

# SOCIAL MEDIA OVERVIEW

GRFX-3603  
**Advertising Design**  
 SPRING 19

Paul and Sarah Edwards, Editor, Jennifer Zaccaro, Social Media Marketing ©2011 BarCharts, Inc.  
 Other online sources - see slides for citations

## • Overview

- Brief History of Social Media
- Types of Social Media Sites
  - Demographics
- Key Terms
- Brand Voice and Business Netiquette
- Time Cautions
- Twitter
  - Overview
  - Glossary
  - Project 3
    - How to TWEET like a Copywriter
    - Twitter Profile
    - Using the Photoshop and InDesign Files

## Social Media

- Amplifies "word of mouth" marketing
  - What business says about something on social media platform can be immediately distributed, expanding interaction with customers and public
- Constantly evolving
  - Advances in technology
  - Competition among social media sites
  - Realization to keep their members, social media sites must constantly create new experiences for their users
- Social media is a conversational medium
  - But you must still be professional
  - Find a site that you feel comfortable with and that others in your industry or field are using

## Why It's Important to Humanize Your Brand on Social Media

157 SHARES



▲ Interesting 3 ▼ Not Interesting



Jayson DeMers

MARCH 25, 2013 SOCIAL MEDIA 0

When social media networking sites began to really snowball and grow in popularity, businesses signed up for profiles as well because they didn't want to be left in the dust. However, as sites like Facebook and Twitter have evolved to be an integral part to how we communicate with friends, co-workers, colleagues, and even strangers, it's time for businesses to step up to the plate and smarten up their social media strategy and approach.

## CONSIDER DURING LECTURE:

- Network vs. Community?
- Big Business vs. Individual
  - To whom does this environment belong?
  - Who defines "the rules"?
- How can you be professional, but not bland and boring?
  - Even those you meet who seem to be themselves are still VERY considerate of who they "appear" to be.
  - EVERYBODY is a brand. Never be fooled.

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### THE PRIMITIVE ERA OF SOCIAL MEDIA

- 1979** Usenet Posts news to newsgroups
- Late 70s, first site with Login option for interaction
- BBS** (Bulletin Board System)
- 1980** CompuServe first chat introduced
- Prodigy Communications Corporations pioneered online portals and online news
- 1984**

**LAST NIGHT, COMPUERVE TURNED THIS COMPUTER INTO A TRAVEL AGENT FOR JENNIE, A STOCK ANALYST FOR RALPH, AND NOW, IT'S SENDING HERBIE TO ANOTHER GALAXY.**

**NO MATTER HOW A COMPUTER WOULD FEEL ABOUT IT, THE NEXT BEST OF IT IS**

...and a computer system and CompuServe Connection means you should use personal computer terminal or computerized text phone CompuServe and learn how you can effectively connect or call.

**CompuServe**  
 1-800-848-6199  
 1-800-848-6199

Someday, in the comfort of your home, you'll be able to do your bank electronically, read instantly updated newswires, analyze the performance of a stock that interests you, send electronic mail across the country, then play bridge with three strangers in LA, Chicago and Dallas.

**Welcome to someday.**

Someday is today with the CompuServe Information Service. CompuServe is accessible through a local telephone or through a long distance phone. From any personal computer or terminal, you can connect to the CompuServe Information Service. All you need to get started is a CompuServe Information Service card (only \$20.00) and a device or modem to connect to your phone line.

**CompuServe**  
 Information Service Division, 3000 Kingston Centre Blvd.  
 Columbia, Ohio 43202-3542 401 West

### THE MEDIEVAL ERA OF SOCIAL MEDIA

- 1988** Introduction to Internet Relay Chat File sharing, link sharing & keeping in touch.
- Introduction to ICQ
- NOVEMBER 1996** Multi user messaging, Multiplayer games, made emoticons & abbreviations such as "LOL" and "BRB" became famous.
- 1997** Six Degrees Glimpses of first social media resembling that of today's features like create profile & add friends.
- 1999** Live Journal First to introduce dynamic content on the blogs and forums, create groups and interact.

### THE GOLDEN ERA OF SOCIAL MEDIA

- 2001** Wikipedia The online free encyclopedia was launched.
- 2002** Friendster Operated by allowing people to meet new people and increase their network.
- 2003** Hi5 Included photo sharing, user groups, social gaming and status updates.
- 2003** MySpace Private messaging, public comments posted to an user's profile, bulletins sent to friends.
- 2004** The Facebook Opened only for the Harvard University students.

