

The background features a series of concentric, overlapping circles in light gray, some solid and some dashed, creating a sense of depth and movement. In the center, there is a large orange speech bubble with a white outline and a small tail pointing downwards. The text is centered within this bubble in a bold, white, sans-serif font.

**NAVIGATING – AND THRIVING ON
SOCIAL MEDIA
DURING A VERY INTERESTING TIME**



**CAN 2018 BE OVER ALREADY,
PLEASE?**

SO, WHAT'S HAPPENING

- the current social and political climate has become extremely divisive and fraught with danger / anger
- people on social media are better than ever before
- technology is better – and smarter – than ever before
- the combination of these factors are forcing social media companies to make significant changes

**HOW DID WE
GET HERE?**



BASICALLY...

- social media a sprawling ecosystem of networks, tools, platforms and data that grew up without rules and suddenly has to figure itself out

SOCIAL MEDIA IS...

- more powerful than ever
- more useful than ever
- more integrated than ever
- more intelligent than ever
- ...a complete mess

CHANGES ARE COMING

- advertising policies
- advertising tools
- algorithm changes
- going to feel a lot more like buying traditional media

THE BAD NEWS

- going to have to change the way some things are done
- new 'verifications' are a pain in the...
- ad rates are probably going to go up
- yes...they are actually checking now

THE GOOD NEWS

- follow the rules and jump through the hoops, and the tools are better than ever
- more predictability
- if you budget for social, it will reward you

THE LAY OF THE LAND

- **four major social networks are pulling away from the pack...**
- Facebook
- Instagram
- YouTube
- Snapchat

THE LAY OF THE LAND

- **the rest fill a niche**
- Twitter*
- LinkedIn
- Pinterest*
- Houzz
- Quora
- Vimeo
- E-sports streaming networks*
- Industry specific networks

SOCIAL MEDIA ADJACENT

- blogs
- review sites
- email marketing
- podcasts
- apps
- chat / messenger apps

SOCIAL MEDIA ADJACENT

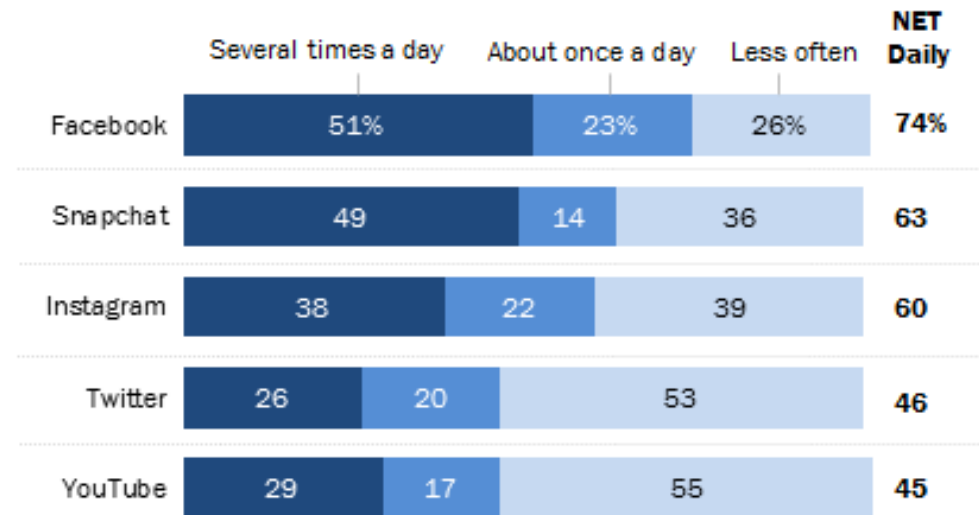
- some are fully mature – you're not going to go viral blogging – but they do contribute to social media success
- some are emerging – podcasts, messenger apps – and are ripe for experimentation

WHAT THIS MEANS FOR BUSINESS

- Locally, thousands of highly-engaged customers or potential customers spending hours a day on platforms where they could be seeing your business whether they want to or not. nationally / globally, hundreds of thousands

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

WHO'S WHERE

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 3-10, 2018
"Social Media Use in 2018"

WHAT THIS MEANS FOR BUSINESS

- you can engage directly with customers in a personal and cost-effective manner and build devoted customers and brand advocates
- years of users and networks being **very generous** with their data means that you can learn a lot about your customers and use it to sell more effectively



**WHAT THIS
MEANS FOR
BUSINESS**

- it's a tool that can bridge the gap between your in-person experience and expensive mass market advertising
- easily accessible data and low barrier to entry allows for high levels of customization, personalization and intelligent use of resources

