

7 Biggest Trends in Social Media

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CEO Boot Camp Digital





Lots of Networks – But Where to Play?

Where to be on social media?



Go where customers are

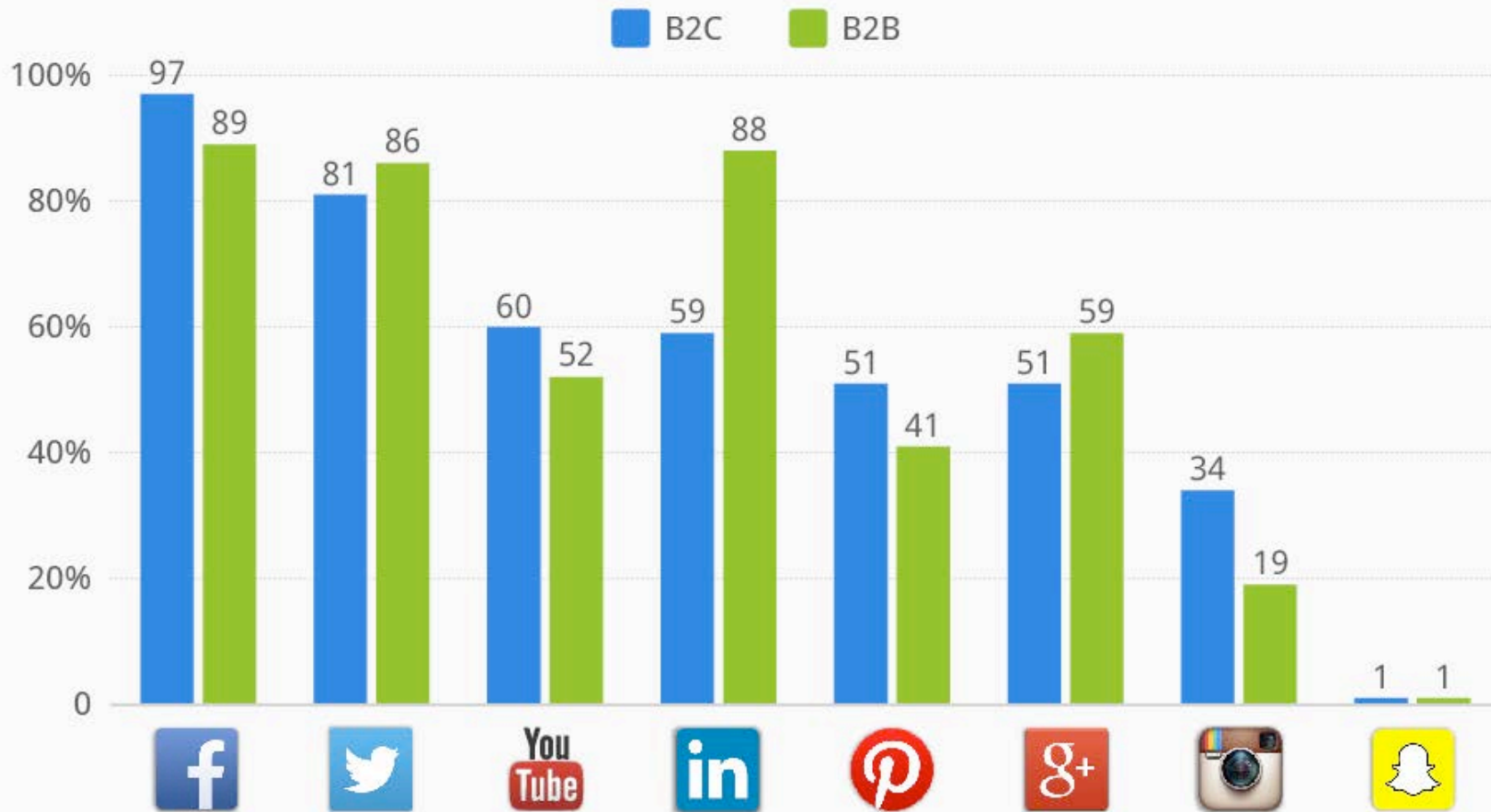
- Invite them to follow / find you on other social platforms
- Share what they'll find there



