

SONY

How to Make Words Matter on Social Media

January 24, 2017

About me

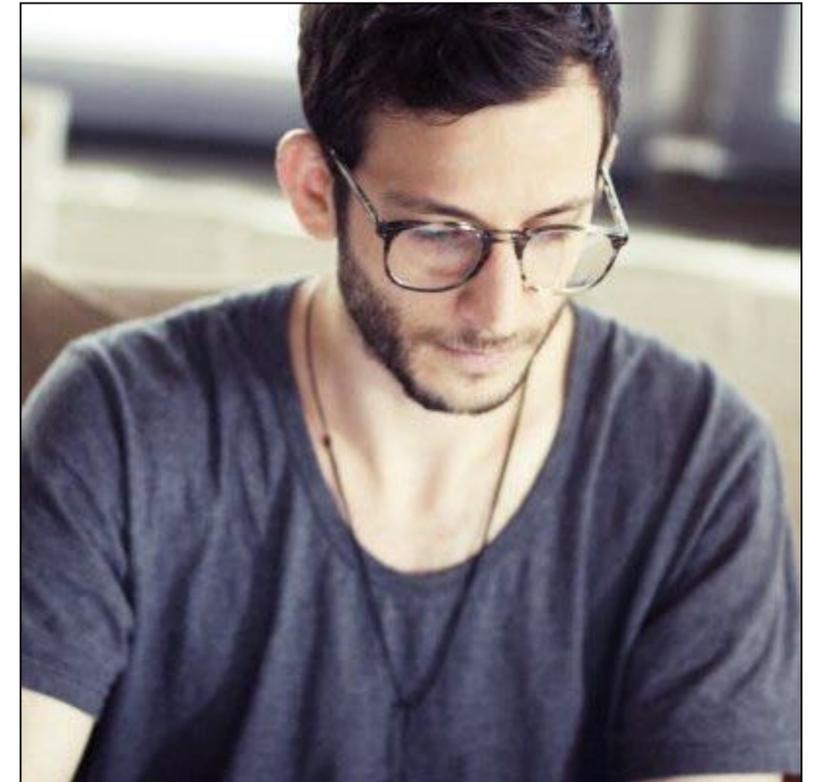
Jeff Meltz

Senior Social Media Producer, Sony
Corporation of America

Work: @Sony

Personal: @thecultureofme

Tweet about this talk: #PRNews



Agenda

BACKGROUND

Brand Pillars

How We Tell Stories on Social

Tone & Voice

WHO WE'RE TALKING TO & HOW

Target Audience & Insights

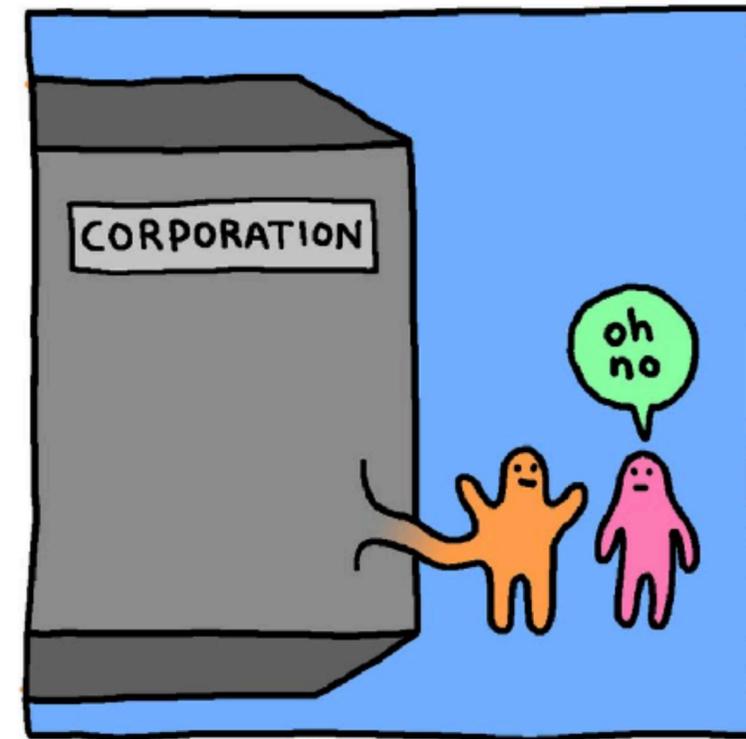
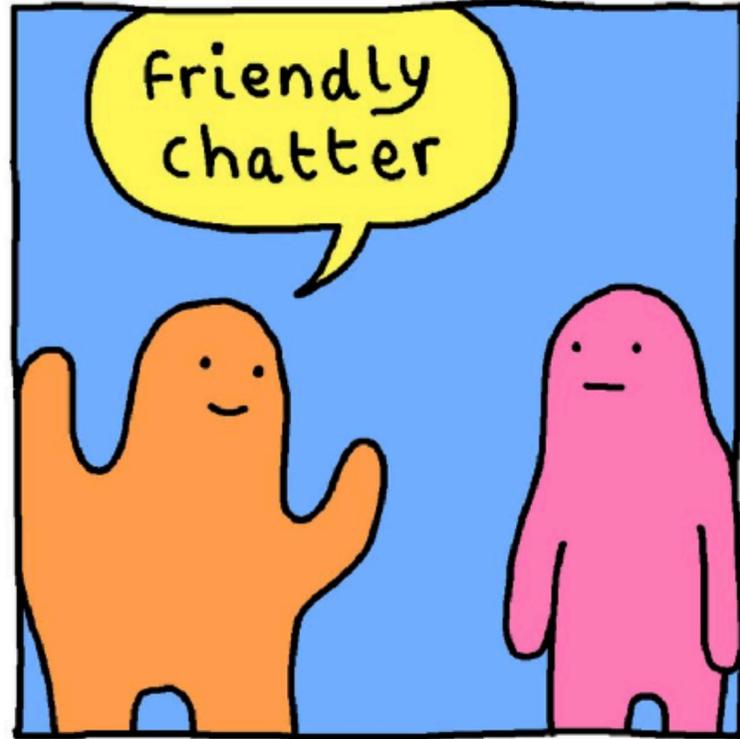
Fandoms & Influencers

Audience Expectations

How We Write for Social

TAKEAWAYS & RESOURCES

BUSINESSES ON SOCIAL MEDIA



webcomicname.com



Alex Norris @dorrismccomics · 8 Dec 2016
big brands on twitter

33 5K 10K

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Background

Brand Pillars

Why We Exist

To deliver “Kando” (emotional connection) by emotionally moving consumers with extraordinary experiences.

Brand Beliefs

- Engaging the senses transforms reality
- Extraordinary experiences create emotional value
- Taking risks pushes us forward
- Following others leads nowhere
- No challenge is too big when we work together

How We Tell Stories on Social

Content Promise

We aim to deliver Kando by emotionally moving our target audience with stories that celebrate extraordinary experiences.

Target Audience

The target audience is tech and entertainment engaged, experience-seeking, and influential.

Content Objectives

- Strengthen consumer engagement
- Strengthen emotional connection to the Sony brand
- Grow owned channel audience that fits our target audience

Objectives on Social

- Inform
- Inspire
- Engage



Tone & Voice

HUMAN

Conversational & Relatable

PASSIONATE

Extraordinary Moments

INSPIRING

Creativity & Independent Thinking

PLAYFULNESS

Release From What "Should Be"

COLLABORATIVE

Engage With the Audience

OPTIMISTIC

Celebrate What's Happening

News, Milestones, & Trending Conversations

SONY Sony @Sony

20 years ago today. #PlayStation



RETWEETS 4,390 LIKES 3,734

12:16 PM - 9 Sep 2015

4.4K 3.7K

SONY Sony @Sony

Remote Play is coming to PC & Mac tomorrow. We'll just let that sink in.

