How to Use Media to Reach a Constantly Connected Public
Today

• Current Media Landscape
• Change in Media Use
• Social Networks
• Social Media Strategy
Background - AFFIRM Agency

• Danny Mager
  – Principal – President

• Positively Engaging Marketing
  – Our mission is to create effective communications that help make people’s lives better
  – Has worked with WisDOT to develop and communicate the ZERO IN WISCONSIN Highway Safety Brand since 2008
Today’s Media Landscape

• The current media landscape includes a mix of media:
  – Paid media
    • Includes traditional broadcast, print and online (banners, online video, CTV/OTT, streaming radio)
  – Owned platforms
    • Includes the organization’s website, blog posts, etc.
    • Are controlled by the organization
  – Earned media
    • Includes publicity gained through promotional efforts other than paid media such as public relations.
  – Social media platforms
    • Includes Facebook, Twitter, YouTube, Instagram, etc.

• Social engagement
  – A continuous set of interactions, communications and participatory behaviors between individuals seeking meaningful connections to others
    • For organizations, this leads to a more engaged community
Changing Media Usage
How Has Media Usage Changed?

• Initially..
  – Traditional broadcast
  – Print
  – Out of home

• Now...
  – Includes the use of digital tactics
    • Streaming video and radio; HULU, YouTube, Pandora, Spotify, etc.
    • Social media
    • Mobile and display units
    • Connected or OTT TV (Roku, AppleTV, Amazon Fire...)

• Most people multi-task
  – Surfing the web while watching TV
  – Listening to Pandora radio while at the computer

• TV is still most often viewed “live” on the traditional television set, however time-shifted (DVR), computer or mobile device viewing is increasing

• New buzz word = “engagement”
  – How the consumer interacts with your message socially
Changing Media Use

- In 2009, Television dominated total advertising spending, accounting for over 39% of total advertising dollars.
- Digital advertising dollars are projected to over-take broadcast Television in 2018.

![Image of US Total Media Ad Spending Share, by Media, 2014-2020](source)
Changing Media Use

- TV spending remains strong and still provides the greatest audience reach of any media tactic
- Digital ad spending is being driven by mobile, which represents over 60% of all digital spending in the US
- Digital video is an increasingly strong option
Changing Media Use

• New advertising-support OTT (over-the-top) platforms like Hulu, Sling TV, Roku, CBS All Access, and XBOX present a new opportunity for advertisers to reach the millennial or cord-cutting generation
  - OTT platforms require only an internet connection, making it widely accessible
  - Delivers an advertising message in a non-cluttered environment
  - Ad dollars expected to draw from digital ad spending rather than TV
Social Networks
### US Social Network Users and Penetration, by Site, 2013-2019

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**Note:** Internet users who access their Facebook, Twitter, Pinterest, Instagram and/or Tumblr accounts via any device at least once per month.

Social networking audiences are not mutually exclusive; there is overlap between groups.

Source: eMarketer, Feb 2015; confirmed and republished, July 2015

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### US Instagram User Metrics, by Age, 2013-2019

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**Note:** Internet users who access their Instagram account via any device at least once per month.

Source: eMarketer, Feb 2015; confirmed and republished, July 2015
Social Networks: Twitter

• Twitter’s worldwide user base is estimated to grow by 3.4% to 255.3 million monthly users in 2017
• 70 million active users in the U.S., up 7% from last year
• Advertising revenue in the U.S. is $374 million
Social Networks: Instagram

- Instagram and Snapchat have similar reach and use by Millennials
  - Teens and Millennials dominate the user base
- Instagram reaches more than 250 million users worldwide each day
  - In 2018, U.S. user base will be over 100 million
- Instagram surpassed Twitter to become the second-largest social network, behind Facebook, in 2015
Social Networks: Snapchat

- Snapchat’s daily user base is 166 million (2017 statistic) worldwide
  - 71 million users in the US
- 28% of Millennials use it daily
- Snapchat use continues to grow amongst Millennials, a core target market of highway safety campaigns

![Frequency with Which US Millennial Internet Users Use Snapchat, Q1 2016-Q3 2017](chart.png)

Note: ages 18-34; numbers may not add up to 100% due to rounding.
Source: CivicScience, Aug 4, 2017

229580
Social Networks: Snapchat

- The current user base is 12-34 years old
  - Future growth will be fueled by the older audience segments

![US Snapchat User Penetration, by Age, 2017](chart.png)

*Note: mobile phone users who access their Snapchat account via mobile phone app at least once per month*

Source: eMarketer, March 2017
Wisconsin DOT Example

• According to Nielsen Research, today’s audiences are still watching TV, but are just as often watching online videos or streaming programs on their computers
  – Our media buys have evolved to reflect media consumption habits

• Campaign spending for the Wisconsin DOT Enforcement Programs further illustrate these changes and new trends
  – In 2007, almost 68% of the campaign dollars were put into television, 20% in radio and 2.7% were allocated to movie theatre advertising
    • Internet advertising consisted of no charge placements on TV and radio station websites throughout the state
  – In 2015, 47% of the campaign dollars are being spent in TV, 33% in radio and 14.4% in geo-targeted online display and Pandora radio
Social Media Strategy

- listen
- define
- measure
- prioritize
- develop
- control
- engage
- learn

social media strategy
Develop a Successful Social Media Strategy

• Identify a community manager who will represent the organization & engage with the public

• Assess community needs and interests
  – Which social media outlets are your target audience members using?
    • Facebook is the most visited platform, followed by Instagram, Twitter & LinkedIn
  – What are your consumers talking about?
  – What tactics are other similar organizations using? Are they successful or not?
  – Which formats are most attractive to your audience?