The screenshot shows a Facebook post from Lowe's Home Improvement, dated December 21, 2015, at 9:48am. The post text reads: "Fa-la-la-la-low us on Instagram for a daily dose of holiday inspiration: <http://sm.lowes.com/bmNVT>". The text is circled in orange. Below the text are four images: a snowy outdoor scene with a house and trees, a living room with a Christmas tree and stockings, a dining room with a table set for a meal, and a front door decorated with a wreath and garlands. The post has 9,924 likes and 263 shares. Interaction buttons for Like, Comment, Share, Buffer, and Hootlet are visible at the bottom.

How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms



CC BY ND
@StatistaCharts

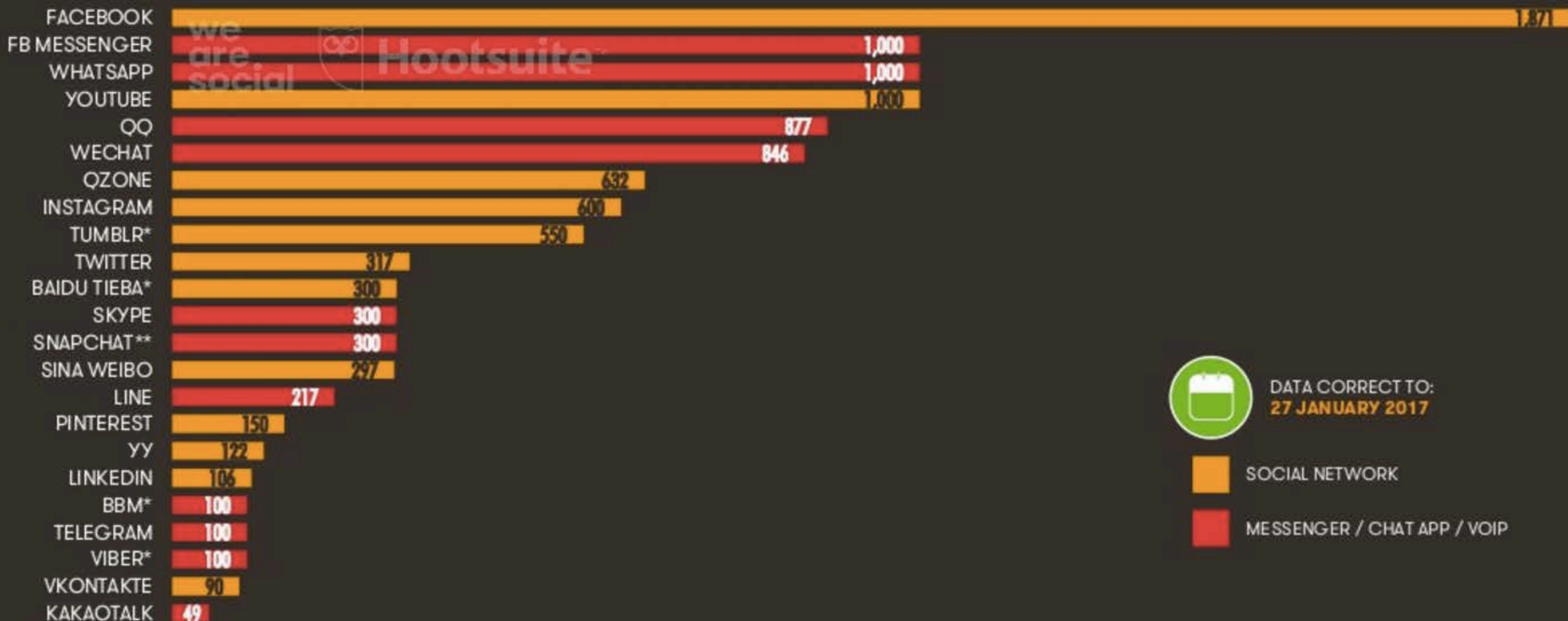
* based on a 2014 survey among more than 2,800 marketers
Source: Social Media Examiner

