

The background of the slide is a light grey color with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

Bord Bia

Irish Food Board

SOCIAL MEDIA
December 14th 2017

CAROLE ANN CLARKE CONSULTING

AGENDA - 1 HOUR BUT I NEED 4!

1

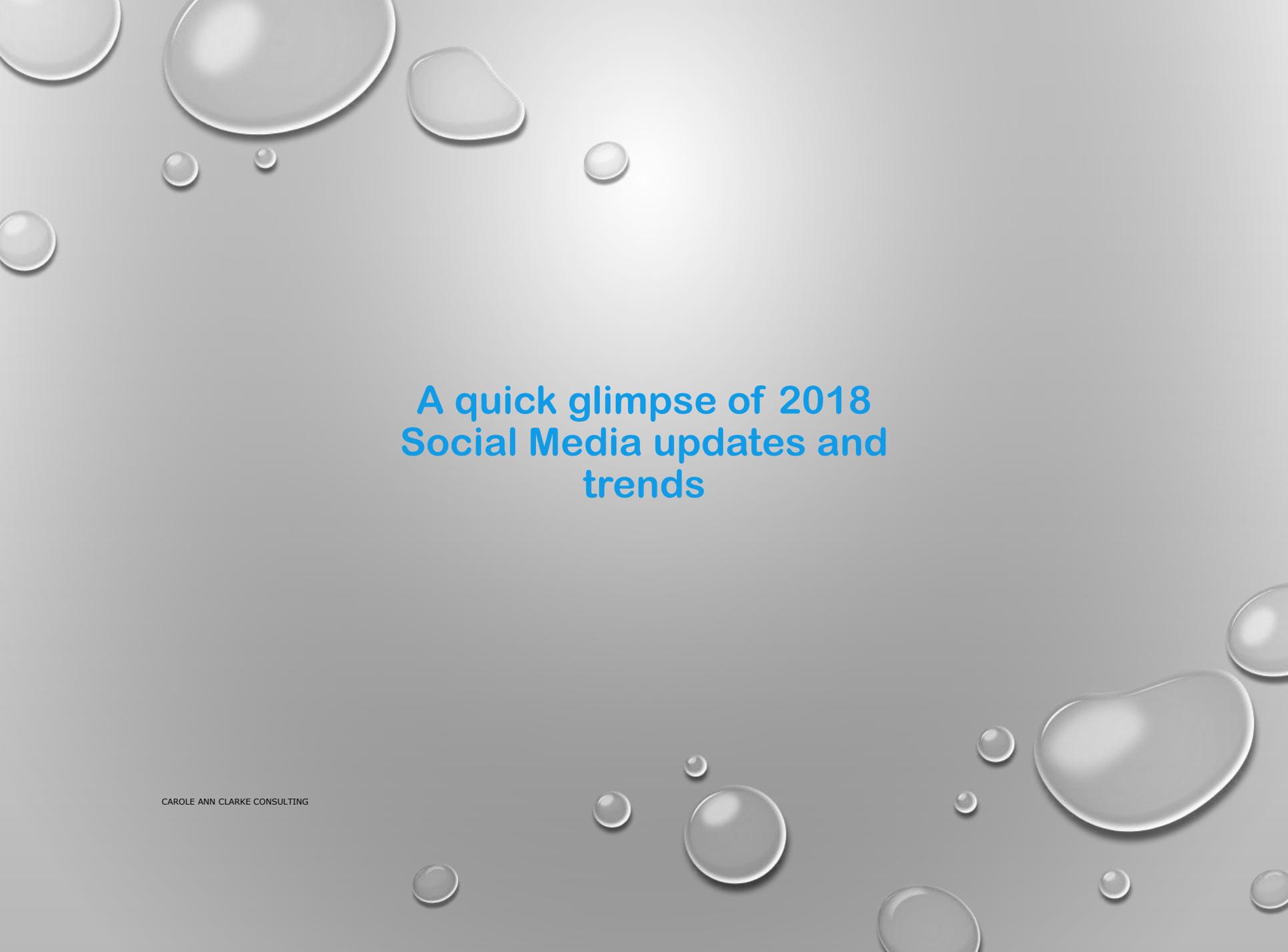
Quick overview of
Social Media Trends
2018

2

How to Manage
Social Media

3

How to Measure
Social Media

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered in the middle of the slide.

A quick glimpse of 2018 Social Media updates and trends

Let me know in the comments if you liked the video or enjoyed watching the vlog on this platform.

