

Social Media Report Card

Matheson Food Company

Platforms to Audit

Instagram

Tiktok

Youtube

Instagram Report Card

Criteria	Things Considered	Score /5
Profile Completeness	Is the bio filled out? Is there a link? Is the profile picture professional? Is the handle consistent with other platforms?	5/5
Posting Frequency	How often do they post? Is there a consistent schedule? Are there long gaps? Does the frequency match what you would expect for this platform?	4/5
Engagement	Do people like , comment, share, or save their posts? Does the brand respond to comments? Do they interact with their audience or just broadcast?	2.5/5
Brand Voice	Is the tone consistent and recognisable? Does the personality stay consistent across platforms, or does it shift in a confusing way?	4/5
Visual Consistency	Are the colours, fonts, image styles, and overall aesthetic cohesive? Would you recognise this brand from the visuals alone?	5/5

	Total Score	21/25
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Comments

1. Profile Completeness

- MFC Instagram outshines their Tiktok for the profile completeness ten fold, they have the same bio highlighting the products their brand carries as well as a linktree to their newsletter, other social media platforms, website, and a link to pre-order Matty's cookbook. They also have six highlight reels showcasing recipes using their food products, where consumers can find their food products, and reposts of customers' Instagram stories using the different products in their recipes or just posting about finding the products in stores- creating hype and excitement around the products.

2. Posting Frequency

- The posting frequency for their instagram has a little more consistency and may have a somewhat solid posting schedule than their Tiktok. They're posting about every 1-5 days with a curated reel or photo that fits the brand's imagery. I feel that though they have a solid fanbase, they should have a more solid posting schedule even if it's not the ultra curated feel they're going for.

3. Engagement (In the last 30 days)

- Views- 133,609
- Likes- Unfortunately hidden
- Comments- 6
- Saves- Unfortunately hidden
- Total followers- 53.1K
- MFC's engagement is a little deceiving when you compare the followers and views to the comments (if we're under the assumption the comments reflect the amount of likes and saves). Their posts that got the most views were collaboration posts with Matty's burger chain restaurant Matty's Patty's Burger Club, which has 97.2K followers and gives the reach from 53.1K people to 150.3K followers. Unfortunately, in 2026 we have shifted from the ideology that followers are everything and engagement is the top priority- anyone can buy followers, but how are you getting people to engage with your content? Share it with their friends? Make people care about it? This is where MFC's Instagram lacks the most in their report card. Responses in the comments are dry, and not really engaging with their followers in a meaningful way that would get them excited about getting a reply.

4. Brand Voice

MFC's Instagram has a clear brand voice throughout all of their posts, if I saw one of their posts come up in my explore page I would know it was them by the high contrast colours, vintage aesthetic packaging, and advertising campaigns. I think they could bring a lot more engagement with walkthrough recipes with a staple host in the Matty Matheson universe, instead of these faceless and quick form recipe videos. I have a strong feeling they either A. don't want to pay someone to host the cooking show, or B. are trying to keep it ultra curated and only highlighting the products for sale, but this model they have is clearly not working and has lost hype over the years since their launch.

5. Visual Consistency

The visual consistency the brand carries has a similar feel to their other social media posts. Bright, vibrant, and a laidback style of professional photos. I love the choice of visual representation they decided to go with when it comes to their campaign photos, it fits Matty's style and personality. You generally wouldn't need to be a Matty superfan to know his brand and how he styles his campaigns.

Tiktok Report Card

Criteria	Things Considered	Score /5
Profile Completeness	Is the bio filled out? Is there a link? Is the profile picture professional? Is the handle consistent with other platforms?	3/5
Posting Frequency	How often do they post? Is there a consistent schedule? Are there long gaps? Does the frequency match what you would expect for this platform?	3/5
Engagement	Do people like , comment, share, or save their posts? Does the brand respond to comments? Do they interact with their audience or just broadcast?	1.5/5
Brand Voice	Is the tone consistent and	4/5

	recognisable? Does the personality stay consistent across platforms, or does it shift in a confusing way?	
Visual Consistency	Are the colours, fonts, image styles, and overall aesthetic cohesive? Would you recognise this brand from the visuals alone?	4.5/5
	Total Score	16/25

Comments

1. Profile Completeness

- The bio is filled out saying “BBQ SAUCES. DRESSINGS. MAC & CHEESE.”, so a clear indication as to what the brand sells. Given the name of the brand it’s pretty clear as to who’s brand it is and what category they fall into in terms of branding. The same username and profile is used between Instagram and TikTok, however their Instagram has a linktree link in their bio, and a little more info about their email newsletter, while it’s missing from their Tiktok bio. In reality, there’s really no reason as to why they can’t have these links in their bio.

2. Posting Frequency

- MFC does not have a clear posting schedule, and will go a few weeks without posting, then will do a few days of curated videos that have already been posted on their Instagram. This is not what I would expect of a company the size of MFC, and the internet persona who runs it. The posting consistency does feel like TikTok is on the backburner and not a priority for their team. It doesn’t take a ton of research to know that posting frequently favours the brand and shoots them into the mainstream algorithm of TikTok scrollers. Even if it’s not that ultra curated style of posts they may want to showcase, this method they’re using clearly is not working or favouring them in the algorithm.

