Building a Trusted Audience Using LinkedIn

Micah Laney - Walmart - Exec Social Media and SM Training
@michahlaney

- more than just a site for resumes and biz wins
- real people that are generally nice
- LI growing - growing faster than some other outlets
- the more ppl you have representing your brand online, the more deposits you're making in the trust bank with your audience
- 3 ways to build trust
    - entertain - show you're human
    - inform - show you care
    - inspire - add value, spark conversation
- Be consistent with theme and cadence
    - speak to a specific audience
        - examples: employees, candidates, peers, journalists, investors, customers
        - figure out which group you want to speak to
    - the social mindset - what am I reading? doing? seeing? who am I celebrating?
    - Post: 2-3x/wk, Tues to Fri, 9am to noon
- Build an action plan
    - define your audience and your purpose
        - Why? Who? CTA?
        - I want to tell [audience] about [subject] so that [they will take this action].
        - Your brand = what you do and how ppl feel about it
- Funnel
    - purpose > brand > audience > channel
- Success on LI is built on trust and value
    - individuals have an advantage over brands

Building Content on Twitter

Ted Harrison - Head of Production, Twitter ArtHouse

- It doesn't matter how good your content is if you never garner audience's attention
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- 6k tweets per second
- 4 minute window
- first impressions are 94% design related
- need t understand location and context
    - location - know where to look on the screen
    - context - other influences tell you where to look
    - provide interesting context in interesting locations
- 5 layers of videos
- background
- footage
- animated elements
- captions
-
- attention over engagement
    - most content rooted in 2 dimensions, need to be 3 dimensions
    - create content that has depth
    - depth -> utility -> clarity
- engagement to participation
    - seed and disrupt feed
    - meet ppl where they're at
    - play with Twitter's user interface
- participation to conversation
    - 10% increase in engagement leads to 3% increase in sales
- Tweet - starts convo
- Thread - continue convo - educate new audience, connect w existing audience, insert positive chaos
- Quote - add to convo
- Visual pattern - envelope
    - return address, stamp, recipient address
    - 13 milliseconds - brain sees all it needs to see
    - layout graphics with this concept
- 90% read tweet copy before watching video - build video as add-on, not saying same thing
- look for "problems" to solve - don't just execute

- @tedvid
- @arthouse

Driving Your Social and Community Success through Culture

Tatiana Holifield - SiriusXM and Pandora - @tatianainmedia

Joseph Galbo - USCPSC - @uscpsc

Jeff Meltz - Square - @thecultureofme

Azad Yakatelly - Attentive - @AYakatelly

- culture - intersection of relevancy and authenticity
- need stakeholders who are part of the culture at table AND to stay up to date
- culture should be constant conversation platform - not peaks and valleys or something you talk about a few times a year
- to stay on top of culture, must stay on top of conversation
    - culture evolves, conversation reflects that
    - build things WITH people, not FOR people
    - watch of culture vultures - don't need to jump on every bandwagon - know your lane and stay in it
    - know when NOT to post
- find DEI resources
- have a proactive approach - how are the trolls going to react? plan for that
- know and accept that you're not going to be everyone's favorite, and that's ok

Evolution of Influencer Mktg

Zontee Hou

President - Media Volery

@ZonteeHou

- customers' circles of trust are tightening
    - 2/3 of ppl believe media, gov officials, biz leaders are purposefully trying to mislead public
- 2/3 of b2b and b2c content marketers say they've been asked to do more w same resources
- 65% of b2b content marketers and 47% of b2c content marketers say they have trouble finding sources of expertise
- easier than ever to activate talent around specific topics BUT audiences are more skeptical than ever
- stop thinking about customer journey mapping, think about customer goal mapping - what are they trying to achieve?
- content creators are getting more savvy about their worth, time and expertise
- Relevance > Huge audience. It's not all about the follower count, are they relevant and have authority on the topic?
    - Finding someone who makes sense for your brand and has relevance and authority for your target audience is key for influencer marketing.
- Basics of Influencer Mktg
    - stop and think about what your audience wants
    - develop a strategy with focused content plan and realistic budget
    - find influencers that offer the right fit, capabilities, expertise
        - collaborate on content concepts
    - launch, track, measure, iterate
        - get audiences to cocreate with you
    - build relationships, not campaigns
        - audience should be centered

