

# Not Your Mother's Communications

Evolving to Reach Digital Omnivores

NSPRA 61<sup>st</sup> Annual Seminar  
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# Materials and Information

[www.claytonschools.net/nspra2014](http://www.claytonschools.net/nspra2014)  
*(handouts and research)*

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# Digital Omnivores

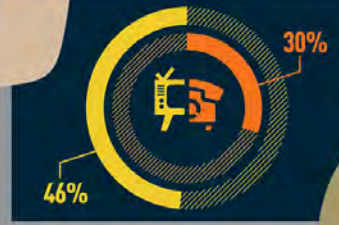
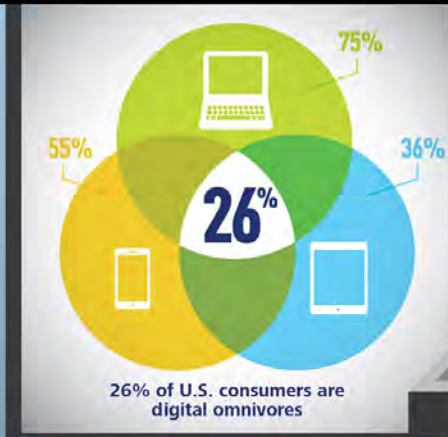
- ▶ Consume media on multiple devices
- ▶ Multiple-source news consumers
- ▶ On-demand news consumers
- ▶ Demographically diverse
- ▶ Growing segment of YOUR audience



# Digital Omnivores on the Move



Propelled by the explosion of tablet and smartphone ownership, the ranks of digital omnivores — those who own a laptop, smartphone, and tablet — have swelled by 160 percent. Today, 26 percent of U.S. consumers are digital omnivores. At the same time, the growing popularity of digital devices is changing media consumption habits. Here's a closer look at what we found.



## RISE OF ALTERNATIVE PLATFORMS

Only 46% of Leading Millennials — often establishing new households — are buying pay TV. Even fewer (only 30%) are buying landline service.



Over the past year, tablet ownership jumped by **177%**



## DIGITAL DISTRACTION

More than 80% of all consumers are multitasking while watching TV.



## HOME UN-BOUND



93% of all consumers say home internet access is their most valued household subscription.



## NEED FOR SPEED

More than half are willing to pay for a faster internet connection.



## #SOCIALTRENDING

Boomers and matures are the new kids on the virtual block. Today 70% of boomers say the main value of social networking sites is that they allow interaction with more friends, more frequently.



**#1** U.S. consumers identify desktop computers, laptops, smartphones, flat panel TVs (3D/non-3D), and tablets as the top five most valued products.



## RENTING IS THE NEW OWNING

Over the next 12 months, more than twice as many consumers plan to rent rather than own video entertainment.

State of the Media Democracy: A multigenerational view of consumer technology, media and telecom trends can be found at [www.deloitte.com/us/tmtrends](http://www.deloitte.com/us/tmtrends)

**Deloitte.**

# Today's Presentation

- ▶ What does the latest research say about technology use and digital communications in the U.S.?
  - How does that impact our communications strategies and tactics?
- ▶ What's the real (research-based) scoop on social media?
  - What can we learn when we drill down into the statistics?
  - What are the latest research-based best practices?
- ▶ How does all this leave us better positioned to reach the growing base of digital omnivores?



# Happy Birthday!

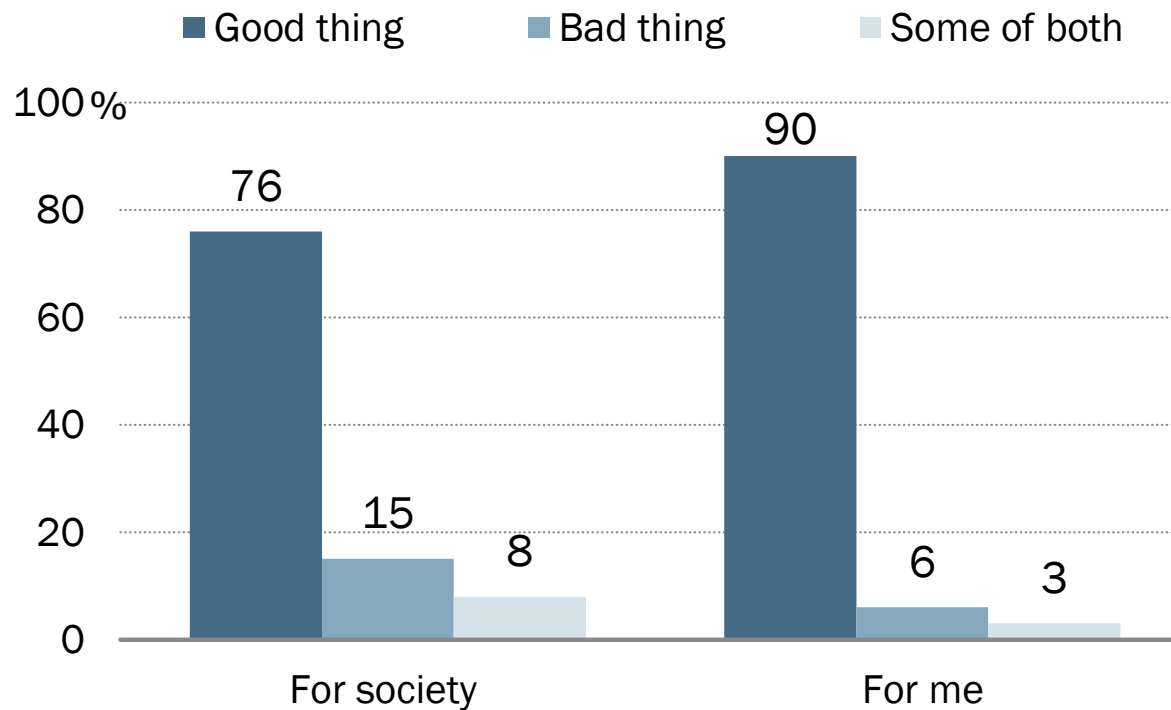
- ▶ Internet – 25 years old on March 12
- ▶ How has it changed us?