statista

JAN
2017

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS

DATA CORRECT TO:
27 JANUARY 2017

SOCIAL NETWORK




MESSENGER / CHAT APP / VOIP

QUICK TIPS

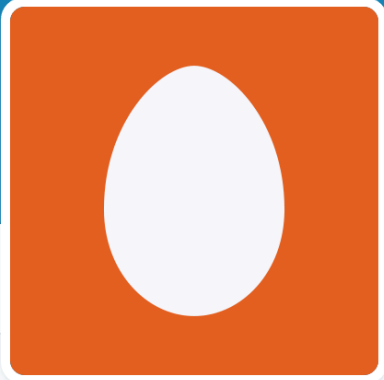

- Central Email address to register
- Reserve your name EVERYWHERE
 - NAMEVINE to check availability
 - Placeholder message
 - Protects you for the future
- Consistency
 - Create assets once
 - Reuse and customize if needed
 - DON'T CHANGE OFTEN!!!!

SECURE NAME, ACKNOWLEDGE INACTIVE



Aarp aarp.org

1 post 64 followers 71 following




FOLLOWERS
36.6K

@apple
@Apple

Joined September 2011

[Tweet to @apple](#)

 @Apple hasn't tweeted yet.



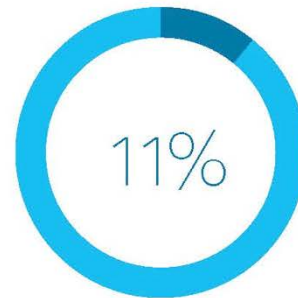
Consumers are Demanding

Customer service

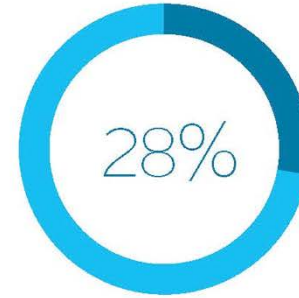
SOCIAL RESPONSE TIME EXPECTATIONS HIGH

Not Responding in a Timely Fashion, is NOT an Option

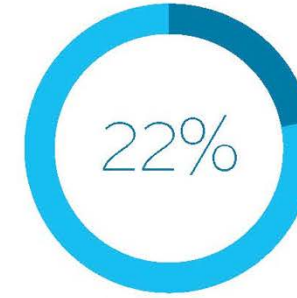
We have seen over and over again the damage inflicted upon a brand by not responding in a timely manner if at all to their customers request for assistance. It is important to engage over social media and to manage the customers expectations.



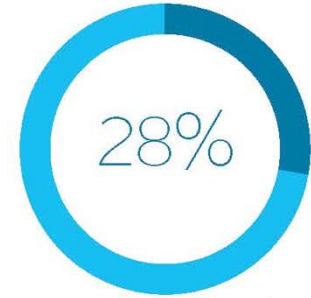
Immediate



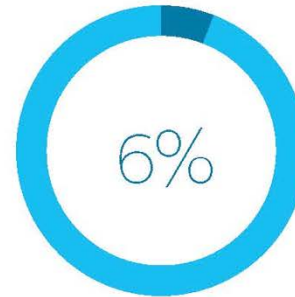
Less than one hour



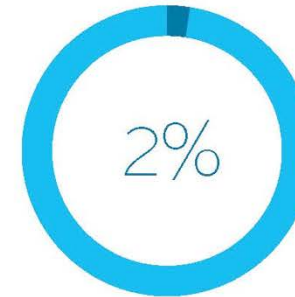
Half a day (6 hours)



