Audience Analysis: Chipotle Snapshot
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What does it mean to "write to an audience"? Writing to an audience means to be cognizant of the message and the targeted audience. The writer needs to provide the reader with clear, concise and accurate language and to be aware of the audience's different points of view, how the language conveys the message and how it might be taken. The writer must determine and consider the assignment's purpose and message and always be aware who is reading because the required tone and language can vary depending on the reader's job level and knowledge in comparison with your own. Different audiences can be identified by asking who will be reading it, why, when, and their current job level and responsibilities. The three audiences are the primary (project lead or point of contact), the secondary (technical expert within the requesting organization), shadow (other people) and stakeholders (individuals who read your document and are ultimately affected by the decisions made based off the info you've provided). Brizee and Schmaling explain that the completed document can address three audiences at any point but it may take time before it reaches them as well as undergo the evolution inherent in the writing process and from feedback.

For my audience analysis, I chose to study Chipotle because until quite recently I frequented Chipotle's restaurants often which made me familiar with their message, products and services. Chipotle's primary target audience on its Facebook and Twitter pages are its shadow audience and the stakeholders. Chipotle does not communicate very much business or technical information to their followers. They also do not make executive business decisions. They will communicate with snarky or funny relatable tweets or Facebook posts like "(Godfather voice) I'm going to make you a burrito you can't refuse", "If aliens invade Earth, we can probably make peace over tacos" or post a reminder about a holiday closure or available deals. A few exceptions of communicating technical information to their end-users would be their Dec. 16, 2015 Facebook post linking to their website the company's new "Comprehensive Food Safety Plan" or posting material relevant to the company message of providing fresh food and sustainably sourced with the hashtag #ChipotleCultivate. They consider it important to provide their consumers with information about sustainably grown food and ethical practices which is relevant to everyone who eats their food. If you're environmentally and animal safety concerned or a parent worried about feeding your child healthy and nutritious food, this would concern you. This message and their delicious food is what made Chipotle such a popular company and sustained that popularity.

In my opinion, Chipotle excels at communicating with their consumer audience with millions of "likes" and followers who respond or give feedback to their posts. Their posts are funny, relatable and frequently come with photos of their food which is a bit like classical conditioning in that they try to establish a "good" sense of feeling associated with their product while also connecting with their consumer. I did not learn anything new from their pages other than a successfully business to consumer relationship and reading some humorous posts.