The Social Media Landscape

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Recap of 2018's biggest changes

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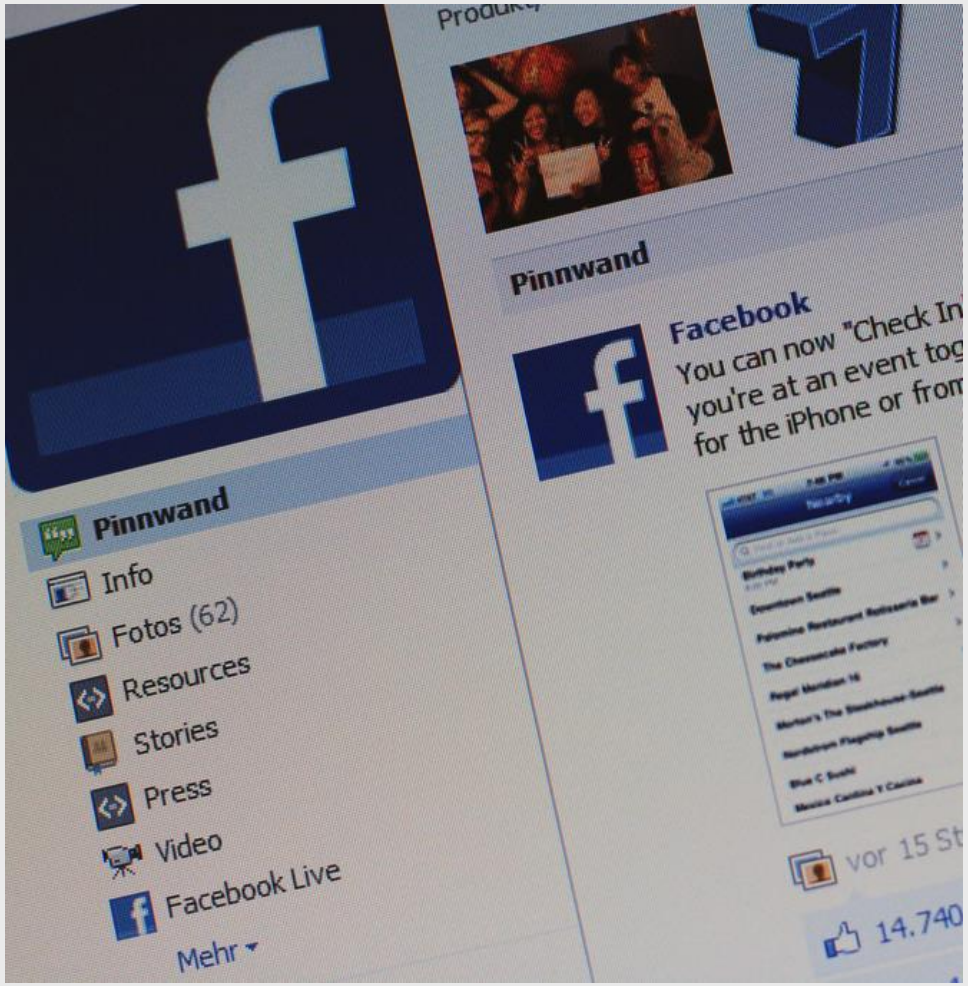
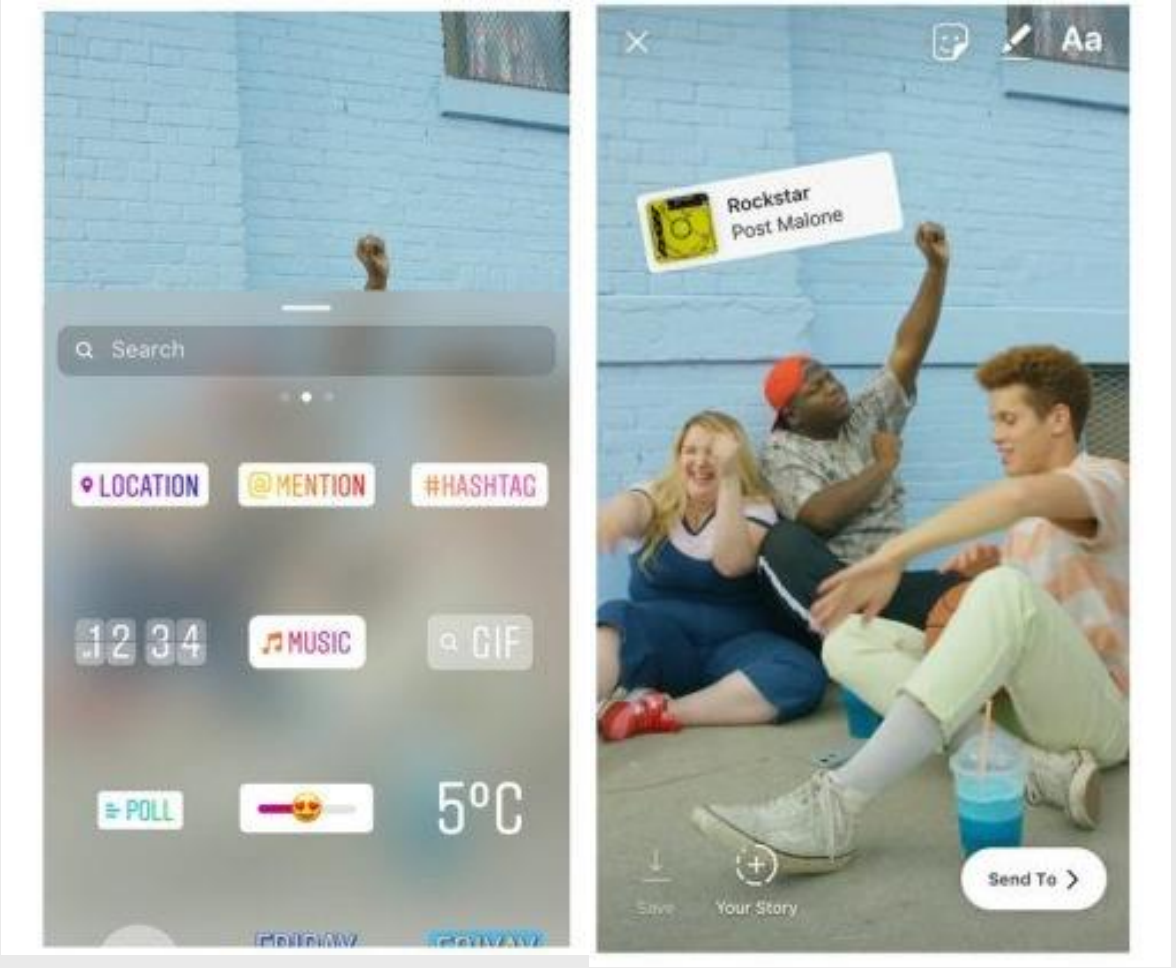
Facebook

- Algorithm change, organic reach in decline
- New video features, polls and gamification
- Breaking news feature



