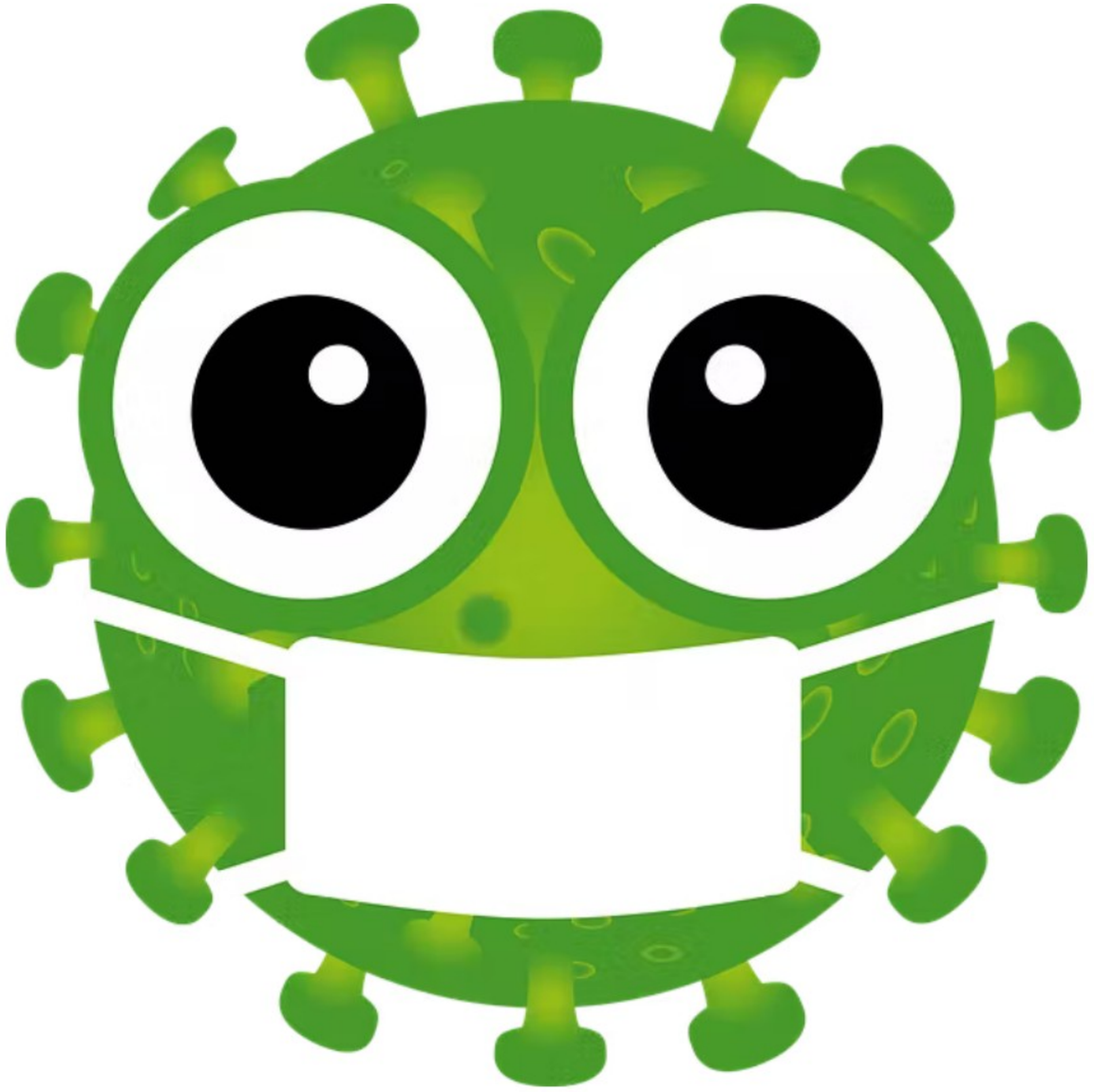
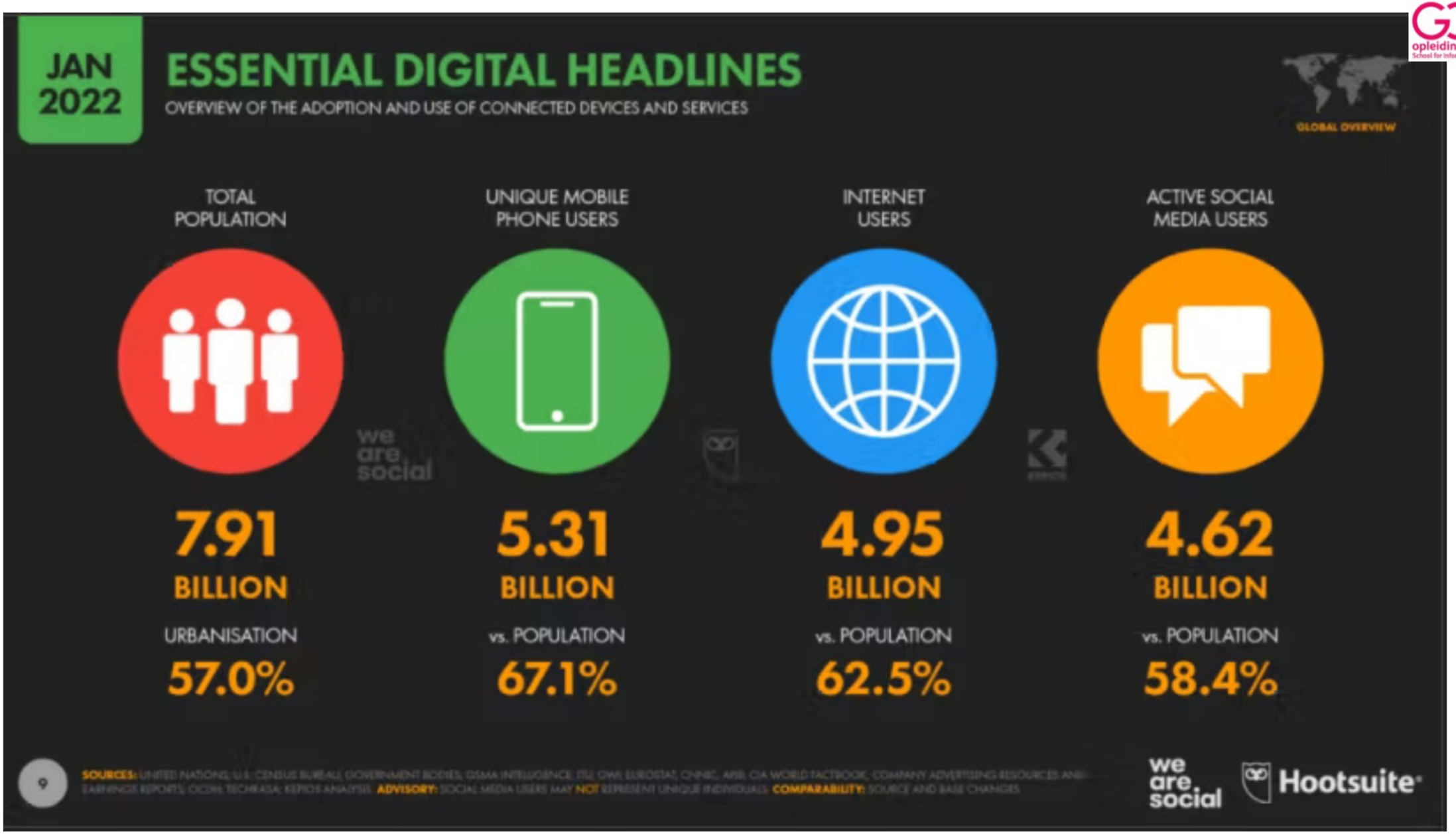
Social Media as an effective change agent during