PlayStation @PlayStation
PlayStation 3.50 system software update out tomorrow on PS4 play.st/1MPHdD7 Supports Remote Play on PC & Mac

RETWEETS 283 LIKES 364

10:36 AM - 5 Apr 2016

283 364

SONY Sony @Sony

PlayStation VR tomorrow. #MakeMeSmileIn3Words

RETWEETS 476 LIKES 1,227

10:20 AM - 12 Oct 2016

476 1.2K

SONY Sony @Sony

#PS4Pro

RETWEETS 355 LIKES 608

3:12 PM - 7 Sep 2016

355 608

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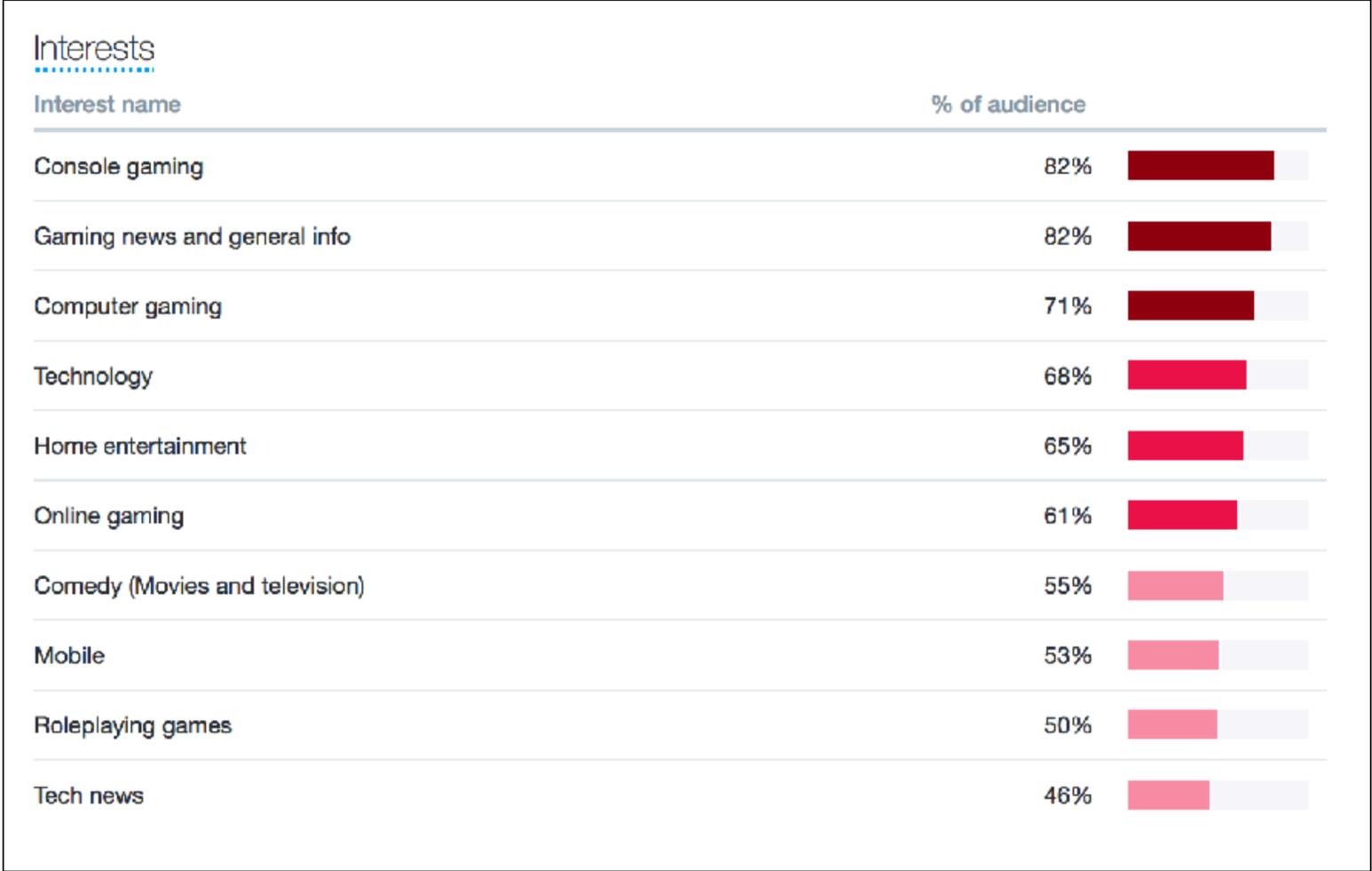
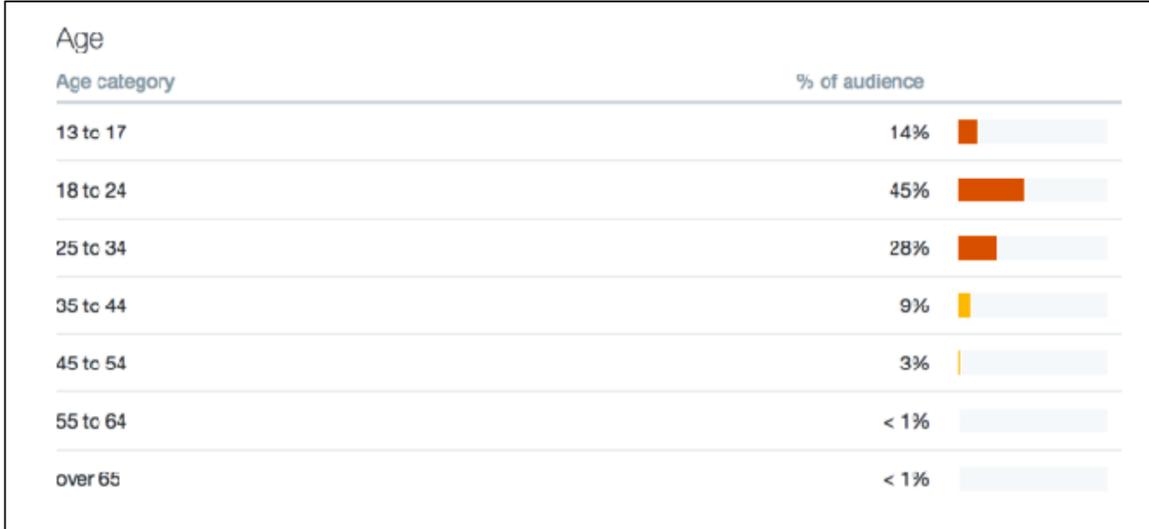
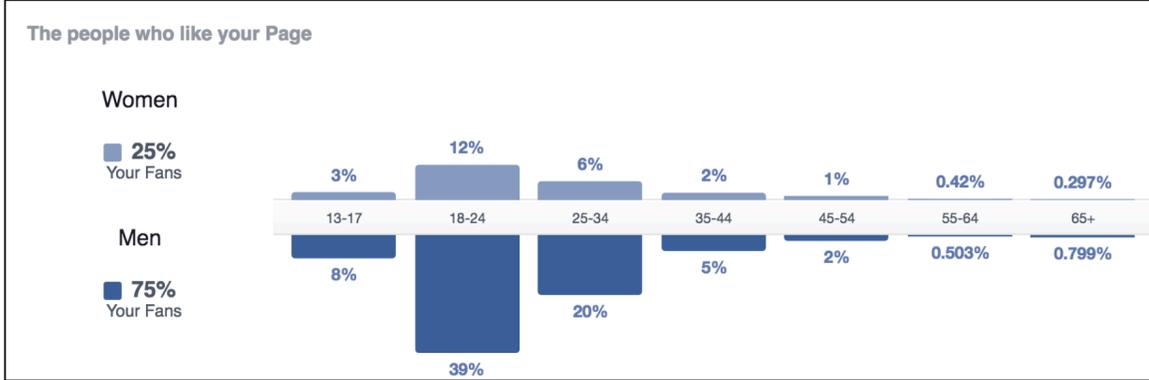
Who We're Talking To & How



