

Supersize your social strategy for 2019



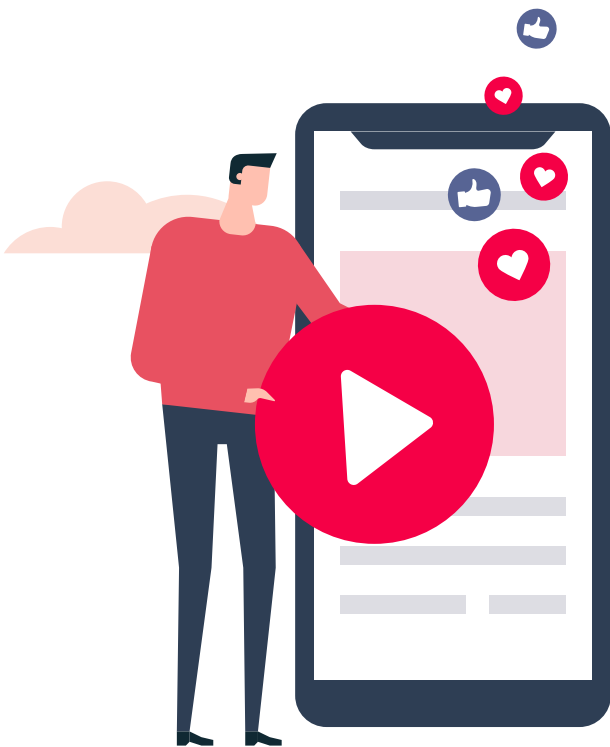
From channel choices to evolving algorithms, what are the social media must haves that will make a difference to your brand in 2019?

The logo for Big Brand Intelligence features the text 'Big Brand Intelligence' in a bold, white, sans-serif font. The text is contained within a white-outlined rectangular box that has a slightly irregular, hand-drawn appearance with a small notch on the right side. The box is set against a dark blue background.

Big Brand Intelligence

All our industry knowledge, expertise and experience goes into our intelligence reports, providing incisive insights and inspiration to help you achieve even greater things for your brand.

Smile :-) you should be going live



Whilst live video has been around for a while, its use by brands is rising steadily. Cisco anticipates that live video will account for 17% of internet video traffic by 2020, so it's time to look for ways to engage your audience in the real time moment.

There are many benefits of live video. It's a great way to build trust and loyalty and an authentic way to communicate with your audience. Live video is also said to be viewed three times longer than uploaded content. As well as being highly engaging, it has huge potential for reach and can create conversions for your business.

Not sure where to start?

Here's our top five tips for making the most from a live opportunity.

01



Think about what your customers will be interested in watching and be certain of the outcome you want to achieve.

02



Prepare for ALL eventualities – that means double checking your internet connection, writing cue cards and doing a test run first.

03



Remember not everyone will tune in from the start, so make sure you explain what is going on in the post copy and allow a few minutes before getting to the good stuff.

04



If you do encounter a problem, acknowledge it and move on. Viewers will appreciate the honesty and it'll stop any confusion.

05



Publish the video to page afterwards, but make sure you edit the post copy to clarify it is no longer live. You'll still get a lot more views from people wanting to catch up on the action.

Where to play, which content to use and where to get the best engagement



When looking at the number of engaged users across Instagram and Facebook, there's a clear distinction between what content users value more on different platforms. Mobile usage is dominant on both so it's important for brands to consider a mobile first approach when creating content for Facebook and Instagram.

Facebook may have the bigger following, but Instagram is leading the charge for harnessing deeper, and personalised engagement for brands. Despite having a significantly smaller audience than Facebook, it has much stronger engagement.

As well as mobile first, brands should start to consider social first content strategies to keep ahead of the game. For instance, when thinking about a PR idea, think about how social media would view the campaign before acting. Brands can maximise reach by creating content that delivers the desired response with an accompanying action.

- 1** Choose channels where your audiences engage
- 2** Curate original content from your audience
- 3** Create content that is fit for the channel intended – a one size fits all approach will not deliver the strongest result and will result in wastage

Let's look at some stats...



41%

of the UK adult population use Instagram

1bn

users globally

500m

of which use Instagram every day

300m

engage with Instagram stories

72%

of teens use Instagram every day compared to 54% for Snapchat



79%

of the UK adult population uses Facebook

2.27bn

monthly active users globally

45%

using it several times a day



Video, visuals & more video

In 2018 we saw the expansion of Facebook Watch and the arrival of IGTV, both which continue to emphasise the ongoing importance of video for social.

