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Overview

- Why social media favors visual content
- Instagram
- YouTube
- Social aggregators

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A picture > 1,000 words

- Mobile use led to the trend toward visual content
- Pictures are one of the default ways we sort through daily information
- Visual content captures our attention quicker than text
- Types of visual content
  - Photos
  - Infographics
  - Memes
  - Videos

Source: Fastcompany,

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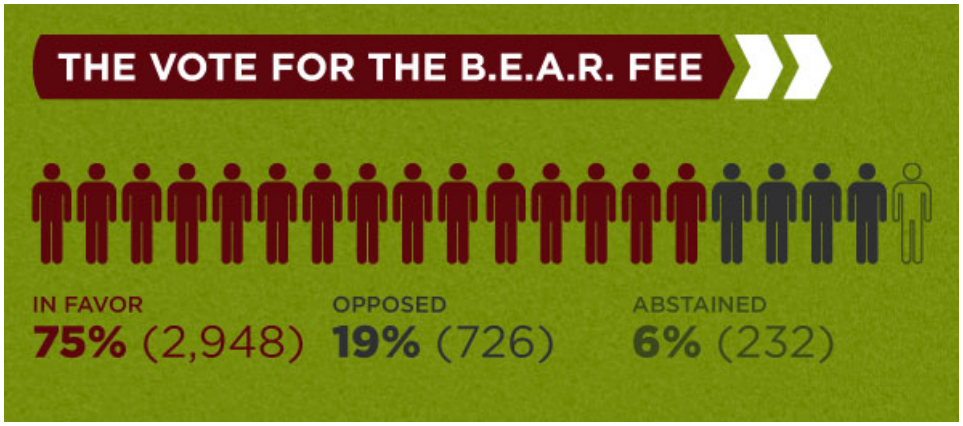

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Instagram

See the world through rose colored filters

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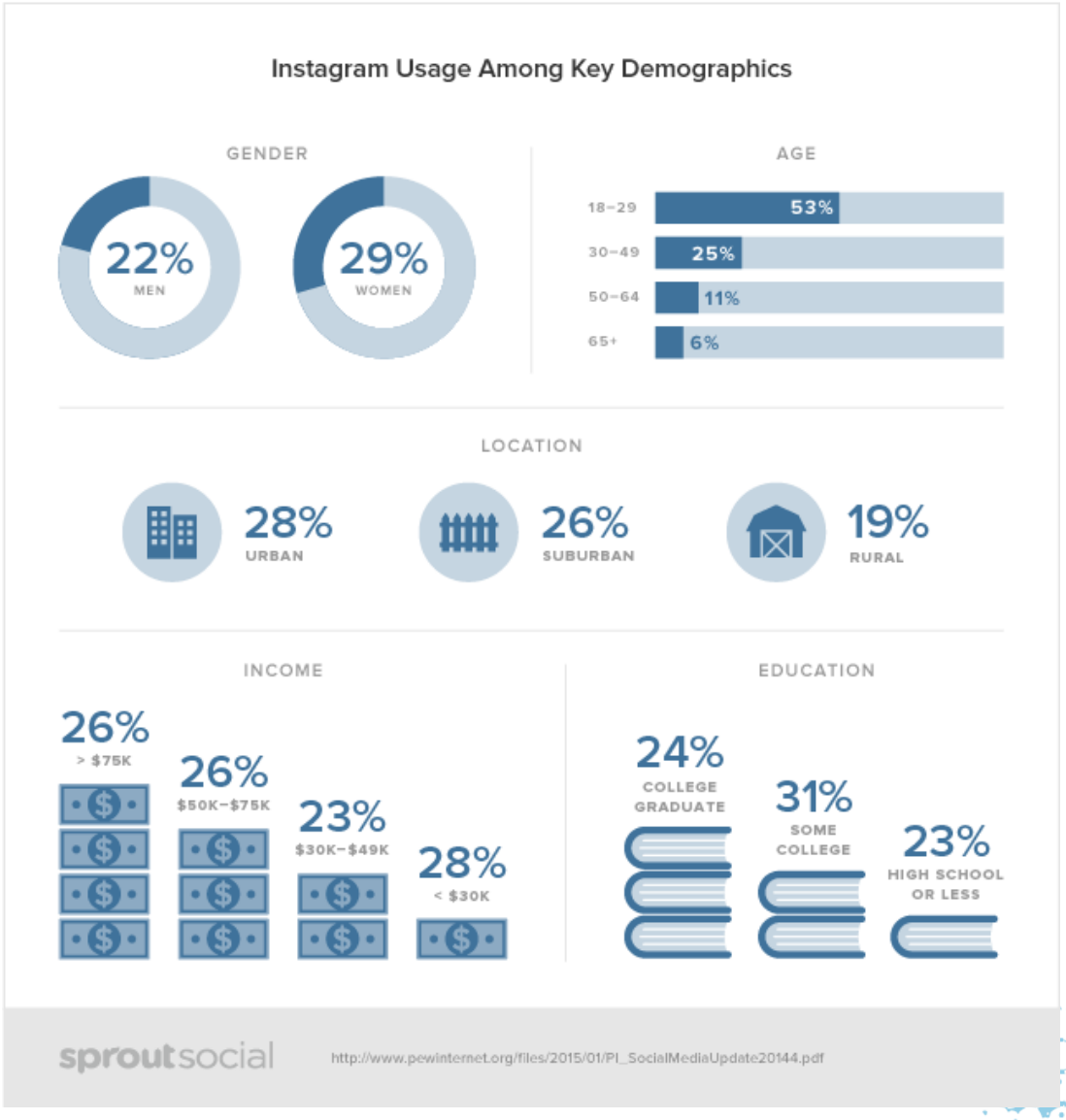