Fit a Billboard in Your Pocket

Azad Yakatelly - Attentive

- incentivize employees to share and make it easy for them to do so
    - give them assets
    - give them a reason to post
- branded messages have 561% more engagement coming from individuals vs company pages
- connections are 8x more likely to engage with employees' social shares vs company page
- get leadership buy in
    - employee advocacy elevates leadership's profile but tools cost money
- develop a process
    - write a social media policy
    - set goals and KPIs
    - develop a content strategy
- get a roster of engaged employees and train them
    - gamify the processes
    - incentivize participation

How to Get the Most Out of TikTok

Bari Rosenstein - SMM for Auntie Ann's and Jamba

- TT is still the wild wild west
- 80+ minutes - avd daily time spent
- 431 million monthly video creations
- 35% users 35+
- 43% of users say TT helped them make a purchase decision
- 1/4 top performing TTs are 21-34 second
- Anatomy of a TT
    - purpose
        - why should ppl follow you
        - why are you on TT
        - what are you giving your followers - education? entertainment?
    - audience
        - who do you want to speak to
        - narrow down to niche audiences
    - trends
        - pick and choose the ones that make sense for you/your brand and are authentically aligned
        - don't feel pressured to hop on them all
    - length
        - short and sweet
        - hook in first couple seconds
    - song/sound
        - be flexible
        - you can use trending sounds without doing the trend that goes with it (ie using a trending song without doing the dance that goes with it)
    - design
        - adding filters, text, caption
        - stay consistent
    - hashtags
        - help algo decide who would be most interested in seeing your content
    - community mgmt
        - make your brand part of the convo
        - humanize your brand in the comment section
- Top takeaways
    - define your purpose
    - be authentic
    - test and learn
    - all about consistency

Meme Making

Joseph Galbo - USCPSC

- memes can be used, even if you work somewhere super serious
- classics are a great place to start - templates are out there
- any piece of multimedia can be a meme
- fun and engaging visuals + large fonts/distinctive typography + narrative
- take the familiar and make it unexpected to your followers
    - things can be relatable if presented correctly
- add layers of engaging details to draw users into the narrative and create a deeper appreciation for your memes
- tell a story
- know when to do it...and when not to

Short Form Video Panel

Tiffany Rivers - Media Cause - @TiffRiv
Stephanie Ramirez - Lyft - @StephRTweets
Nick Cicero - Conviva - @NickCicero
Michael Ibe - Great Wolf Lodge - @Great Wolf Lodge
Katie McKiever - Social Fresh - @KatieMcKiever

- size ads platform specific
- video ads around 6 seconds
- feel-food content, relevant/relatable content
- think mobile first - optimize for mobile
- look at audience data - what are they consuming? what platforms are they on? does it make sense for your brand to be a part of that trend/outlet?
- don't be afraid to start. don't overthink. don't be afraid to fail. don't feel the need to be perfect.
    - how does the video make your audience feel?
- chasing trends isn't always the best thing to do
- work within content/categories already created as a way to get started
- avg tiktok acct posts every other day, avg brands posts every 3 days, top accts post 3-4x a day
- UGC
- sights and sounds/ASMR
- mascots/employees
- consistency is key
- have a catalog/library
- find your niche then double down on it
- if you post too much, you risk unfollows and lower engagement
    - space posts out to give audience a break
- reshare older content or repin it
- phone-shot video works well
- short form video is it's own culture that you need to tap into