**Friendster Beta**  
 The new way to meet people

**Friendster is an online community that connects people through networks of friends for dating or making new friends.**

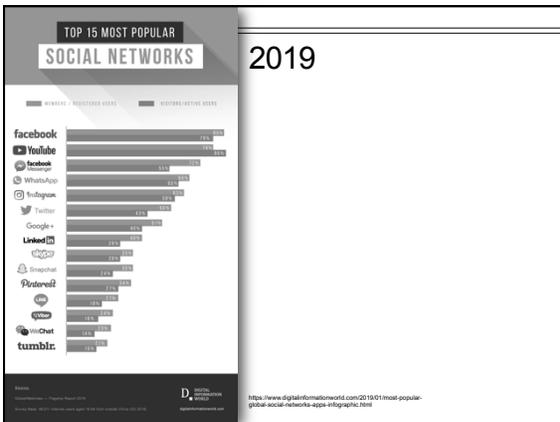
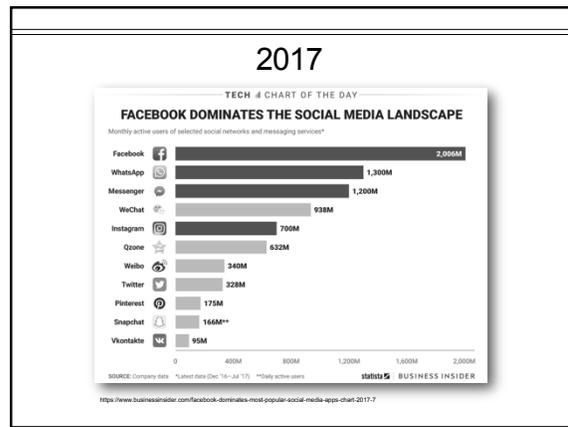
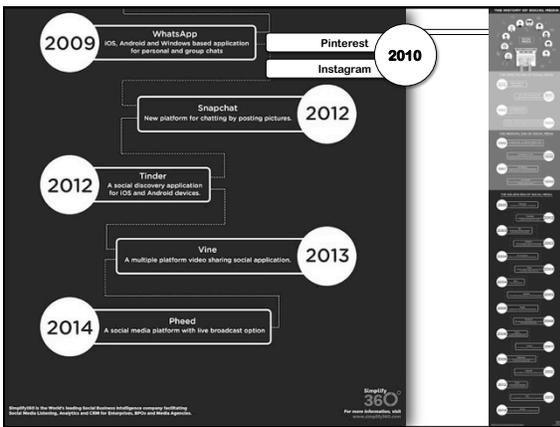
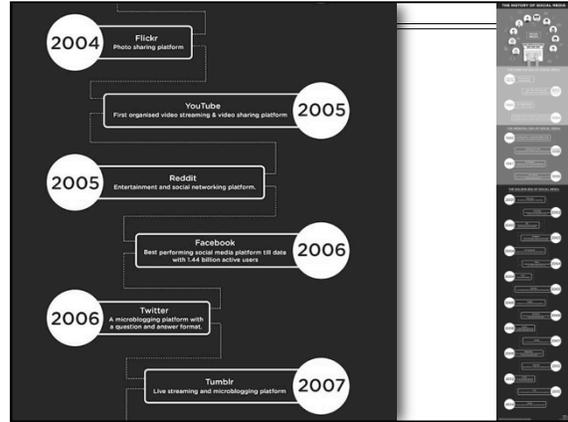
You can use Friendster to:

- Meet new people to date, through your friends and their friends
- Make new friends
- Help your friends meet new people

Create your own personal and private community, where you can interact with people who are connected to you through networks of mutual friends. It's easy and fun!

[Sign Up](#) [Log In](#)

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## Demographics & Psychographics

- Common **Demographics:**
  - Age
  - Location
  - Gender
  - Income Level
  - Education Level
  - Marital or Family Status
  - Ethnic Background
- **Demographics** acquired easily via annual census information, etc.
- While demographics are still valuable and can be used as a starting point, they don't shed light on the passion points and interests of an audience.

<https://www.affinity.com/blog/2016/12/19/demographics-vs-psychographics-and-why-culture-matters-most/>

## Demographics & Psychographics

- **Psychographics** interests, affinities, and emotions of a group of people – exactly the things marketers need to understand to best position their product.
- When creating any form of communications to your audience, it is critical to connect with the audience on a cultural and emotional level to ensure that the look, feel, and tone of your content fits.
- Common **Psychographics:**
  - Personality
  - Attitudes
  - Values
  - Interests/Hobbies
  - Lifestyles
  - Behavior

<https://www.affinity.com/blog/2016/12/19/demographics-vs-psychographics-and-why-culture-matters-most/>

### US Adults' Social Platform Use, by Demographic Group

% of US adults who use:	YouTube	Facebook	Instagram	Pinterest	Snapchat	LinkedIn	Twitter	WhatsApp
<b>Total</b>	73%	68%	35%	29%	27%	20%	24%	22%
<b>Men</b>	73%	62%	30%	16%	23%	20%	23%	20%
<b>Women</b>	72%	74%	39%	41%	31%	20%	24%	24%
<b>White</b>	71%	67%	32%	22%	24%	26%	24%	14%
<b>Black</b>	70%	70%	43%	23%	36%	28%	26%	21%
<b>Hispanic</b>	79%	72%	38%	22%	31%	13%	20%	49%
<b>Ages 18-24</b>	84%	80%	71%	31%	18%	20%	40%	32%
<b>Ages 25-29</b>	88%	82%	54%	39%	54%	34%	33%	31%
<b>Ages 30-49</b>	85%	78%	40%	34%	20%	32%	27%	32%
<b>Ages 50-64</b>	68%	65%	23%	26%	10%	24%	19%	17%
<b>Ages 65+</b>	40%	41%	10%	15%	3%	9%	8%	6%
<b>HHS: &lt; \$30k</b>	60%	66%	30%	22%	22%	15%	20%	20%
<b>HHS: \$30-50k</b>	79%	74%	42%	32%	32%	20%	21%	19%
<b>HHS: \$50-75k</b>	77%	70%	32%	34%	26%	24%	26%	21%
<b>HHS: \$75k+</b>	84%	75%	42%	39%	30%	43%	22%	25%
<b>High school or less</b>	60%	60%	29%	18%	24%	9%	18%	20%
<b>Some college</b>	74%	71%	36%	32%	31%	22%	23%	18%
<b>College</b>	80%	77%	42%	40%	26%	50%	32%	29%
<b>Urban</b>	80%	75%	42%	29%	32%	30%	29%	28%
<b>Suburban</b>	74%	67%	34%	31%	26%	27%	23%	19%
<b>Rural</b>	59%	58%	25%	25%	18%	13%	17%	9%