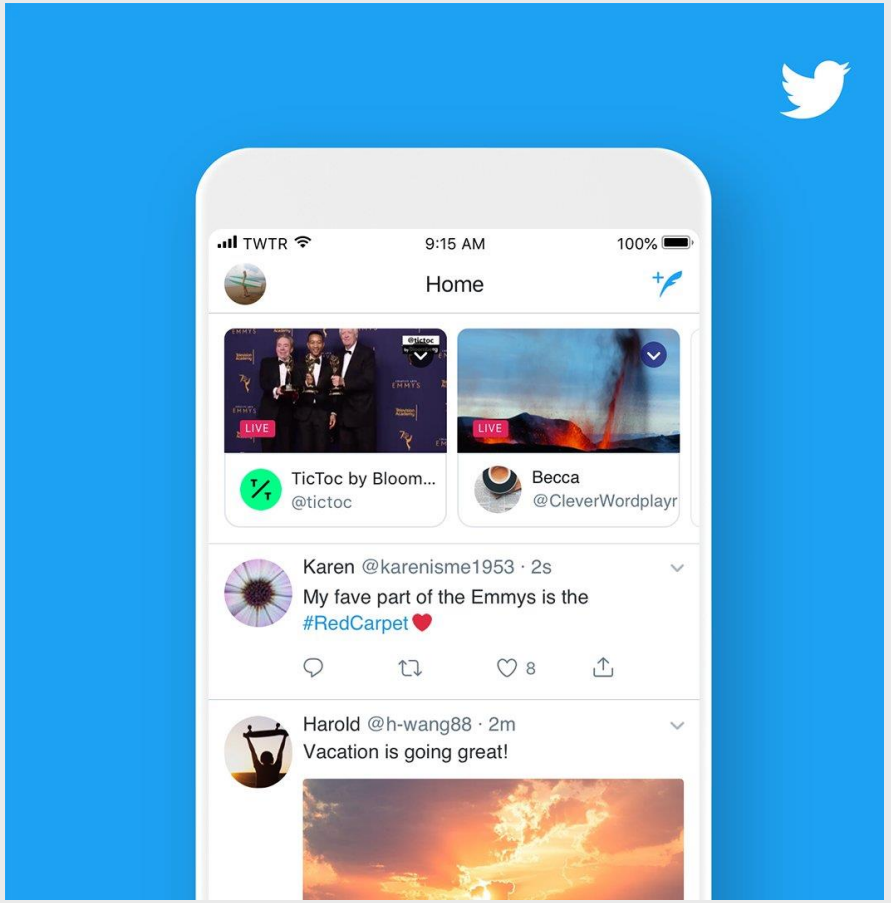
Instagram

- Verification requests
- Music and GIF stickers
- One hour video on IGTV
- Timeline/Algorithm update
- Instagram shopping
- Follow hashtags



Twitter

- Chronological timeline
- Live video priority
- Save and share tweets



2019 Trend Predictions

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Fake News Clampdown

Stronger action on disinformation and poor quality content as social networks attempt to maintain the integrity and usefulness of their platforms.

Fake News Clampdown

How to Prepare

Assess your content and advertising approach, make sure you're not doing anything in social that could be mistaken for 'fake news'.

Pay attention to algorithm changes and how they impact your social media strategy.

Evolution of social video

- Social video will get even bigger.
- Users will spend more time watching video on social.
- Platforms will seek to monetize video further and brands will look for better ways to engage customers with it.

Evolution of social video

How to Prepare

- Start experimenting with social video if you are not already, look at all options.
- Research what competitors and those in parallel industries are doing in this space.
- Put together a special-projects team to work on social video content for your brand.

Influencer Marketing Shake-up

- Data privacy issues make identifying influencers more difficult
- Twitter is the only game in town
- Influencer fraud is increasingly a problem

Influencer Marketing Shake-up

How to Prepare

- Set policies for the kind of influencers you want to work with.
- Require proof of genuine influence, not just their say-so.
- Use tools like Meltwater Social to analyze true influence.

Successful Social Media Strategy

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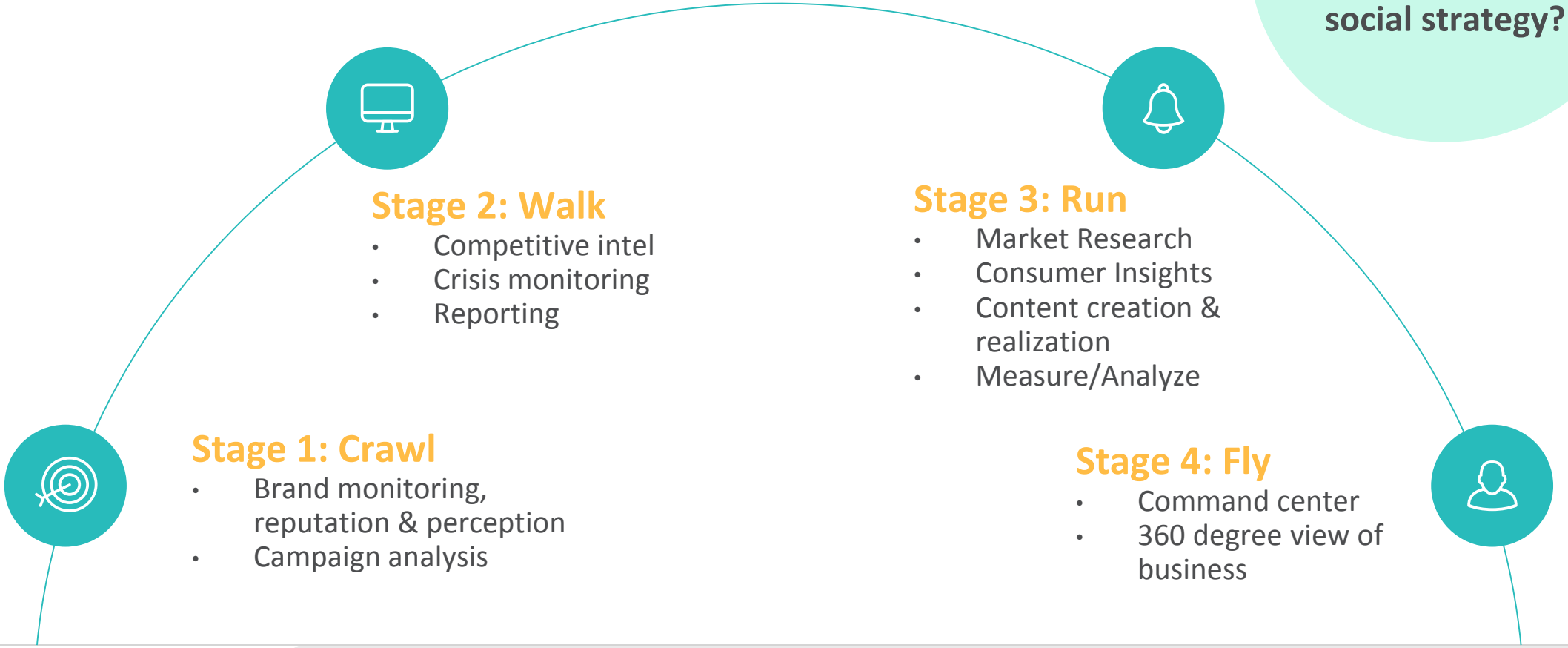
Find out who your target audience is	• know who your target audience is • understand the “why” behind their action
Decide goals and set measurable KPIs	• Set specific, measurable, attainable, relevant and timely KPIs • Don’t forget your organization’s goals • Include other departments
Create a Social Media Marketing Strategy	• What, where, how much, who and WHY • Social Media Schedule and Social Media Tools • Different paths can lead to the same target
Measure, Analyse and Share Insight	• Not every part of your strategy will be a winner • analyze and measure to know what produces results and what’s not working • Share data and helpful insight to teams outside marketing and communication departments • Can help develop social strategies to support overall business goals