If you do, I'll continue to upload here more frequently!



280 Likes · 33 Comments

Like Comment Share

LINKEDIN DEVELOPS NATIVE VIDEO CAPABILITY

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It's a big deal for them....

Live Video streaming becoming the norm?



70.05 B

Video streaming market is on track to become a \$70.5 billion industry by 2021



80%

Of customers would rather watch live videos from a brand that read post



3X

Facebook Live Videos are watched 3X longer than regular one

YOUTUBE – NOW OFFERS LIVE STREAM ON MOBILE

The screenshot displays the YouTube Live mobile interface. At the top left is a red circular icon with a white signal symbol. To its right, the word "Live" is written in white, with "5,141,270 subscribers" below it. A navigation bar contains the words "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", and "ABOUT". Below this is a "Live Now" section with a "PLAY ALL" button. A grid of four live streaming video thumbnails is shown, each with a red "LIVE" badge in the bottom right corner. The first thumbnail is for "Builder Base YOUTUBER TOURNAMENT" by Clash of Clans, showing a game scene. The second is for "South Park Full Episodes Live HD" by 24/7 Live, showing a cartoon character. The third is for "Critics Of Islam Censored As World Braces For More Terror" by The Alex Jones Channel, showing a man at a desk. The fourth is for "lofi hip hop radio - beats to relax/study to" by ChilledCow, showing an anime-style character with headphones. Below each thumbnail, the video title, channel name, and current viewer count are listed.

Video Title	Channel	Viewers
Clash of Clans - Builder Base Tournament! (Update stream)	Clash of Clans	105K watching
South Park Full Episodes Live HD	24/7 Live	21K watching
Critics Of Islam Censored As World Braces For More Terror	The Alex Jones Channel	5K watching
lofi hip hop radio - beats to relax/study to	ChilledCow	7K watching

Ephemeral Content will roll off our tongue by the end of 2018

Ephemeral means short-lived, fleeting, or passing, and describes the nature of the media accessible up to 24 hours on social networks



- ✓ Authenticity
- ✓ Fear of missing out
- ✓ High Engagement
- ✓ Mobile First

Who will win the Augmented Reality Race?



FACEBOOK ARE PUSHING AHEAD IN AUGMENTED REALITY



FB Supports live AR effects in the camera app



FB already launched Beta AR platform tapping into Device camera capability

And Virtual Reality with Facebook Spaces



SOCIAL CHATBOTS RESPOND TO THE NEED FOR SPEED ON MOBILE

We all know that social media makes us closer to our customers. Chatbots and AI can make Real-Time Engagement with the customers.



12,000

monthly active bots
on Facebook
Messenger



30%

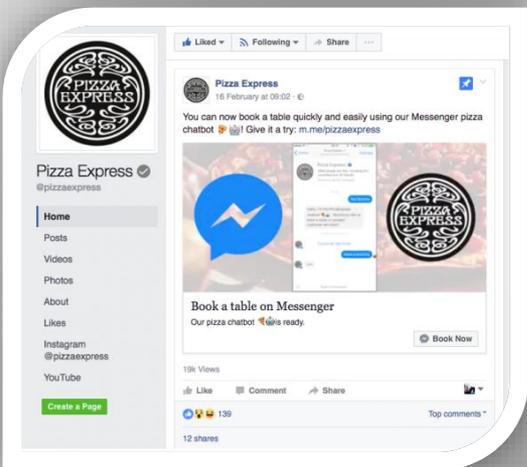
of our chat conversion
will be with chatbots by
2018