Published by MarketingCharts.com in March 2018 | Data Source: Pew Research Center  
Based on telephone surveys conducted in January 2018 among a national sample of 2,002 adults (18+)

<https://www.marketingcharts.com/digital/social-media-82642>

## AMAZON CONSUMER SEGMENTATION

### DEMOGRAPHIC SEGMENTATION



- People with Internet access
- Age group of 25 to 50 years, as 45% of online buyers belong to the 35-49 age group
- Focusing on a younger audience

### PSYCHOGRAPHIC SEGMENTATION



- Customers segmented by loyalty
- Customers who like innovations and changes to the website
- Those who value customer care first
- People who click on recommended and suggested products the most

<https://techtologies.com/blog/as-amazon/>

## Demographics & Psychographics

- When developing and executing campaigns, content, messaging, and so on remember: **communications resonate with people that share the same psychographics** (passion points, interests, and beliefs), not demographics.

<https://www.affinity.com/blog/2016/12/19/demographics-vs-psychographics-and-why-culture-matters-most/>

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### Customer Relationship Management (CRM)

- Techniques that use technology to relate to customers, clients, sales prospects, including tracking interactions, using purchase history to develop specific offers, and providing customer service and technical support.
- Technology enables these processes to be automated, organized, and synchronized, and results to be measured.

### Followers

- People who subscribe to your updates.
  - Twitter and Google+ - "follower"
  - Facebook – "friends" or now also "follower"
  - LinkedIn – "connections" or "contacts"

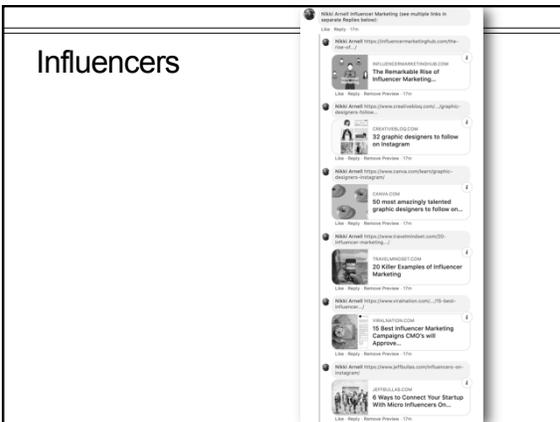
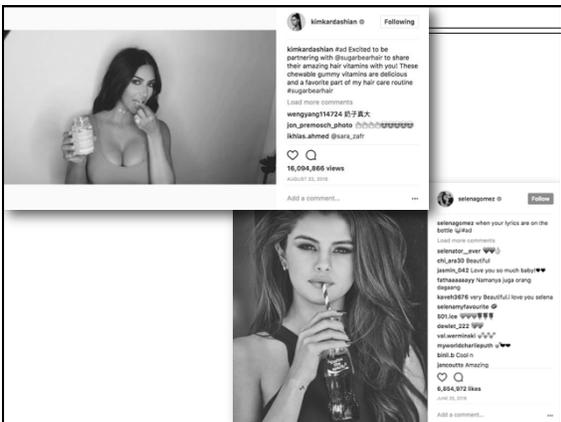
### Influence

- The ability to produce effects on the actions, behavior, and opinions of others, such as getting them to visit places on the web without forcing or commanding them to do or think something.

### "The Rise of Influencer Marketing"

- "With social media becoming so popular so rapidly, companies have had to adapt quickly to reach customers in this new landscape; one of the popular trends is influencer marketing.
- In this strategy, companies use social media personalities, namely on Instagram, to promote their products rather than using traditional ads.
- By doing this, the businesses hope to make their pitch seem more genuine to their target market.
- This is especially crucial to reach younger generations with reportedly only 1% of millennials trusting the products they see in traditional ads."

[http://evocreative.com/?evo\\_blog\\_articles=the-rise-of-influencer-marketing](http://evocreative.com/?evo_blog_articles=the-rise-of-influencer-marketing)



### Buzz and Viral Marketing

- Ways that the web expands the effect of word of mouth and evolves from an information medium to primary means of social and business interaction.

### Really Simple Syndication (RSS)

- A technology that sends updates of blogs and news to bookmark or revisit your favorite sites to see if they have been updated.



