

SOCIAL MEDIA MESSAGES & AUDIENCES

How **NOT** to Lose Friends and
Alienate People



SOCIAL MEDIA AND MESSAGES

**Why do social media
messages matter?**



SOCIAL MEDIA AND MESSAGES

Creating effective messages for social media generates widespread attention for organizations, products, issues, and causes.



SOCIAL MEDIA AND MESSAGES

It's how we communicate.



2.13
Billion



330
Million



800
Million

Active Monthly Users



SOCIAL MEDIA AND MESSAGES

It's cost effective.



SOCIAL MEDIA AND MESSAGES

**How are organizations
crafting successful messages
on social media for their
audiences?**



SET GOALS AND PLAN

Key aspect of successful strategic communication or strategic marketing is figuring out what an organization wants and how to achieve it.



SET GOALS AND PLAN

○ BatKid

- 7 year old cancer survivor's wish with Make-A-Wish-Foundation is to be Batkid for a day. San Francisco community unites in support.
- Small PR firm handled social media for free.
- Their goal was simple: get the #SFBatKid trending and raise awareness for the event.
- Their plan: Set up @SFWish and @PenguinSF accounts, Twitter chat, and use #SFBatKid in everything. Take pictures and video as Miles does each event throughout the day.



SET GOALS AND PLAN

- Culminated in 600,000 tweets and 1.7 billion impressions. Website received 1,000 hits per second during peak times.
- The event was so widespread, through word of mouth and social media, 20,000 people showed up for the key ceremony.



Source: Fast Company
Actor and Miles Scott



BE ORGANIC

- Understand the community and create messages that feel authentic for the medium and for the audience.
- Know the limitations of each medium
 - 280 characters = Twitter, 15 seconds = Instagram Story
- Seems like a contradiction to plan AND be organic at the same time, but organizations do this often.



BE ORGANIC

Taco Bell is an example of a company that strategically advertises on social media and organically engages with its audience.

- Similar creative approach as traditional media, but with Instagram in mind
- Reached 12.5 million 18-44 year olds
- Saw gains in ad recall

