

McDonald's marketing campaign backfires on Twitter

Ahmed Maher

#McDStories

- McDonald's planned to use two different hashtags during a promoted trend – #meetthefarmers and #mcdstories.



- #MCStories caused hate attack within the first two hours. McDonald's decided to take it down and replace it with #MeetTheFarmer



#McDStories Attacks & Response

- McDonald's learned a harsh lesson in social media marketing: When you encourage people to talk about your company, they're not always going to say nice things.

McDonald's social media director Rick Wion statement :

Last Thursday, we planned to use two different hashtags during a promoted trend – #meetthefarmers and #mcdstories. While #meetthefarmers was used for the majority of the day and successful in raising awareness of the Supplier Stories campaign, **#mcdstories did not go as planned**. We quickly pulled #mcdstories and it was promoted for less than two hours. Within an hour of pulling #McDStories the number of conversations about it fell off from a peak of 1600 to a few dozen. It is also important to keep those numbers in perspective. There were 72,788 mentions of McDonald's overall that day so the traction of #McDStories was a tiny percentage (2%) of that. With all social media campaigns, we include contingency plans should the conversation not go as planned. The ability to change midstream helped this small blip from becoming something larger.

“ One time I walked into McDonalds and I could smell Type 2 diabetes floating in the air and I threw up. #McDStories

6 days ago

Skip Sullivan



“ RT @Muzzafuzza: I haven't been to McDonalds in years, because I'd rather eat my own diarrhea. #McDStories

6 days ago

Patrick Casey



“ #McDStories Take a McDonalds fry, let it sit for 6 months. It will not deteriorate or spoil like a normal potato. It will remain how it was

6 days ago

CATE STORM



“ #McDStories @McDonalds scalds baby chicks alive for nuggets #MeetTheReality here & take action: McCruelty.com #UnhappyMeal

6 days ago

Ms. Michelle



What did Mcdonald's do?

1. Replaced the wrong hashtag quickly and replaced it with a different hashtag message
2. Issued an official statement by their social media director
3. Didn't focus on the negative but reduced it to be under 2% from the whole day mentions in the attack day

Key highlights

- When you encourage people to talk about your company, they're not always going to say nice things.
- Make a plan, but be ready if that plan goes awry
- Choose your words (and battles) carefully
- Keep the focus on your customers