Source: Sprout Social Index

Social Use Case Stages

Consider your maturity level. How advanced is your social strategy?



Stage 1: Crawl

- Brand monitoring, reputation & perception
- Campaign analysis

Stage 2: Walk

- Competitive intel
- Crisis monitoring
- Reporting

Stage 3: Run

- Market Research
- Consumer Insights
- Content creation & realization
- Measure/Analyze

Stage 4: Fly

- Command center
- 360 degree view of business

Stage 1: Crawl

I want to know what's being said about my brand, people and products and monitor those conversations ongoing.

- Track mentions of ***brand names, product lines***
- Monitor for mentions of ***key executives*** or other ***prominent staff***
  -University example
- ***Benchmark*** mentions across and within distinct time periods
- ***Understand sentiment*** around brand
  -Brand heath
  -Campaigns
- Benefit from the historic power of Explore data to ***understand past and current brand positioning***. Easily get access to this research without building up a data repository.

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Explore

Help | Daniel Wisth - Fairhair

Untitled search SAVE

Sep 8 12:00AM - Sep 22 11:59PM | Aa | ACTIONS

156k Results

sorted by Date • Descending

Steve Stewart @steve1dogg
US | Sep 22 • 11:58 PM

RT @1visionamd: The UN has encouraged roughly 1/3 of the worlds financial institutions to only loan for "green projects". They won't loan for **oil production** or other carbon based

oil production

8 Duplicates 4.33k Reach Neutral

shorttermwealth.com
US | Sep 22 • 11:58 PM

New Delhi's Hyderabad House is the seat of Indian diplomacy. The 36-room, butterfly-shaped palace, originally the royal residence of the last Nizam of Hyderabad, has played host to foreign heads of state since India's independence in 1947. So, when Indian Prime Minister Narendra …

) for crude oil on Indian exchanges. Although India has a dearth of domestic **oil production**, it has an abundance of investors. As a result,