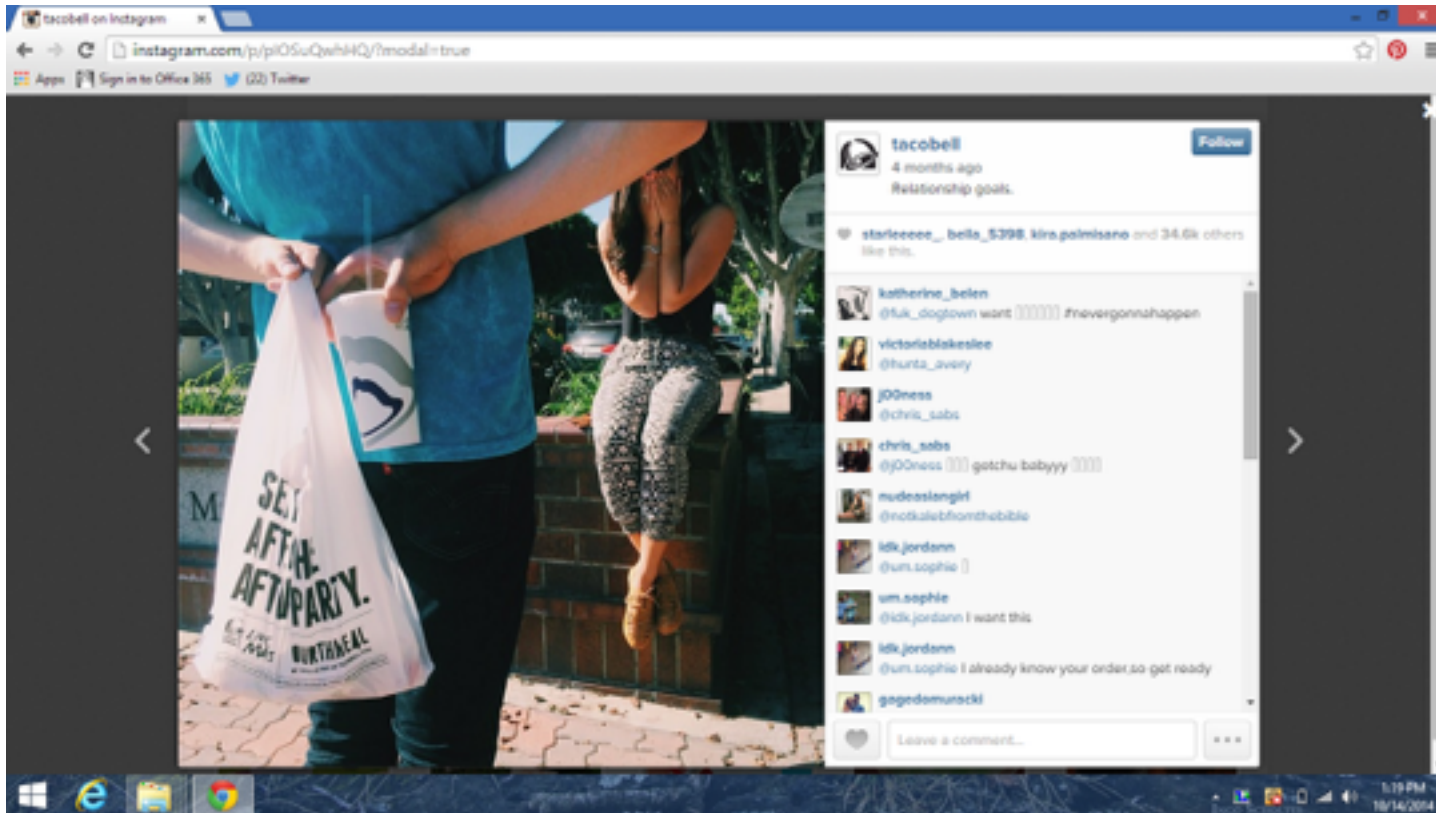


Source: Ad Age/Instagram

Caption: Wake Up. Live Más. #Breakfast



BE ORGANIC

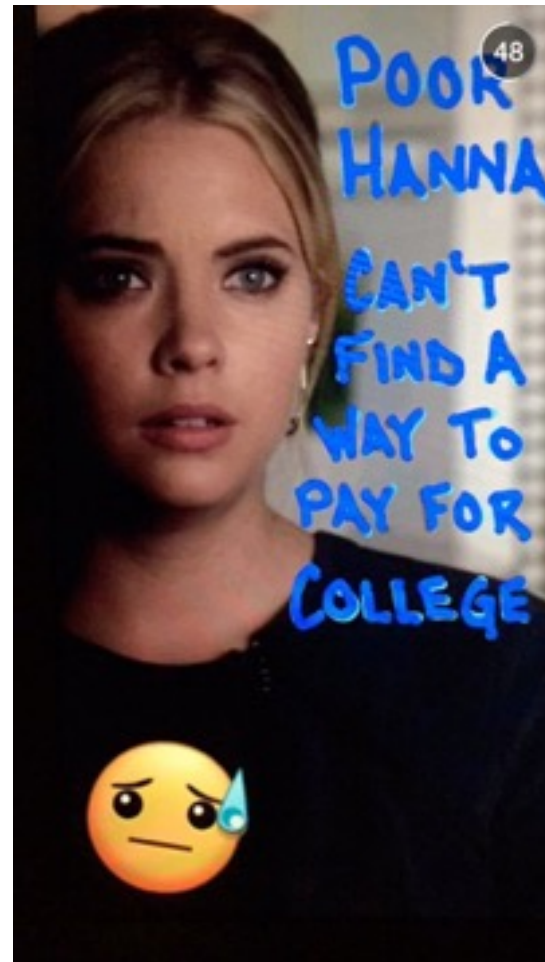


Caption: Relationship goals
34.6K likes



BE ORGANIC

- *Pretty Little Liars* joined Snapchat in January 2015.
- Gained 500,000 followers in two weeks
- 36 million views on in two weeks.



BE ORGANIC

- Hire users who influence the medium



- <http://shonduras.com/>



ENGAGE WITH YOUR AUDIENCE

- Audience engagement can be defined in many ways and mean **different** things for **different** organizations and platforms.
- Create messages that allow audiences to interact or get involved with your organization , its content or products.
- Persuasive writing is key!