### #Hashtag

- A hashtag is a type of label or metadata tag used on social network and microblogging services which makes it easier for users to find messages with a specific theme or content.
- Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that hashtag will then present each message that has been tagged with it.
- "Began" with Twitter (concept existed before this, but used prominently in social media first by Twitter)




Like this infographic? You'll ♥ my classes: <http://socialmediaonlineclasses.com>

## Ultimate Guide to #hashtags

#hashtagprimer

DEFINITION	WHERE TO USE	HOW TO USE
1 Symbol used before a word	9 TWITTER #ff	16 No spaces in hashtags -
2 Created by users on twitter	10 FACEBOOK #fbmarketing	17 #socialmedia not #social media
3 Way to organize & search	11 INSTAGRAM #selfie	18 Use at end of message
4 Twitter hyperlinks hashtags	12 GOOGLE+ #branding	19 Abbreviate long phrases -
5 Used in media & by fans	13 PINTEREST #location	20 #bt for Throwback Thursday
6 Helps to brand a message	14 GOOGLE SEARCH #topic	21 Create your own hashtags -
7 Provides colorful commentary	15 TUMBLR #tags	22 Audi created #Want4n0r3
8 Identifies trending topics		23 Use at events #SXSW15
		24 Learn popular hashtags



## Social Bookmarking

- Tagging a website on a bookmarking website such as **Digg**, **Delicious**, **Reddit**, **Mix** (formerly StumbleUpon), or **Pinterest**, rather than on your personal Internet browser.
- Also allows you to see what others have bookmarked and to filter items for browsing.

## Widget

- Application for running programs within programs or applets that enable performing a function or accessing a service. Widgets are used on web pages, blogs, and profiles on social media sites.

## User

- Someone who has an account on a social media site, a computer, or network with a username.

## Search Engine Optimization (SEO)

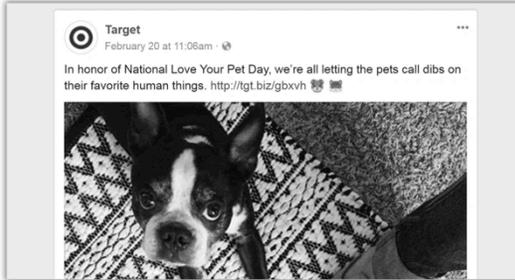
- The methods for increasing the visibility of a website so that people are more apt to find it through search engines.

## Profile

- The page on a social media site that has the personal information of the user.



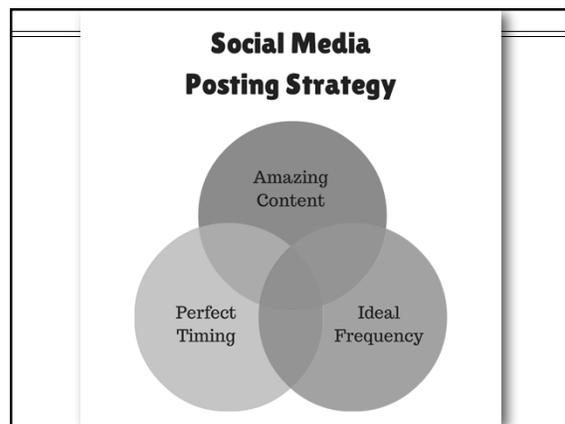
You can see companies taking advantage of this technique all over the internet. Smart businesses develop a voice to match their market and audience. Target, for example, maintains a light-hearted and often humorous tone in its social media posts:



Intel, on the other hand, uses a knowledgeable and informative voice to speak to its tech-savvy audience:



- Be professional, but not stoic corporate.
  - Only helpful and friendly, as well as interesting
- People may post things they would not say face-to-face
  - Avoid taking these comments personally
  - Be cautious with your reply
  - **But it is vital to be conversational**
- Your posts are public and if *anyone* is searching for you, your posts could be part of that evaluation. Offensive posts may be deliberately spread.

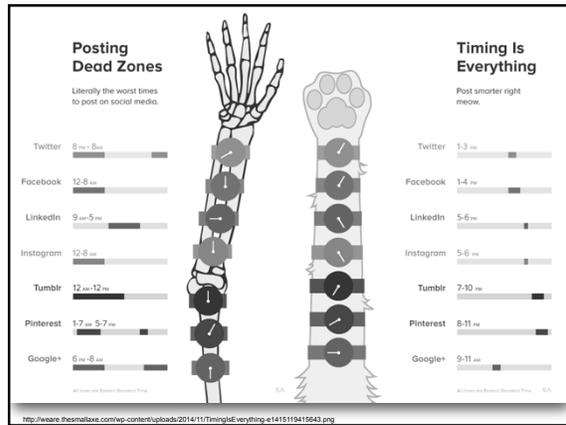
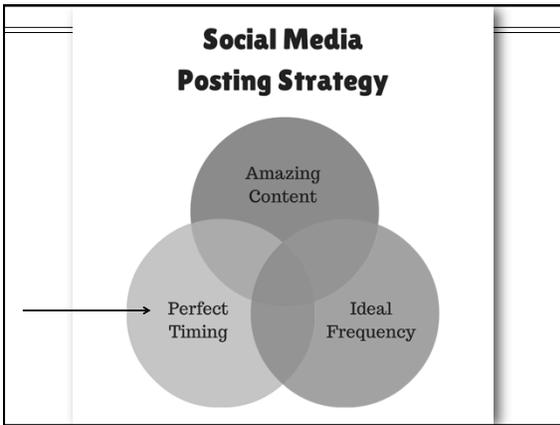