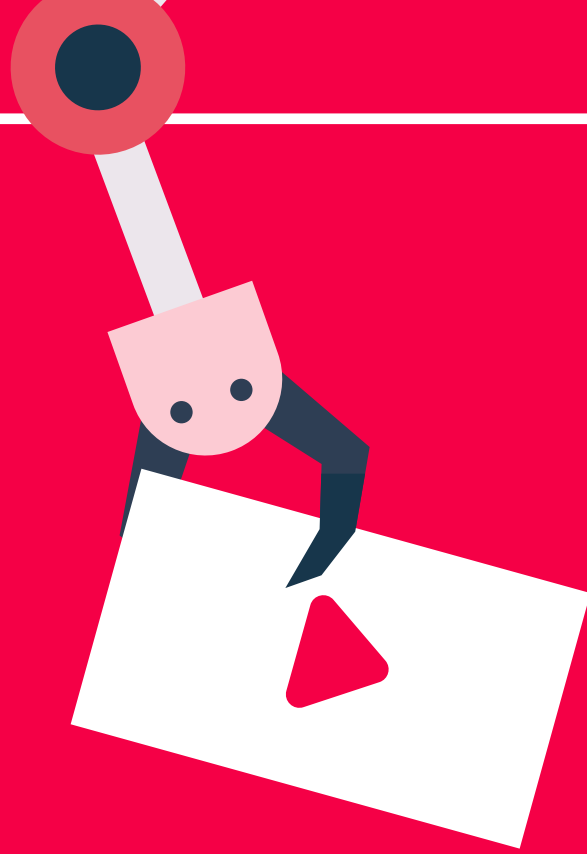
With Facebook representing 46% of all video ads created, 500 million hours of video being watched on YouTube each day and 92% of Twitter users watching video content, it's easy to see why video is worth a brand's time and investment.

Facebook Watch saw the consumption of 'intentional viewing', sessions which lasted five times longer than the News Feed where users engage with unplanned, shorter and more frequent sessions.

Mobile first

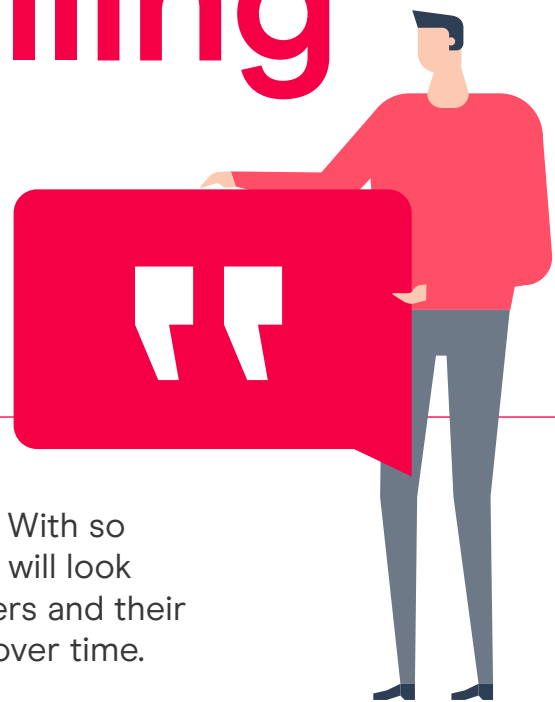
Facebook says mobile first creative is 27% more likely to drive brand lift and 23% more likely to drive message association, so brands should consider the various formats that will deliver the greatest results. Testing is crucial to understanding what will work for your audience, optimising test results will make the difference.

Make sure your content is fit for purpose, and unique where required. And make it as relevant as it can be. This will cut through the clutter of the 11,000 branded messages we consume every day.



**Video was
forecast to be
80% of the world's
internet traffic
by 2019 and this
looks likely to
be the case.**

Influencers & storytelling



Influencer marketing is a billion-pound industry. With so much money on the table, we anticipate brands will look towards longer term partnerships with influencers and their ability to tell an authentic and consistent story over time.

Brands are being more open to creative collaborations and relaxing their concerns about the influencer fitting with their own branding directly. This means we are likely to see brands incorporating their influencer activity more widely into their overall marketing activity.

We are also likely to see brands take more risks with which influencers they choose, delivering typically a higher engagement rate than safer influencer options.

During 2019, there will be a rise of micro influencers, niche communities and grass-roots community campaigns. It's predicted that native advertising through generic sponsored content will start to die off due to lack of believable story telling.

Despite the opportunity that this new mainstream market presents, marketers will still experience challenges getting boardroom approval from those who fail to see the value in someone who has gone from relatively unknown to highly visible in a short space of time.

With the influencer market set to reach a value of \$2.38 billion market this year, it's not something to be sniffed at.





Social algorithms for 2019

Social media algorithms play a super important role in a brand's ability to make an impact online. Although they can appear mysterious and sometimes confusing, knowing how to work with them will deliver business success.

Do you sometimes feel confused about what you should be doing where? Do you wonder how you can ensure the content you have invested time and budget will work? 50% of digital media is wasted by delivering the wrong approach, so knowing your audience and how platforms work will become even more vital to generate effective and results driven engagement.

