

**National Journal Communications Council**

**Media  
University**

**AMU 411**

# Social Media Fundamentals—Part 1

June 19, 2015

# Setting the Current Social Media Landscape

Across the Spectrum, Key Players Capture Vast Swath of User Appetites and Desires

#1

## The “All-in-One” Approach



- ✓ Seeks to capture broadest possible audience with a diverse array of rich content
- ✓ More liable to make investments in risky or unproven product offerings that could enhance engagement (e.g., publishing, online retail)
- ✓ Reflects diverse user interests and needs while providing a barometer for macro trends and hot-button issues

✓ **Most useful for:** breaking news, ongoing dialogue, building networks, keeping tabs on issues, items and influencers, creating archives

✓ **Examples include:** Facebook, Twitter, LinkedIn

#2

## The “Video Chasers”



- ✓ Principally attracts users interested in watching, creating or saving online videos
- ✓ Offerings range from short clips (~5 to 10 seconds) to full length videos depending on audience focus
- ✓ Provides content with high potential for virality, attracting significant user discussion and commentary

✓ **Most useful for:** eye-catching material, building emotional connections, breaking news, deep engagement on a particular issue (for longer videos)

✓ **Examples include:** YouTube, Vine, Vimeo

#3

## The “Photo-Savvy Socialites”



- ✓ Emphasizes capturing or curating a particular moment in time and enhancing images with text, filters or other tools
- ✓ Organizations and influencers seek to amass followers who receive updates on new posts and can often access previous posts
- ✓ May present the greatest potential for virality given increased media attention to these platforms

✓ **Most useful for:** cultivating niche communities, forging human connections, fun and entertainment, keeping tabs on issues, items and influencers

✓ **Examples include:** Pinterest, Instagram, Snapchat

#4

## The “Social Messaging Scions”



- ✓ Primarily used to communicate privately with friends, colleagues and other networks
- ✓ Takes advantage of user interest in “dark social” content to easily share photos, videos and other information with individuals or groups
- ✓ Least apt for taking messages viral, but future may lie in ability to turn privately-shared content into publicly-posted information at will

✓ **Most useful for:** Ongoing dialogue, building networks, keeping in touch

✓ **Examples include:** Facebook Messenger, WhatsApp, Viber, Kik

# “Big 3” Quickly Changing to Fill Needs and Create Wants

Ongoing Evolution of Major Platforms Intended to Keep Audience Engagement High

January 2015

“Rules of Engagement”

**facebook**

From Algorithmic Changes to Additional Features

- Video views on News Feed outpaced photo views by a factor of 2:1
- Facebook algorithm favored native uploads over external video posts
- General interest posts more likely to be seen than promotional posts



June 2015

“Rules of Engagement”

- ✓ Native video posts supersede external video for maximum organic reach
- ✓ Search function outfitted with the ability to find links, thus improving mobile sharing
- ✓ With “Instant Articles,” Facebook now a player in native publishing
- ✓ Growth strongest among older demographics

**twitter**

From Video Enhancements to Increased Functionality Overall

- Users able to post native 30-second videos with in-app editing functionality
- “Tweets While You Were Away” feature made timing of tweets less important
- Group direct messaging (up to 20 users) and ability to share tweets in messages expanded engagement opportunities



- ✓ Improved DM platform makes Twitter more formidable player in social messaging game
- ✓ Users can search for hashtags more effectively than before
- ✓ Website redesign improves user experience and aesthetics of interface
- ✓ Direct buying feature has considerable potential
- ✓ Youngest user base of the Big 3 (mostly Millennials)

**Linked in**

From Thought Leadership Promotion to Enhanced Usability and Access to Data

- Blogging interface much more streamlined with added tools for maximum engagement (e.g., create entries from main LinkedIn feed)
- Option to share Slideshare material via LinkedIn became a prominent feature
- Slideshare material now featured on LinkedIn today (first source of content not provided by publisher)



- ✓ Permaedit feature gives users ability to change just about every aspect of their LinkedIn profiles (from section order to section headers)
- ✓ Enhanced thumbnails under connections who have recently viewed a user’s profile tell users how their profile was found
- ✓ Search engine now scours entire website for connections
- ✓ Homepage provides feedback on status updates and profile views
- ✓ Most adoption among 30-64 year olds (lowest at ends of demographic spectrum)

# You Don't Get a Trophy for Showing Up

Understand Primary Uses of Key Social Platforms to Create Optimal Engagement Strategy

## Instagram's Optimal Use: Presenting a Humanizing Face *Current Approach: An Inaccessible Platform for Associations*

Bold headline establishes theme of conversation and creates "curiosity gap"

