



WHAT'S NEXT IN SOCIAL MEDIA?



John Carroll

Manager of Business Outreach

@J_R_Carroll



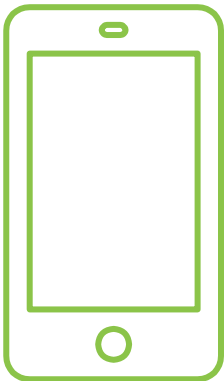
Chip Ross

Director of Social Media Marketing

@ChipRoss

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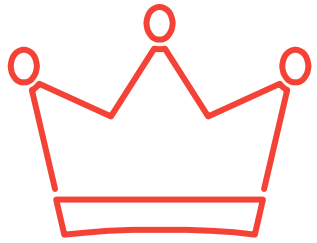


HOW DO
WE
CONSUME?



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@ChipRoss

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VIDEO
IS KING



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TEXT

INGREDIENTS

**2 CHICKEN BREASTS
1C BBQ SAUCE
6C BBQ CHIPS**

PROCESS

**PREHEAT OVEN TO 375
CUT CHICKEN INTO BITE SIZE PIECES
MIX CHICKEN AND BBQ SAUCE
CRUSH BBQ CHIPS IN ZIPLOCK BAG
COAT CHICKEN PIECES IN CHIPS
ARRANGE PIECES ON BAKING SHEET
BAKE UNTIL GOLDEN ~12 MIN
ENJOY!**

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@ChipRoss**

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IMAGES



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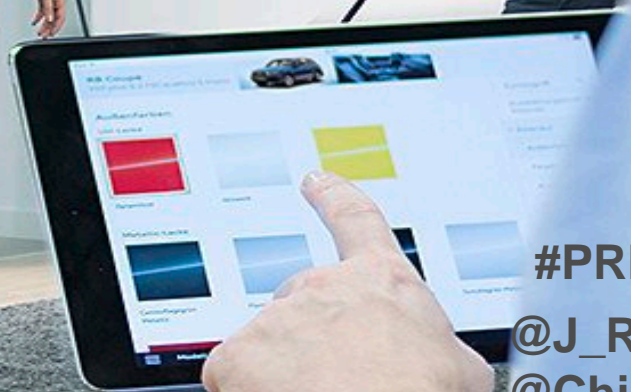
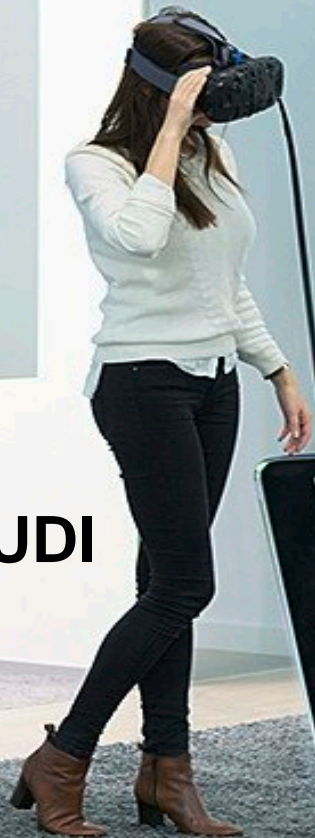




**SHRINK
FOMO
THROUGH
IMMERSION**



AUDI



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NO MORE BARRIERS BETWEEN BRANDS & CONSUMER



James Lloyd 15 Mar 2017
about 6 months ago



Emirates EK419	16:55 18:15	CHC Christchurch SYD Sydney Kingsford Smith	3h 20
Connect in airport			⋮
Emirates EK419		SYD Sydney Kingsford Smith BKK Bangkok Suvarnabhumi	
Connect in airport			⋮
Long wait			413786h 25
Emirates EK419	02:25 (+1) 06:05	BKK Bangkok Suvarnabhumi DXB Dubai	6h 40
Connect in airport			⋮
Long wait			8h 30
Emirates EK9	14:35 18:25	DXB Dubai LGW London Gatwick	7h 50

Arrives: Thu, 16 Mar 2017 | Journey duration: 38h 30

Hi Skyscanner. Just wondering what you'd recommend I do during the 47 year layover your website has suggested?

👍 17k 💬 1.2k ➡ 3.5k

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@ChipRoss



Skyscanner ✓ Unless you're a huge fan of The Terminal, I'd probably recommend spending those years outside of the airport, so here are a few suggestions:

- Missed Songkran but you've got another 46 years to enjoy it.
- How do you feel about heights? The Moon Bar is pretty good and it's open until 1am so you could spend a good chunk of time there.
- A cruise on the Chao Phraya river could keep you busy for a while.
- If you get peckish there's a floating market. Not only good for grub, but you could make a few mates whilst you're there. Win/win.
- Become a Tai Chi expert in Lumpini Park.

- Jen

(p.s. thanks for letting me know about this - I'll get some folk to look into it!)