# It's a Good Thing!

**Has the internet been a good thing or a bad thing?**

*% of internet users*

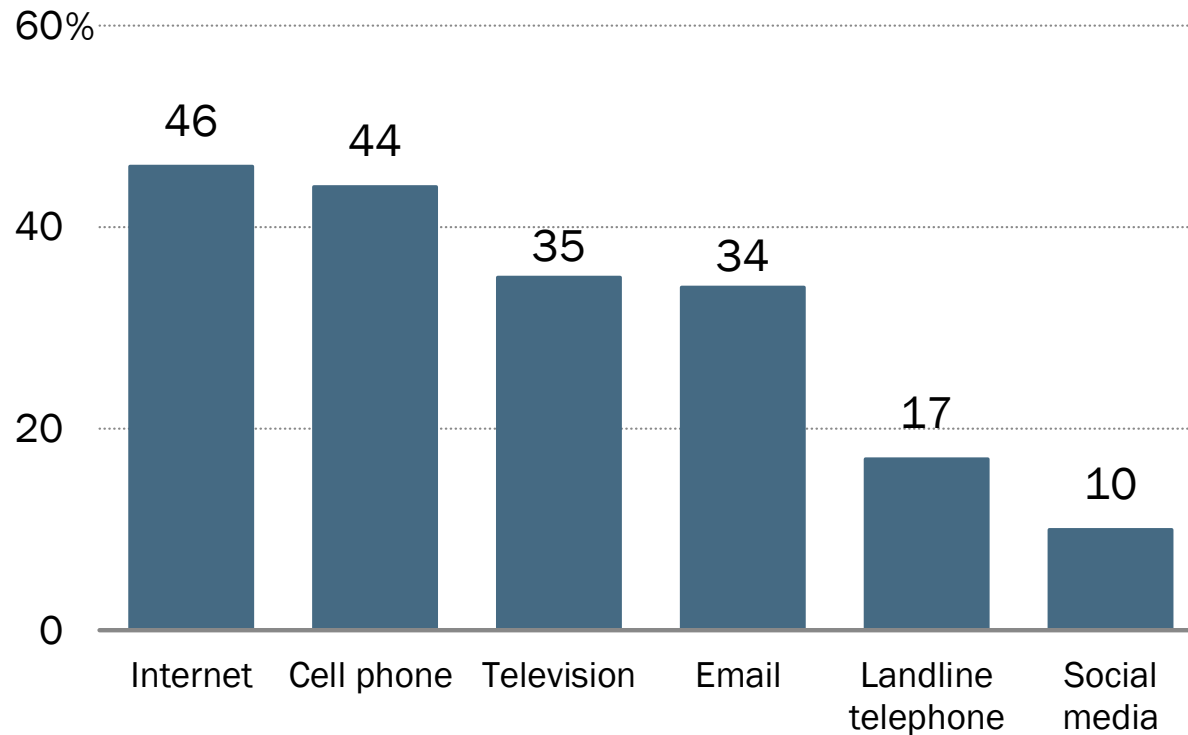




# We Can't Live Without It

## Technologies that would be very hard to give up

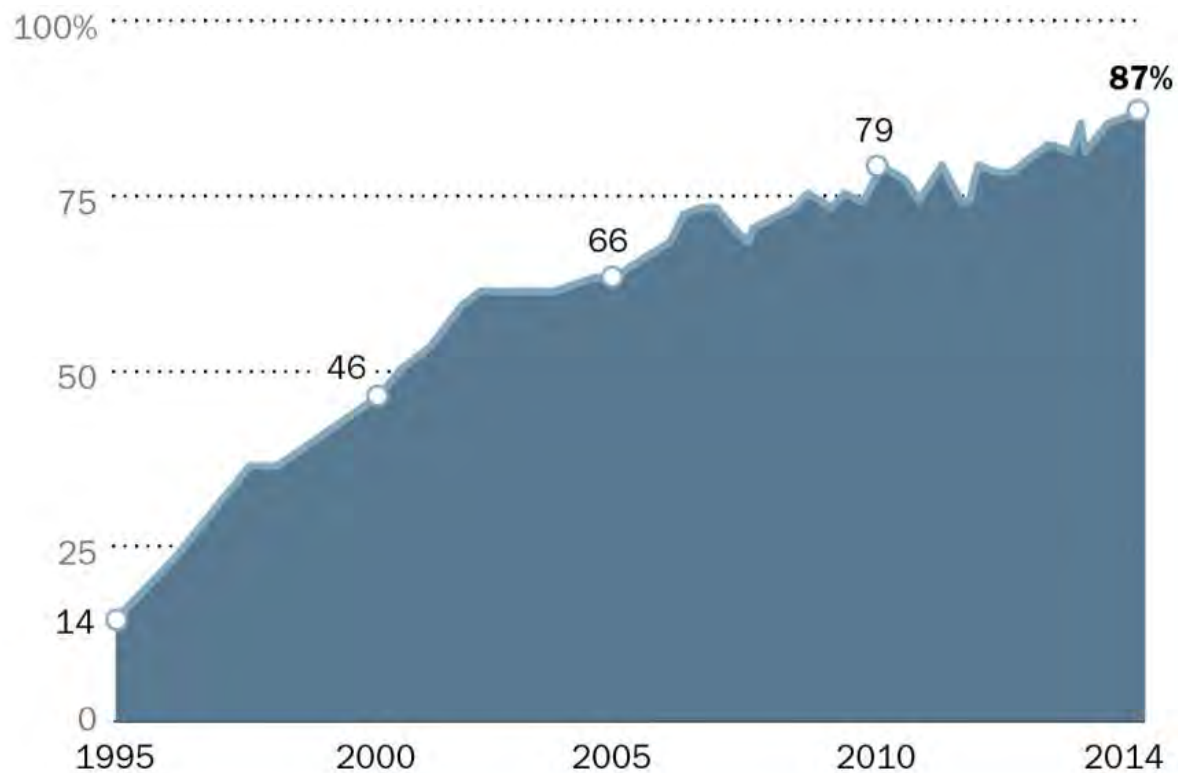
*% of all adults who say these technologies would be very hard or impossible to give up*