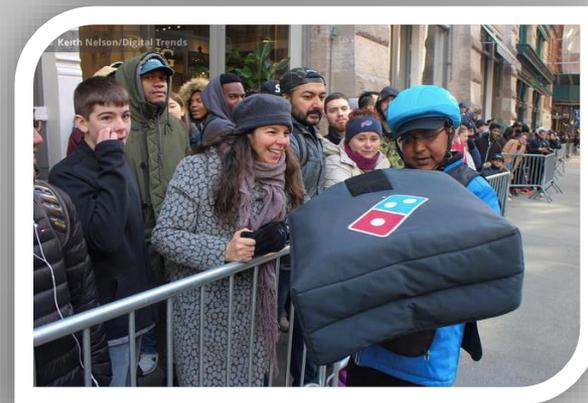
80%

Chatbots can be used
efficiently to provide
24/7 services

Buy a Taco Bell on Slack



Pizza Express Book a table

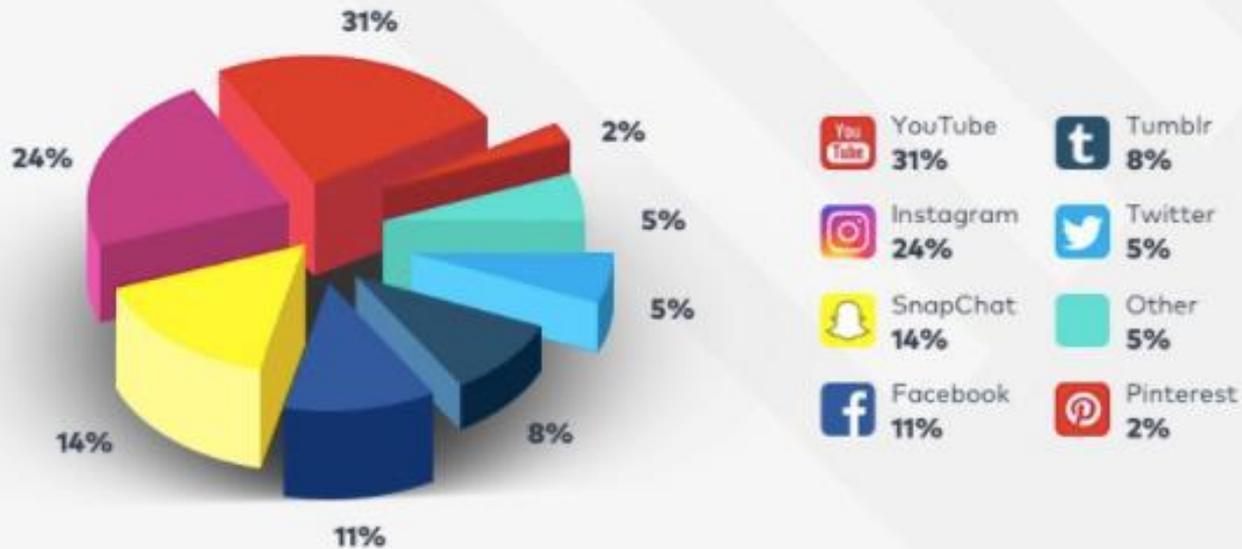


Order Pizza from Dom

SOURCE; SOCIAL MEDIA TODAY

TRUE DIGITAL NATIVES ARE FINALLY HERE!

Generation Zers, born between 1995 to 2012, are considered the "true digital natives". They already have \$44 billion in buying power.



INFLUENCER CHANNELS CONTINUE TO DOMINATE



Influencers

Meet the top 10 Influencers of the year on LinkedIn, ranked by engagement and more. Read — and follow — them now.



1. Bill Gates
Co-chair, Bill & Melinda Gates Foun...

He's taking on the world's biggest issues, and sharing what he's learning from Warren Buffett.

[more](#)



2. Richard Branson
Founder, Virgin Group

He's launched 400 companies, and doesn't believe in a separation between work and life.

[more](#)



3. Mohamed El-Erian
Chief Economic Advisor, Allianz

Only one of the sharpest minds in finance could make a post on the Greek debt crisis go viral.

[more](#)



4. James Altucher
Entrepreneur

He looks for the most painful and embarrassing situations in his life. Then, he writes about them.

[more](#)



5. Bernard Marr
Business and data expert

Some say the big data movement is overhyped. Marr is out to prove the naysayers wrong.

[more](#)