- Keep your posts relevant to the network or forum in which you are participating and stay on topic.
  - If you spot an irrelevant topic, don't post a message in response.
  - When you post something valuable, people are likely to visit your site and share what you post with others.
- If you are asking for feedback or help, provide as complete a description of the idea or problem as possible
- There are different audiences for each social media site, but many people will belong to multiple media sites
  - Avoid posting the same message on multiple sites

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- Social media requires time to do it well. It can be a time drain leading to social media overload.
- Keep in mind that some social media sites are better suited for certain posts. There are many overlapping users on social media sites. Obviously, these sites have different orientations.
  - FB would work better for businesses that sell to consumers
  - LinkedIn for B2B
- Accomplishing significant goals will require daily activity, so it is best to identify hours for social media activities.
  - Earlier in the day works best, population in greater in Eastern and Central time zones

- Social media requires time to do it well
- **Warning:**  
Building a social media site and then abandoning it conveys a negative message. If you cannot update it, delete it.



**Posting Dead Zones**  
Literally the worst times to post on social media.

**Timing Is Everything**  
Post smarter right now.

There are endless amounts of articles and research out there telling you when the best time to post on social media is to get the most bang for your buck. We've even covered [the topic](#) before! However, with ever-changing algorithms, the endless amounts of scrolling users are willing to do, and the ease of accessibility to social media throughout the day thanks to technology, it poses the question: does timing really matter?

Many times articles dictating when to post fail to consider networks, goals, and industry-specific needs. They also don't take into consideration the algorithm specific platforms implement to populate user Newsfeeds - particularly with Facebook. So when is timing important, and when is it more of an educated guess?

Platform-specific timing charts are shown at the bottom, with some 'dead zones' highlighted with diagonal lines.

**Algorithms**

- **Instagram:** Timeliness
- **LinkedIn:** Relevance
- **Twitter:** Relevance
- **Facebook:** Relevance

Article Title: **This Is Exactly How Social Media Algorithms Work Today**

Author: Christine Warner | May 3, 2018 | 7 Minute Read

Each social media network has a unique set of technical elements, intricate logic, and usage analytics that make up the algorithms that delivers content to its users. Seen in the fluctuation of social media algorithms in the past, the biggest consideration—or debate—is balancing personal relevance with post consistency.

**Twitter**

Twitter breaks away from the Facebook mold by presenting content and tweets in a chronological order on a fast-paced newsfeed. Depending on each user's follower feed, things can be shuffled along at a steady and speedy rate, and things can get missed easily. Does this mean that timing is important when it comes to posting tweets? Sort of. However, it's more advantageous to have a higher volume of tweets in the feed than it is to have the perfect timing. Since a vast majority of Twitter users have access to the platform via mobile devices, use of it throughout the day is more likely which means timing can be arbitrary.

The real wrench thrown in the timing plan here is the latest Twitter update that included "While You Were Away" tweets. Now you can see tweets you may have missed out on since your last visit at the top of your feed. Similar to Facebook's algorithm, this certainly effects the timing strategy and makes it a bit less relevant.

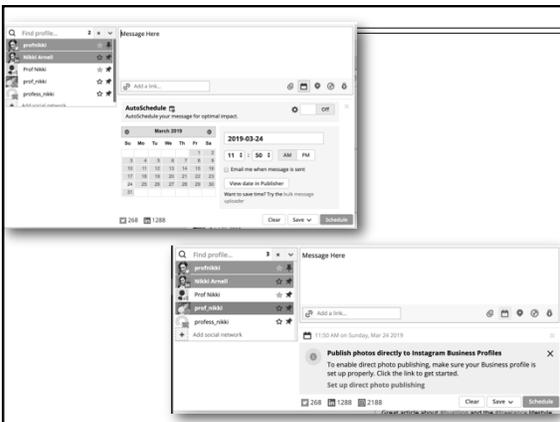
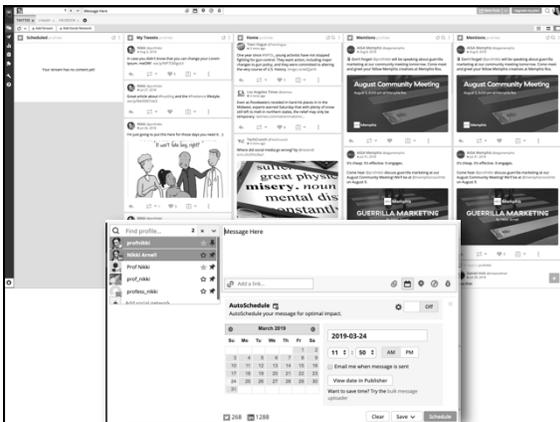
## Hence, a social media PLAN.

Not required for this class, but it will be required of you in Branding. It's also a great skill to use in future employment.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>	<p>11am Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>12pm Reply to posts Check Groups</p> <p>1pm Reply to posts Check Groups</p> <p>2pm Reply to posts Check Groups</p> <p>3pm Reply to posts Check Groups</p> <p>4pm Reply to posts Check Groups</p> <p>5pm Reply to posts Check Groups</p> <p>6pm Reply to posts Check Groups</p> <p>7pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p>9pm Reply to posts Check Groups</p> <p>10pm Reply to posts Check Groups</p> <p>11pm Reply to posts Check Groups</p>

Don't forget to set aside time to reply to posts!

