



Social Media Storytelling Today

Kathryn Sheaffer

June 2014

@kathryngail
#prnews



SOCIAL MEDIA WAS ALLURING IN THE BEGINNING



2004

“THERE’S SOMETHING TO THIS FACEBOOK THING.
KATHRYN, CAN I LOG IN WITH YOUR ACCOUNT INFO?”

FREE

MEASURABLE

TRACKABLE

BE FRIENDS WITH OUR
CONSUMERS!

INSTANT

TANGIBLE



BACKS TO BASICS + MORE

Platform Strategies

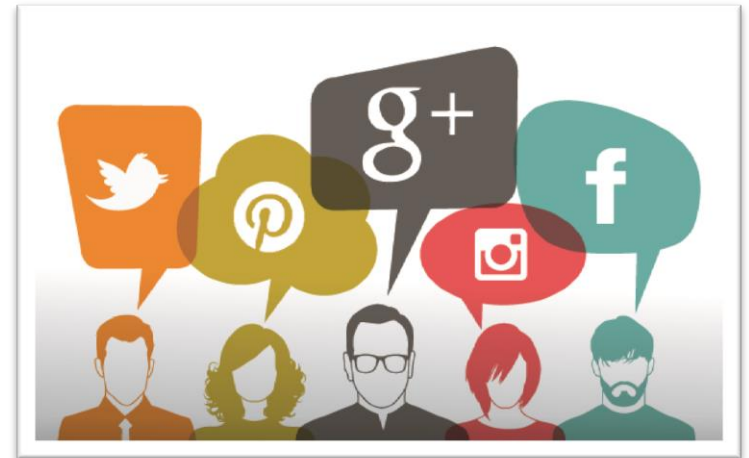
Social Goals

Platform Roles

Platform Objectives

Content Pillars

Image Best Practices





IT'S NOT FREE

BE CHOOSY

DON'T BE A FRIEND

RITZ and Instagram



@kathryngail
#prnews



WHY INSTAGRAM FOR RITZ



Over-indexing Snacking Category



Existing Ritz fans on platform



Platform Native to Mobile Web



Maintain Relevancy



WHAT RITZ USERS CURRENTLY INSTAGRAM ABOUT

Popular Tags

- #instagood
- #instamood
- #picoftheday
- #food
- #foodie
- #foodporn
- #delicious
- #yum
- #dessert



#chocolate
#peanutbutter



#hungry
#cheddar



#snacks
#tbtt



#ritzcrackers
#ritz



#recipe
#afterschool



RITZ CONTENT PILLARS

Goal: Brand Ritz's Instagram as authentic: define bold, candid, relatable every-day moments in the kitchen and everyday life



RITZ RECIPES



LIFESTYLE & DIY



REGRAMS

RITZ and Pinterest





Why Pinterest Matters for RITZ



Pinterest is the fastest growing social platform, with 46 million U.S. monthly users

- 15% of all U.S. Internet users are on Pinterest
- Users spend an average of 16 minutes per visit



The majority of Pinterest users align overall with Ritz's target demographic

- 80% of Pinterest users are women
- The most popular age group on Pinterest is 25-34 year-olds



Users prefer to associate with brands on Pinterest compared to other social sites

- 43% of people prefer Pinterest to associate with retailers or brands vs. social sites (24% on Facebook)
- Users are more likely to make purchasing decisions through Pinterest as opposed to Facebook

Source: comScore, Shareaholic



Why Pinterest for Ritz



The Right People

- New studies show that 1/3 of all U.S. women use Pinterest, many of whom are moms, who have proven to share 3x more and 2x more often than the average user



The Right Frame of Mind

- One out of every three pinners under the age of 35 go to the store to purchase after pinning an item



The Right Content

- Food is one of the top 10 pinned categories on the platform, which lead Pinterest to roll out recipe-specific pins and search functionalities

Source: Shareaholic



RITZ Brand Objectives for Pinterest

Brand Ritz's Pinterest as
the go-to for Easy
Entertaining: recipes,
crafts, and party planning
tips

Best Practices:

- Focus on providing value, utility and beautiful imagery
- Ensure source page has all relevant information
- Use long form pins when possible, relevant and useful
- Ensure all web content is pinnable

How?

