

PR News Social Media Conference

October 2014

Wake-Up Call: Embracing the Power of “Social Mobility”



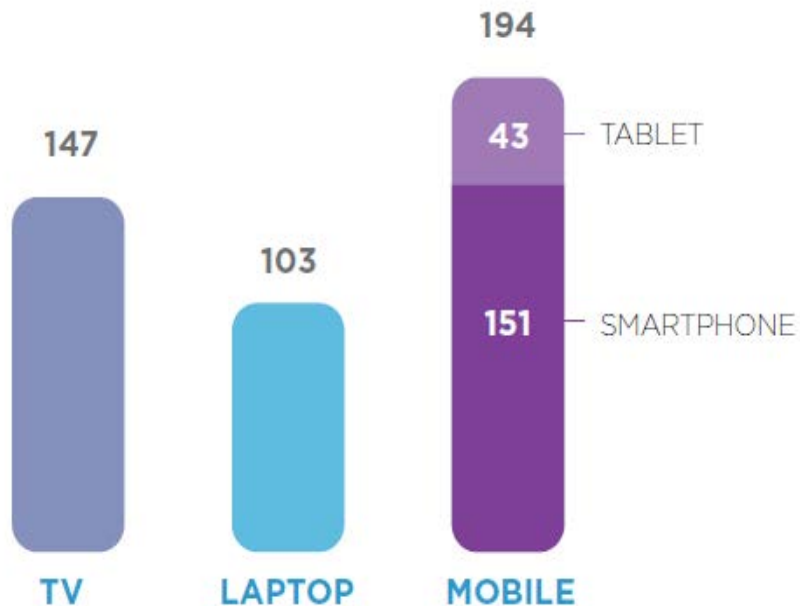
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#PRNews

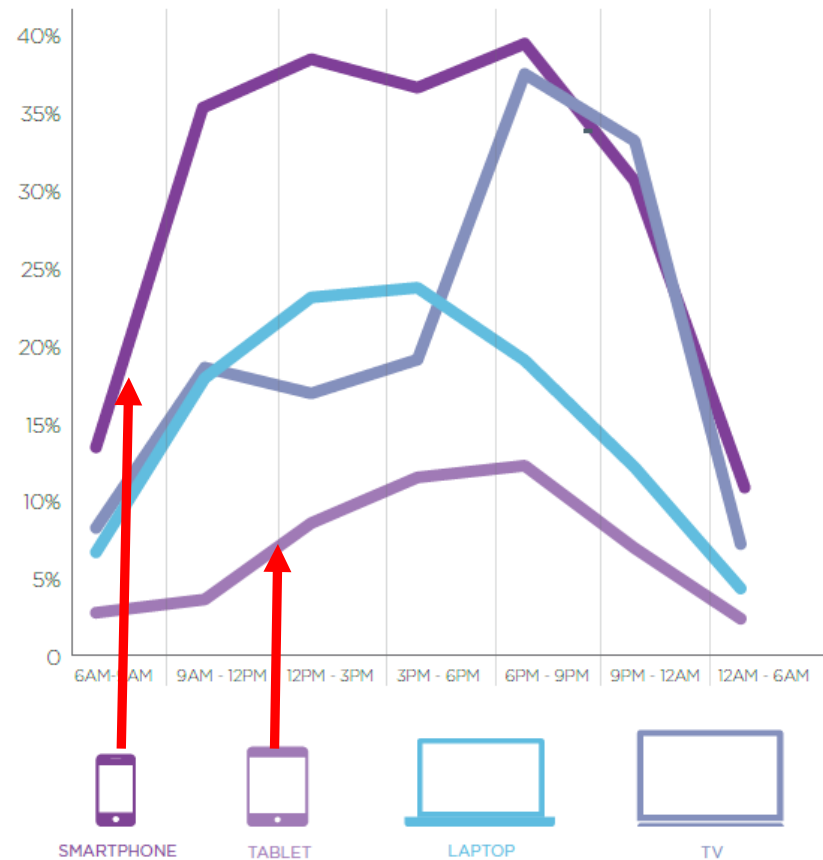
The State of Mobile 2014

DAILY SCREEN USAGE (US) IN MINUTES



Source: Millward Brown's AdReaction 2014: Marketing in the Multiscreen World

SCREEN USAGE DURING THE DAY (US)



Source: Millward Brown's AdReaction 2014: Marketing in the Multiscreen World

And What Are They Doing?



Daily Mobile Content Activities According to US Smartphone/Tablet Users, Jan 2014

% of respondents

| | Smartphone users | Tablet users |
|-------------------------------------|------------------|--------------|
| Accessing email | 91% | 69% |
| Text messaging | 90% | 23% |
| Searching on the internet | 76% | 70% |
| Social networking | 75% | 64% |
| While watching TV | 70% | 65% |
| Getting news alerts | 62% | 52% |
| Playing games | 57% | 58% |
| Listening to music | 46% | 36% |
| Reading | 43% | 57% |
| Watching videos or movies | 30% | 40% |
| Getting directions | 24% | 14% |
| Using tablet while using smartphone | - | 41% |