Blurry photo of woman coupled with an in-focus shot of the IV drip naturally elicits questions from audience and humanizes the stakes of the dialogue



Appropriate smattering of hashtags raise potential for virality and link topic to ongoing notable discussions

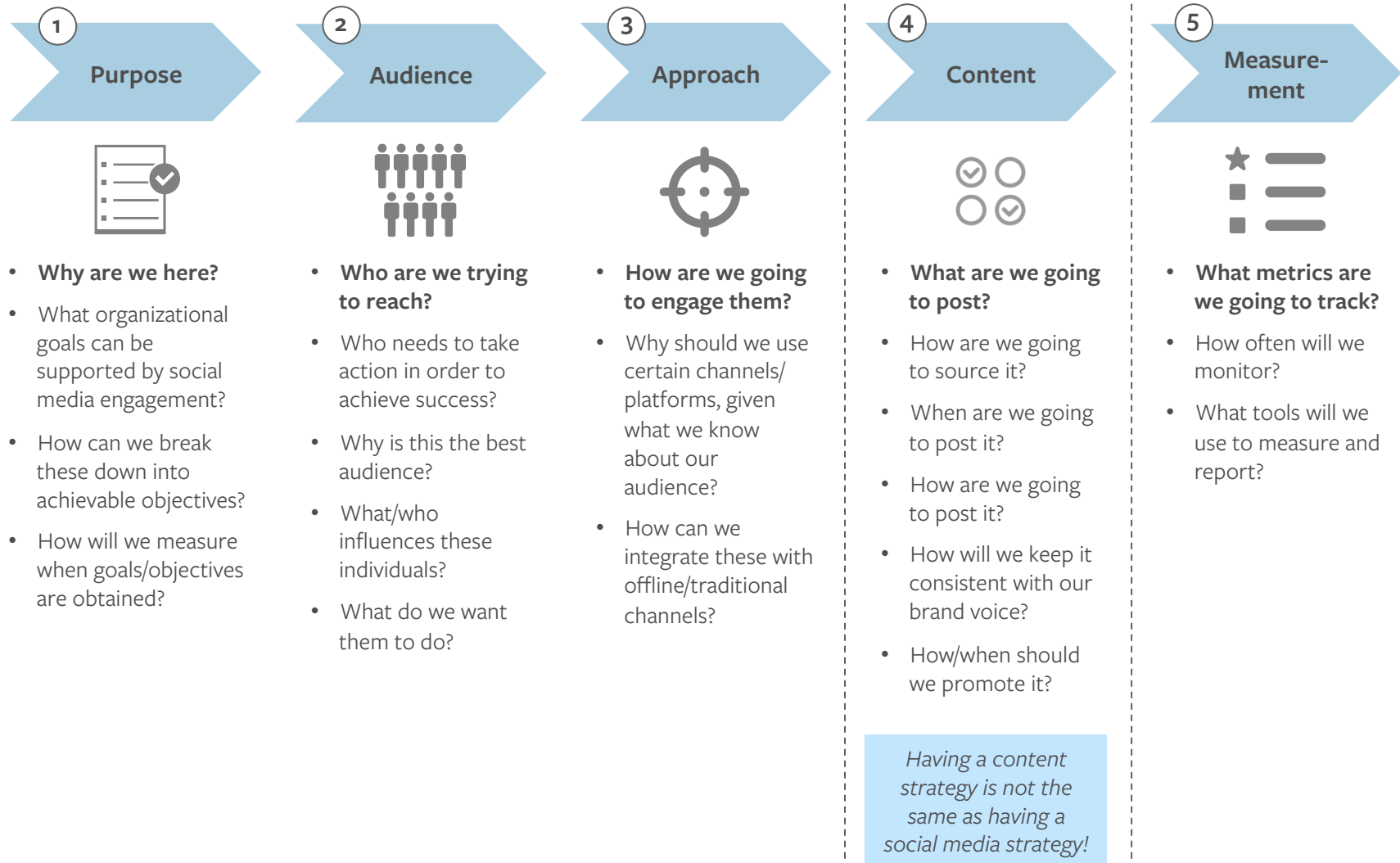
**CARNEGIE  
COUNCIL**  
The Voice for Ethics in International Affairs

### Case in Brief

**Profiled Organization:** Carnegie Council  
**Organization Type:** Association

# When Content is Not the King

Confusion Over the Full Scope of a Social Media Strategy Limits Strategic Intent



# Finding Your Social Copy Sweet Spot

Individual Post Style Dictated by Sliding Scale of Key Factors