Social Streaming Trends

Brandy Rand - @Brandi_Rand - VP Acct Dir Digitas

- 82% of consumers prefer live video over social media posts.
- 31% of consumers believe watching live videos five them insider info about a brand or its products.
- 27% of audiences would watch and educational talk or lecture
- 41% of gaming social live streamers are female
    - live in-game concerts
    - weddings/parties
    - watching tv
    - watching sports (39% of SM users watch sports live on SM platforms)
- 70% of consumers who feel a connection with a brand will typically spend 2x as much as avg customers
- examples
    - product demos
    - exclusive rewards and contests
    - episodic content
    - thought leadership access - outside of CEOs and CMOs
- make sure your data dictates your direction for your social strategy

Solving for Engagement on IG

Lauren Teague - @LaurenTeague

- organic ways to connect with an audience on IG - no money/ads involved
    - reels
    - comments
    - hashtags
    - feed posts
    - messaging
    - dm requests
    - ig live
    - ig tv
    - stories
    - mentions
    - guides
    - explore tab
    - reels remix
    - shoppable posts
    - highlights
    - FAQs
    - fundraisers
- could have multiple staff members JUST for IG
- Meta setting rules for how we create and share content + attract attention
- relevancy is key
- focus on the why instead of the what
- Be Future Focused on IG
    - for creators not brands
        - a creator is someone whose personality is their brand and who uses platforms to turn passions into a way to make a living - Adam Mossari
        - creators ARE the product
        - platforms are competing for creators to secure their audiences - trying to acquire the eyeballs
        - @creators on IG - find and follow
        - building tools for creators to build community
        - more power to original creators (not aggregators)
        - lots of ways to monetize
        - 72% of influencers in the US primarily use IG
            - 71% of consumers trust influencers - their advertising, product placements
    - relationships not reach
        - not solving for low reach - don't try to game the algo
        - 3-5 hashtags optimal
        - lean into relationship metrics

            - presence reach
            - engagement rate
            - story views and retention
            - reels engagement
            - attributed sales/micro conversions (website clicks, etc)
            - relationships>reach
                - DMs and response rate to them
    - video above all
        - going full screen - no more square photos
        - avoid dupe content and watermarks from other platforms
        - no low-quality video
        - use all the bells and whistles you can
        - entertainment is a high-ranking signal for AI
- IG will allow creators to share and promote their NFT collections
    - will authenticate content ownership
    - owning a token is an investment in the creator
- Reels 4-7x/wk
- ideal reel length - 15 seconds
- if you're going to do photo posts, do carousels

Sourcing Content Without Burning Out

Karianne Stinson - Microsoft - @karianne

- Start with your goals
    - must be revisited - can't set and forget
- have a calendar
    - company things happening - releases, conferences
    - fun cultural days- make sure they make sense for your company/brand if you use them
    - nostalgia works
- plan your messaging focus using your goals + the calendar
- partner with content creators
    - let them talk in their authentic voice
    - authenticity is key
    - become BFFs with them
    - think about what's in it for them
        - exposure as payment is dead
- amplify great UGC
    - plan, don't wait
    - listen up - pay attn to niche groups - what types of content are they posting and interacting with
        - great place to find content creators, too
    - show them what you want
- put employees and other teams to work
    - give them guidance and the tools they need to create the content useful to you
    - keep them in the loop
    - employee advocates - tell them what's happening, give them content to share
    - look out for opportunities - give those attending guides for what you need and/or find ways to attend yourself
        - BTS
- know what's performing well and try to find out why + avoiding what's not doing well
    - what makes your audience engage with your posts?
- listen and learn
    - make sure your message is landing
    - are the words you use the same words your audience uses on the topic(s)
    - what works for each type of outcome you want
    - input improves output
        - keep tracking and measuring as you go
        - strategize >plan>create > publish>measure

State of Social Advertising Panel

RJ Thompson - University of Pittsburgh - @rjtpitt
Chantelle Marelle - Marcelle Marketing - @ccmarce_writes
Dara Denney - Thesis Testing - @DenneyDara
Zontee Hou - Media Volery - @ZonteeHou