# Internet – Then and Now

## Internet use, 1995-2014

*% of American adults who use the internet, over time*



# Internet – Break It Down

## ▶ Ethnicity

- White – 85%
- Hispanic – 83%
- African American – 81%

## ▶ Age Group

- 18-29 – 97%
- 30-49 – 93%
- 50-64 – 88%
- 65+ – 57%

## ▶ Community Type

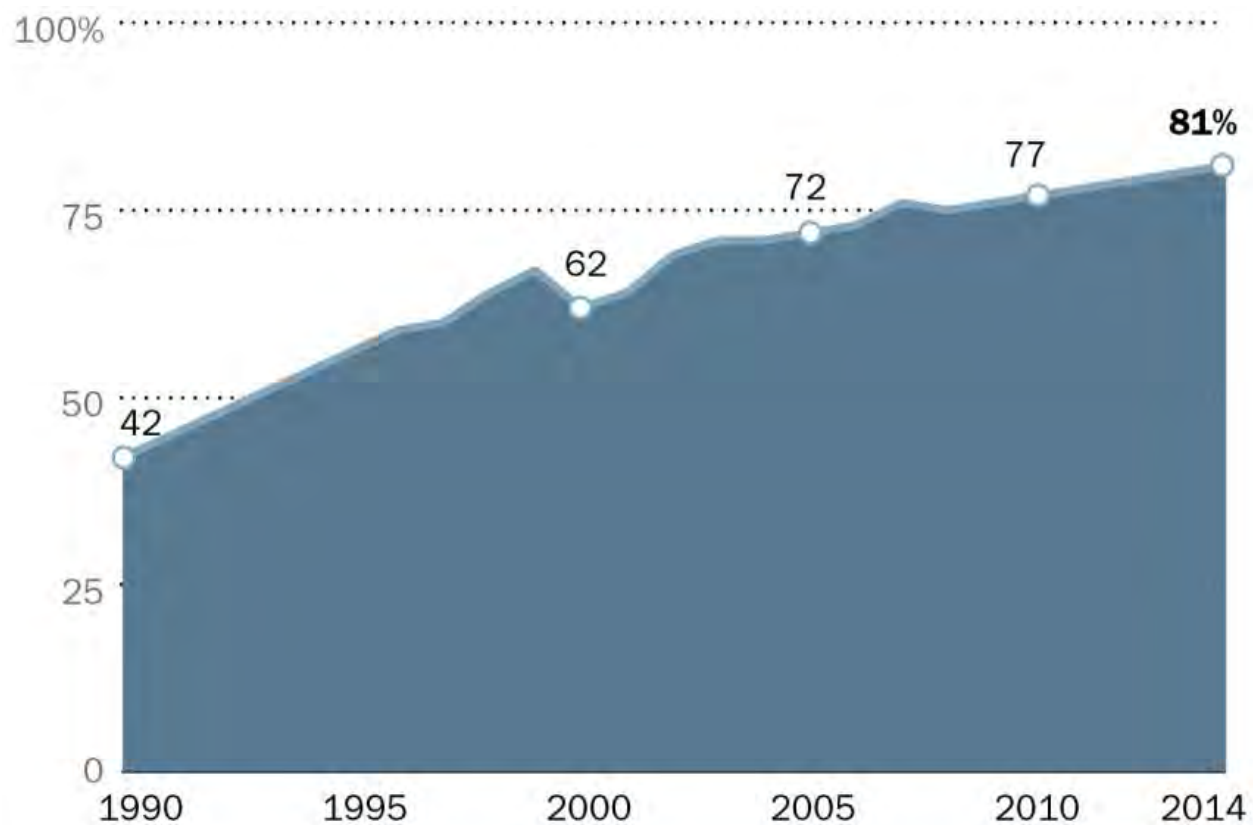
- Urban 88% • Suburban 87% • Rural 83%



# Computers – Then and Now

## Computer use, 1990-2014

*% of American adults who use computers, over time*





# Computers – Break It Down

## ▶ Ethnicity

- White – 83%
- African American – 77%
- Hispanic – 71%

## ▶ Age Group

- 18-29 – 89%
- 30-49 – 86%
- 50-64 – 84%
- 65+ – 56%

## ▶ Community Type

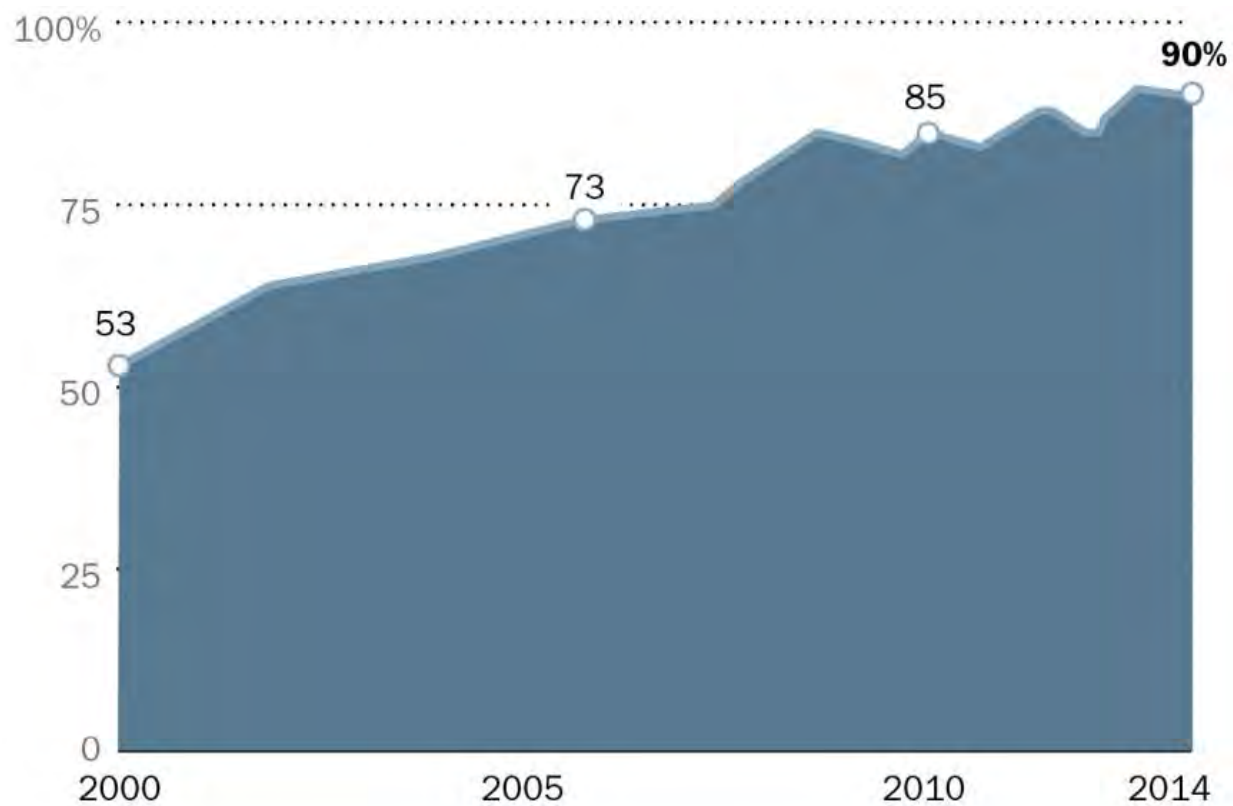
- Urban 81% • Suburban 81% • Rural 79%



# Cell Phones

## Cell phone ownership, 2000-2014

*% of American adults who own a cell phone, over time*



# Cell Phones – Break It Down

## ▶ Ethnicity

- Hispanic – 92%
- White – 90%
- African American – 90%

## ▶ Age Group

- 18-29 – 98%
- 30-49 – 97%
- 50-64 – 88%
- 65+ – 74%

## ▶ Community Type

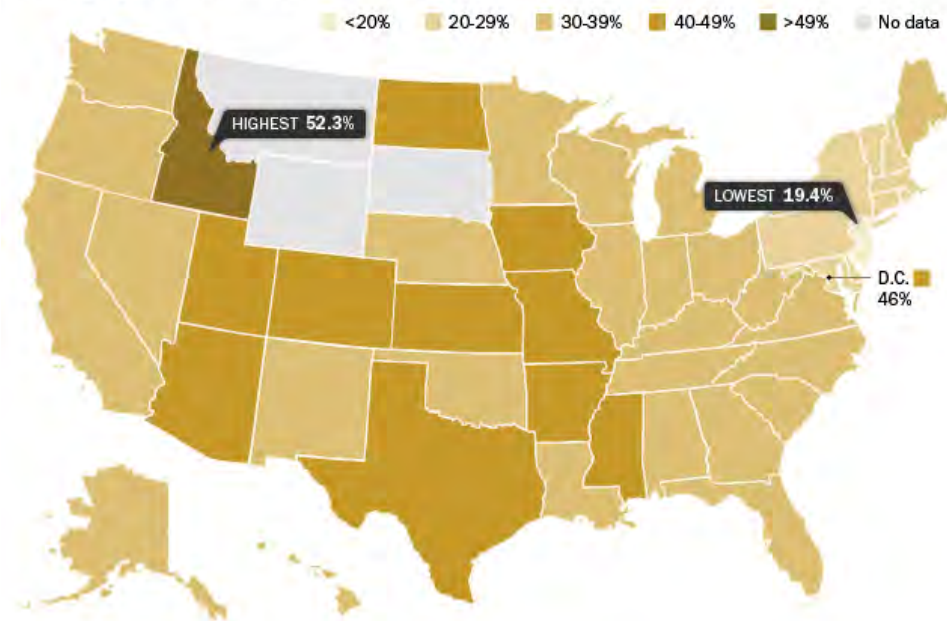
- Urban 88% • Suburban 92% • Rural 89%



# Cell Phone-Only Households

- ▶ 40% of all American homes have only wireless phones
- ▶ Half to two-thirds of 18-34-year-olds
- ▶ More than half in the state of Idaho

