Beauty has successfully utilized social media to create a community of loyal followers. Because Rare Beauty has built its brand around values such as inclusivity and authenticity, they have attracted a fan base of over 8 million people with those shared priorities. Across Instagram, TikTok, YouTube, and other large platforms, Rare Beauty has made use of meaningful influencer partnerships while uplifting their well-known founder, Selena Gomez. Further, we found that Gomez's public passion for her brand has played a significant role in Rare Beauty's visibility and overall achievements across all social media platforms. Her dedication to the brand can be seen by how much she is featured on their social media account in many photos and videos. Additionally, using such a well known public figure as the brands image has contributed to their success and large following.