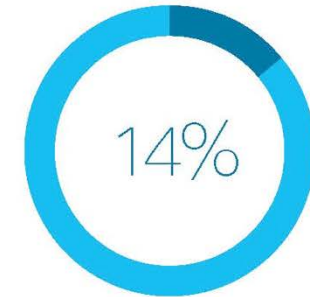
one day (24 hours)



1-2 days



Over 2 days

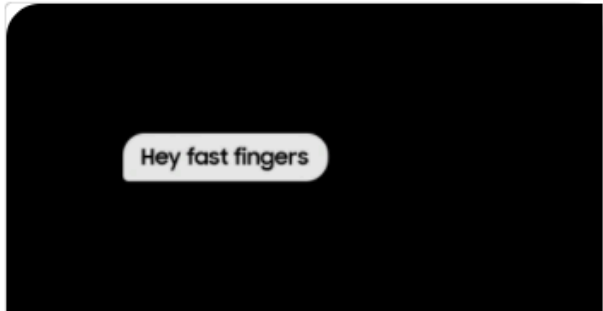


I wouldn't expect a response



you clicked.

Questions about your new Galaxy S8? Just ask.



Master your Galaxy S8

Get Started



Duo you have any tips?

I'm the Galaxy S8 chatbot and I'm here to help you master your new phone, from transferring your old stuff to learning the basics. Ready to chat?

Hmmm. Not sure I'm following you.

To find something specific about your Galaxy S8, you can open the Menu ☰ (bottom of your screen 📱) at any time. Or just type in a word like "Camera" or "WiFi".

2:21am

Here are some other ways I can help you:

Transfer your stuff

Learn the basics

Samsung Support

☰ Type a message...



