

The Wake-up Call PR's Role in the New Social Media Landscape

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ENGAGE.
REPEAT.**
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Social Media Keeps Changing

2



Offering a World of Possibilities...and pitfalls

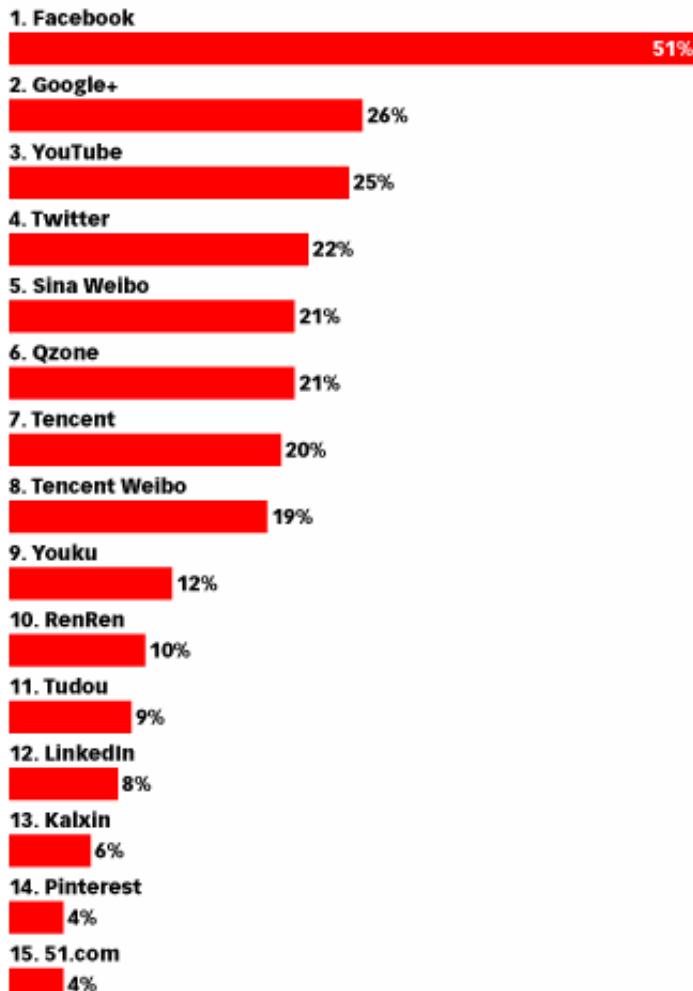
- Seventy-two percent of online adults are social
- Age plays a factor with 89% of millennials being social compared to 43% of seniors
- SNS on mobile is growing at a rapid pace – with 40% SNS users tapping away
- Facebook continues to be the most universally used platform; but signs of anarchy are coming
- Instagram user base tripled in one year; Twitter and Google+ on pace for dominance
- Second Screen Viewing: Twitter has officially entered the Living Room

Listen to the landscape

Where are they socializing?

Top 15 Social Media Sites Worldwide, Ranked by Penetration of Active Users, Q1 2013

% of internet users



Note: ages 16-64; used or contributed in the past month

Source: GlobalWebIndex, "Stream Social: Quarterly Social Platforms Update Q1 2013," April 26, 2013

And how often?



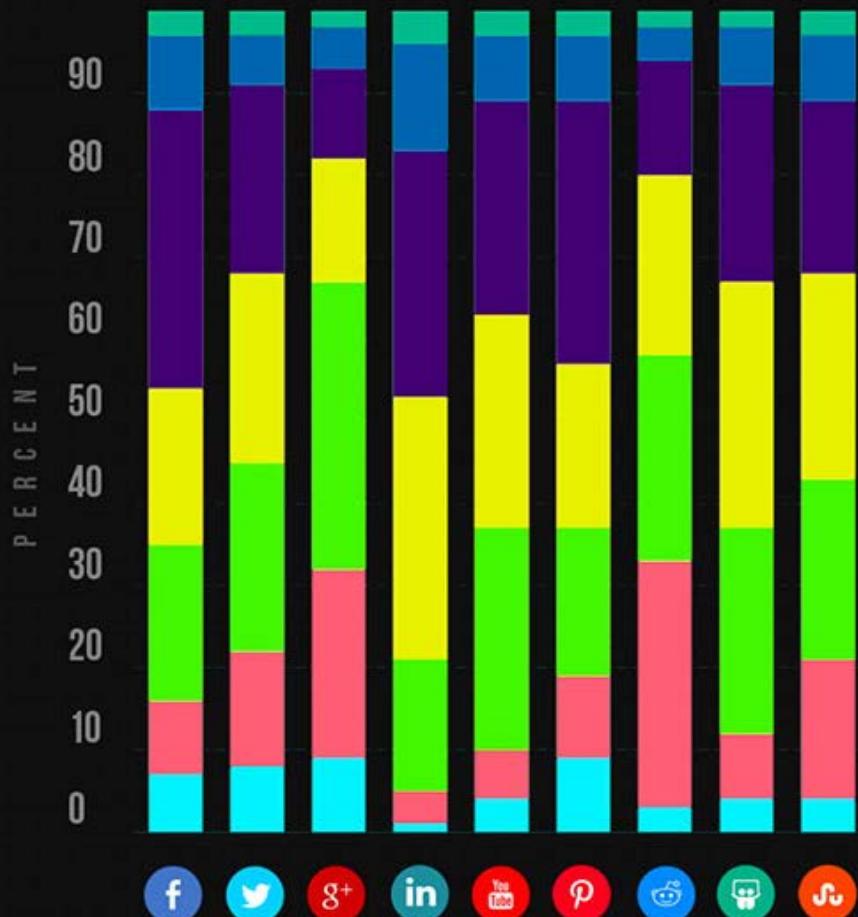
- Nielsen cited that in one month in 2012, every person in US spent 6.5 hours on SN: 230,060 years ion one month for entire US
- More women spend more time socializing online
- Gen Xers and Boomers spend 27 hours per week
- Millennial social networking time dropped for the first time in 2012

IS YOUR TARGET AUDIENCE AMONG THEM?



AGE DEMOGRAPHICS

BELLOW 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+



Are they
who you
want?

Are they doing two things at once?

- 50% of all the US look at SN while watching TV and one in six engage while doing it
- Think Breaking Bad
- *NYT* reported that Twitter and Facebook “see the social conversation around television as a way to increase use of their sites and win a bigger piece of advertisers' spending”
- Nielsen's SocialGuide ([NSLN](#)) says that 600,000 people on Twitter posted more than 1.2 million messages (including retweets) about the finale over a 10-hour period.
- But which screen wins?

AND WHY....

“If I tell my Facebook friends about your brand, it’s not because I like your brand, but rather because I like my friends.”

-Mike Arauz, Undercurrent

Time to Communicate?

- Listen first: Journalism 101
- Think outside the norm: Houzz, Mobli, Vine
- Take B2B business beyond LinkedIn
- Don't generalize, i.e. Women Love Pinterest
- Develop communications campaigns by plot not platform
- Look beyond engagement to make your case

Sources: eMarketer, Pew, Ipsos, *VisionMonday*

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