Audience Insights for Social

Platform tools (free!) you can use to gather insights:

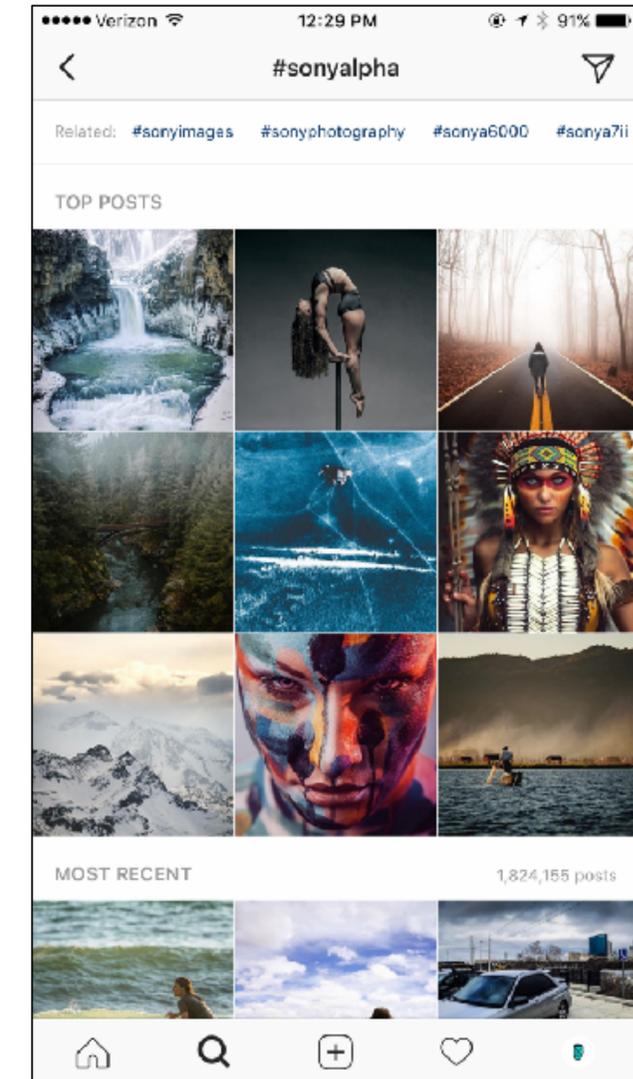
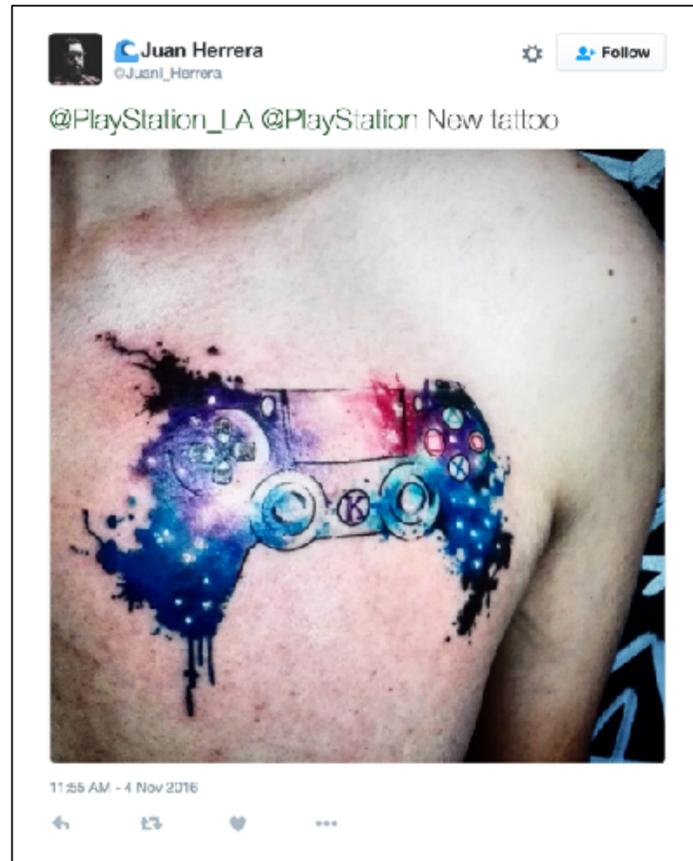
- Facebook Open Graph
- Twitter Audience Insights