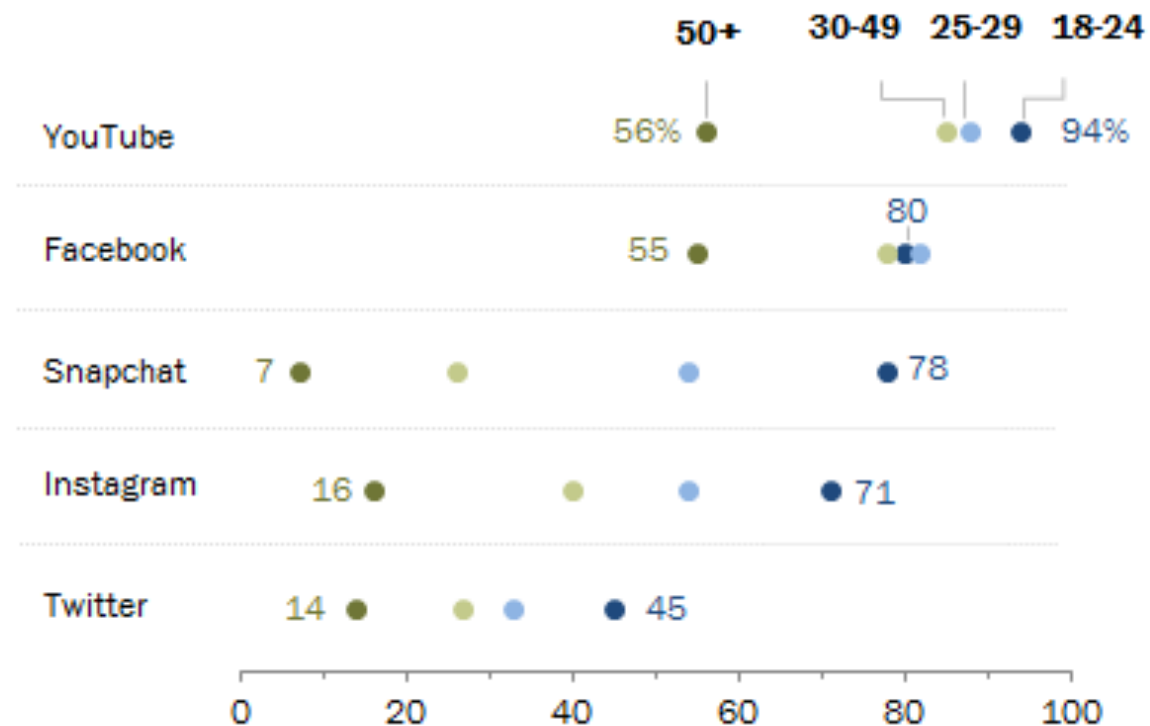
The background features a series of concentric, overlapping curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. In the center, there is a large orange callout box with a downward-pointing arrow at its base. The text inside the box is white and bold.

**DEVISE A REALISTIC,
WELL-RESEARCHED
STRATEGY**

**GO WHERE YOUR
CUSTOMERS ARE**

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

SET EXPECTATIONS

- do an honest analysis of your customer base and go where they are
- figure out what they're doing while they're there...and how can you connect with them?
- build your strategy off those insights

BE SMART

- use customer data to craft your strategy
- make sure what you're putting out matches who you are
- measure and adjust
- don't be boring



**HOW 2017/2018 RUINED
CHANGED EACH MAJOR
SOCIAL NETWORK**

WELL, WHERE TO START...

- none of the major social networks had any plan to deal with fake news, abuse, or misinformation
- CEOs, management teams and the technology itself walked away from the 2016 election (and aftermath) with a black eye
- public opinion started to turn against the platforms
- the political situation has everyone on edge
- many users are wearing their political leanings on their sleeve

UNFORTUNATELY, THERE'S MORE

- GDPR happened, (finally) creating a (painful) set of rules for data collection and use
- algorithms changed to try to stop the spread of misinformation and get 'back to basics'
- digging up old tweets is a thing now
- the older social networks are maturing and dealing with growing pains of being a part of (every) aspect of our lives

Was there anything good?

- technology caught up to allow for more seamless transactions from social networks to e-commerce platforms
- tools like the Facebook pixel and custom audiences are huge field-levelers for small businesses – and are at no added cost to your existing digital media budget

FACEBOOK

- still the 800lb gorilla
- well-developed business tools and powerful advertising platform
- excellent live streaming technology
- largest network in the world
- skews significantly older
- the Facebook pixel, carousel ads and custom audiences are incredible tools for e-commerce

HOW 2017/18 CHANGED FACEBOOK

- in the crosshairs of governments around the world
- revealed that Facebook did not follow up on blatant data misuse
- HUD won a major lawsuit against facebook restricting a lot of demographic targeting
- facebook's initiatives to make advertising more traceable and honest has created more work for legitimate business owners
- younger users choosing Instagram instead
- video....videos everywhere

INSTAGRAM

- growing like crazy
- lack of politics has made it a refuge from the rest of the online world
- skews younger
- Instagram stories emerged as a major competitor to Snapchat, and a useful business tool

HOW 2017/18 CHANGED INSTAGRAM

- fully integrated with Facebook's advertising tools, meaning links are finally on Instagram (try placing an Instagram ad – and definitely link your Facebook and Instagram ad accounts)
- attracted a lot of new users of all ages
- data collection improved and became more accessible
- stories became a huge success – 300 million users, hashtags and location filters and usage
- influencer marketing took off – even for smaller businesses