• Develop rules of engagement
  – Including how to deal with compliments and complaints
Develop a Successful Social Media Strategy

• Create a posting schedule
  – Identify both the platforms to use and the timing of posting

• Maintain consistency
  – Your website and social media pages should be connected
    • Aesthetically and via links

• Be active
  – Monitor mentions
    • Respond to users on other threads – they may not know your page exists
  – Use relevant keywords on your page and in posts
  – Seek out followers
    • Like/Follow related pages, start conversations
How to Obtain “Likes” and “Followers”

• Paid campaigns through Facebook
  – Have your ads appear on the right column of Facebook pages
    • These can be targeted to a specific demographic

• Send an e-blast
  – To inform people about your social media pages

• Create a contest
  – “If you Follow us on Twitter or Like us on Facebook, you’ll be entered to win!”
  – “Whoever refers the most people to our page wins a prize!”

• Use all public information materials to promote your social media pages
  – Print ads
  – Newsletters
  – Vehicle signage
  – Event banners/hand-outs
  – Websites

Like us on Facebook
How to Obtain “Likes” and “Followers”

• Build network-specific landing pages
  – Landing page = A section/page of your site that is accessed via link on another website or page
  – Create social network-specific landing pages
    • Link to these pages in your social media bios

• Re-share Content
  – Share posts, images and tweets from like organizations and partners
    • They’ll be more likely to share yours

• Make your content tweetable with a click
  – Use a plug-in to encourage visitors to tweet your content
    • Inline Tweet Sharer
How to Maintain Your Follower Base

• Follow your posting schedule
  – Make updates to your pages as necessary
  – Post on a regular basis so followers see your information
    • Remember – too much of a good thing can be harmful

• Welcome negative comments
  – Constructive criticism for making changes
  – Prove the commenters wrong – be positive and responsive
  – Build relationships
  – In extreme cases, foul language filters can be used and negative comments can be deleted

• Engage!
  – Don’t just post, have conversations
    • Encourage and respond to comments and questions
  – Check your profiles often
  – Be personable and relatable
    • Use a tone that is appropriate for your audience
    • Make sure your content is relevant
  – Create advocates
    • Their loyalty may lead to more followers
How to Engage Audiences on Twitter

• Infuse personality into your profile
  – Use real photos, not images; in the bio highlight unique personality attributes that people can relate to

• Break the news first
  – Provide information on topics that allow you to position yourself as an expert
  – People will come to rely on that valuable information hitting their Twitter feed

• Tweet consistently
  – Don’t just post, have conversations

• Ask and answer questions
  – This is the best way to engage with followers and get valuable information in the process

• Connect people
  – When you connect people with each other, your followers take notice and in turn improves your credibility

• Be generous, promote others
  – Make sure to retweet followers, especially passionate ones
How to Engage Audiences on Twitter

• Craft your tweets
  – You want to make sure your content stands out from others (i.e. when retweeting customize the retweet with your thoughts)

• Use under 140 characters
  – You want others to be able to retweet and insert their opinions and thoughts

• Acknowledge the source
  – Always credit the source that gave you the information

• Tweet the same content again
  – The Twitter stream moves fast, there is a good chance many of your followers won’t catch your first tweet

• Be open to new connections
  – Follow people back allowing them to connect with you
How to Engage Audiences on Instagram

• Use influencers
  – Social media influencers are like modern-day celebrities
  – Collaborating with influencers will help you increase your reach, brand awareness

• Use re-gramming
  – Similar to “re-tweeting”; “re-gramming” gives the original poster a shout-out from a brand and increased exposure, while as a brand you are proving that you stay on top of things

• Use photo captions to kick off discussions
  – Don’t just post, the caption is valuable real-estate to prompt discussion

• Participate in your comment threads
  – Monitor what your followers are saying (positive or negative) about images and engage with them

• Host contests or campaigns
  – Running a contest can help build excitement amongst followers
How to Engage Audiences on Snapchat

• Find your creative edge
  – This medium is not a good tool if you are trying to drive website traffic
  – Posting about a story behind your brand is where Snapchat can be useful

• Don’t over advertise
  – It’s very easy for people to tap down and pass your story, it’s important that your content is attention grabbing (emojis and filters are a must use)

• Find the right spokesperson for your brand on Snapchat
  – It’s important to have someone who understands how to use the app and can engage an audience

• Special Snapchat filters can be set up for events and campaigns
Snapchat Filter Example: #61616
QUESTIONS?