Percentage of adults 18+ living in wireless only households

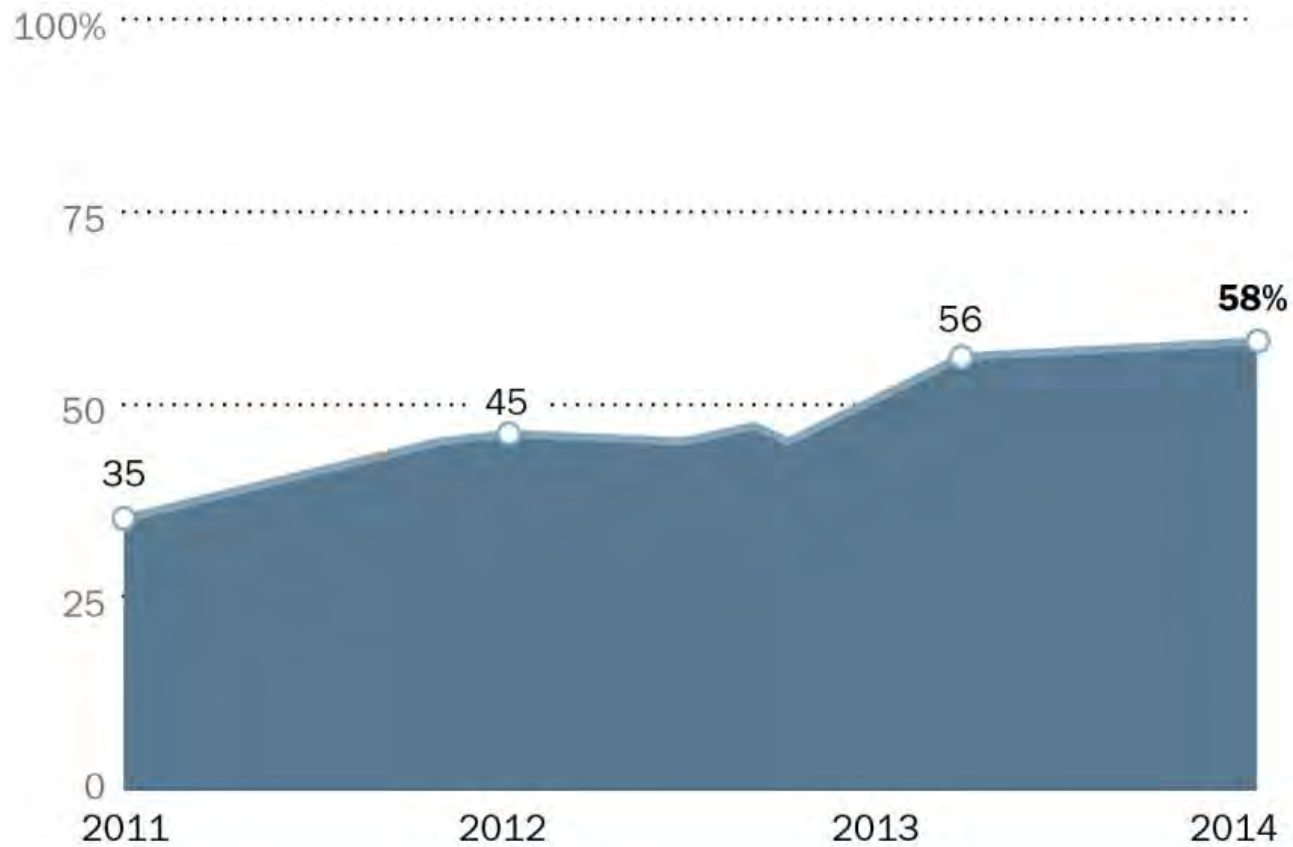




# Smart Phones

## Smartphone ownership, over time

*% of American adults who own a smartphone, over time*



# Smart Phones – Break It Down

## ▶ Ethnicity

- Hispanic – 61%
- African American – 59%
- White – 53%

## ▶ Age Group

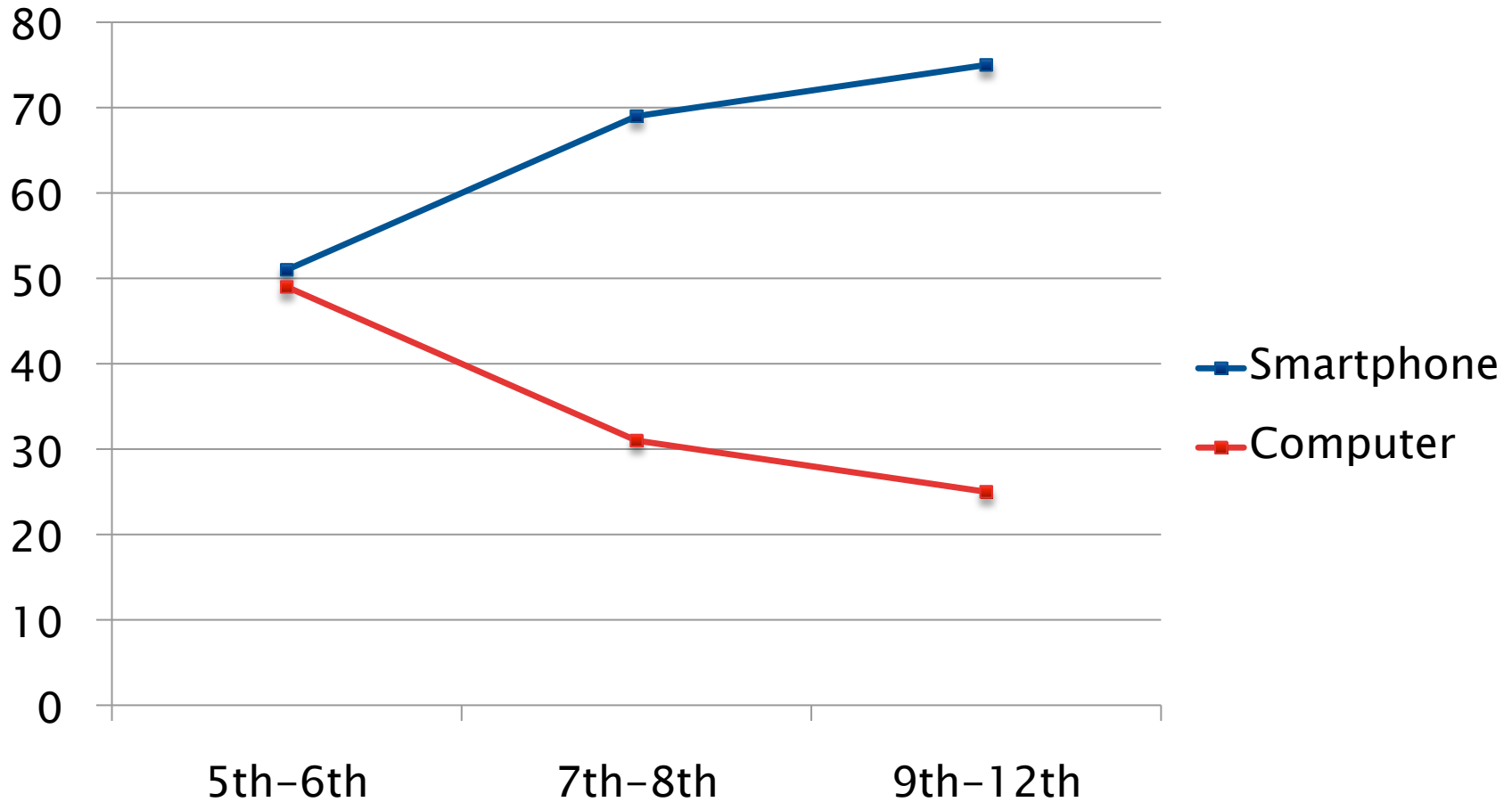
- 18-29 – 83%
- 30-49 – 74%
- 50-64 – 49%
- 65+ – 19%

## ▶ Community Type

- Urban 64% • Suburban 60% • Rural 43%



# Smart Phones Vs. Computers



# Tablets/E-readers

- ▶ 50% of adults 18 and older own a tablet or e-reader
- ▶ 68% of adults connect to the Internet with mobile devices or smart phones





# Social Media

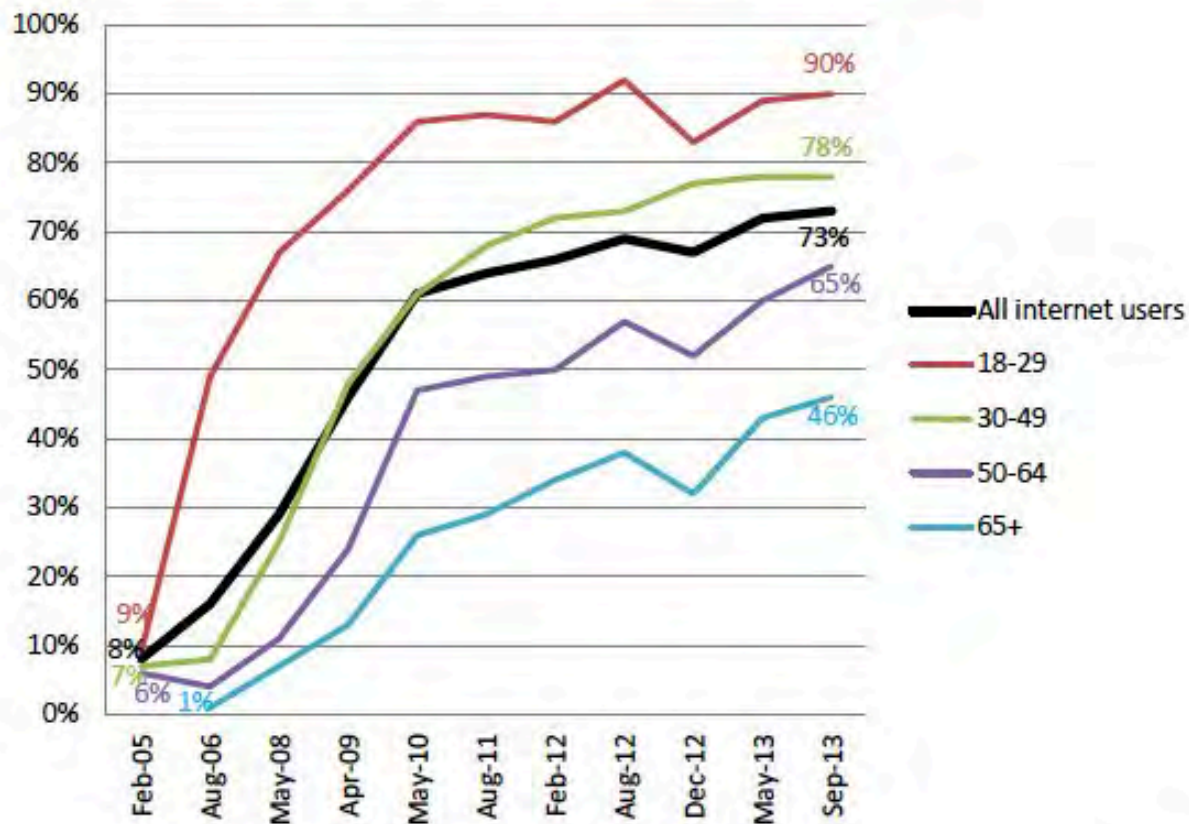


SOCIAL MEDIA  
in Business

# Growth of Social Media

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time



# Who is using social media?

## ▶ Ethnicity

- Hispanic – 79%
- African American – 73%
- White – 72%

## ▶ Age Group

- 18-29 – 90%
- 30-49 – 78%
- 50-64 – 65%
- 65+ – 46%

## ▶ Community Type

- Urban 76% • Suburban 72% • Rural 70%

# Early Birds ...

- ▶ First experience happening early
  - 59% have used at least one social network by age 10
  - 21% of children had posted negative comments, starting from an average age of 11
  - 26% had 'hijacked' another person's account and posted without permission.





# SM as a Customer Service Tool

- ▶ Social media provides the power of a 24/7 connection
- ▶ Of customers who complain:
  - 42% expect a response within an hour
  - 57% feel response time should be the same regardless of day
  - 38% report lack of timely response = negative sentiments
- ▶ Average response times of top 100 U.S. retailers:
  - Facebook: 24 hours
  - Twitter: 11 hours, 15 minutes