ENGAGE WITH YOUR AUDIENCE

- Kirkland's gained 203,604 Facebook fans in less than 30 days.
- Used interactive, games and incentives to drive likes and to keep users coming back to its FB page.
- Nashville-based Redpepper headed this campaign.

KIRKLAND'S
EMPTY THE REGISTER
\$ 24,789.50
CHA--CHING!



Source: Redpepper

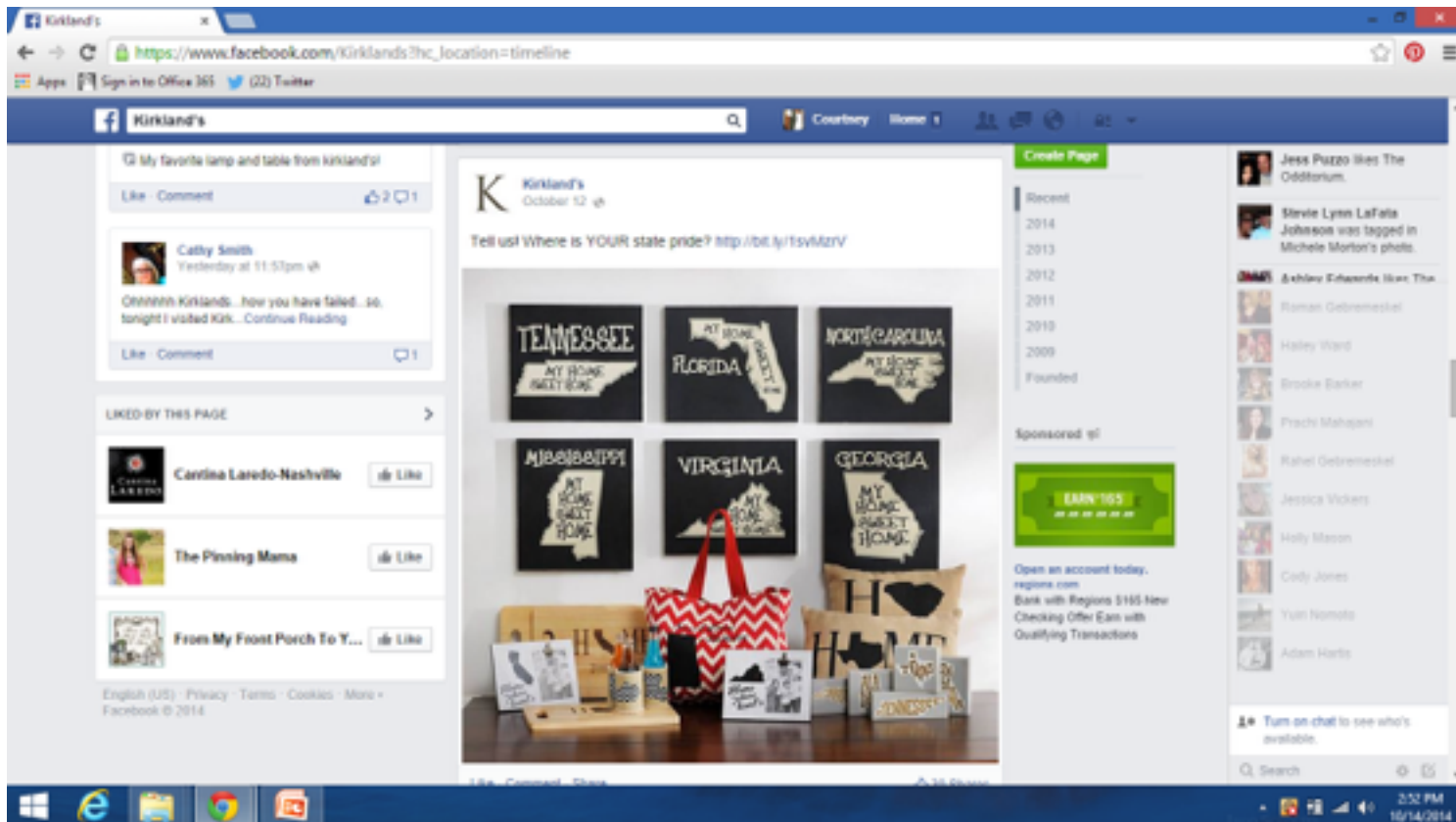


CREATE CLEAR, CONCISE, SHAREABLE CONTENT

- Audience engagement is connected to clear, concise, or shareable content.
- Market research varies on the effectiveness of text, link, image and video posts.
- Research consistently shows that people respond to and share visual content.