oil production

Neutral

Stu @stuetheridge

Total mentions

156k

↑ 441%

Compared to previous period

Mentions/day average

11.2k

↑ 441%

Compared to previous period

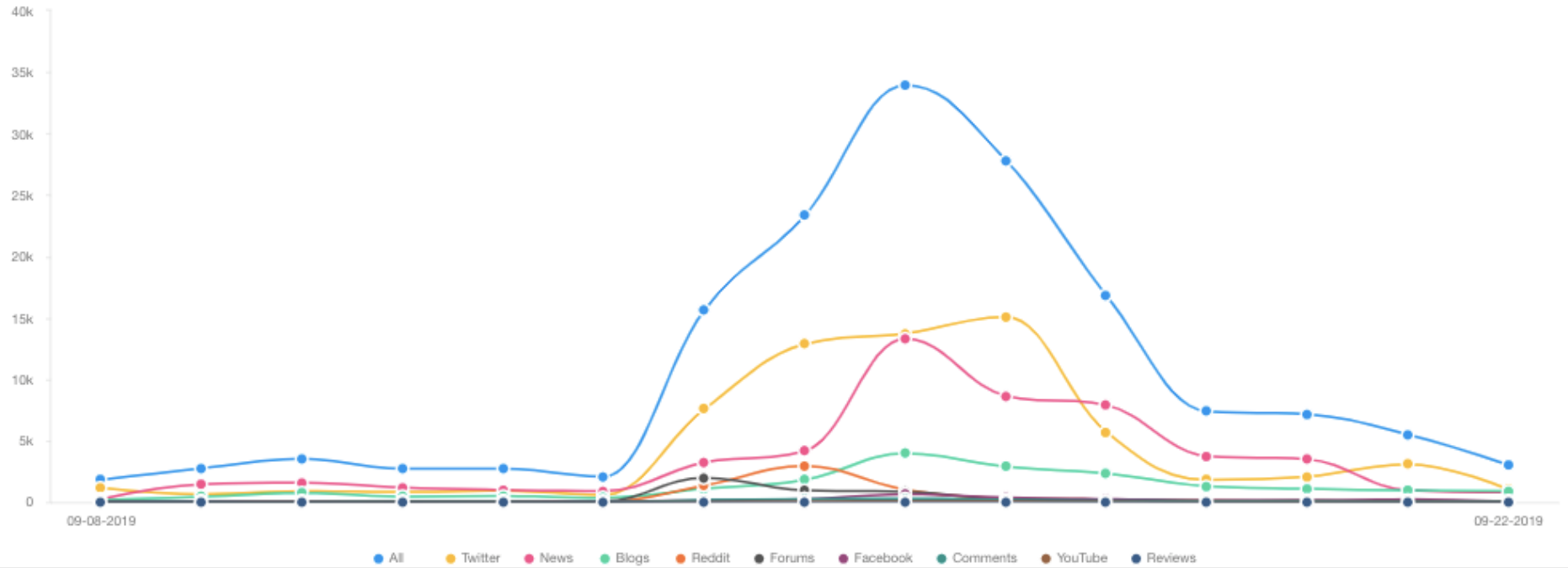
Unique Twitter authors

52.7k

↑ 590%

Compared to previous period

Latest activity by source



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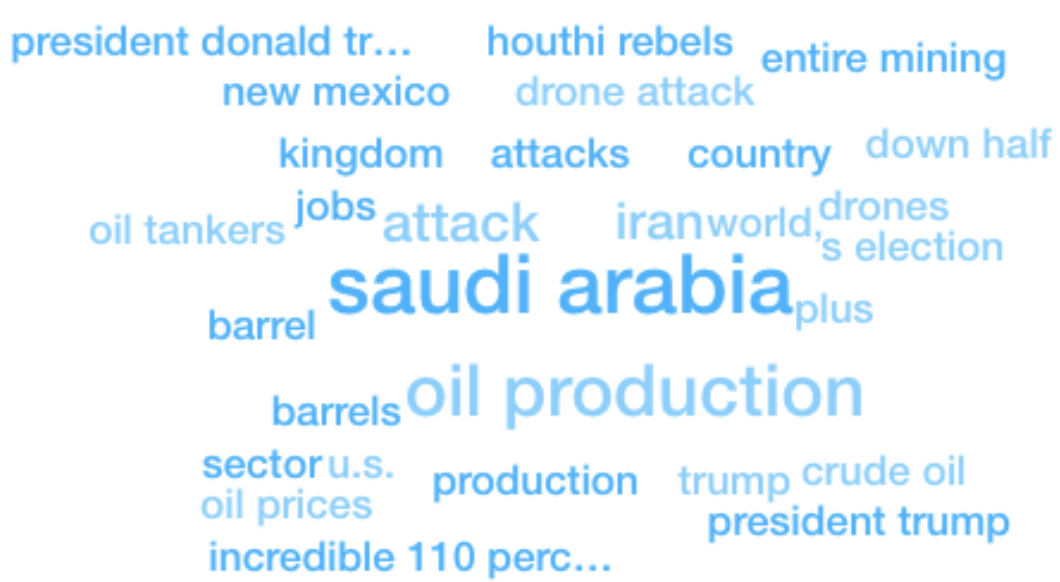
Top keywords



Top entities

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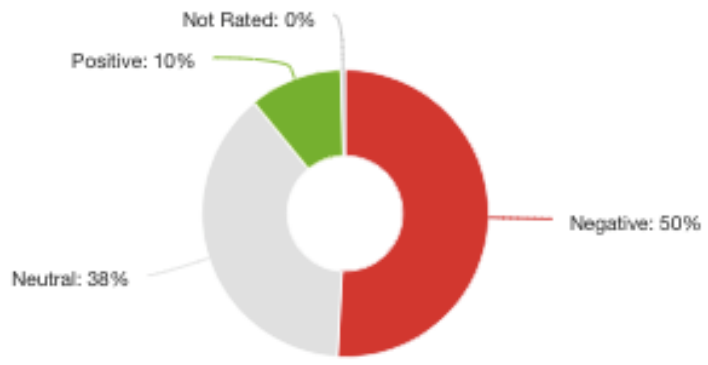
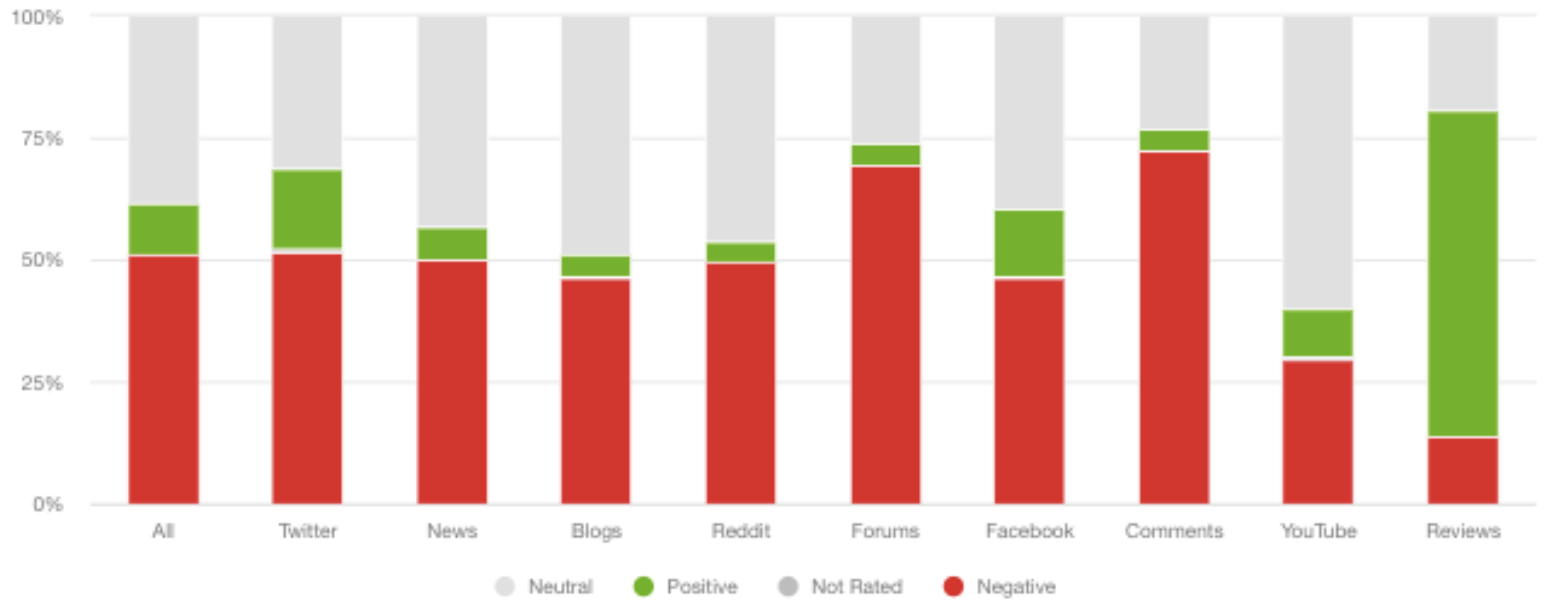
Sentiment



Sentiment by source



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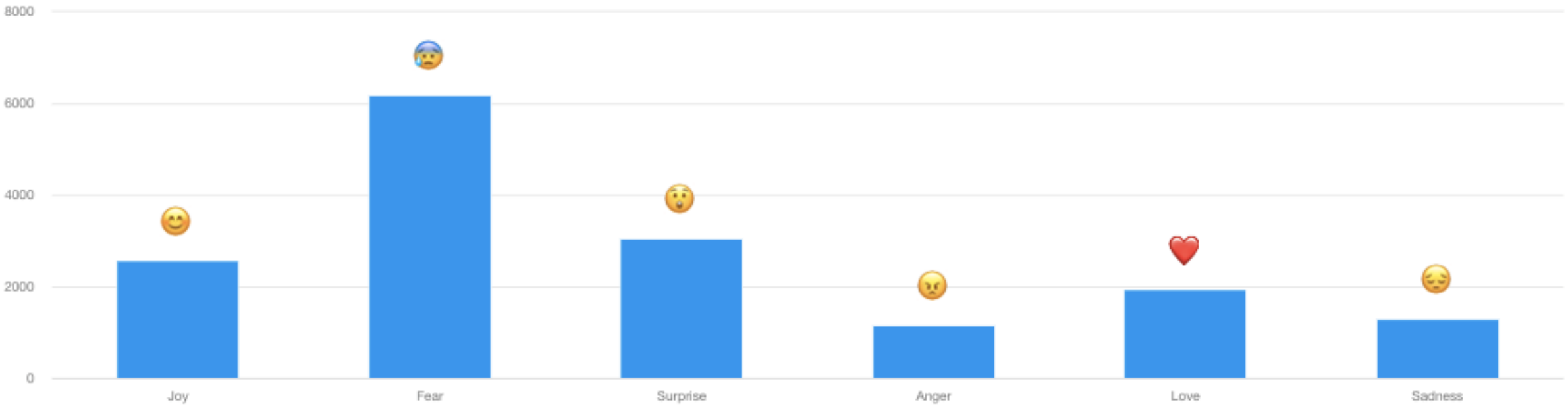
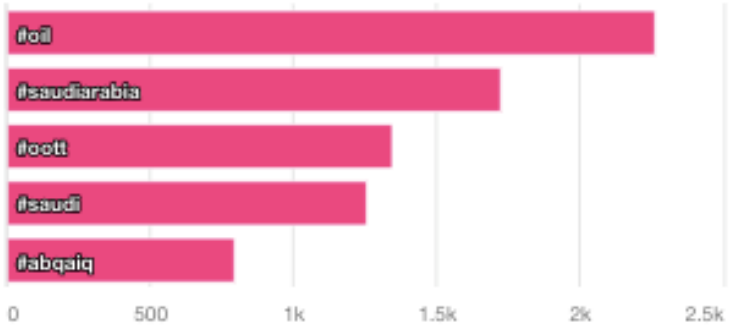
Emotional comparison