# Social Media as a Crisis Tool

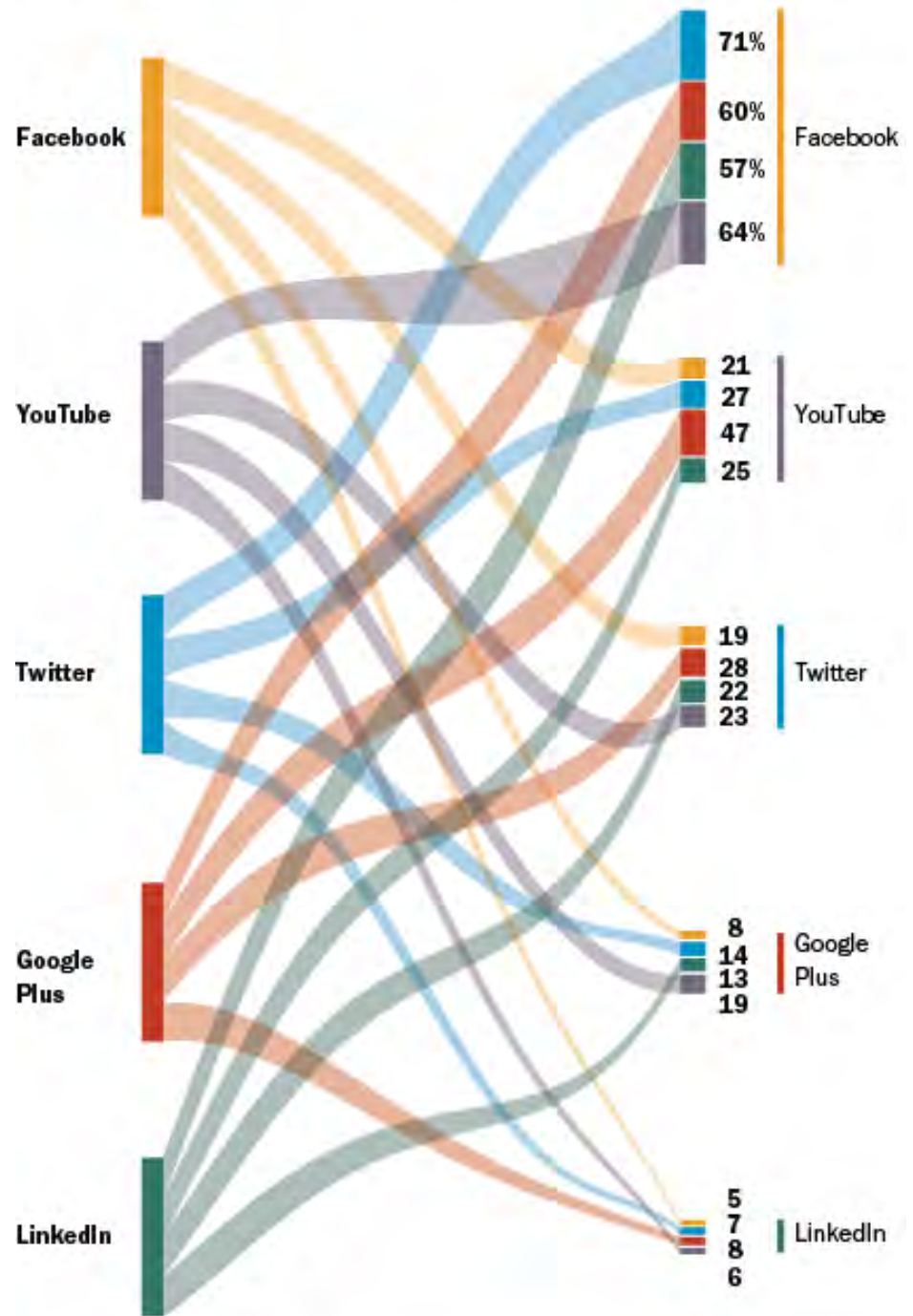
- ▶ Update your plan
  - Does it include SM as a component?
- ▶ Review tools strategically
  - Build followers before you need them
  - Expect technology to fail
  - Have a Plan B (and Plan C)
- ▶ Understand how YOUR community communicates
  - Check the research and do your own
  - Analytics tools can be very insightful

# Social Media News Consumers

- ▶ Facebook
  - 64% of U.S. adults use the site
  - Half get their news there
- ▶ YouTube
  - 51% of U.S. adults use the site
  - One in five get their news there
- ▶ LinkedIn
  - 19% of U.S. adults use the site
  - One in six get their news there
- ▶ Twitter
  - 16% of U.S. adults use the site
  - Half get their news there



# Social Media News Crossover



# Who Tweets?

## ▶ Ethnicity

- African American – 29%
- Hispanic – 16%
- White – 16%

## ▶ Age Group

- 18-29 – 31%
- 30-49 – 19%
- 50-64 – 9%
- 65+ – 5%

## ▶ Community Type

- Urban 18% • Suburban 19% • Rural 11%



# Twitter News Consumers

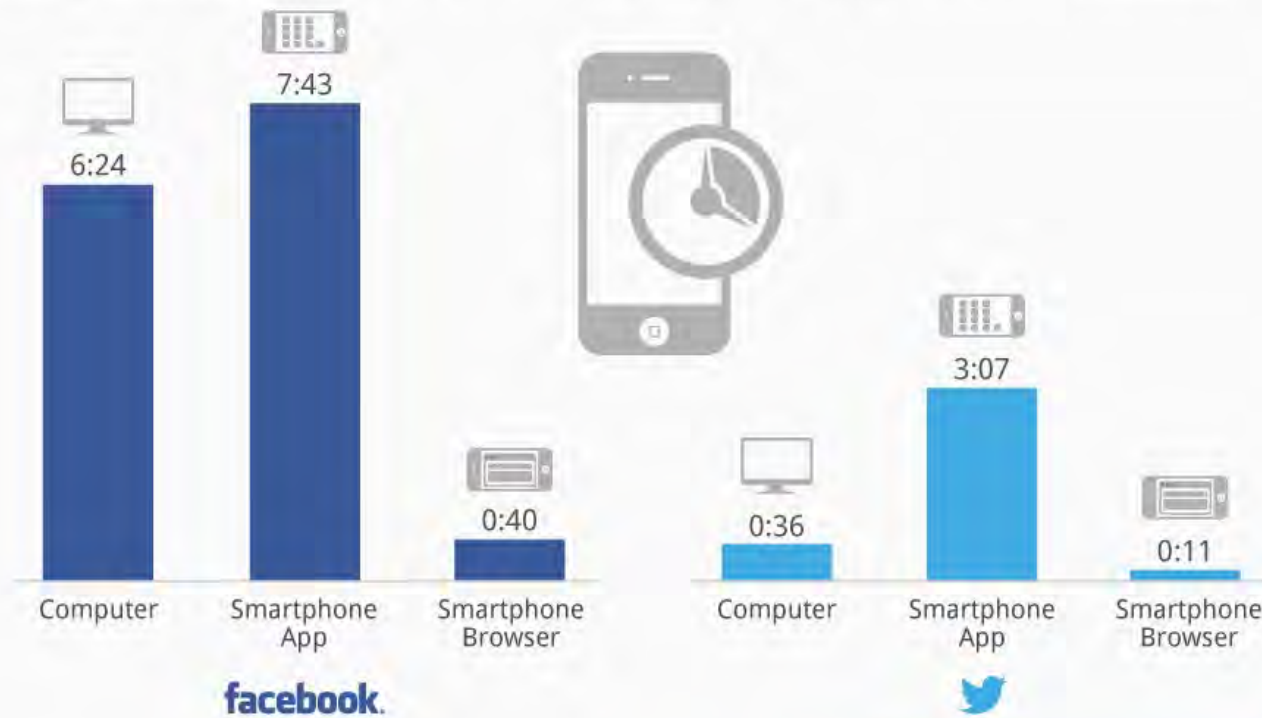
- ▶ Young
  - Almost half are 18-29-year-olds
- ▶ Mobile
  - 85% get news from a mobile device
- ▶ Educated
  - Two in five have a bachelor's degree
- ▶ Real-Time News Source
  - Boston Marathon bombings



# Mobile Twitter Consumption

## Mobile Is Even More Important to Twitter Than It Is to Facebook

Monthly time spent on Facebook and Twitter per person, by platform (hours:minutes)