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About Instagram

- 300+ million monthly active users
- 60 million photos and videos shared each day
  - 810+ per second
  - Each video is 3-15 sec.
- 53% of Instagram posts have at least one hashtag, 20% have more than six

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Why Instagram?

- Great medium for visually telling a story
- Can function as a feeder to other social networks
- Popular with a younger demographic
- 58% of Twitter users use Instagram

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missouristbears 1d

103 likes

missouristbears #Repost @mostatefootball with @repostapp.
• • •
The #MSUBears made their first preseason camp appearance today at Plaster Stadium. Check out the full gallery at Facebook.com/MoStateFootball

max_eagles10 Is there a Missouri State Bears men's basketball Instagram account?

mostateag 3d

13 likes

mostateag Congratulations to sophomore agricultural communications major, Mercer Martin for receiving Red Angus reserve champion female and reserve champion bull at @oef_3001! #greatjob

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missouristate

113 likes 3w

missouristate "The architecture had a way of taking your breath away but the sounds of bells at sunset made time stand still. I definitely couldn't complain!" #FindYourPlace #GlobalBears

Add a comment...

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What Instagram does well

- Perfect for visual storytelling – both photos and videos
- Integrates with other social media platforms
- Very mobile-friendly
- Appealing to a younger demographic

And its challenges

- Mobile-dependent – links don't work in desktop view
- No desktop publishing method
- Single-focused

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Additional challenges for brands

- Repurposing user-generated content is not common (you need a third-party app like regram)
- No hyperlinks in descriptions/comments
- It's a consumption-driven platform that has interactive capabilities, not vice versa

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New and trending

- You can now link multiple accounts
- Multimedia is not limited to the iconic square crop
- Instagram is moving to an algorithm-based feed

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Measurement

- Basic stats within Instagram app
  - Likes
  - Comments
  - Followers
  - Photo tags
- Follow conversations with Gramfeed
- Iconosquare
  - Top content
  - Response rates
  - Follower demographics

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Capture what matters

YOUTUBE

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By the numbers

- Third most visited Internet site
- Second largest Internet search engine
  - Bigger than Bing, Yahoo, Ask and AOL combined
- Reaches more 18-49 year-olds than any cable network in the U.S.

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By the numbers

- More than 6 billion hours of video watched per month
  - 684,931.5 years

- Mobile:
  - More than 50% of all views come from mobile
  - The average mobile viewing session is 40 minutes
  - The number of hours spent watching videos on mobile is up 100% from last year

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YouTube Best Practices

- Keep it short (2 minutes or less)
- Keep it engaging
- Inspire – think content first not advertising
- Deliver key messages early
- Include a call to action
- Add a strong title and description

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What YouTube does well

- Tells your story in an engaging way
- Integrates with other social media and is mobile-friendly
- Appeals to a younger demographic

And its challenges

- Violating copyright rules is too easy
- Video equipment and editing knowledge
- No formula for making a video viral

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Aggregators

Calling all platforms

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The what and why

- Aggregators combine posts across platforms around a common theme – typically a hashtag