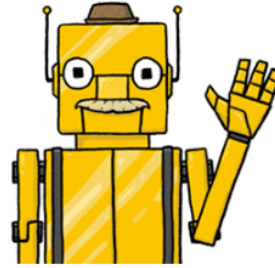
Like · Reply ·  9,025 · August 26, 2016 at 6:12am · Edited

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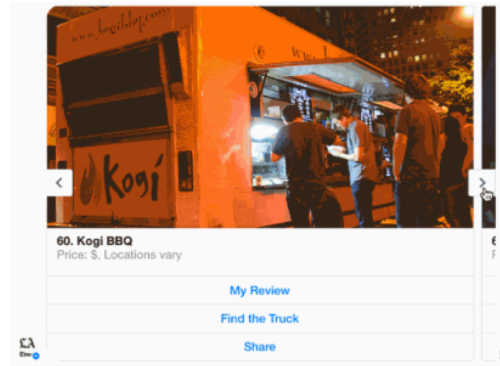
@ChipRoss



Chat with me on Facebook Messenger >>

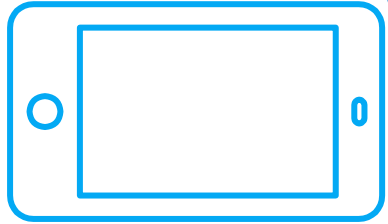


Find a delicious place to eat. How? Tell him what you're craving and he'll tell you what's good.



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@ChipRoss

Settle the debate about [In-N-Out](#) vs. The Habit vs. Five Guys.
(Hint: He's got other places for you to try.)



TRENDY
ISN'T
(ALWAYS)
BAD



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PARKINSON'S NSW MANNEQUIN CHALLENGE

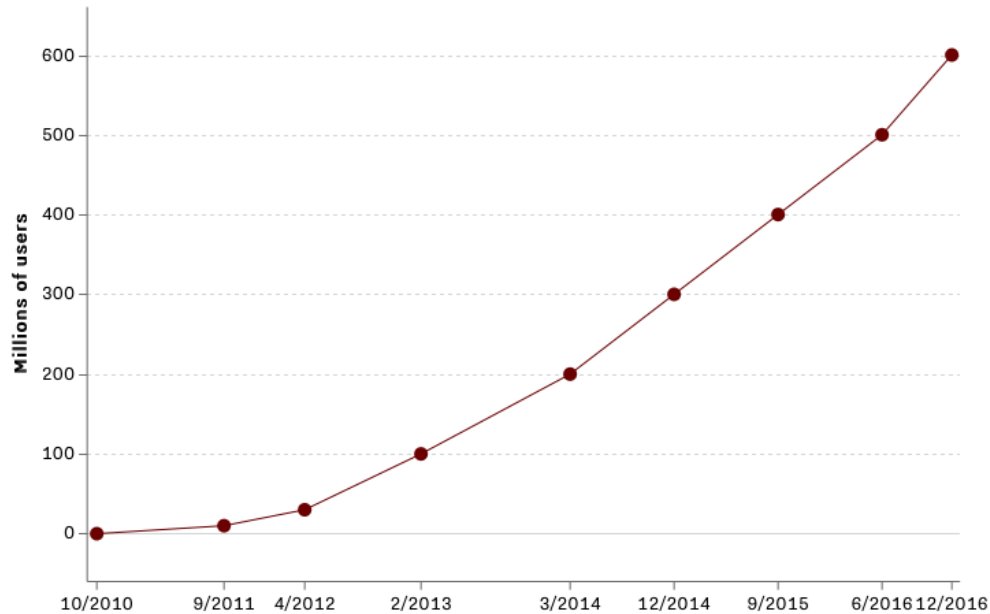


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THE SECOND COMING OF INSTAGRAM

Instagram monthly active users



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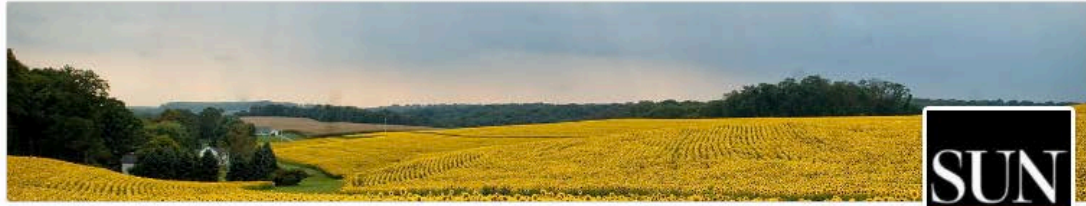
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**YOUR
SOCIAL IS
EVOLVING**



EVERLANE



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TAKEAWAYS

1. **CREATE DYNAMIC CONTENT THAT INVITES CONSUMERS TO EXPERIENCE YOUR BRAND.**
2. **CREATE A SOCIAL STRATEGY BECAUSE IT IS NECESSARY, NOT REACTIONARY.**
3. **LOOK FOR AND REPORT ON ROI FROM SOCIAL, NO MATTER YOUR BRAND**
4. **EXPERIMENT, BUT STICK TO YOUR GUNS OVER WHAT PLATFORMS MAY WANT YOU TO DO**

@J_R_Carroll

@ChipRoss

THANKS!

Any questions?

You can find us at:

@J_R_Carroll

@ChipRoss