(source: Facebook Insights, Twitter Analytics)

Fandoms & Influencers

- Feed the fandoms & look for influencers who align with brand pillars.
- Listen to & engage with them openly.
- Get immediate insights on your strategy, approach, and content.



Audience Expectations

- The audience is choosing how, when, and where to engage with brands.
- Conversation is king. Not content.
- The audience needs to see the value of content immediately.
- Content needs to be simple, but useful & shareable.

Surfacing Different Copy & Creative to Channel Audiences

SONY Sony 
Published by Percolate [?] · November 2, 2016 · 

Putting the "close" in close-up. #RX10III <http://bit.ly/2985sNC>



134,480 people reached Boost Post

Share 

   2.2K Chronological 

65 shares 40 Comments

SONY Sony 
@Sony

Looooooooooooooooooooooooooooong zoom. #RX10III
[sony.com/electronics/cy ...](http://sony.com/electronics/cy)



RETWEETS 162 LIKES 442 

10:55 AM - 30 Mar 2016

  162  442  

Learning from the Fandoms

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Games? Check.
DualShock controller? Check.
Custom #PS3 coffee table? Check.
cnet.com/news/huge-play ...
(via @CNET)



RETWEETS 717 LIKES 982

6:21 PM - 11 Feb 2015 from Manhattan, NY

SONY Sony @Sony

Will you be my Player 2? #ValentinesDay



RETWEETS 1,338 LIKES 1,400

3:10 PM - 13 Feb 2015

SONY Sony @Sony

When's there's a new @FifthHarmony video.
[#AIMHvideo vevo.ly/M9qf2](https://vevo.ly/M9qf2)



RETWEETS 783 LIKES 781

2:41 PM - 23 Jun 2016

[See the GIF here.](#)