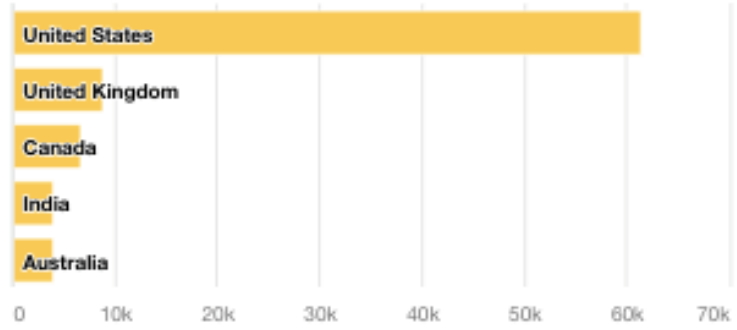
Top hashtags



Top Twitter authors

Author	Tweets	Followers
@realDonaldTrump	1	64.4M
@nytimes	1	44.1M
@CNN	1	42.8M
@BBCWorld	1	25.8M
@TheEconomist	4	24M
@Reuters	3	20.7M

Top countries



Social Solutions

Stage 2: Walk

I want to understand what my competitors are doing and saying online and how audiences are perceiving them to adjust my own strategies.

- Compare your brand's ***Share of Conversation and Share of Voice***

- ***Spot real-time and breaking news***
  - Consequences for a competitor that might affect you / Or a change in the market
- Compare and contrast ***your influencer communities***
- ***Capitalized on unmet needs in the market***
  -Tesla / Solar city example
- **Reporting**
  - Owned/Earned & benchmark

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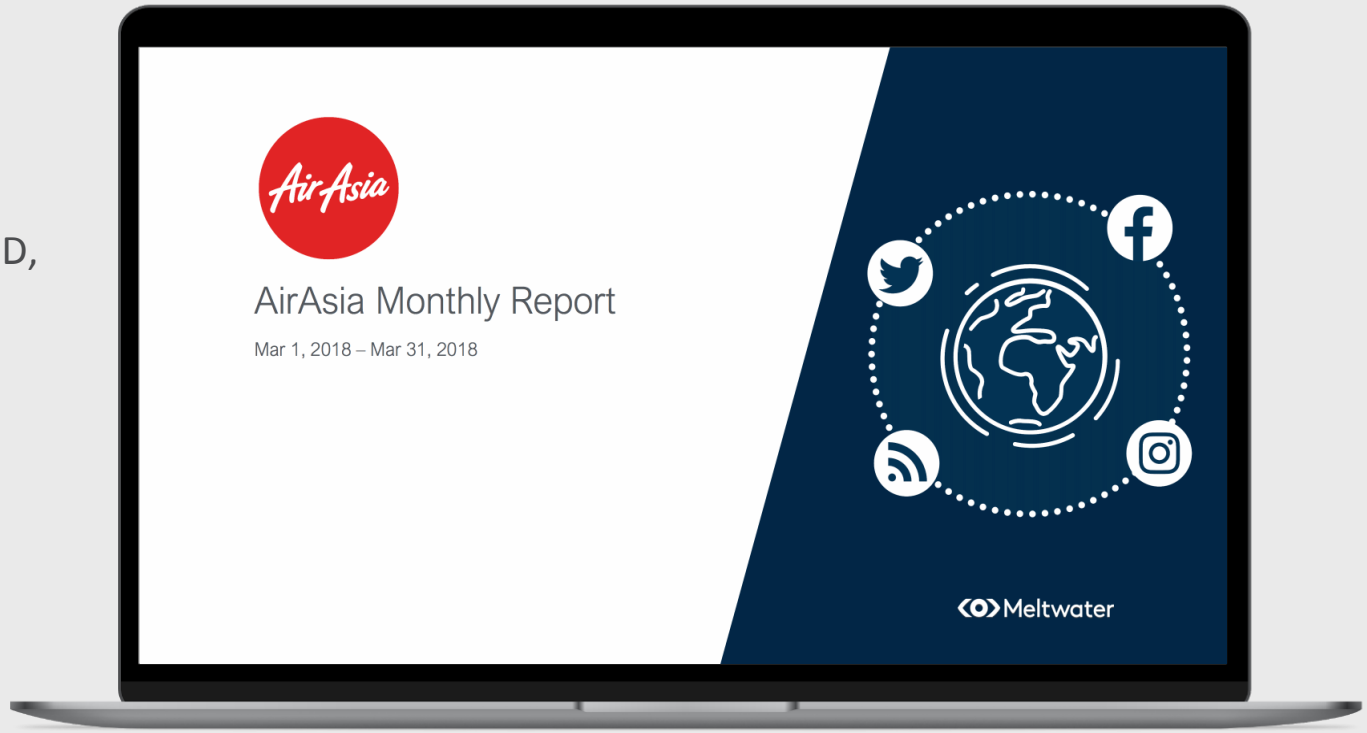
Social Insight Reports

COMPREHENSIVE SOCIAL MEDIA REVIEW OF YOUR BRAND, PRODUCT OR COMPETITORS



EXECUTIVE SUMMARY

For busy executives, this page distills key themes into an easy to read summary. For competitors, understand how two brands or products compare to each other and how key business drives change over time.

SPIKE ANALYSIS

Get a bird's eye view of the volume of tweets and mentions for a brand, product or competitor. Quickly identify where volume spikes in relations to other days and times - and understand what caused them.

SAMPLE TOP POSTS

Instead of sifting through every tweet or post, view a sample of posts that drive engagement and views.