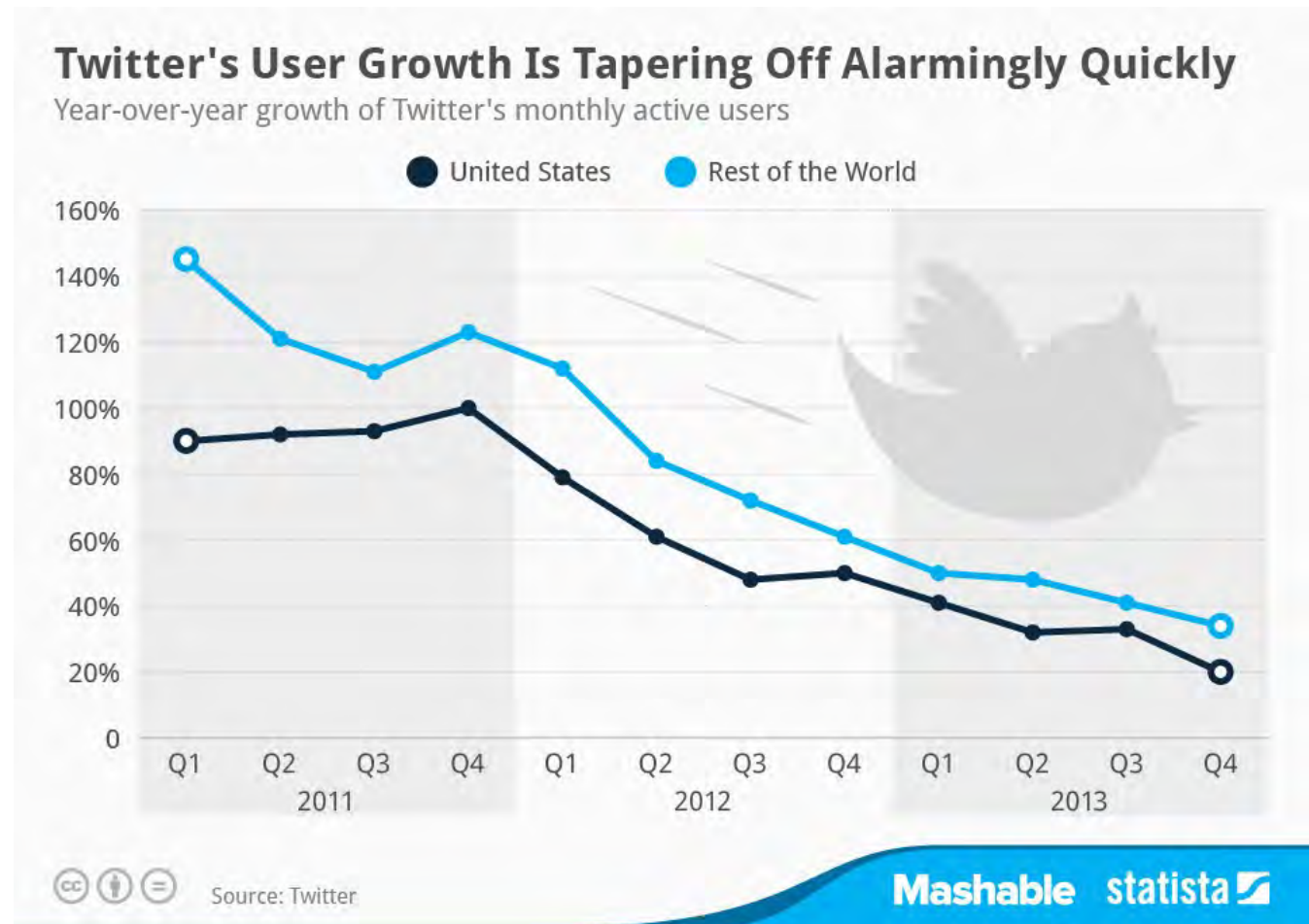


Source: Nielsen NetView

Mashable statista

# Twitter Growth Is Slowing

- ▶ Why?
  - Maturing user base
- ▶ Projected to slow to 6.4% by 2018



# “How 2 #TwitterBetter”

- ▶ Less is more
  - Tweets between 100-115 characters are 34% more likely to be re-tweeted.
- ▶ Use #hashtags
  - 55% more likely to be re-tweeted
- ▶ Use “quotes”
  - 30% more likely to be re-tweeted

## 7 EFFECTIVE WAYS TO ENGAGE ON TWITTER

Twitter is an ideal tool to help you stay informed and drive traffic to social properties. Most importantly, it helps you build relationships with like-minded people. Below are tips to increase engagement with your communities on Twitter.

- PROMOTE OTHERS**  
Make sure you retweet your most passionate followers. Thank them and link to their social properties. #FF (Follow Friday) and #Recommend others and their work.
- BE THE FIRST TO BREAK THE NEWS**  
Your followers will come to rely on you as an expert and will foster the conversation around your tweets.
- INFUSE PERSONALITY INTO YOUR PROFILE**  
Use a real picture of yourself and highlight your passions in your bio.
- ASK FOR A RETWEET**  
Ask and you shall receive. A call for them to "please RT" could make your tweet go viral.
- TWEET AGAIN**  
Schedule multiple tweets in advance during multiple days. There's a good chance that most of your followers won't catch your first tweet.
- CONNECT PEOPLE**  
Be a connector in real life and on social networks. Your credibility goes up and people are more likely to engage with you.
- LEAVE SPACE**  
If you want to be retweeted, leave the room for others. Twitter handles and a little space so they can add a brief comment.

**VACANCY**

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Text by Ekaterina Walter



facebook facebook wall post  
video video facebook  
friend finder facebook  
notifications  
friend feeds video poke  
facebook friend finder face note  
friend added facebook book  
pages facebook  
note note friend  
friend finder invite added list  
invite friend wall  
finder facebook video video post  
facebook facebook note added  
facebook video video  
wall post  
facebook video  
facebook video  
note note friends list  
friend feeds facebook list  
invite invite pages  
friend feeds facebook  
friend feeds video  
note facebook note  
friend added facebook  
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facebook facebook video note  
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invite video  
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facebook



# Who is using Facebook?

## ▶ Ethnicity

- African American – 76%
- Hispanic – 73%
- White – 71%

## ▶ Age Group

- 18-29 – 84%
- 30-49 – 79%
- 50-64 – 60%
- 65+ – 45%

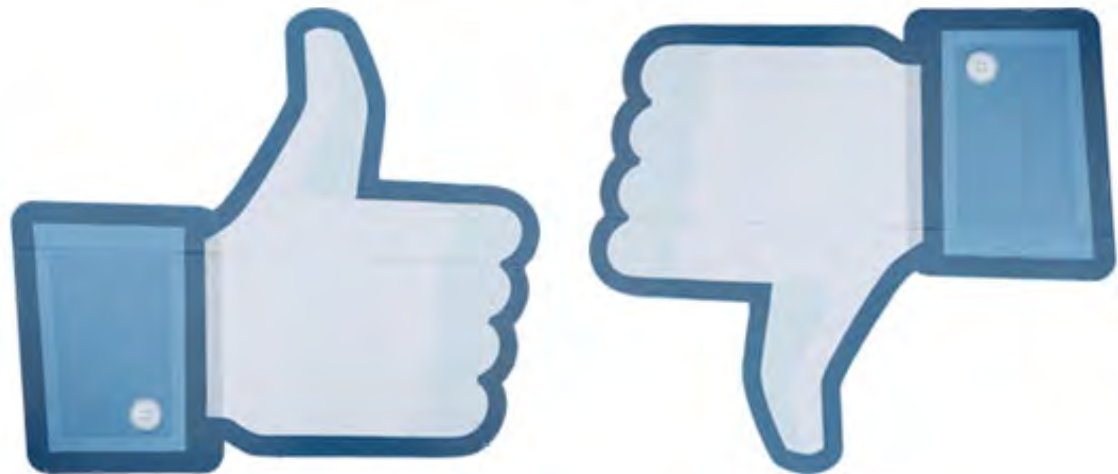
## ▶ Community Type

- Urban 75% • Suburban 69% • Rural 71%



# Growth Specifics

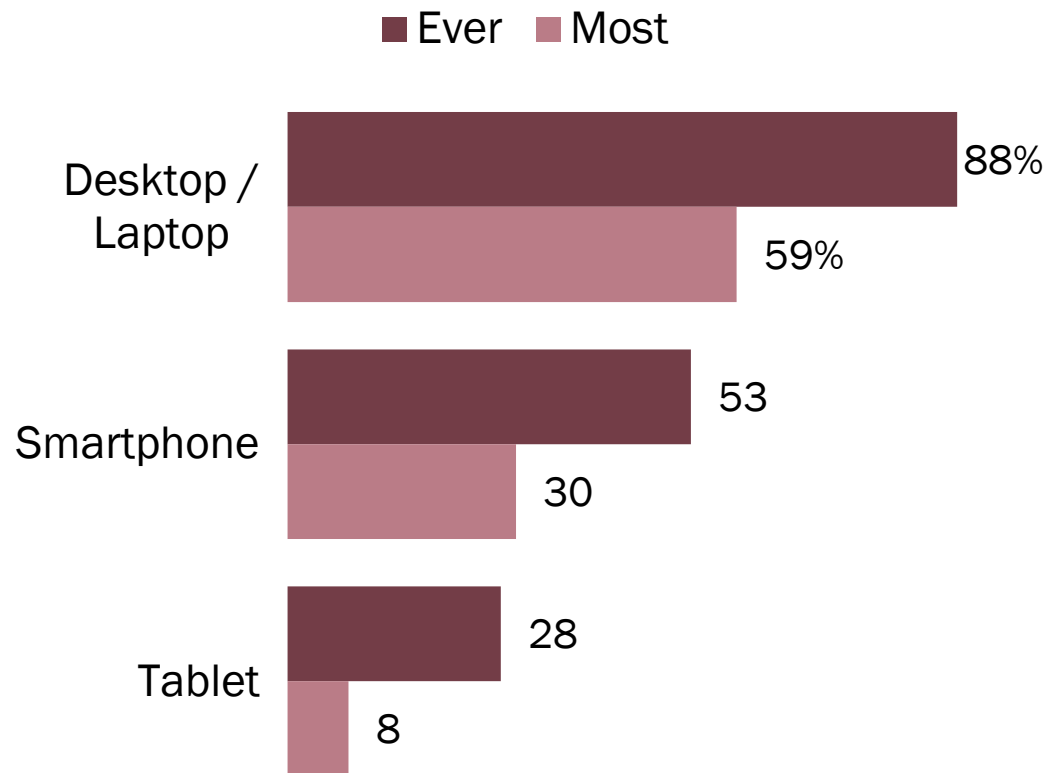
- ▶ Teens are leaving
- ▶ Empty nesters are joining
- ▶ Since January 2011
  - Adults 55+ increased 80.4%
  - Teens 13-17 declined by 25.3%