- There are tools out there to help manage social media, often for a cost.\* *\*Most of these are big business, but still worth researching*
  - **Attentio** and **Twelfold Media** (formerly **BuzzLogic**)
    - Enable monitoring and tracking of what is said about your company, products, competitors, industry. *Big business.*
  - **Disqus** and **IntenseDebate** are comment systems that alert you of comments made on social media sites and allow you to respond via email or directly from smartphone
  - **HootSuite** and **TweetDeck** provide variety of tools for managing social media, including ability to schedule your posts ahead of time.
  - **Nimble**, **Salesforce**, and **Sprout Social** provide dashboards for social customer relationship management of multiple sites.
    - Enable you to monitor when your company or brand is mentioned on social media sites or in blog posts, reviews, news, and to manage conversations on sites from their dashboards while still allowing you to customize what you post.
  - **IBM Watson** (formerly **Blekkio**) enables you to search the web by screening out spam and artifices used for search engine optimization

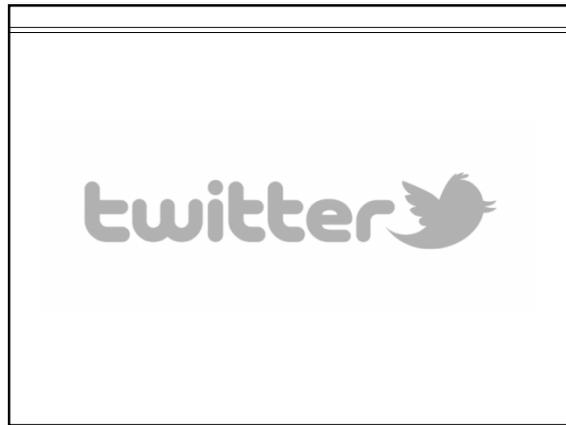


- Monitor what is being said about your company.
- These are free or low-cost:
  - **Google Alerts.** Delivered to your email for free.
  - **MediaFunnel** monitors your social media activity and offers a tool to turn tweets into leads of Salesforce.
  - **RSS Feeds** alert you to what others are writing about that is pertinent to your business. RSS feeds that you choose to subscribe to can be managed in a reader, such as Google Reader.
  - **NutshellMail** tracks your brand's social activity and emails summary to you
  - **Sendible** monitors blogs, news, comments, social networks and analyzes results, highlighting posts to which you should respond
  - Also some Schedulers like Hootsuite supply analytics.
  - Many CMS sites like FourSquare and Wix supply analytics.
- Learn about Analytics and use the information.

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### SOCIAL MEDIA EXPLAINED

<b>FACEBOOK</b> I like doughnuts	<b>LINKEDIN</b> My skills include doughnut eating
<b>TWITTER</b> I'm eating a #doughnut	<b>PINTEREST</b> Here's a doughnut recipe
<b>BLOGGER</b> Read about my doughnut eating experiences	<b>LAST FM</b> Now listening to "doughnuts"
<b>FOURSQUARE</b> This is where I eat doughnuts	<b>INSTAGRAM</b> Here's a vintage photo of my doughnut
<b>YOUTUBE</b> Watch me eating a doughnut	<b>GOOGLE +</b> I'm a Google employee who eats doughnuts



### TWITTER

**Top 10 Twitter Statistics – Updated March 2019**

<https://top10stats.com/twitter-statistics-top-ten/>

<b>What is it?</b>	Service that enables users to send and read short 140-character messages called "tweets". Very strong ad potential for wide reach. More niche and conversational audience with strong celebrity presence.
<b>Who's on it?</b>	Most popular amongst Tech, Marketing, Entertainment, and Political minded people.
<b>Monthly Active Users</b>	271 Million
<b>Content Strategy</b>	140 character limit, text based, image content, GIFs.
<b>Paid Media</b>	Yes
<b>KPIs</b>	Retweets, Mentions, Favorites, Followers, Impressions, CTR, CPC, Hashtag reach

- **Twitter Monthly Active Users Worldwide: 321 million**
- **Twitter has increased their year over year Daily Active Users by 9 percent year-over-year.**

- ### TIPS
- While FB is known for helping people reconnect, Twitter functions to identify and connect people who have previously not known each other.
  - While FB and LinkedIn are structured, Twitter is a malleable, multipurpose tool that you can tailor to your business's needs, making it the most useful social network for some businesses.

## TIPS

- **@username**  
The name of your business or variation of it.
- **Profile Photos**  
Choose either your business logo or a photo of the person managing the Twitter account.

- Tweet content that is appealing to your followers:
  - **Notice the form and content of the most popular tweets.**
    - Use tweets containing links, usernames, hashtags or tweets posed as questions to increase the chance your tweets will be **retweeted**.
  - Link to interesting news stories, articles, blog posts pertinent to your followers – **be a source for information that relates to your brand.**
  - Let customers know about upcoming sales, new services, and **recognition for your business.**
  - Seek participation from followers through **surveys** and requests for **feedback**.