Samsung Mobile
Messenger



Options



🔍 Search in Conversation

Manage Messages

Leave Feedback

🔔 Notifications

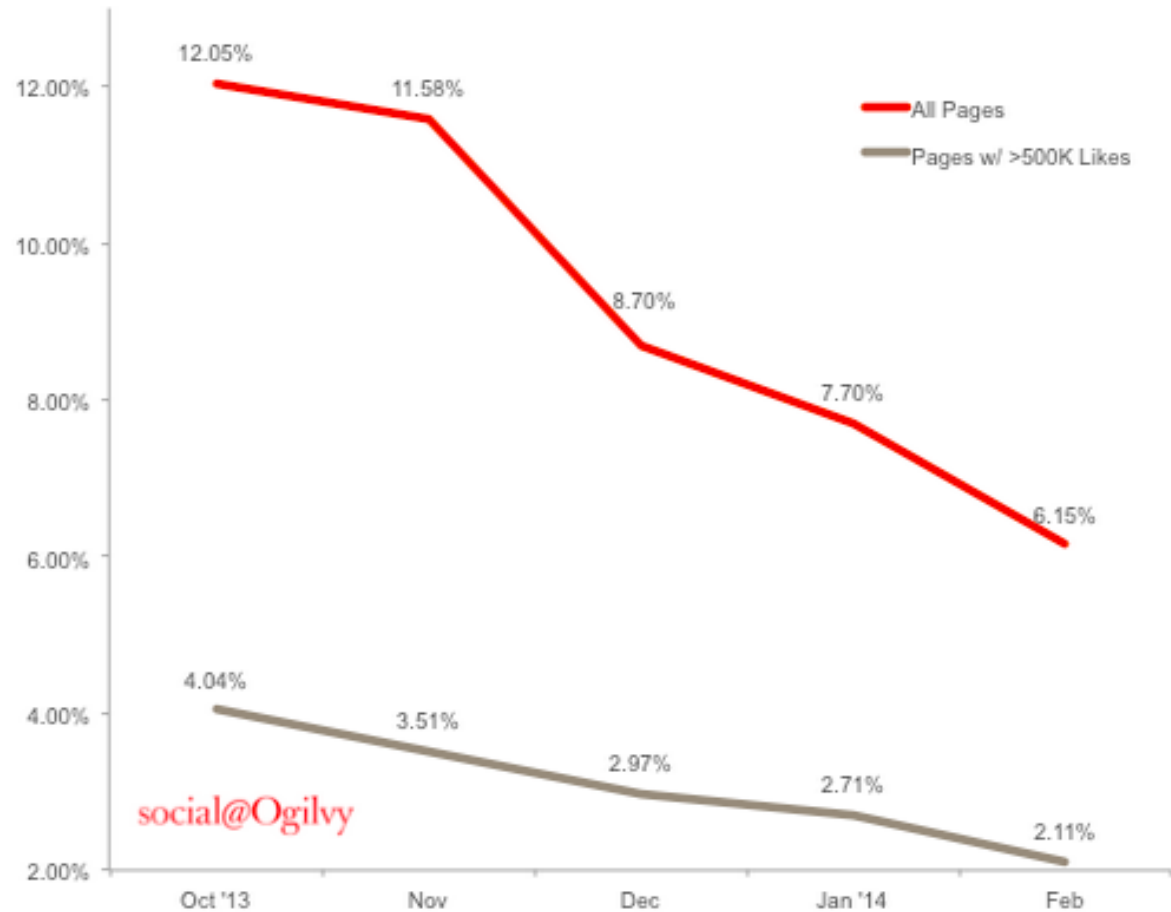
Facebook Page

<https://facebook.com/SamsungMobile/>



Facebook is Pay to Play

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

Everyone in this location ▾

United States

📍 United States

📍 Include ▾ | Add a country, state/province, city, DMA, ZIP or address

Age ⓘ

18 ▾

- 65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people



**Good Isn't Good Enough. Great
Content Wins.**



charizard_power45

ab_acting_4941, xxbekah.boxxx and charizard_power45 like this
6 DAYS AGO

Add a comment...

rcayabyab
Japps Since 1879





Great Parks of Hamilton County

@GreatParksHC

Home

About

Photos

eNewsletters

Reviews

Videos

Events

Posts

Community



Liked



Following



Share



Learn More



Message



Great Parks of Hamilton County

Yesterday at 1:02am · 🌐

At the sight of a spider our instinct is to run away, but the much-feared arachnids are a lot less scary when you get to know them, and dare I say even cute!



2.3K Views



Like



Comment



Share



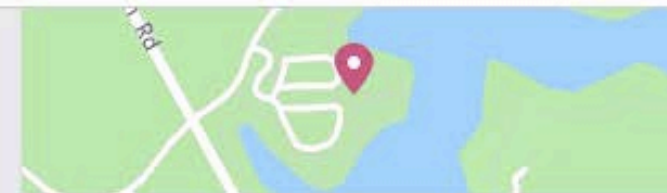
Buffer



Kevin LeMaster and 68 others

Top Comments

17 shares



10245 Winton Rd
Cincinnati, OH 45231



+1 513-521-7275



Typically replies within an hour
[Send Message](#)



www.greatparks.org



Government Organization · Park ·
Environmental Conservation Organization



Hours
Always Open

Pages liked by this Page



Duke Energy



Like



National Recreation an...



Like





Video is Where it is At

Andrea Ancel, FTD's Lead Floral Designer, gives tips on...



We're here live with FTD's lea...



We are LIVE from the Flower ...



Choose Your Video Style

[skip this step](#) →

This will determine the look and feel of your video.

Holiday Video Styles



Other Styles





Visuals are Also Key
“Real” Pictures Work Best



Florist at Bandar Sunway

May 4 · 🌐

Mother's Day is next Sunday !! Don't miss out. So let us help you to surprise her with a beautiful bouquet. Kindly call or whatsapp 010-2343 7033 to pre-order our beautiful blooms for your mum.