6. Sallie Krawcheck
CEO and co-founder, Ellevest



7. Ian Bremmer
President, Eurasia Group



8. Jill Schlesinger
Business Analyst, CBS News



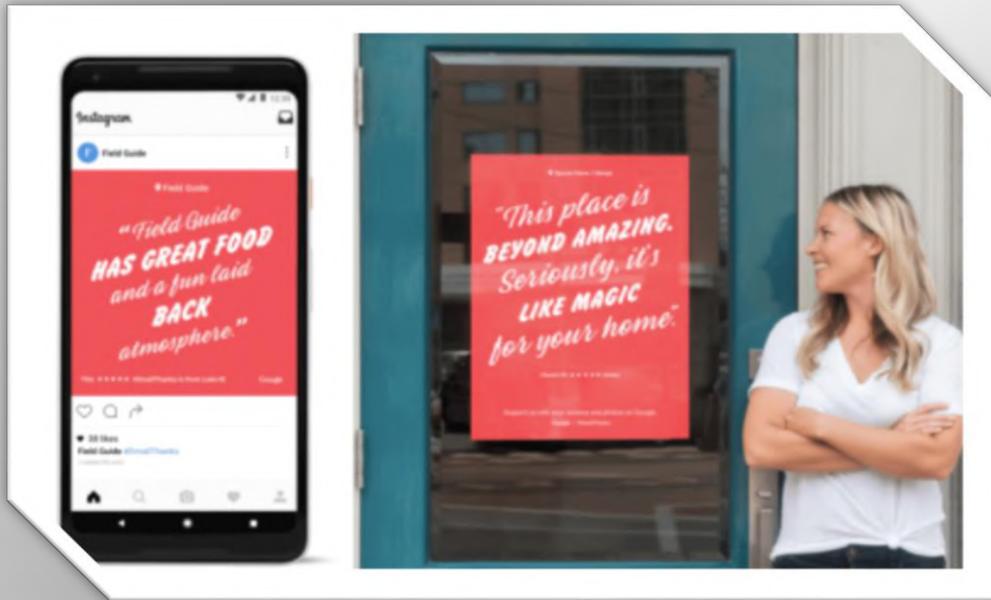
9. Ryan Holmes
CEO, Hootsuite



10. Sramana Mitra
Founder, One Million

LinkedIn develops
invite only
Influencer programme

Speaking of influencing, Google launches #smallthanks hub for small businesses



A new initiative that generates promotional materials (posters, social media posts, stickers and more) based on Google reviews.



FORGET THE TRENDS AND DO MORE!

HOW TO MANAGE SOCIAL?

1

Yourself - Manually

2

Software

3

Specialist

4

Blended



WHAT ARE YOUR OBJECTIVES?

BUSINESS OBJECTIVE

SALES

MARKETING

WHO IS YOUR TARGET AUDIENCE?

(WHERE ARE THEY, WHEN, WHAT CONTENT DO THEY LIKE, WHAT DO THEY LIKE?)





I'm eating an #apple



I Love eating apples and watch me eat one live



This is where I am eating my apple



Here is a photo of me eating my apple



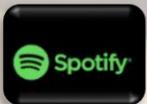
Here is a video of me eating my apple



My Skills include making cider out of apples



Now you see an apple, now you don't



Listen to this song about apples



I work for Google who eats lots of apples

UNDERSTAND & CHOOSE YOUR PLATFORMS AND CREATE THE RIGHT FORMATS



1.8m users
Average age; 30.6
BUT Mobile users average
Age = 25



500k users
53% = 15-24
BUT 92% of all journalists use it



44% users + 35yo
But very large young audience
too



43% of users between 15-24
Average age; 20



18% of Population (900kish!)
Average age; 23.3

Sources; e-markable, 80/20

FACEBOOK TOP TIPS

DO

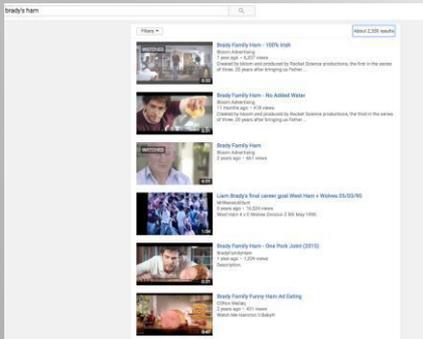
- Use a unified tone of voice
- Do segmentation targeting
- Write in the 3rd person
- Be positive and friendly
- Ask your audience questions – show interest in their opinion
- Use large, clear imagery that will stand out
- Keep statuses succinct
- Decipher content that appeals to your audience
- Post a variety of content
- Subtitle your videos
- Less is more
- Clear Call to actions
- Put € behind posts that are spreading (don't have to spend a lot to achieve a lot)

DON'T

- Avoid being repetitive
- Don't spam – 1-2 posts per week enough (can increase for a promotion/event)
- Do more than promotions
- Avoid one way conversations – interact
- Keep branding to a minimum but let them know who you are (so one clear logo)
- Adhere to specs
- Avoid long statuses that need time to read
- Stay away from negative interaction (take it to private messenger if needs be)
- Neutralise any fan to fan negative interaction
- Agree on Live events you want to share
- Keep # to a minimum (5) and keep relevant