- Why use an aggregator?
  - Provides a way to archive conversation
  - Connects to people beyond a singular platform
  - Tells a story about your event
  - Becomes a single destination for event coverage
  - Most helpful for campaigns

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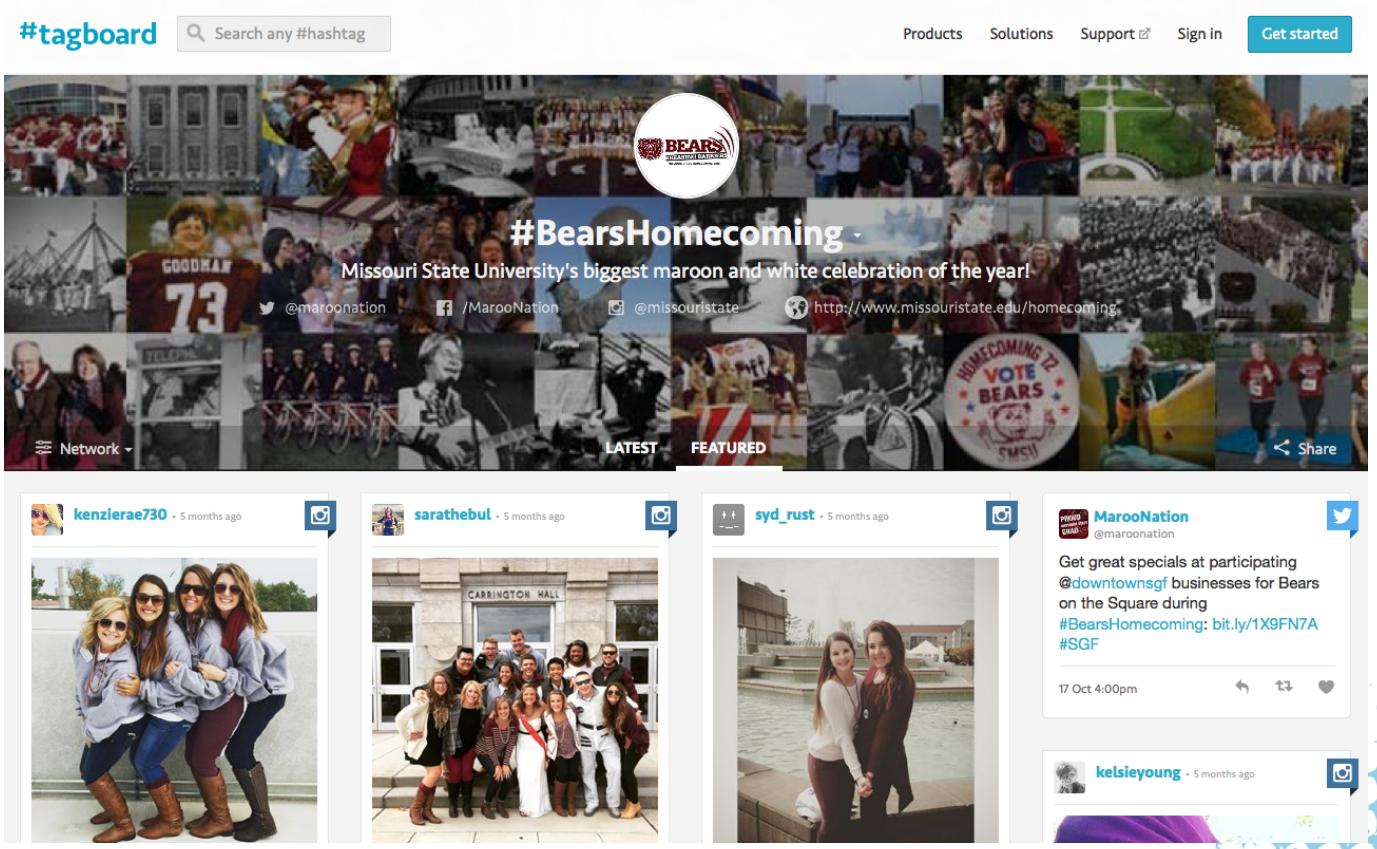
Tagboard



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Storify

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Best practices

- Use a unique hashtag that is well promoted before and during your event
- Prioritize posts by others over yourself
- Provide key details, if allowed
- Customize the layout with strong photography, appropriate links and more

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QUESTIONS

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Thank You!

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