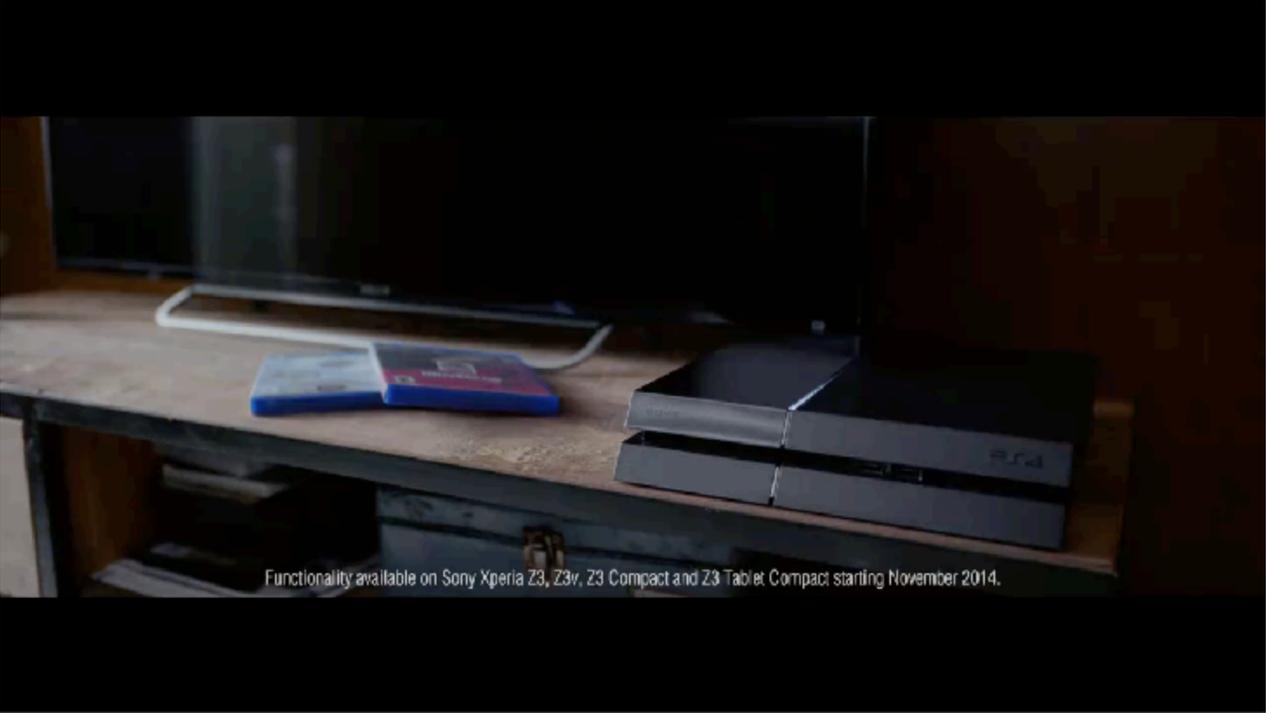
How We Write for Social

- Align campaigns, launches, and Always On content and hyper-focus the approach on the appropriate community
- Daily/weekly social listening for trending conversations, passion and pain points
- Figure out the intent of the post:
 - Is it to engage on the platform?
 - Are we hoping to drive users into another part of the customer journey?
- Workshop copy to make sure that it aligns with Tone & Voice
- Test & measure to inform future posts and campaigns

When Copy Isn't The Hero

SONY Sony ✓
Published by Jeff Meltz [?] · November 20, 2014 · 🌐

The new Sony Xperia Z3v. The first smartphone that lets you play PlayStation®4 anywhere in, on or around your house.



Functionality available on Sony Xperia Z3, Z3v, Z3 Compact and Z3 Tablet Compact starting November 2014.

Boost Post

1.2M Views

Like Comment Share

SONY Sony ✓
Published by Jeff Meltz [?] · November 12, 2014 · 🌐

The new Sony ST Series Soundbar. The soundbar that makes it sound like sound is coming from places where there isn't a soundbar.



Boost Post

1.5M Views

Like Comment Share

Creating Extraordinary Experiences

SONY Sony @Sony

Make your mistletoe moment better with music.
[#LifeSpaceUX](#) [#ReimagineTheHolidays](#)
bit.ly/2hjUae3

RETWEETS 21 LIKES 73

1:40 PM - 19 Dec 2016

SONY Sony @Sony

When the party ends, make a movie theater for one.
bit.ly/2f5Zops [#LifeSpaceUX](#)
[#ReimagineTheHolidays](#)

RETWEETS 16 LIKES 92

4:05 PM - 28 Dec 2016

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Takeaways & Resources

Takeaways & Thought-Starters

- Know why you exist on social and what you as a brand/company believe in
- Have a purpose for social and how it intersects with your business objectives
- Research your current as well as your target audience(s)
 - What do they most value?
 - How are they talking about you on their own channels?
 - Look for insights from fandoms & influencers
- Match your content/story approach to the appropriate community
- Test everything and fail forward

Tools & Resources

Social listening and audience insights:

- [Crimson Hexagon](#)
- [Simply Measured](#)
- [Union Metrics](#)
- [Facebook Insights](#)
- [Twitter Analytics](#)

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Thanks.