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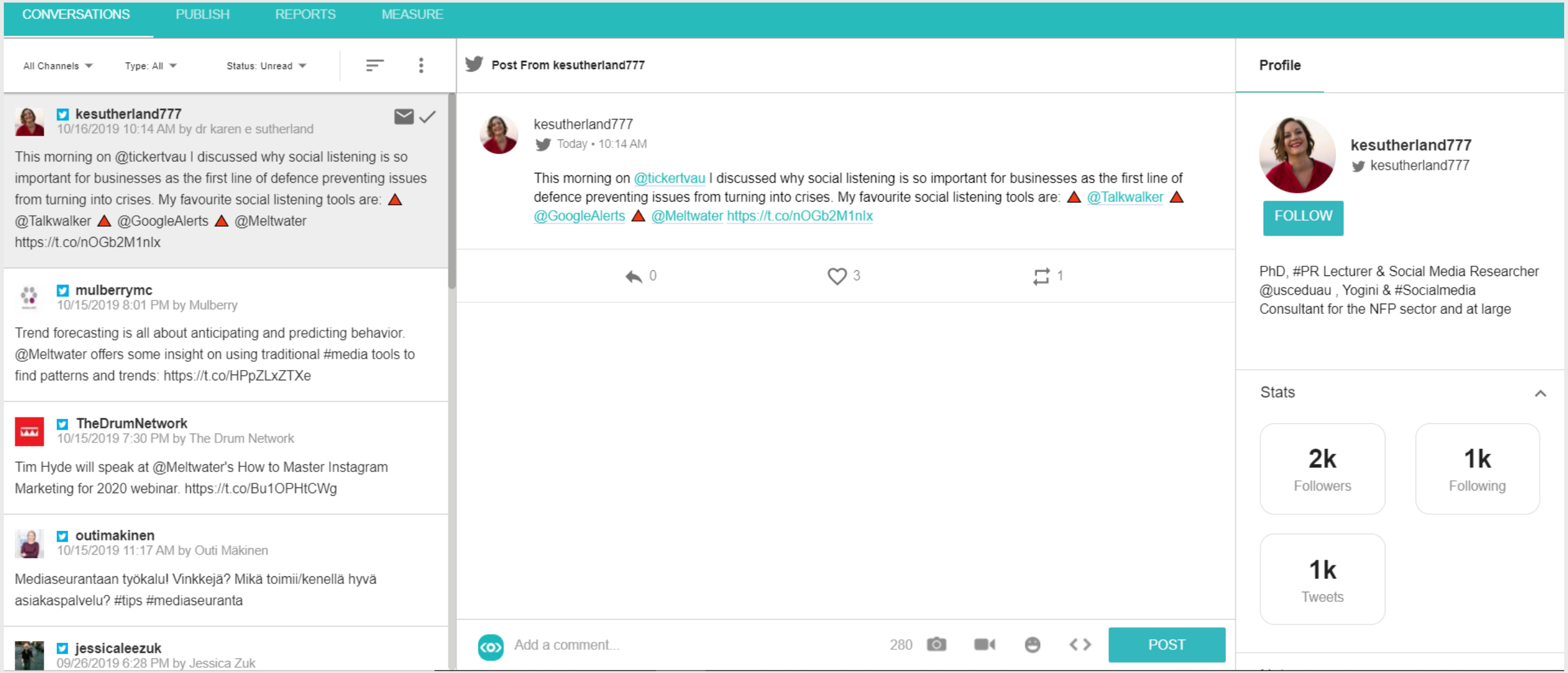
Stage 3: Run

I´d like to create well perceived content in line with our strategy that resonates well with our audience

- Tap the ***world's largest real-time focus group (Monitor)***
  -Perception of our market & changes
- Identify smart, useful or high-performing content
  -Engage
  -Reporting
- Take advantage of ***current situations*** to create content
  - Norwegian example / Brad Pitt
- Measure / Analyze
  - Planning
  - What works, tweaks etc.



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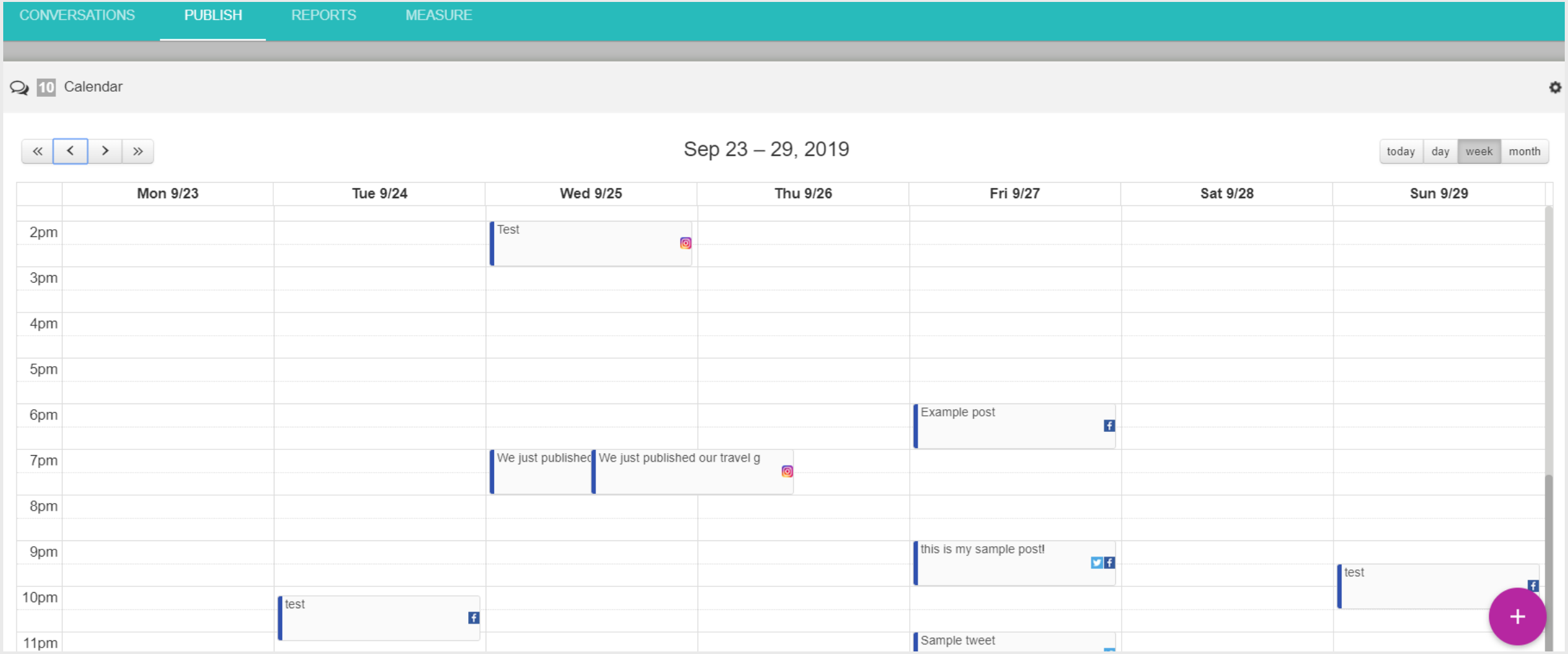
Schedule posts