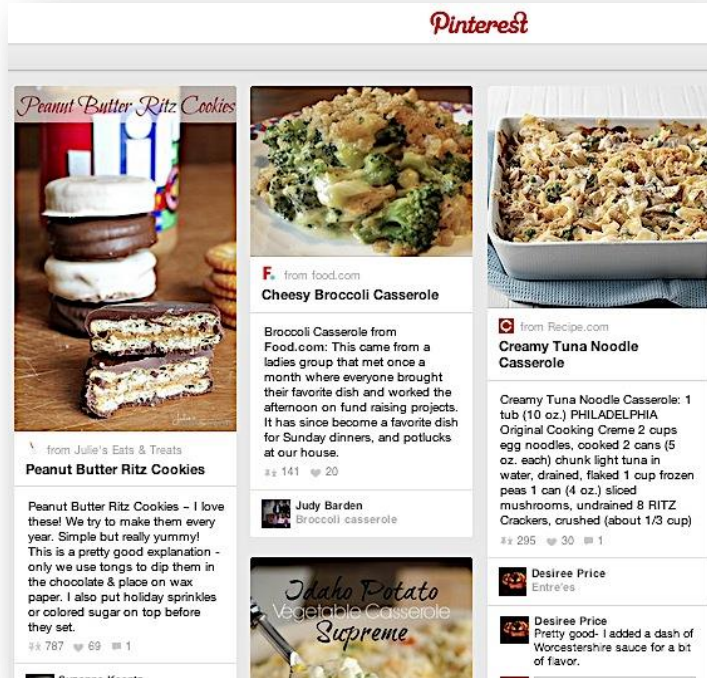
1) Regularly pin content that adds value to the target demo's lives and that links back to original sources

2) Use earned attention to generate website traffic

3) Test, measure, and optimize content themes



Re-Pinning Strategy



Repinning shows the brand knows how to use the platform natively.

It drives scale without having to create original content, while spreading awareness of Ritz's Pinterest presence.



IT'S NOT FREE

BE CHOOSY

DON'T BE A FRIEND




Thank You

@kathryngail
#prnews







Bacon Ritz launches on Vine



 Ritz crackers
Apr 14 2014


This is how you SHAMPOO [#Baconbomb](#) , with [Logan Paul](#) . Show us how you prank your friend with bacon flavored RITZ and tag it [#Baconbomb](#) !

Apr 14 2014

46.4K 12.4K 453

Say something nice

Made with  [Download App](#)



Recipes



Theme: Four Ingredients or Less



Theme: 10 Minute Treats



Recipes



Theme: No-Shame Sweets



Theme: Party Pleasers



Party Tips



Theme: Party for Four



Theme: Just for Kids



Party Tips



Theme: Party Spreads



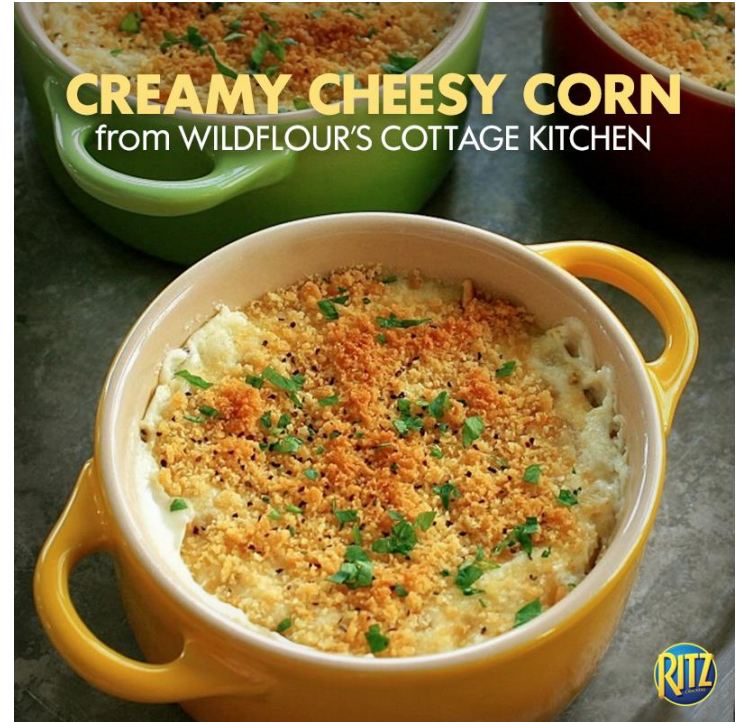
Theme: DIY Decorating



Fan Spotlight



Theme: Ritz Community



Theme: Blogger Highlight