RM 100.00 - 6 Carnation with 1/2kg cake



RM 270.00 - Carnation with l

👍❤️ 1.9K

1 Comment 1 Share



Flowers And Feelings added 4 new photos.

Yesterday at 3:40pm · 🌐

👍 Like Page


Bouquet for all



👍❤️😱 1.2K

8 Comments 133 Shares



 **Shaaanxo** 
June 14 at 2:15am · 

 Like Page 

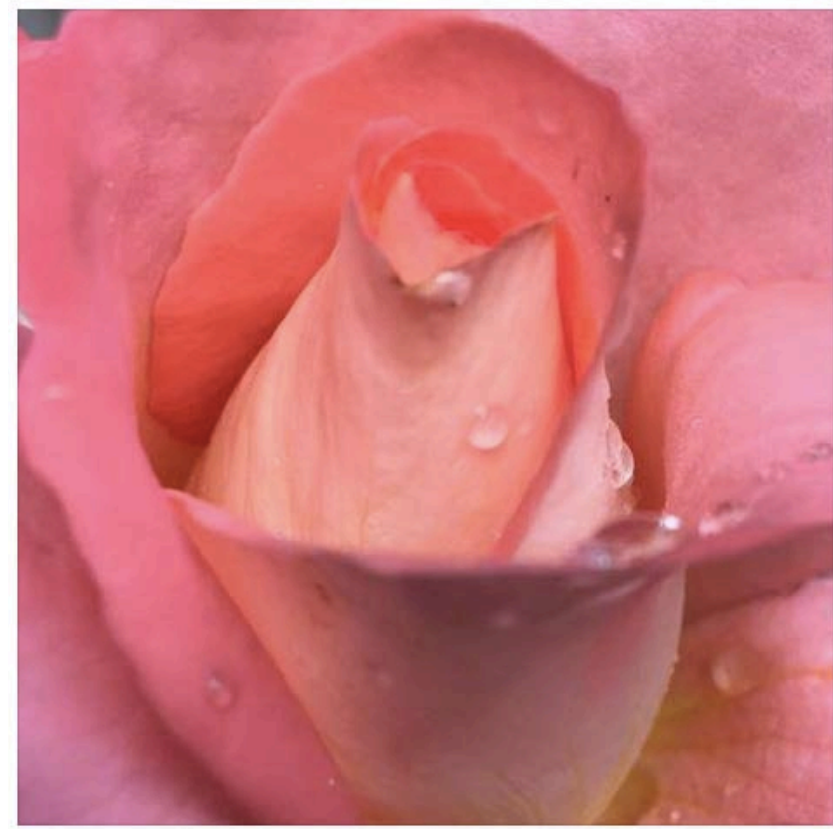
Pretty flowers from mum 🌹 #shaaanxo




   1.3K
7 Comments 1 Share 

 **Jason K Caudill**
May 26 at 5:41am · Instagram · 

From our #rose bush. Which is closer to a stick. #flowers #nature #garden



 Thoughtfully gathered and locally grown on American farms 🌻
goo.gl/obP44j



MADE IN
Canva

DESIGNS

MADE

EASY

 d.science
DSCIENCEINC.COM



Use Smart Automation

Tools: social updates

- IFTTT.com – If This Then That

The screenshot shows the IFTTT website interface. At the top, there is a search bar and navigation links for 'My Recipes', 'Browse', 'Channels', and 'girlfriendology'. Below this is a 'My Recipes' section with filters for 'IF', 'DO', 'Published', and 'Favorites'. A note states 'IF Recipes run automatically in the background.' and a 'Create a Recipe' button is visible. Two example recipes are shown, both created on January 03, 2016, and marked as 'never run'. The first recipe is 'Unmute my ringer in the morning' with an 'if' condition of a clock icon and a 'then' action of a smartphone icon. The second recipe is identical in structure.