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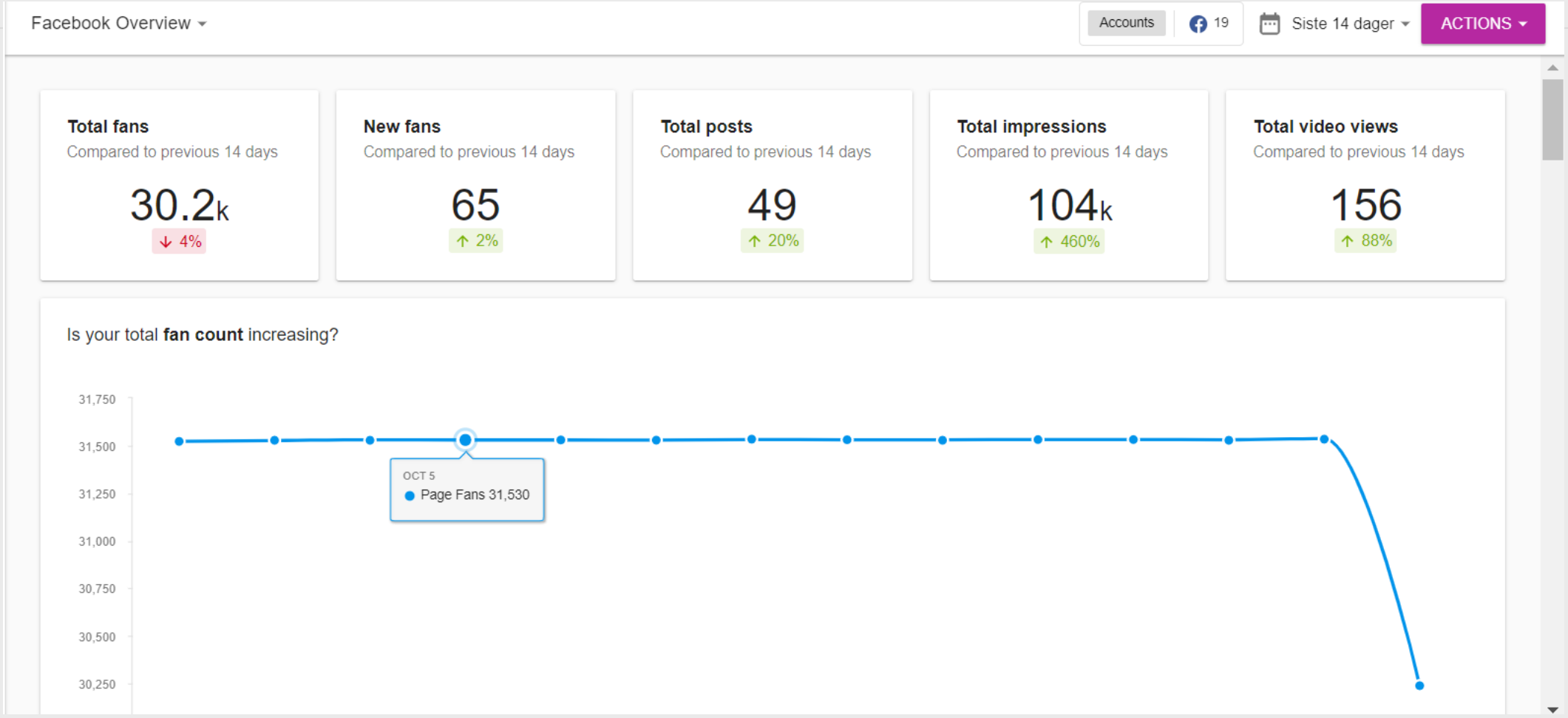
Measure



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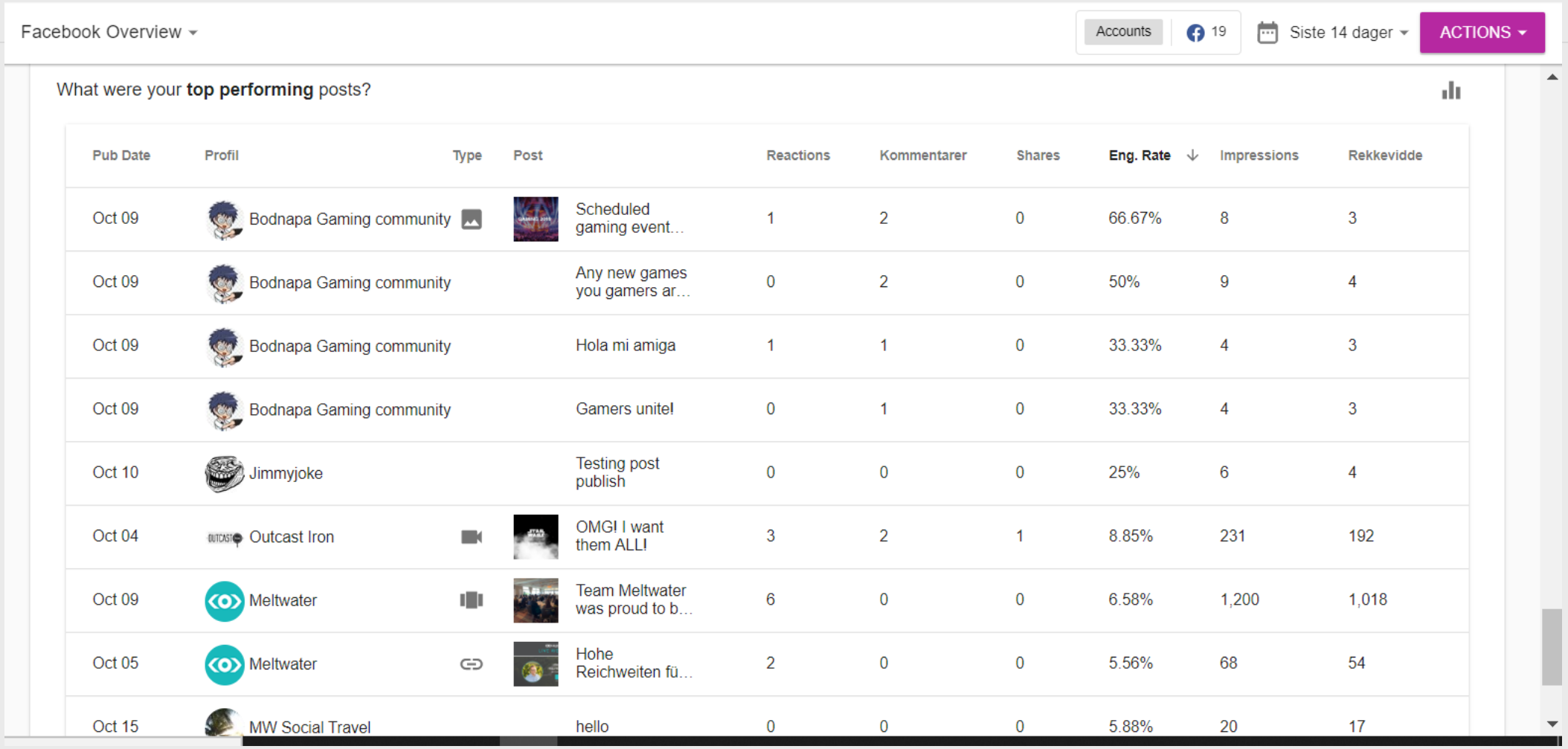
Measure



