BATTLE OF THE SOCIAL BRANDS

Do companies value accurate writing in their LinkedIn profiles? Posting to LinkedIn presents countless opportunities for misspellings, errant or missing punctuation marks, and grammatical blunders. If your business relies on written communication for credibility, these issues are potentially harmful to your brand.
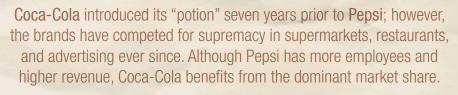
The Grammarly team considered some of the top brand battles of all-time and looked at recent LinkedIn posts from each company on the list – an average of nearly **400 words** per company. We then had our team of proofreaders review each update for spelling, grammar, and punctuation errors.

Coca-Cola vs. Pepsi

.9 Total Writing Mistakes/100 words

3.6 Total Writing Mistakes/100 words

Coca-Cola introduced its "potion" seven years prior to Pepsi; however, the brands have competed for supremacy in supermarkets, restaurants, and advertising ever since. Although Pepsi has more employees and higher revenue, Coca-Cola benefits from the dominant market share.

WINNER: COCA-COLA

Grammarly discovered a tie-breaker in the accuracy of each brand's LinkedIn updates. **Pepsi** makes four times more writing errors than Coca-Cola in its LinkedIn posts, making **Coca-Cola** the clear winner!

Facebook vs. Google

4.3 Total Writing Mistakes/100 words

1.1 Total Writing Mistakes/100 words

WINNER: GOOGLE

Google and **Facebook** are fierce competitors in the world of search advertising, but **Google** dominates with more than 65 percent of the U.S. market. **Google** also makes nearly four times fewer mistakes than **Facebook** in its LinkedIn updates.

Ford vs GM

.5 Total Writing Mistakes/100 words

1.3 Total Writing Mistakes/100 words

WINNER: FORD

Ford and **GM** have been duking it out for a majority share in the auto market since 1908, and today **GM** seems to be the clear winner – with higher revenue, more employees, a better debt-to-equity ratio, and more. However, these numbers are close, and this could be anyone's game.

Perhaps **Ford** has given itself an advantage when it comes to writing accuracy on LinkedIn. The company makes two-and-a-half times fewer writing errors than **GM**

Winners

Writing is one of the **most important** ways that a company can show customers, partners, and employees that it is credible, cares about accuracy, and pays attention to detail. In many cases, brand leaders must possess more than just larger market share, revenue, or employee count – they must demonstrate accurate writing!