- targeting is becoming more and more obsolete, so creative becomes more important
- hypertargeting is dead
    - no interest targeting, no lookalike audiences
    - have to let creative do the targeting and let it communicate who your audience is
- use customer journey determine messaging
    - having data first mindset will save you money
- look at investment per audience
    - you can't target all people on all networks at all times
- can't set it and forget it
    - continue to educate your internal stakeholders on challenges
- old media buyer is dead - must be creative strategist
- can't just change font or color - must be bigger swings
    - change first 3 seconds of ads
    - change value props
- it is a war for attention
    - FB and IG - ppl aren't there for brands, they're there for friends
    - TT - there for entertainment, no matter who provides it
    - understand what ppl want on TT, repurpose for FB and IG
- culture and landscape changes frequently - full time job just to keep up
    - working with content creators that specialize in each platform is imperative right now
- one social media specialist can't do everything - not a realistic expectation anymore
- to find creators, go to the platform where they're posting
    - look for micro creators - new in the paid part but know the platform
    - run ads through creators' accounts - can make it adhere to brand standards while taking advantage of their audience
    - ppl are skeptical of ad content but trust influencers/creators
- a good creative strategy has variety
    - video, images, etc
    - studio production + UGC
- identify key metrics upfront
    - vanity vs concrete
- training to run ads involves learning the processes AND learning design/creative - both are musts
    - balance technical and creative

Storytelling for Paid Social

RJ Thompson - University of Pittsburgh

- more and more $ spent on social ads
    - growth of 20.1% expected for this year
- need to be loud - stand out and be distinct
- go beyond social
- captivating content across many entry points in a must
- more budget means more opportunities
- invest in quality creative
- hyper-target for better ROI
- FB - almost 3 billion monthly active users and counting
    - minimum spend of $1 per day for impressions, $5 per day for clicks
- IG - ad reach jumped 21% in 2021 - split 50/50 men women
    - %200 to %1500 per month avg ad spend
- LI - reaches 12% global pop, 62% US
- TikTok - 1.5 billion monthly active users + - most 18-24
    - $1500 per month avg ad campaign
- Twitter - avg user 6 mins per day
    - $200 to $1500 avg ad spend per mo
    - creative needs to stand out to be noticed
- lots of options on format and delivery options
- short form stories
    - bite sized
    - less than 1k words
    - share one idea
    - KISS
    - formats - blogs, news articles, infographics, social media, email
- long form stories
    - detailed, immersive, educational
    - 1200 words+
- framework
    - depth, meaning, representation, direction - all visual and verbal worK
    - Messaging - generate awareness - persuasive elements to convince, convert and adopt
    - narrative techniques - focus on details to create story and visual
    - still frame image and short video for design/media
    - express POVs
- look at what's been done in the past - judge how conservative or liberal you can be
    - just because you need to be conservative doesn't mean you have to be boring - can still be creative
- pull apart good experiences with product and add emotional elements to create marketing story

The Power of Community-Enabled Video Experiences

Nicole D'Alonzo
Matt Tyndall

- Live video is v accessible -> has become important
- make compelling - like TV
- Zoom fatigue is real
- gotta give value - don't settle for mediocre, settle for the best you can offer
- fail a lot, use analytics, make changes, keep trying
- keep things 30 minutes or less

Stephanie Ramirez
Senior Social Strategy Lead
Lyft

- Where culture is happening now
- key is to be quick - real time
- reasons to be on TT
    - gain higher reach
    - push creativity
    - increase brand awareness
    - grow engagement/community
    - be first among competitors
- use trending sounds, filters or songs
- lean into UGC
- jump into comments
- FYP Secret Sauce
    - Completion Rate/Video Retention Rate
    - Follows > Shares > Comments > Likes (in that order)
    - Singular message and subject matter - be known for a niche topic
    - Language preference, country setting, device type

Web3

DAOs

getting involved

- Participation
- Partnership
- Pilot programs (avoid metaverse)
- Products

Go after targeted audiences

Expect backlash when you get involved

Ignore the metaverse

- Low uptick for users
- Most users w vr goggles - less than 1x per mo, 30-45 minutes per use

Discord