- **Obtain followers** by including a link to your Twitter account in your email signature and on your business cards, website, other social media profiles.
- Avoid impersonal tweets – **be conversational**.
- **Twitter members who mention your company in a tweet are looking for connection with your brand. Respond to their mentions or retweet the tweet to your followers.**
- Use Twitter's search features to **see what people are saying about your company.** Not every mention will be a direct mention – search for your company's name.
- Bring more people into the conversation and attract more followers by **installing your Twitter feed on your website or blog.** Always do your best to **connect platforms.**

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## GLOSSARY

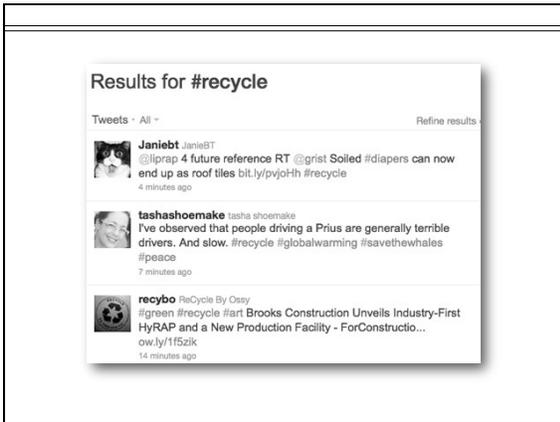
- Twitter's **280-** (formerly 140-) **character limit** for tweets is rooted in its origin as a text-based service.

Use **bitly.com** or similar URL shortener when linking.



## GLOSSARY

- **Tweet**
  - As a noun, it means a message posted via Twitter of 140 or fewer characters;
  - As a verb, to post messages.
- **Feed/Stream**
- **Handle**
  - This is your "username" on Twitter that appears with an "@" symbol in front of it.
- **@:**
  - A symbol before a username (@username) to mention or reply to that user
- **Hashtags**
  - Although they were originally created and supported by Twitter, hashtags are now utilized on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (i.e. #ONECON or #CCPin). It is used to tie various social media posts together and relate them to a topic. Topics are sometimes connected to an event, TV show, sporting event, or any happening or trend etc.



## GLOSSARY

- **Reply** – You can reply directly to a tweet. Only the people following you and the person you’re replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).
- **Retweet** – A way to repost or share someone else’s tweet.
- **Favorite** – This functions just as a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.
- **Mention** – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.

## GLOSSARY

- **Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.
- **Feed** – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.
- **Followers** – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to become your follower.
- **Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.

## GLOSSARY

- **Trends** – The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
- **Lists** – Groupings of your followers that you’ve created and categorized so that you can find them easily.
- **Connect** – A tab where all mentions, replies, retweets, and favorites can be found.
- **Discover** – A tab to search for hashtags, handles, and keywords.

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• Image is optional, but increases engagement.

https://blog.hootsuite.com/how-to-write-a-tweet-to-increase-click-through-rate/

### Write engaging content that speaks to your audience

- You know your audience(s).
- You know your objective(s).
- You know your Big Idea (!!!), but not all 20 tweets must follow this strictly.
- Remember Project 1 and all of those exercises. Still stumped?
  - Just start writing.
  - Post-it notes help.
  - Acting like you're writing an email to a family member, trying to explain why they should do something.
  - Returning to your Features and (emotional) Benefits.

- Twitter allows only 280 characters.
- #Hashtags and URLs are part of those 280!
  - Shorten all URLs using something like Bitly.com or TinyURL.com

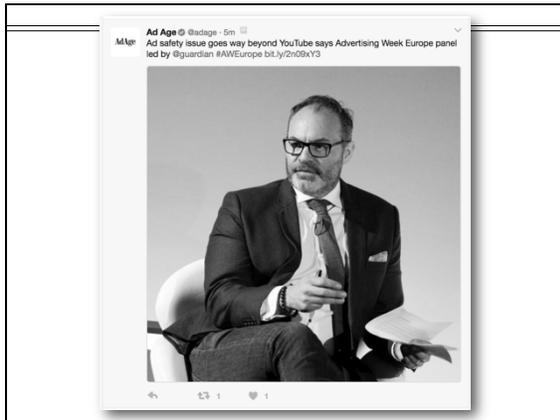
DIRECT QUOTES FROM <https://blog.hootsuite.com/how-to-write-a-tweet-to-increase-click-through-rate/>

### #Hashtags

- USE THEM. ALWAYS. Twitter lives by hashtags.
- You will get more followers when you join other conversations.
- See what is trending.
- Don't have long hashtags that make no sense.
  - You seem more naïve about Twitter than the clever ironic witty tweeter you think you are.
- Remember you cannot have any spaces or punctuation in a hashtag.
  - BUT you can #CapitalizeToShowBreaks.