A grid of six IFTTT recipe cards is displayed. Each card shows an 'if' condition and a 'then' action. 1. 'Share your Instagrams to Facebook' (Instagram icon to Facebook icon) by rsm, 47k users, 1.8k likes. 2. 'Post your Instagram photos to Tumblr' (Instagram icon to Tumblr icon) by ubermajestix, 33k users, 1.6k likes. 3. 'Add to a note in Evernote' (Green background with 'DO' and elephant icon) by shrugs, 15k users, 278 likes. 4. 'Tweet a photo' (Blue background with 'DO' and Twitter icon) by alexander, 8.0k users, 215 likes. 5. 'Discover Weekly Archive' (Green background with Spotify icon) by hansjuergen..., 7.4k users, 156 likes. 6. 'Never miss breaking technology news' (Black background with 'if' and New York Times icon, blue background with 'then' and envelope icon) by nytimes, 47k users, 1.1k likes.

Tools: social updates

- Buffer.com

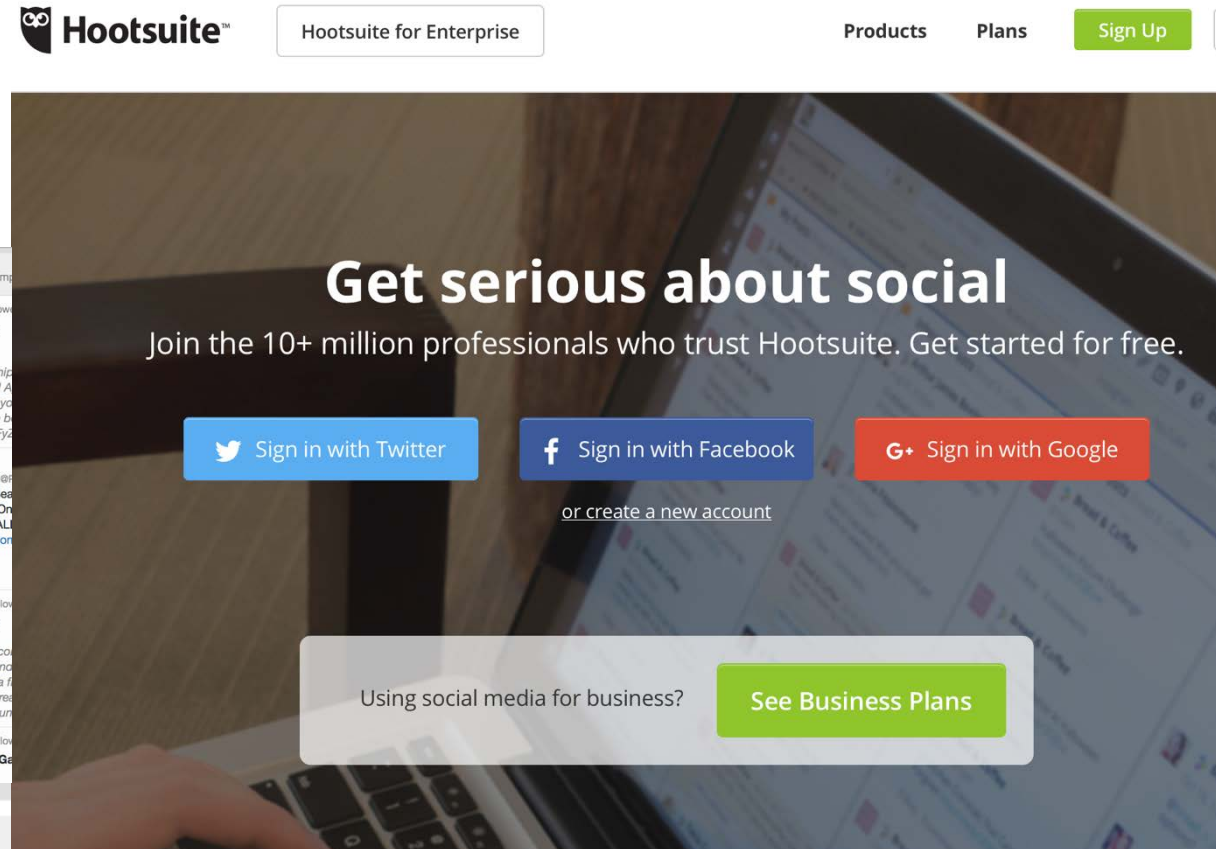
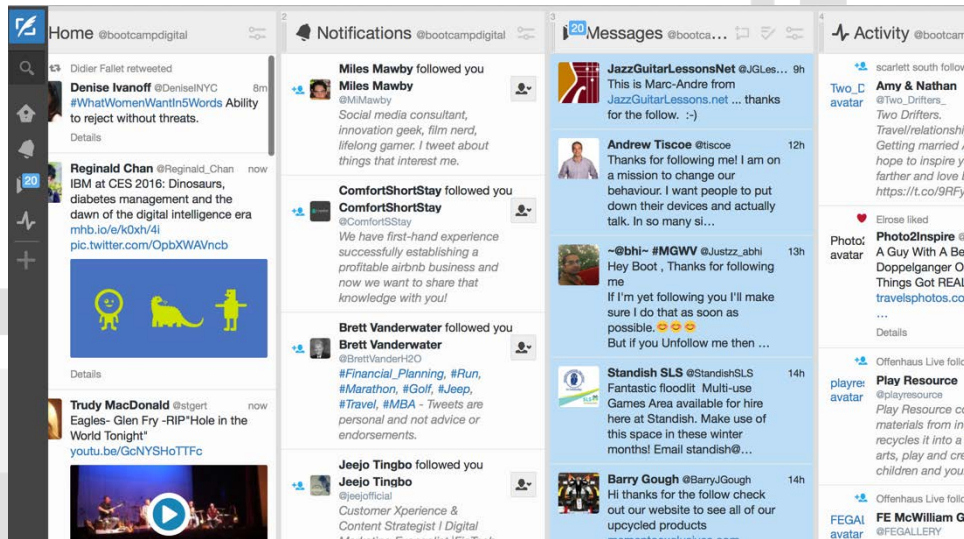
The screenshot displays the Buffer.com dashboard. At the top, the Buffer logo is accompanied by the text "is hiring!". Navigation links include "Learn About Buffer for Business", "Help", and "My Account". The main interface is divided into several sections:

