

# Speaker



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# In The Next 15 Mins!

- An overview of the key social media platforms
- An overview of best performing content to show statistics
- Tips For Building A Successful Social Media Community
- A Framework to Measuring Success





PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**17% MALE**  
**83% FEMALE**

**20 MILLION ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**

**5,700 TWEETS HAPPEN EVERY SECOND**

**241 MILLION ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**

**USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES**

**1+ BILLION ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC**

**200 MILLION ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**

**25-35 YEAR OLDS ARE THE MOST ACTIVE**

**540 MILLION ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**










**POWERS 50% OF THE WORLD'S HIRES**

**300 MILLION USERS**










# Key Platforms & Community Growth

						
<p>Real-Time Updates to Audience</p> <p>A two-way Relationship</p> <p>A guided conversation w/#s</p> <p>Strong Targeting options</p>	<p>WOM Exposure &amp; Trust</p> <p>Brand Advocacy</p> <p>Sentiment</p> <p>Sophisticated Targeting</p>	<p>A Professional Network</p> <p>Brand Advocacy</p> <p>Trends &amp; Insight</p> <p>Business Partnerships</p> <p>Sophisticated Targeting</p>	<p>UGC</p> <p>Behind the Scenes</p> <p>Exclusivity</p> <p>Dedication</p> <p>Works in conjunction with Facebook</p>	<p>Behind The Scenes</p> <p>Hyper-Personal</p>	<p>Centralized home for community</p> <p>Fanbase</p>	<p>Inspiration</p> <p>Ideas</p> <p>Niche Dedication</p>



# Best Content Formats For Sharing Stats

						
Video GIF Infographic Visual	Video Image based posts Facebook Live	Formatted Posts Video Image based posts Slideshare / Downloads	Instagram Stories Visual posts (stats in caption)	Personalised Content Behind The Scenes Real-time Insight	Factual Content Snappy Editing	Visual posts (stats in caption) Links Out Infographic

A close-up photograph of a person's hands holding a smartphone. The phone is held horizontally, and the person's fingers are visible, some touching the screen. The background is blurred, showing what appears to be a wooden table. A dark, semi-transparent overlay covers the bottom portion of the image, containing white text.

**4**

**steps in building a  
successful community**

# Building Community

- 1. Listen:** **Find and build relationships** both internally and externally by nurturing conversations, exploring their interests and how they interact.
- 2. Build:** **Add value** by inspiring, educating or entertaining customers with thoughtful moderation, relevant content and online/offline experiences; Look for every opportunity to connect advocates with each other.
- 3. Engage:** **Operationalize programmes** to keep advocates active and engaged in our business; look to incentivize our through custom content, product offerings, swag, recognition etc.
- 4. Share:** **Share insights about customer experience;** provide relevant content, share their content to sustain the relationship; Sharing goes both ways.





## **Bonus Tip: Think Social, Think Human**

Before going live with a social-first campaign, put yourself in the mind of the audience, and the user.



# Measure What Matters: A Framework

1. An understanding of your true **investment** in social.
2. **Objectives** that connect meaningfully to larger business outcomes.
3. **Benchmarks** that set the bar for success.
4. **Goals** that specify how and when you'll achieve success.
5. **Metrics** that help measure whether you're achieving your goals and objectives.
6. **Analysis** that translates hard numbers into actionable insights.