TWITTER

- struggling to figure out its place in the world
- hugely important for news, sports, and culture
- not so important for sales and marketing (unfortunately)
- struggling to attract new users
- Twitter advertising tools.....not good
- chronological timeline went away...but is (sort of) coming back, which might help

HOW 2017/18 CHANGED TWITTER

- Trump
- Trump supporters
- Trump resisters
- ‘old Twitter’ is gone for good
- until Twitter figures out its troll problem...proceed with caution unless you really need to use it

YOUTUBE

- more video than you could ever watch
- more people watching than ever before
- harder and harder to break through
- almost everybody uses it
- heavy users skew much younger

HOW 2017/18 CHANGED YOUTUBE

- YouTube had its problems too...kicked a lot of people off
- Prioritizes 'content creators' over ordinary businesses
- Better to put your content on Facebook where people will actually see it

WHAT'S UP WITH THE REST

- **Snapchat:** Instagram stories took away a lot of users. most users actually use Snapchat to chat! Snapchat location filters are very affordable and a good option for sales, events and more
- **Pinterest:** improved integration with businesses and business websites. still overwhelmingly female.
- **LinkedIn:** good for professional networking and not much else
- **Niche networks:** use them if they're relevant!

WHAT'S COMING NEXT

- more rules and certifications to weed out bad actors and users trying to game the system
- more policing of advertising and branded content
- data collection rules and norms will change
- a reckoning will come...some day.
- SEO and algorithm changes to reward businesses / users who do things the right way

WHAT'S COMING NEXT

- more expensive advertising
- more transparency on who is advertising
- deeper integrations with website and e-commerce tools
- automation & AI
- more chances for smart businesses to stand out
- but before we get there...more partisanship, fake news, memes and arguing online

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. In the center, there is a large orange speech bubble with a white outline and a small tail pointing downwards. Inside the bubble, the text "SO... WHAT TO DO?" is written in white, bold, sans-serif font.

**SO...
WHAT TO DO?**

INVEST IN THE OLD SCHOOL

- **invest in good design!** work with a good graphic designer to develop a cohesive look and feel for your online presence that mirrors your in-person vibe. **good design is always useful – more now than ever.**
- **bad design = bad content.** Bad content = no attention. No attention = no money.
- **if you're not hiring a designer:** learn a templated design tool like canva or take classes to make your work look presentable

WHY?

- **we are an increasingly visual world where no one reads anything**
- good design makes your brand stand out
- communicates clearly
- would you buy from someone with sketchy design and branding?

MORE OLD SCHOOL STUFF

- **Invest in good photography** In 2018, there is no excuse for bad, blurry, mis-colored photography. Almost every status update (and all of them on Instagram) are visual
- hire a good photographer
- buy a new phone - it's a business tool. new iPhones and Android phones take incredible photos – use them!

PIVOT TO VIDEO

- almost all algorithms favor video. use it whenever you can.
- get comfortable behind or in front of the camera – or hire someone who is
- find a way to use it that is relevant to your business
- buy a tripod and a microphone for your phone – your customers will notice

INVEST IN THE NEW SCHOOL

- learn how to leverage your email list to create a custom audience
- learn how to target your ideal customers
- learn how to use retargeting technology and the Facebook Pixel to target website visitors – and be specific!
- budget for digital marketing. it's not an afterthought any more.

INVEST IN YOUR TEAM

- train or hire smart people to be a part of your marketing team – or empower your existing team by getting them on board with your marketing message
- empower your team to make great content
- build and teach your team your strategy
- build a great internal team or hire a reputable consultant

GET USED TO AUTOMATION

- try out the automation tools on Facebook messenger (and similar website tools)
- automate basic responses like “what’s on the menu” or “are you open”
- try programs with APIs that let you do things like take reservations over Facebook, or that integrate with messaging platforms like slack to help customer service or sales

BE COMPLETELY TRANSPARENT

- **your online and offline life and business are one and the same.**
- mistakes on one will have real impact(s) on the other
- a bad experience, unpopular opinion or misstep can ruin you almost instantaneously
- there is no separation between business owner and business any more
- **be careful, be genuine, be thorough**

DON'T FORGET ABOUT EMAIL

- **it's unsexy but it works**
- you own the list and all the data – it's the only place this is true!
- best new customers look like your existing customers
- integrated with everything!
- your email list is worth its weight in gold
- don't be afraid to switch platforms, automate, and try new technologies



HAVE A PERSONALITY

boring = ignoring

USE DIGITAL MARKETING AS THE EQUALIZER

- Amazon doesn't have to crush everything
- leverage your customer data and local knowledge to outmaneuver you national / international competitors in your local market
- when your nemesis steps in it...step up!
- be smart, and build deep relationships with your fans and customers
- individualize your marketing based on demographics and behavior