CREATE CLEAR, CONCISE, SHAREABLE CONTENT



Post reads: Tell us! Where is YOUR state pride?



BECAUSE OUR MINDS ARE WIRED VISUALLY

Visual content generated

94%
more views

Visuals are processed

60,000x
faster than text

80%

of the text
on most
pages **does**
not get read

Tweets with
images get

150%
more retweets,
18% more clicks,
and 89% more
favorites

Visual
content is

40x
as often
as text

We retain
80% of what we see,
20% of what we
read, and 10% of
we they hear

There were
3.6x more video on
Facebook News
Feeds in 2014
than 2013

60% OF
SOCIAL
MEDIA
CONTENT
IS VISUAL

BE CONSISTENT

- Consistency \neq frequency
- Tone
- Level of engagement
- Consistency very much connected to search engine optimization (SEO)



BE CONSISTENT

- UNICEF on Instagram
- <https://instagram.com/unicef/>
- Same types of posts and pictures
- Same level of engagement
 - 3 to 4 posts a day
- Same tone



CROSS PLATFORMS

- Use other platforms, traditional or new media platforms, to promote and bolster your social media message.
 - Messages that can be easily utilized or identified in other media platforms are very effective.
- Related to SEO



CROSS PLATFORMS



CROSS PLATFORMS

- Humans of New York is a catalog of New York residents, their pictures and stories.
- Tumblr, Instagram and Facebook accounts have very similar content, which maximizes its audience
 - 7.7 million Instagram followers
 - 18.2 million Facebook page likes
 - 792,000 followers on Twitter



BE AN “EARLY INVESTIGATOR”

- Know the “next big thing” in social media. Try it. See if it makes sense for your audience or brand.
- Staying ahead of the curve allows brands to stay inventive and keep up with what audiences want.
- **HOWEVER** ... don't go to a new platform just to be there. Have a strategy ... and know your audience!