Facebook

Meaningful interactions are one of the most influential factors on the platform. Interactions can include a person reacting to a post from a brand that a friend has shared, multiple people replying to each other's comments on a video, someone sharing a link over messenger to start a conversation with friends or an article they have read. That link ends up being prioritised in the algorithm after that. Facebook puts a greater emphasis on posts from friends and family and content that generates conversation.

Instagram

The Instagram algorithm is individual to every single user but considers popularity, relevancy and relationships to ensure it shows the best content to the most people. Content that performs well will be shown higher in the News Feed. People are more likely to find your content if you post consistently, the more time someone spends looking at your content, the more the algorithm likes it. If your post is shared by direct message, it will also get your content ranked higher to help drive views and engagement to your Instagram profile. So it's important to use great content to hold people on your post or profile and help your ranking and credibility.

LinkedIn

The LinkedIn algorithm prioritises native content, engagement in the form of likes, comments and shares and is shown to fewer people first. LinkedIn ranks content by engagement and connection strength and is looking for status updates from professional users that share more openly. Personal stories do really well on LinkedIn, if that story or another type of post is doing well on your network, LinkedIn has a staff member look at it and then open it up to a wider audience.

Twitter

There are three different considerations to how your Tweets are ranked. Ranked tweets which are recent and relevant, 'In case you missed it' for older but relevant tweets and then the remaining Tweets which are in reverse chronological order. Users can choose to remove the feature to have Twitter show them the best tweets first which means the timeline is in reverse chronological order.

Timing is critical. If you time your Tweet properly and it gets engagement soon after being shared, then it is more likely to be seen by others. Like Facebook, Tweets are served to a small group of users first to measure engagement. How users engage with Twitter also impacts the algorithm, users see more from the people they already engage with.

Pinterest

Pinterest wants to show you a mix of content you care about, so the Pinterest algorithm guides search based on previous user interactions. Pins used to be seen in real time but now are shown as 'best first' rather than 'newest first'.

There are a few simple steps you can take to help you get found.

- 1 The Pinterest home feed – The Smart Feed is the algorithm that Pinterest uses to determine what a user sees in their Pinterest home feed.**

- 2 The Following Tab – this gives you the option to only see content from people you are following.**

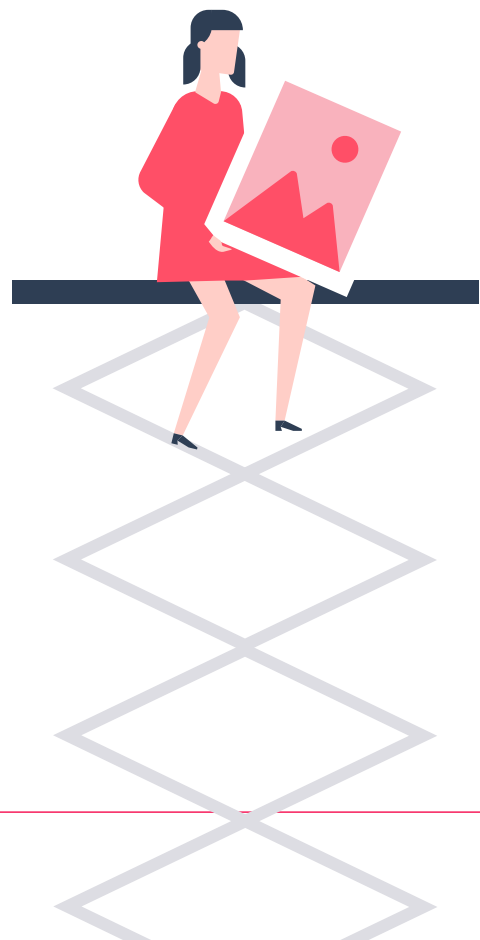
- 3 Hashtags – the hashtag feed is ordered by freshness so add hashtags to new pins. Adding to old pins will have no effect. Think about which hashtags are the best for your pin descriptions.**

With over 2 billion monthly searches on Pinterest, it has great potential to be a huge traffic driver to your website across all industries. Pinterest users are usually ready to buy as they visit the channel with an intention of purchasing or finding inspiration for something. Currently, it is responsible for about 5% of all referral traffic.

Dark Social

We will be releasing a piece discussing the challenges brands face over dark social ROI at a future date. With data suggesting more than 80% of social shopping happening via dark social, it's surprising how many brands are still not considering it in their strategy.

Facebook is planning to integrate its messaging services on Instagram, WhatsApp and Facebook Messenger to build 'the best messaging experiences they can'. What will this mean for brands, only time will tell.



2019 is the year of highly personalised and engaging content. Think of your customers as your friends by engaging them with Live video and stories, and by sparking one to one conversations on Instagram.

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