- Accounts:** A list of connected social media accounts with their respective icons and follower counts. The accounts listed are:
 - bootcampd... Pinterest (6)
 - kristaneher Pinterest (8)
 - Boot Camp ... Facebook Page (112)
 - Jamie Ches... LinkedIn (0)
 - KristaNeher Twitter (13)
 - Krista Neher LinkedIn (1)
 - Boot Camp ... Google+ Page (1)
 - Boot Camp ... LinkedIn Page (20)
 - Krista Neher Facebook (146)
 - bootcampd... Twitter (13)
 - Connect More Profiles and Pages
- Content:** A section for managing the content queue, currently showing 37 items. Sub-sections include "Queue", "Contributions", and "Feeds".
- Analytics:** A section for tracking performance, with a "Create Images With Pablo" option.
- Schedule:** A section for scheduling posts, with "List" and "Calendar" views.
- Settings:** A section for account configuration.

The main content area shows a queue of updates for Friday 20th November and Wednesday 9th December. The Friday update includes a link to a YouTube video titled "Are Periscope and Meerkat the Next Big Things in Social Media? Social Media Training for Business." The Wednesday update includes a link to an article titled "Government Social Media Workshop: Using Social Media for Good - How Government Social Media can Impact a Community".

Tools: social updates

- Tweetdeck.com
- Hootsuite.com





Questions?

Connect Online @KristaNeher

Handouts are available at:

FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

FTDUniversity.com