3. Engagement (in the last 30 days)

- Views- 4,485

- Likes- 185
- Comments- 6
- Saves- 13
- Total followers- 27.5K
- The inconsistent posting and not very engaging content has unfortunately resulted in a low engagement, and gives this page a very amateur feel for such an established brand and such an iconic leader. There are no replies to the comments left on their posts, just something as simple as ending the post caption with a question like “what’s your favourite mac and cheese flavour?” could boost their video into more feeds since the algorithm likes videos that have a popping comment section. They’re unfortunately missing out on a huge demographic of people by putting little to no effort into their TikTok, which could gain tons of traffic to their website or give them important analytic information from TikTok's insight charts.

4. Brand Voice

- MFC has a very consistent brand voice, with bold colours and a vintage aesthetic with all of their social media. The colours on the posts are bright and eye-catching, but I found their posts seem a little TOO curated for TikTok. The posts from Instagram and TikTok are the same, but it’s clearly not working on TikTok.

5. Visual Consistency

- MFC visuals are consistent throughout their TikTok posts and are very clear on following Matty’s branding. The vintage aesthetic with solid bright colours on a blank background seems to be their signature look, and aligns well with the demographic Matty appeals to.

Youtube

Criteria	Things Considered	/25
Profile Completeness	Is the bio filled out? Is there a link? Is the profile picture professional? Is the handle consistent with other	5/5

	platforms?	
Posting Frequency	How often do they post? Is there a consistent schedule? Are there long gaps? Does the frequency match what you would expect for this platform?	4.5/5
Engagement	Do people like, comment, share, or save their posts? Does the brand respond to comments? Do they interact with their audience or just broadcast?	4.5/5
Brand Voice	Is the tone consistent and recognisable? Does the personality stay consistent across platforms, or does it shift in a confusing way?	5/5
Visual Consistency	Are the colours, fonts, image styles, and overall aesthetic cohesive? Would you recognise this brand from the visuals alone?	5/5
	Total Score	24/25

1. Profile Completeness

- Matty's Youtube is fully completed and on brand. The "about" section on his channel gives the viewer tons of info, a good mix of his personality, and his other brands. There are links to his other business ventures, merchandise, and his various social media platforms- which as someone auditing his social media, this is what I like to see! His profile picture captures what he's all about and his personality, and the handle/channel name is consistent with his other social media.

2. Posting Frequency

- He posts fairly frequently but is not on a strict "once a week, every Thursday" type deal. He uploads once about every 1-2 weeks, but there are some gaps in between his content when he's busy filming, his other business ventures and TV projects like The Bear. For a high production food content creator these gaps make sense for someone who seems to prioritize quality over quantity when it comes to his main social media platform.

3. Engagement

- Matty's engagement on his Youtube is strong, with high viewership, his likes and comments are quite active with his devoted fans engaging in conversation amongst each other in the comment section, giving more of a community feel rather than just passing viewers looking for a Friday night recipe. There is some interaction in his comment section, but not enough for it to be notable- the engagement comes more from his personality throughout the video rather than him actively replying to his fans in the comment section. I think he would be surprised at the interaction he could have in his comment section just with a simple reply, especially to his devoted fans- that's why I gave him a 4.5.

4. Brand Voice

- This is where Matty truly stands out the most when you compare him to other chefs, and why he's become such an inspiring success story when it comes to him as a content creator. His loud, chaotic, funny, and unapologetic personality was truly a breath of fresh air when it came to online cooking shows. When you think of a chef who actually works in a kitchen you don't think of someone who looks like Jamie Oliver or Martha Stewart- they look like Matty. His tattoos, style, and chef expertise (I would say weight as well, as someone with a father as a professional chef- you never trust a skinny chef) feels authentic and not filtered to appeal to the masses. Across all his platforms whether it's his Youtube, Instagram, or in an interview, you know exactly what you're getting.

5. Visual Consistency

- His videos are beautifully situated, and truly looks like you're in a vintage looking kitchen which fits his brand perfectly. The colours are bright, bold and almost have a grainy look to it which reminds me like I'm sitting with my grandparents in the late 90's- early 2000's watching whatever cooking show they had on. The video style, with the high quality production, and his raw unpolished personality/script gives it a highly recognizable visual identity.

Overall Score - 61/75 // Grade - C+

Overall, although Matty is a truly multi-talented icon, I would round MFC's social media presence down to a C+. I would expect the Matheson brand to have a stronger presence across his food brand social media accounts to better drive sales, rather than relying primarily on Matty as an online persona to carry that impact. I also think engagement with his audience could be improved- responding to comments, even occasionally, can significantly boost visibility through algorithms and explore pages.

I really enjoy watching Matty's cooking videos because of his unfiltered, raw personality; however, when I look at the MFC pages, that sense of authenticity feels lost. Instead, the

content comes across as highly curated and less reflective of Matty himself. Incorporating more personality-driven content, such as cooking videos featuring their products could help bridge that gap and potentially translate into stronger product sales.

Overall, it's not the weakest example of social media branding, but there is definitely room for improvement.