### @Callouts

- Talk about/to others
- Mentions and Replies
- Again, no spaces



### Include an image, a GIF or a video on some of your tweets

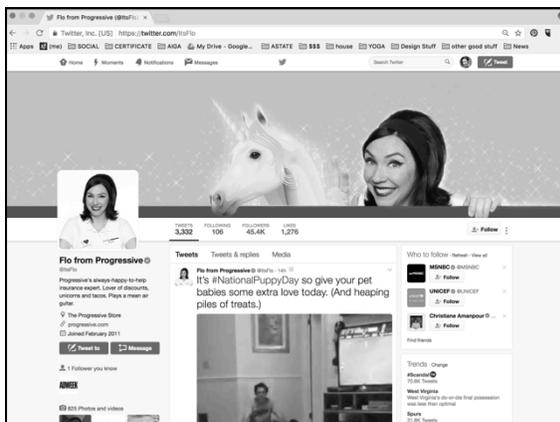
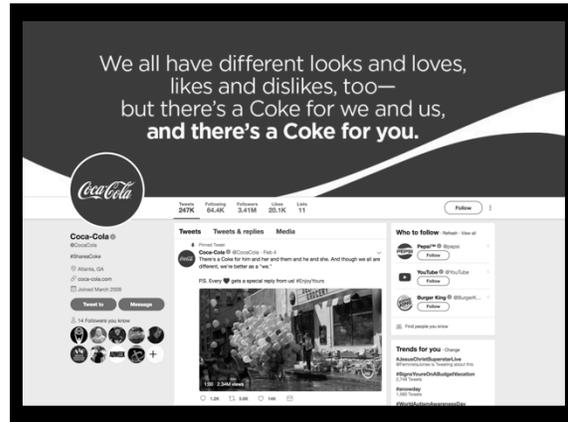
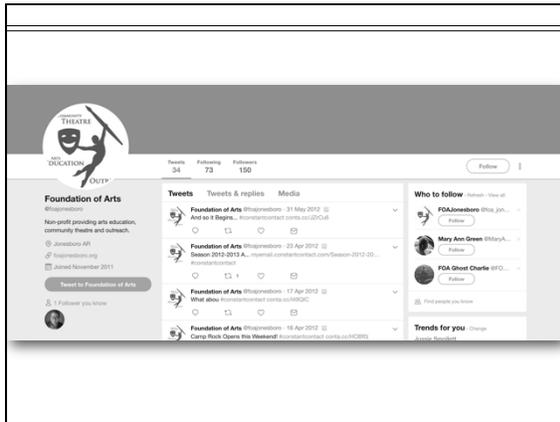
- This is not necessary, but still images, GIFs, and videos can dramatically increase the engagement rate for your Tweets.
- Make sure the images that accompany your Tweet are relevant and high-quality.

DIRECT QUOTES FROM <https://blog.hootsuite.com/how-to-write-a-tweet-to-increase-click-through-rate/>



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- ### TIPS
- **Username:**
    - Username: @foajonesboro
  - **Profile Photo:**
    - Choose either your business logo or a photo of the person managing the Twitter account as the profile picture.
  - **Cover Photo:**
    - Cover Photo should be something that pulls from your campaign.
  - **Bio/Summary:** See what they have. Add a little life to it.
    - "Non-profit providing arts education, community theatre and outreach."
  - **Website:**
    - foajonesboro.org



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**PHOTOSHOP**  
**TwitterMobilePROFILE\_Step8A.psd**  
 Name this whatever you would like.

Place one of your 20 required Tweets here, even though it will therefore be shown twice on the sheet you turn in.

**PHOTOSHOP**

**FIX THIS FIRST.** These can stay the same on all messages.

If you really want to revise the dates and Retweet/Like avatars because you're a perfectionist, you can. It's not necessary.

**INDESIGN**  
**Step8.INDD**  
 Name this YOUR LAST NAME\_Step8A.INDD

Adjust height of image boxes for each tweet as needed. Do not leave blank space.

**step 6** Student should make any revisions and create final work for this campaign of **three print ads** using either Illustrator or InDesign for layout (Photoshop only for support files). Same specs, but realize you must put all blocks on 1 I will consider this an improperly prepared file. *Notice the specs are slightly less than letter, which will allow one to print to letter with pulled bleeds and crop marks.* Whether you use InDesign or Illustrator, create a multi-page PDF of your **three ads** to turn in. Name the file **YOUR LAST NAME\_Proj3\_Step8.PDF**. **DUE Mon Apr 8th. Critique.**

**step 7** Now that you have a good grasp of your Big Idea brought to life and with multiple rounds of headlines already written, consider great ways to Tweet about your product/brand service in this medium. Remember that you want to sound authentic, but you must also fall under the Big Idea.

**TWITTER**

- Write at least **20 different rough ideas** for a Twitter feed, understanding that a social media specialist would not always have tweets that are planned and would also connect the feed with other social media platforms, depending on the target market and virtual vs. location-centered community.
- You have a maximum of 280 characters.
- Consider including website links, trending issues that are relevant, #conversations, @ call-outs or #call-outs, images, and videos.
- These 20+ written ideas with posted visuals and/or links can be either written VERY neatly with typed information OR rendered in InDesign.

**DUE Wed Apr 3rd.**

**step 8** Your **10 best Tweets** will be picked to revise or use as is.

- Using supplied Twitter template, create an avatar and cover photo for your brand and input your Tweets as one would see in a feed.

*Note: Do not create an actual account for the FDM (even if it's security is set to private) and do not use your own Twitter account.*

- Name the file **YOUR LAST NAME\_Step8.PSD** and place in your PROJECT 3 folder.

**Digital Files of mock-up DUE Mon Apr 8th. Critique.**

• I will supply a new Project 3 project sheet soon with a revised Step 8. *Believe me, this new way is easier. I promise!*

• **No change on deadlines.** In the meantime, just refer to these slides! ©

**SPRING 2019**

**GRFX-3603 Advertising Design**

Step8 Folder

- TwitterMobilePROFILE\_Step8A.psd
- TwitterMobileTWEET\_Step8B\_1.psd
- Step8.indd
- Step8.pdf