Pub Date	Profil	Type	Post	Reactions	Kommentarer	Shares	Eng. Rate	Impressions	Rekkevidde
Oct 09	Bodnapa Gaming community		Scheduled gaming event…	1	2	0	66.67%	8	3
Oct 09	Bodnapa Gaming community		Any new games you gamers ar…	0	2	0	50%	9	4
Oct 09	Bodnapa Gaming community		Hola mi amiga	1	1	0	33.33%	4	3
Oct 09	Bodnapa Gaming community		Gamers unite!	0	1	0	33.33%	4	3
Oct 10	Jimmyjoke		Testing post publish	0	0	0	25%	6	4
Oct 04	Outcast Iron		OMG! I want them ALL!	3	2	1	8.85%	231	192
Oct 09	Meltwater		Team Meltwater was proud to b…	6	0	0	6.58%	1,200	1,018
Oct 05	Meltwater		Hohe Reichweiten fü…	2	0	0	5.56%	68	54
Oct 15	MW Social Travel		hello	0	0	0	5.88%	20	17

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Stage 4: Fly

I need to integrate content and data from a variety of data sources to provide a complete 360 degree view of my business.

- Make it easy to articulate the impact that social is having on the business by ***correlating social data*** across earned, owned and paid to other data points such as website traffic and sales.
- Get a real-time assessment of the insights most important to your business- access to data on the fly, in-meeting answers and ***smarter decision making***.
- Have an always on view into accurate metrics and ***track towards you key performance indicators***, ensuring no blind spots.
- ***Scale across the organization*** by creating customized views by department with the metrics that matter the most.

- Take advantage of all findings and utilize this to make business critical information.

- Identify risks
  - Thresholds

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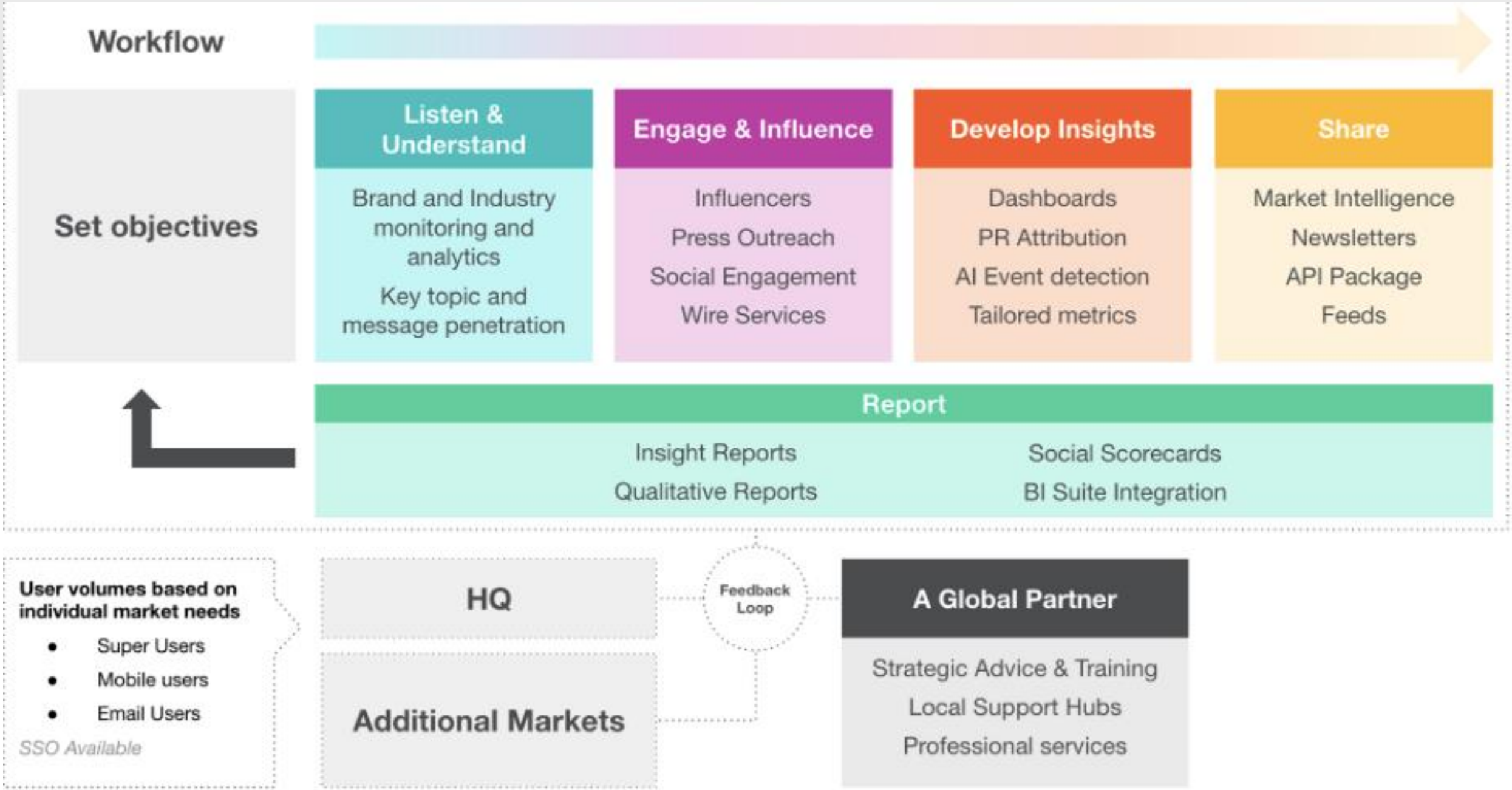
Workflow
Set objectives
Listen & Understand
Brand and Industry monitoring and analytics
Key topic and message penetration
Engage & Influence
Influencers
Press Outreach
Social Engagement
Wire Services
Develop Insights
Dashboards
PR Attribution
AI Event detection
Tailored metrics
Share
Market Intelligence
Newsletters
API Package
Feeds
Report
Insight Reports
Qualitative Reports
Social Scorecards
BI Suite Integration
User volumes based on individual market needs
Super Users
Mobile users
Email Users
SSO Available
HQ
Additional Markets
Feedback Loop
A Global Partner
Strategic Advice & Training
Local Support Hubs
Professional services

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Thank you!

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