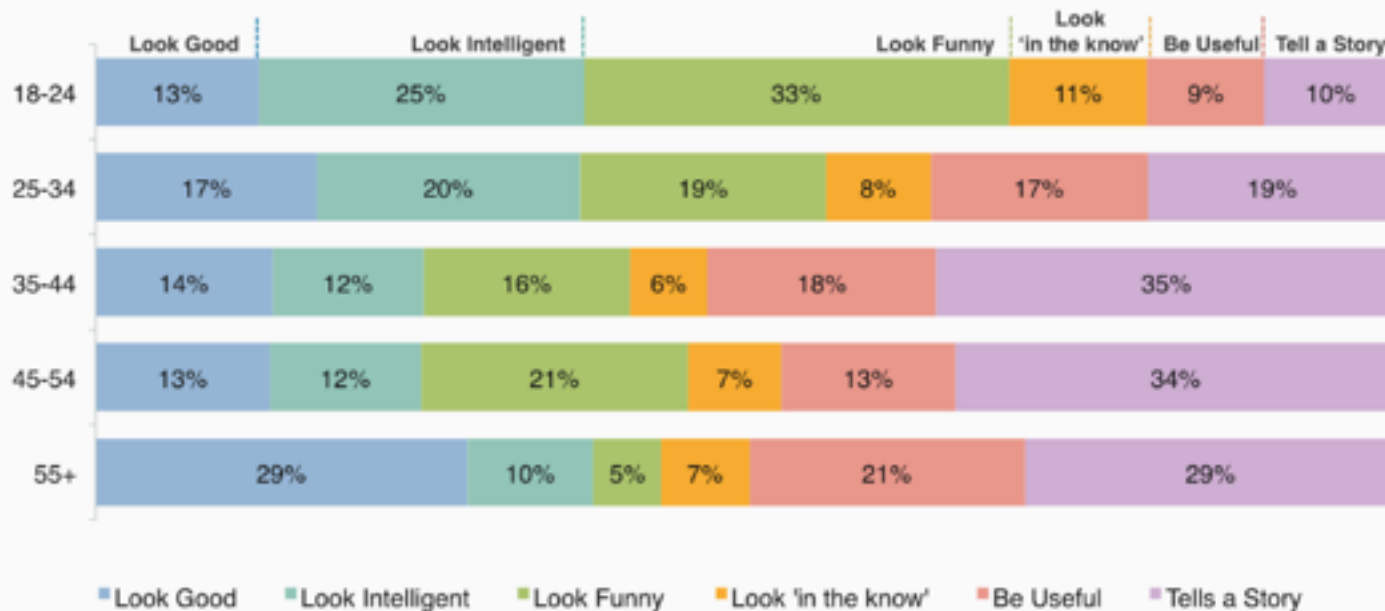
KNOW YOUR AUDIENCE

- Know the demographic and psychographic make-up of the audience using social media platforms



KNOW YOUR AUDIENCE

Which attributes do people 'strongly agree' is a driving factor in social sharing?



*Top 1 Box Only
Total survey respondents: 10,083; U.S. nationally representative; 95% confidence level; study conducted Aug 30, 2014-Sep 20, 2014.

Shareablee



KNOW WHEN TO JUMP ON THE BANDWAGON

- When a pop culture moment happens, brands should consider joining in the conversation.



HAVE CULTURAL AWARENESS

- Too many organizations show a lack of sensitivity or cultural awareness on social media.
- Be careful of language, images, and framing that provoke racial, gender, religious biases and stereotypes.
- **Anticipate your message being co-opted or “hijacked.”**



HAVE CULTURAL AWARENESS

AP The Associated Press @AP · 26m

MORE: Suburban Detroit homeowner convicted of second-degree murder for killing woman who showed up drunk on porch: apne.ws/1zXWJIO

← 224 📌 41 ↻ ⋮

- Results in satirical reframing of headlines and stories using #APHeadlines, which became a U.S. Trending Topic
- @PrestonMitchum: “BREAKING: Police Officer Shoves Black Woman To The Ground; Ground Survives” #APHeadlines
- Deleted tweet. Reposted link with a different message.
- Spokesperson says it’s “reviewing polices and procedures for Twitter”



HAVE CULTURAL AWARENESS

- JP Morgan used #AskJPM to engage customers on Twitter.
- The presumed goal of engaging their audience and giving advice was halted when users took over the hashtag message.



It's a #TwitterTakeover: We'll host our 1st live Q&A on leadership & career advice w/a leading \$JPM exec on 11/14. Use #AskJPM to submit a Q



HAVE CULTURAL AWARENESS



Source: ABC News

@adamcoleman: Can I have my house back? #AskJPM

@ddayen: What's it like working with Mexican drug cartels? Do they tip? #AskJPM

@rickasurus: Where do babies come from? #AskJPM



HAVE CULTURAL AWARENESS



HAVE CULTURAL AWARENESS

- Major backlash
- Resulted in #NewStarbucksDrinks and co-opting of #RaceTogether
- “Malcolm Xpresso [#NewStarbucksDrinks](#)”
 - Jujoffer
- “Chai Felicia [#NewStarbucksDrinks](#)”
 - FemmeBrigade
- Executives receive harassing tweets
- Negative to neutral news coverage
- Sparked debate not about race, but corporations role in helping race relations.



HAVE CULTURAL AWARENESS

Know your audience!

- Pinterest: Women over represent
- Snapchat: 12-34 year olds over represent
- Twitter: African Americans over represent



SOURCES AND MEDIA EXAMPLES

- <http://www.fastcompany.com/3029395/bottom-line/how-the-most-successful-brands-dominate-instagram-and-you-can-too>
- <http://blog.business.instagram.com/>
- <https://business.twitter.com/success-stories>
- <http://redpepperland.com/work/details/kirklands-chaching-promotion>
- <http://abcnews.go.com/Business/jpmorgan-chase-admits-twitter-qa-bad-idea/story?id=20887665>
- <http://mashable.com/2012/08/24/visual-storytelling-brands/>