# Facebook – Break It Down

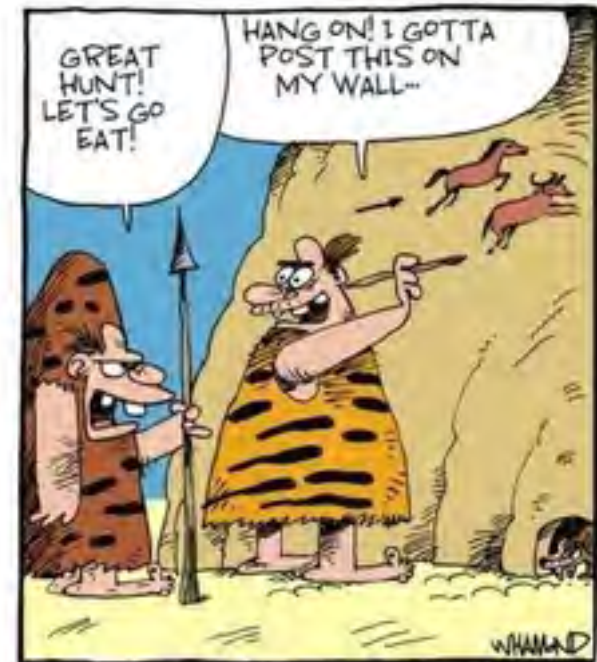
## How People Access Facebook

*Percent of Facebook Users*



# News Just Happens on FB

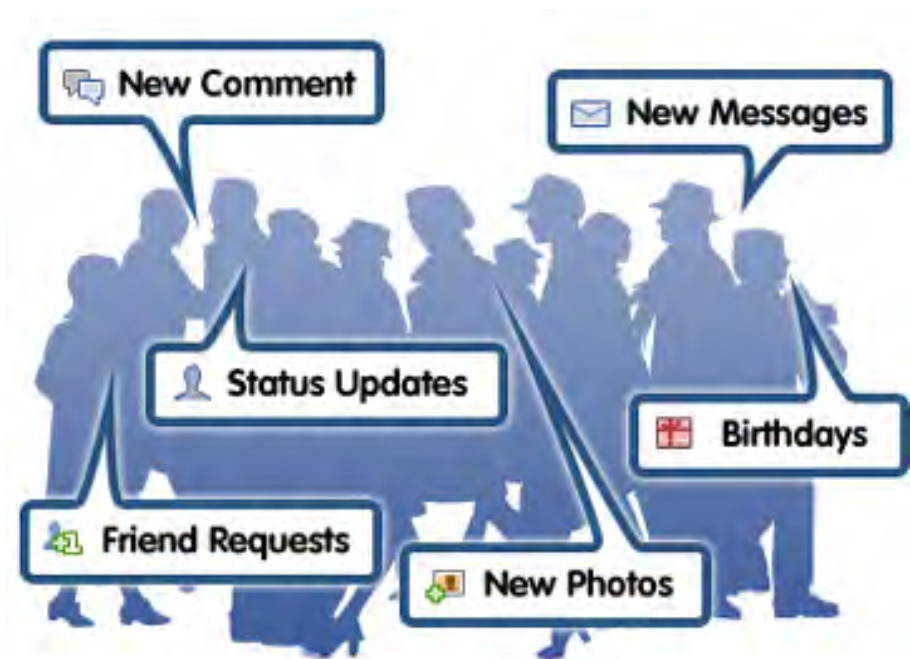
- ▶ Why do people use FB?
  - 68% to keep up with family/friends
  - 62% to see friends' photos/video
  - 38% to engage with family/friends
  - 28% to share personal photos/videos
  - 16% to get news



Early Facebook

# Why?

- ▶ FB users get news when browsing for other reasons
  - Two-thirds of FB newers see news about their community
  - Also as likely to still get news from local TV
- ▶ More than one-third engage with news content based on a friend's recommendation
- ▶ Only one in five engage with content based on source



# FB ... Analytics and Algorithm

- ▶ What is reach?
  - Number of unique people who saw your content
- ▶ Post reach vs. page reach
  - Which is more important?
- ▶ Organic, viral and paid reach
  - Organic – saw it in your news feed
  - Viral – saw it b/c a friend liked, commented on or shared your post
  - Paid – saw it b/c you paid FB to ensure I did



# Lifespan of a FB Post

- ▶ New algorithm caused drop in organic reach
  - FB's effort to encourage paid reach
  - Underscores importance of viral reach
- ▶ FB users will see about 1,500 posts in newsfeed
  - Down from 57% of all possible stories
- ▶ Average FB post hits 75% of its reach within 2.5 hours
- ▶ Timing really IS everything

