



# THE MODERN PR MEDIA MIX:

CHAPTER TWO: SOCIAL MEDIA

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# SECTION 2. SOCIAL MEDIA

**Since social media hit the mainstream in the mid-2000s, it has barely stopped to take a breath.**

Established players like Facebook and Twitter, as well as newer entrants like Snapchat, are constantly shifting and transforming. The Facebook of 2004, where a profile picture was all you were able to post, is barely recognizable to the Facebook of today, which has live-streaming, Instant Articles and a host of other new features. Now, platforms like Snapchat add not only new ways to communicate but also new ways to reach specific audiences. This gives fresh opportunities to reach the right audiences.

## Social media today: The numbers.

65%

According to the Pew Research Institute 65% of adults use social media in the U.S.<sup>7</sup>

90%

Among millennials, that number reaches 90%<sup>7</sup>

38%

38% of Americans get their news from digital sources, like social media.<sup>8</sup>

35.98

eMarketer estimates that global social media ad spending will reach \$35.98 billion in 2017<sup>9</sup>

46%

46% of all video plays in Q4 2015 were on mobile devices<sup>10</sup>

170%

Tablet and smartphone video consumption has grown 170% since 2013<sup>10</sup>

1/3

One third of smartphone videos watched in 2015 were longer than ten minutes<sup>10</sup>

2084%

Mobile video has grown 2084% in the past five years<sup>10</sup>



## By the platform.



1 BILLION DAILY ACTIVE USERS <sup>11</sup>



23 PERCENT OF ALL INTERNET USERS <sup>12</sup>



28 PERCENT OF ADULT INTERNET USERS <sup>12</sup>



100 MILLION DAILY USERS <sup>11</sup>



100 MILLION MONTHLY ACTIVE USERS <sup>16</sup>



25 PERCENT OF ADULT INTERNET USERS <sup>12</sup>

## Facebook.

- 72 percent of adult internet users in the U.S. are on Facebook <sup>12</sup>
- Of those, 77 percent of female internet users are on Facebook, compared with only 66 percent of males <sup>12</sup>
- Facebook is projected to reach 1.43 billion monthly users by the end of 2016 <sup>13</sup>
- In 2016, mobile is expected to account for 82 percent of Facebook's U.S. digital ad revenue <sup>13</sup>
- Facebook reports that 100 million hours of video are watched every day on the social network <sup>14</sup>
- Facebook recently launched its own ad platform, CreativeHub, to make creating Facebook Ads simpler <sup>15</sup>

## Twitter.

- Twitter is more popular among younger adults — 32 percent of adult internet users are on Twitter <sup>12</sup>

## Instagram.

- Instagram is projected to earn \$1.3 billion in mobile ad revenues in the U.S. alone <sup>13</sup>
- Instagram is more popular among racial minorities, compared with white users <sup>12</sup>
- In the U.S., Instagram will represent 15.4 percent of Facebook's total mobile ad revenues <sup>13</sup>



Social Media gives fresh opportunities to reach the right audiences.

## Snapchat.

- One of the fastest-growing social media sites ever, has already surpassed Twitter for daily users <sup>16</sup>
- Snapchat's users spend an average of 30 minutes inside the app every day <sup>11</sup>
- More than half of the new users who sign up to Snapchat are over 25 <sup>11</sup>
- 10 billion user-generated video views a day <sup>17</sup>

## Pinterest.

- 31 percent of adult internet users are on Pinterest <sup>12</sup>
- Only 16 percent of male internet users are on Pinterest, compared with 44 percent of female users <sup>12</sup>
- New features include rich pins, which let businesses include information right on the pin itself <sup>19</sup>
- Projected to grow explosively to more than 320 million monthly active users by 2019 <sup>20</sup>

## LinkedIn.

- Recently acquired by Microsoft for \$26.2 billion, making this Microsoft's biggest acquisition yet <sup>21</sup>
- LinkedIn is the only major social media platform whose usage rates are higher among users aged 30 to 49 than those aged 18 to 29 <sup>12</sup>
- Now users can directly publish their own articles to their profiles via LinkedIn Pulse <sup>22</sup>
- More than 1 million people have published articles on LinkedIn <sup>23</sup>



## Social use in the U.S.<sup>7</sup>

- **Seniors on the rise** – Today, 35 percent of all those 65 and older report using social media, a number that has more than tripled since 2010.
- **Social media gender parity** – Men and women have used social media fairly equally since 2014. But now women are outpacing men 68 percent to 62 percent.
- **More lower-income households on social** – Now 56 percent of those living in the lowest-income households are using social media.
- **Rural goes social** – Though still less likely than suburban or urban dwellers to use social social, 58 percent of rural residents are now on social media sites.

# Today's opportunities in social media content.

## Organic vs. Paid

When deciding how to approach your content strategy, you face the question of whether you want to focus solely on organic opportunities — in which you build your audience the hard way, one post or engagement at a time — or consider layering on paid opportunities, which can guarantee you a certain number of impressions, engagements or followers. Organic opportunities are the bulk of what a brand creates on a consistent basis: each Facebook status update, Tweet or LinkedIn post builds trust and community with your fans, but organic opportunities only begin to touch on the social media opportunities available to you. Paid opportunities can include everything from a sponsored content campaign on Facebook, LinkedIn and Twitter (where you can target everything from demographics to job title) to offering a fun filter on Snapchat within a certain geography, or even paid posts from influencers on YouTube.