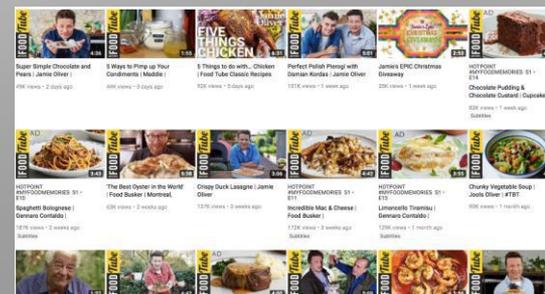
YOUTUBE TOP TIPS

Help consumers find your video



Use annotations to make your video work harder

You have less than 2 seconds for someone to notice your thumbnail



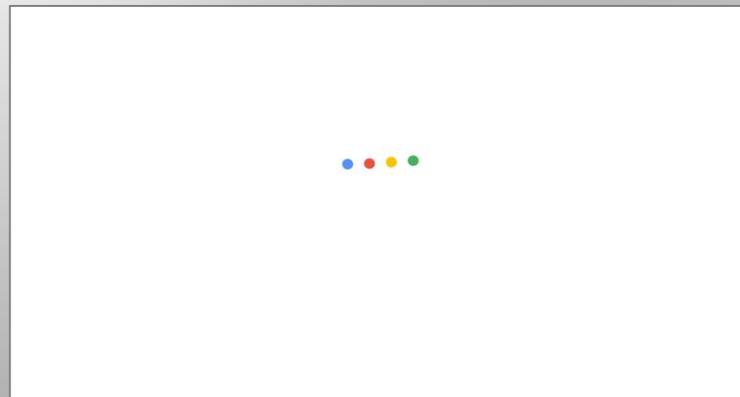
YOUTUBE TOP TIPS

DO

- Provide RELEVANT content regularly or don't do it
- Understand Youtube as a signpost of your brand and cultivate it that way
- Measure performance and optimise
- Monitor the comments on your videos and answer critical questions
- Follow and collaborate with other channel owners who share your values and leverage each other's content
- Add in links to foster engagement/conversions on other channels

DON'T

- Overestimate organic viral potential – it's usually driven by paid media
- Focus solely on views – KPI's should be linked to brand objectives
- Overtag your videos or hijack Tags/keywords that have nothing to do with your message
- Ignore a video if it starts to spread (that's when you put € behind it)
- Ignore advertising potential of Youtube as part of a campaign (6 second bumpers for instance)



TWITTER TOP TIPS

DO

- Use positive language to attract followers
- Talk about your purpose and passion points of the company
- Follow influencers who share your purpose and values
- Keep your page clean so your brand shines and your proposition
- Keep tweets short (less than 100 characters if you can – 17% higher engagement + encourages re-tweets)
- Engage with your followers as this will grow your base (ignore with peril)
- Include links with tweets (86% higher re-tweets)
- Tweet from events
- Get a guest tweeter to comment on your behalf from events on your account

DON'T

- **Use bad grammar/ language**
- **Excessive self promotion (it's often about a point of view)**
- **Post negative comments**
- **Tweet more than 6 times a day (or even less if you don't have something meaningful to say)**
- **Use unnecessary hashtags**
- **Ignore followers; this is an engagement channel.**
- **Forget to check why hashtags are trending before you use them**
- **Start tweets with "RT" as it can look like spam**

INSTAGRAM TOP TIPS

DO

- Show a human side to your brand with behind the scenes content
- Post authentic images that reaffirm your brand's lifestyle and values
- Creatively depict products in real-life situations which are relatable to your fans
- Create content themes that will resonate with your audience
- Encourage UGC (user generated content) by asking fans to upload content using a dedicated #
- Re-Post the best UGC to provide recognition for fans and motivation
- If actively promoting hashtags, monitor them regularly

DON'T

- Overuse hashtags – it is perceived as spam and can make posts impersonal
- Avoid Blurry, low quality images that lack authentic appeal
- Don't overly promote with offline collateral (using posters or flyers as images – not appreciated on Instagram)
- Use Instagram if expecting high reach in Ireland -



MEASUREMENT

WHAT IS YOUR OBJECTIVE? HOW WILL YOU MEASURE SUCCESS? – KNOW WHAT YOU WANT OUT OF



IT!