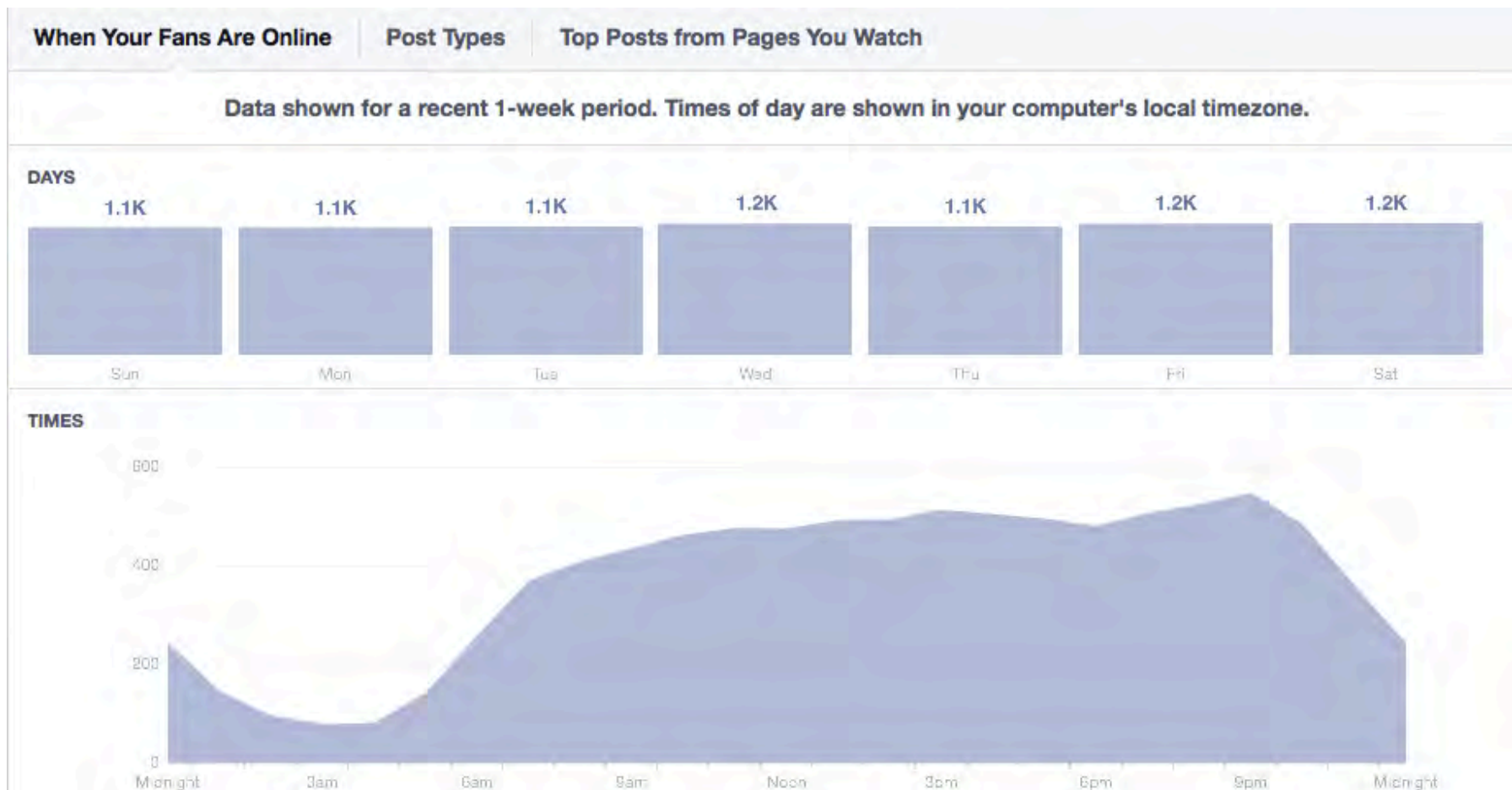


# Posting Effectiveness

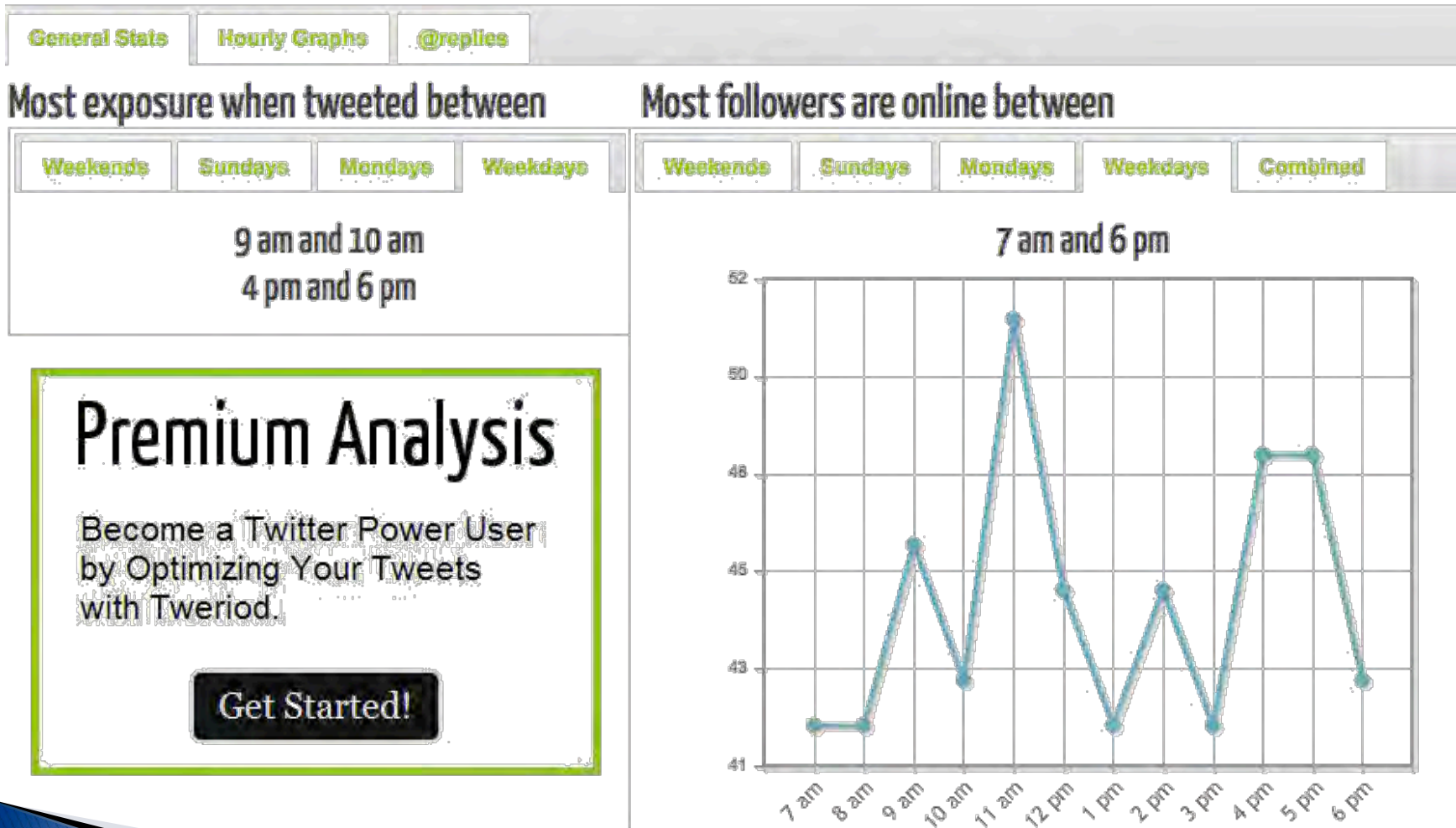
- ▶ **Facebook** – between 10 a.m. and 4 p.m. Monday through Thursday.
- ▶ **Twitter** – between 1 p.m. and 3 p.m. Monday through Thursday.
- ▶ **LinkedIn** – focus on posting before and after business hours, 7-9 a.m. and 5-6 p.m. Tuesday through Thursday.
- ▶ **Google+** – 9-11 a.m. on workdays.
- ▶ **Pinterest** – This is the one social network you should focus on posting during weekday evenings and on the weekends, specifically 2-4 p.m. and 8 p.m. to 1 a.m. on weekdays. The best time to pin items on Pinterest is on Saturday morning.



# Facebook Insights




# Twitter Analytics – Tweriod





# How Do You Fit In?

**FACEBOOK** 

**TIMELINE**

Profile Photo: 160 x 160 px  
 Must upload as 180 x 160 px  
 Border: 5 px  
 Gap: 658 px  
 Cap: 210 px  
 Cover Photo: 851 x 315 px

About Text: Up to 255 Characters  
 Latest Photo: 111 x 74 px  
 App Images: 111 x 74 px

Profile Photo: 32 x 32 px

Status Update: Up to 63,206 characters  
 Text Displayed: 11 lines (no image), 12+ lines truncates to 6 lines with 'see more'

Timeline Image Preview: 403 x 403 px  
 Viewed in Lightbox up to 960 x 720 px  
 Upload up to 2048 x 2048 px

Shared Link:  
 Thumbnail: 156 x 116 px  
 Title: 100 Characters  
 Description: Varies

Shared Video: 156 x 87 px  
 Title: 100 Characters  
 Description: Varies

Facebook Upload Video: 403 x 226 px  
 Max Size: 1024 MB / Max Length: 20 mins

**TWITTER** 

**PROFILE**

VISIBLE BKGD

Screen Resolution 90% = Visible 78 px  
 Res 67% = Visible 204 px  
 Res 43% = Visible 67 px  
 Res 21% = Visible 264 px

**USER PROFILE**

User Interface: Tweets, Following, Followers, Favorites, Lists

Header Image: 520 x 260 px  
 Profile Picture: 81 x 81 px

Recent Images: 90 x 90 px

**TWEETS**

Tweet:  
 Name & @handle  
 Profile: 48 x 48 px  
 Text: up to 140 characters (including link)  
 \*Links automatically shorten to 20 characters (t.co)

Shared Link:  
 Title: 70 Char  
 Body: 200 Char  
 Img Preview: 60 x 60 px

Shared Image: 375 x 375 px

Shared Video: 435 x 244 px  
 Video Title  
 Description: 180 Characters

**LINKEDIN** 

**OVERVIEW**

Horizontal Logo: 100 x 60 px

Cover Photo: 646 x 220 px  
 Company Comment Logo: 50 x 50 px

Shared Link:  
 Thumbnail: 180 x 110 px  
 Link Title  
 Description: 230 Characters

**CAREERS**

Careers Cover Photo: 974 x 238 px

**PRODUCTS & SERVICES**

Products & Services Banner Image: 646 x 220 px

Product:  
 Thumbnail Img: 100 x 80 px  
 Product Title: 100 Characters  
 Description: 2,000 Characters



# What did we learn?

- ▶ Multi-platform, multi-device communication is here to stay.
- ▶ Technology use might be greater within certain demographics than we thought.
- ▶ For all the effort invested in social media, Facebook is still the dominate platform by far.
- ▶ Research-based best practices can increase reach to social media news consumers.

# And ... More Importantly

**NSPRA**  
61<sup>st</sup> Annual Seminar  
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## Are You Sure You're Cool to Tweet Right Now?

### *THE DANGERS OF USING SOCIAL MEDIA UNDER THE INFLUENCE*

Although it may be the social lubricant, when it comes to social media, booze is not known to play well with others. Even the ancient Greeks knew that *in vino veritas*—"in wine there is the truth"—but, like Jack Johnson songs, honesty is a pretty good thing that can be pretty terrible in large doses. Here, we look at the drink-by-drink dangers of being sloshed on social media.

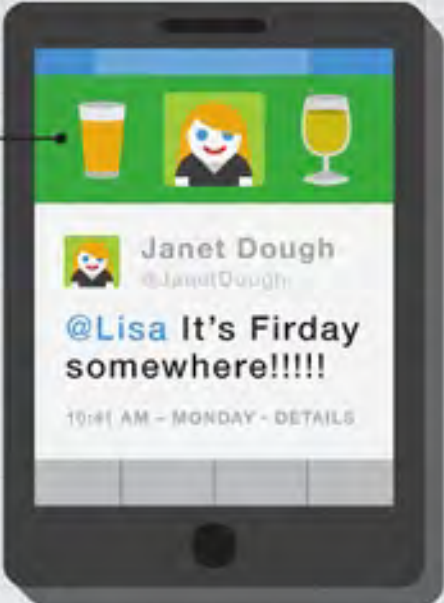
**DRINK 1** | *THREAT LEVEL = HARMLESS*  
**IN DANGER OF...**  
Using typos and excessive exclamation marks.

**DRINK 2** | *THREAT LEVEL = MILD*  
**IN DANGER OF...**  
Posting selfies with "ur gurls."

**DRINK 3** | *THREAT LEVEL = QUESTIONABLE*  
**IN DANGER OF...**  
Posting selfies with drinks; status about drinking.

**DRINK 4** | *THREAT LEVEL = IRRESPONSIBLE*  
**IN DANGER OF...**  
Texting your ex.

**DRINK 5** | *THREAT LEVEL = SHAMELESS*



4 DRINKS IN







**DRINK 5**



*THREAT LEVEL = SHAMELESS*

**IN DANGER OF...**

Texting selfies to your ex.



**7 DRINKS IN**

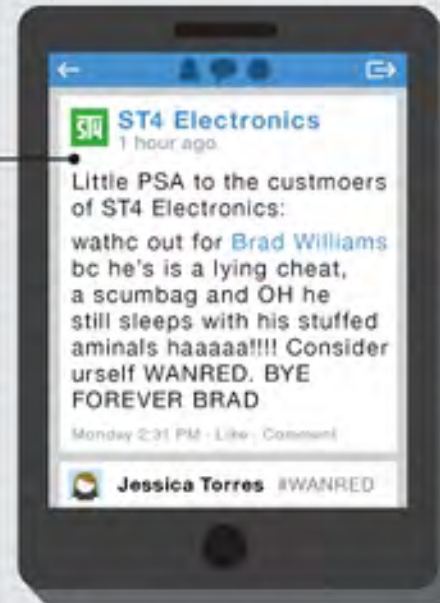
**DRINK 6**



*THREAT LEVEL = DANGEROUS*

**IN DANGER OF...**

Posting a typo-filled status on your company's Facebook page.



**DRINK 7**



*THREAT LEVEL = UNEMPLOYABLE*

**IN DANGER OF...**

Posting a status directed at your ex – from your company's Facebook page.

**AFTER LOTS OF WATER**

Time to update your LinkedIn, champ.





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