If you've hit a wall growing your channels organically, paid opportunities will give you the opportunity to expand your social presence, reach a particular audience, have greater control of your message or want to tell deeper stories.

## Campaign-Based vs. Program-Driven

Decide what you are trying to get out of your social efforts. Is it building a brand? Selling a product? Building community? Strengthening thought leadership? Once your goals are defined, you will be able to see which is best: campaign vs. program-driven.

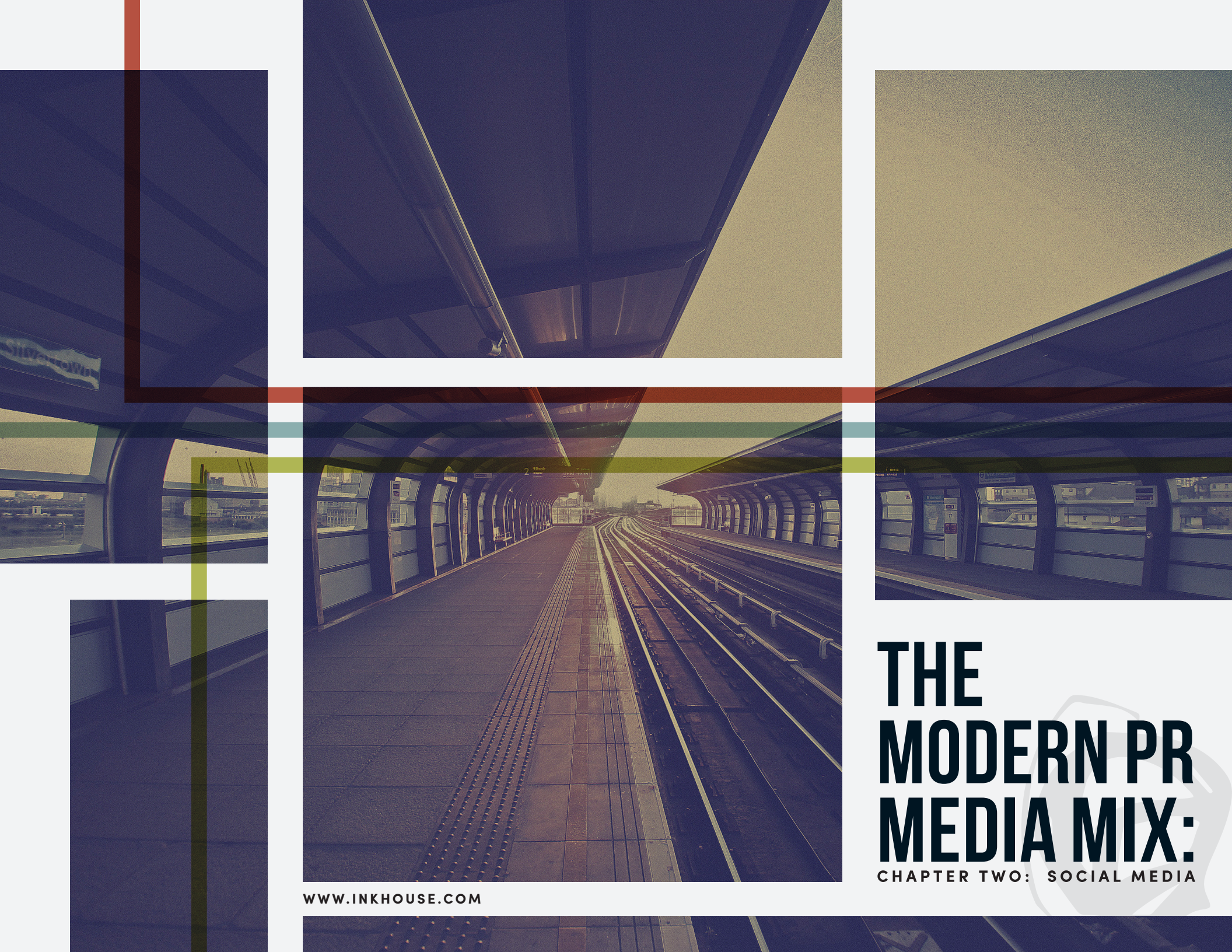
For a short-term boost, or to support an initiative that has a definite end date, a campaign approach may make the most sense. These types of campaigns should have very clear key performance indicators, typically smaller spends and a definite end point. For a great example of using a campaign-driven approach, look at the campaign Terminator Genisys ran on Snapchat last year.

For longer-term branding, program-driven activities are a good approach. These run over longer periods of time may appear in different forms and different channels over time, and they are less likely to be driving to a single measurable goal. Check out the work SAP has done with Forbes as part of the publication's ForbesBrandVoice channel. For Forbes, the focus is heavily on providing great content, but the section is heavily branded by SAP, giving SAP many layers of branding.

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