Note: n=470 smartphone users; n=341 tablet users

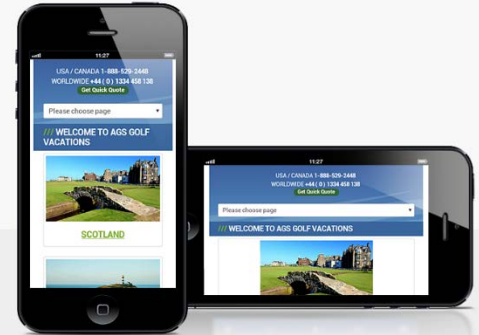
Source: ExactTarget, "2014 Mobile Behavior Report" conducted by Luth Research, Feb 25, 2014

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www.eMarketer.com

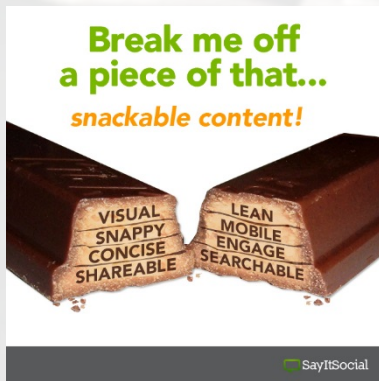
What Should You Do? Think Mobile First – Design

- **Mobile Optimized Website**
- **Native App**
- **Responsive Web Design**



What Should You Do? Think Mobile First -- Content

- Less Is More – A Lot More



- Plan For Mobile Consumption



- PR: Produce Socially Optimized Press Releases

SH/FT Communications Social Media Press Release Live Example

How to Make a Social Media Press Release [tweet this]

Making a social media press release is a lot more than just writing a press release. It's nothing more than a variable with lots of the shareable social content... **2**

Everything you see on this page has a **SH/FT** mechanism of some kind, from the **SH/FT** to the story, the individual pieces of content. This way, everything is separable and divisible. It's **SH/FT** just wants to use the video on their site, they can. If a podcaster just wants to grab **SH/FT** for inclusion in their show, they can. There's no requirement that you ship the entire thing back to **SH/FT**.

SH/FT was created entirely in a plain vanilla HTML, editor like Adobe Dreamweaver or BlueGriffon, using various social networks and content networks to provide the individual pieces.

This is a third hidden piece that's not immediately obvious. This social media press release is being hosted not on our corporate web site, but by our marketing automation system. As a result, it can detect when people who are already in our marketing database are looking at it, clicking on **SH/FT**, and sharing **SH/FT** is aware if it resonates or not.

1 Let us know in the comments:

6 Add a comment...

7 Post to Facebook

8 Want to get in touch with us? Just fill out the form below:

5 Email:
Not Christopher Penn? [Click here](#)

4 Submit

3 Video

2 SEO and PR

1 Audio

Images

Case Study: TIME.Com

- 2012: Time.com decided that responsive design was needed for its growing mobile audience.
- The process took nine months to complete.



Case Study: TIME.Com

Results:

- Mobile traffic up from 15% of traffic to 25%.
- Pages per visit (PPV), across mobile, tablet and desktop increased “considerably” – ex., mobile PPV increased 23%.
- On the homepage, unique visits increased 15%, and time spent went up 7.5%, with the mobile bounce rate *decreasing* by 26%.

When The Digital Stuff Hits The Fan

- **“If It Bleeds, It Leads” Lives On In Digital**
- **The News Cycle Doesn’t Exist**
- **Silence (Non-Response) Can Be Fatal**

So....

When The Digital Stuff Hits The Fan

Ensure that trusted individuals have **mobile** access to your social media accounts



Pictured: HootSuite on mobile



Thank You!

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Addendum



Addendum: Smartphone User Expected Growth

US Smartphone Users and Penetration, 2013-2018

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Smartphone users (millions) | 143.9 | 165.3 | 184.2 | 198.5 | 211.5 | 220.0 |
| —% change | 19.9% | 14.9% | 11.5% | 7.7% | 6.6% | 4.0% |
| —% of mobile phone users | 58.2% | 65.5% | 71.6% | 76.0% | 79.9% | 82.0% |
| —% of population | 45.5% | 51.8% | 57.3% | 61.3% | 64.8% | 66.9% |

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, Aug 2014

Social Media Press Release 2.0

SH/FT Communications Social Media Press Release Live Example

How to Make a Social Media Press Release [\[tweet this\]](#)


Making a social media press release is **2** very straightforward. It's nothing more than a variable width table with the shareable social content... **1** The goal of a social media press release is to make every piece of it shareable.


Everything you see on this page has a sharing mechanism of some kind, from the **3** individual pieces of content. This way, everything is separable and divisible. If **3** just wants to use the video on their site, they can. If a podcaster just wants to grab the audio for inclusion in their show, they can. There's no requirement that you ship the entire thing lock, stock, and barrel.

The SMPR was created entirely in a plain vanilla HTML editor like Adobe Dreamweaver or BlueGriffon, **4** using various social networks and content networks to provide the individual pieces.

There's a third hidden piece that's not immediately obvious. This social media press release is being hosted **5** not on our corporate web site, but by our marketing automation system. As a result, it can detect when people who are already in our marketing database are looking at it, clicking on things, and sharing stuff. **6** We know if it resonates or not.

Like **7** Let us know in the comments:

 Add a comment...

 Post to Facebook

Posting as Christopher Penn (Change)

6 Want to get in touch with us? Just fill out the form below:

7 Email

Not Christopher Penn? [Click Here.](#)

8

Video



Audio



Images



Tips For Creating Effective Digital Campaigns

- **Optimize Your Content For Digital Discovery and Social Sharing**
- **Use Organic Social Media To Distribute The Message**
- **Use Paid Social Media To Reach a New Audience**