- AWARENESS – REACH

- PAID MEDIA IMPRESSIONS
- FACEBOOK REACH
- TWITTER REACH

- BRAND LOVE –

- LIKEABILITY
- ADVOCACY
- SUBSCRIBERS
- BLOGGER EARNED MEDIA
- UGC

- ENGAGEMENT – (LIKES, SHARES, COMMENTS)

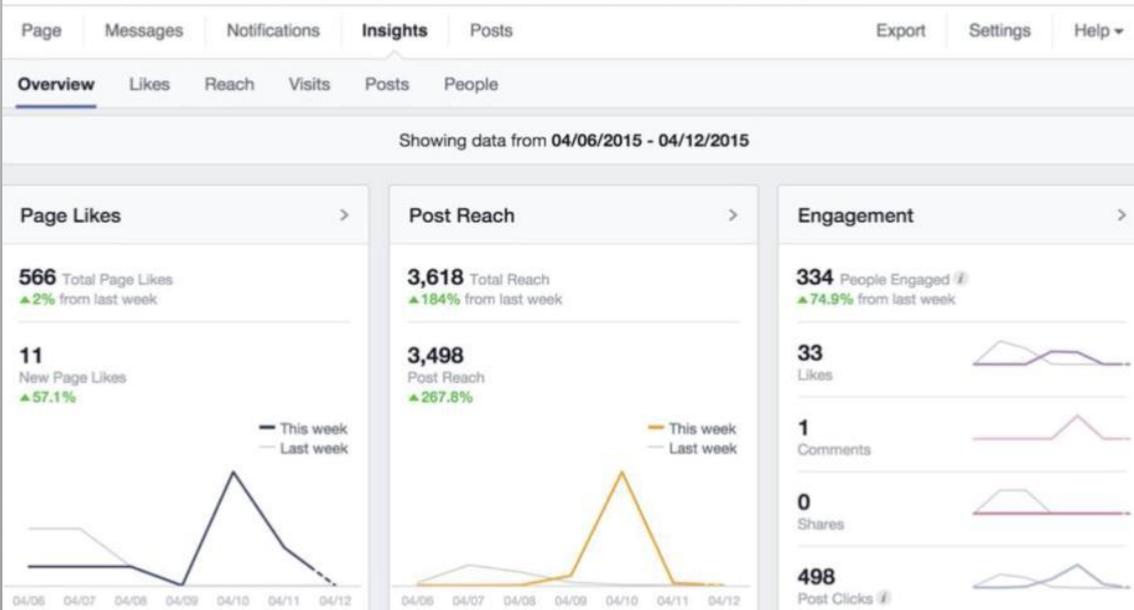
- FACEBOOK FEEDBACK
- SHARES OF VIDEO ON SOCIAL MEDIA
- YOUTUBE LIKES/COMMENTS
- NUMBER OF POSTS ON BLOGS/WEBSITES

- OTHER –

- LEAD GENERATION OWNED, RETAIL, INFLUENCER, SUPPLIERS)
- DEVICE VIEWERSHIP
- CONTENT QUALITY;
 - DWELL TIME
 - LIKEABILITY
 - ENGAGEMENT
 - ADVOCACY

Measurement: Facebook Insights

Comprehensive Analytics tool available on all Facebook Pages



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Measurement: Facebook Insights

What can we measure?

- How well is our Page performing in gaining fans?
- Is our content interesting? Are our posts reaching fans, and are they engaging with it?
- What content types does our audience prefer? Status updates, photos or videos, links?
- Where on Facebook are our fans seeing our content? Is it from their Timeline, or are they visiting our Page?
- Is there any negative feedback?
- What time of day are our fans online?
- How is each post performing, in detail?
- Is our fans' demographic representative of our target audience?

Measurement: Tweet Activity Dashboard

Comprehensive Tweet performance tool



Measurement: Tweet Activity Dashboard

What can we measure?

- How well is our Twitter account performing in gaining followers?
- Is our followers' demographic representative of our target audience?
- What content types does our audience prefer? Standard Tweets, tweets with photos or videos, links?
- What engagement are we receiving on our Tweets? RTs, Replies, Favorites, link clicks?
- What time of day are our followers online, and what time of day gets the best impressions of our Tweets?
- How is each Tweet performing, in detail?

SUMMARY

1

Select the trends that are most relevant to you – Video

as the

baseline

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2

All platforms have best practice – not about one size fits all

3

DO it if you measure it

4

Insights will lead to optimisation + creativity

1/5/2018