times of information overload - Eric Kokke (GO | School for Information)

Program

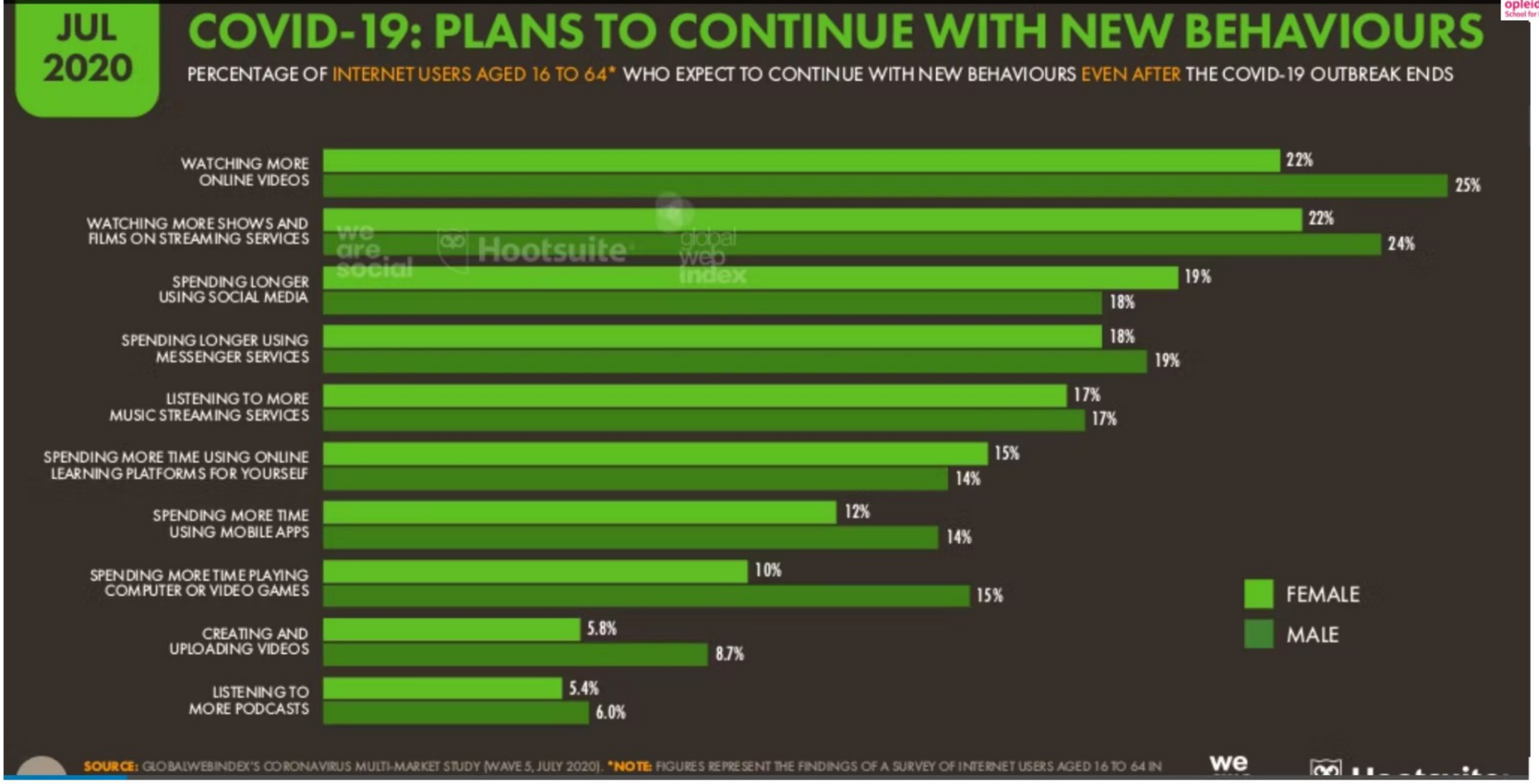
- What is Social Media?
- Why Social Media?
- What platforms are available?
- How to make a choice?
- How to generate content that is noticed?



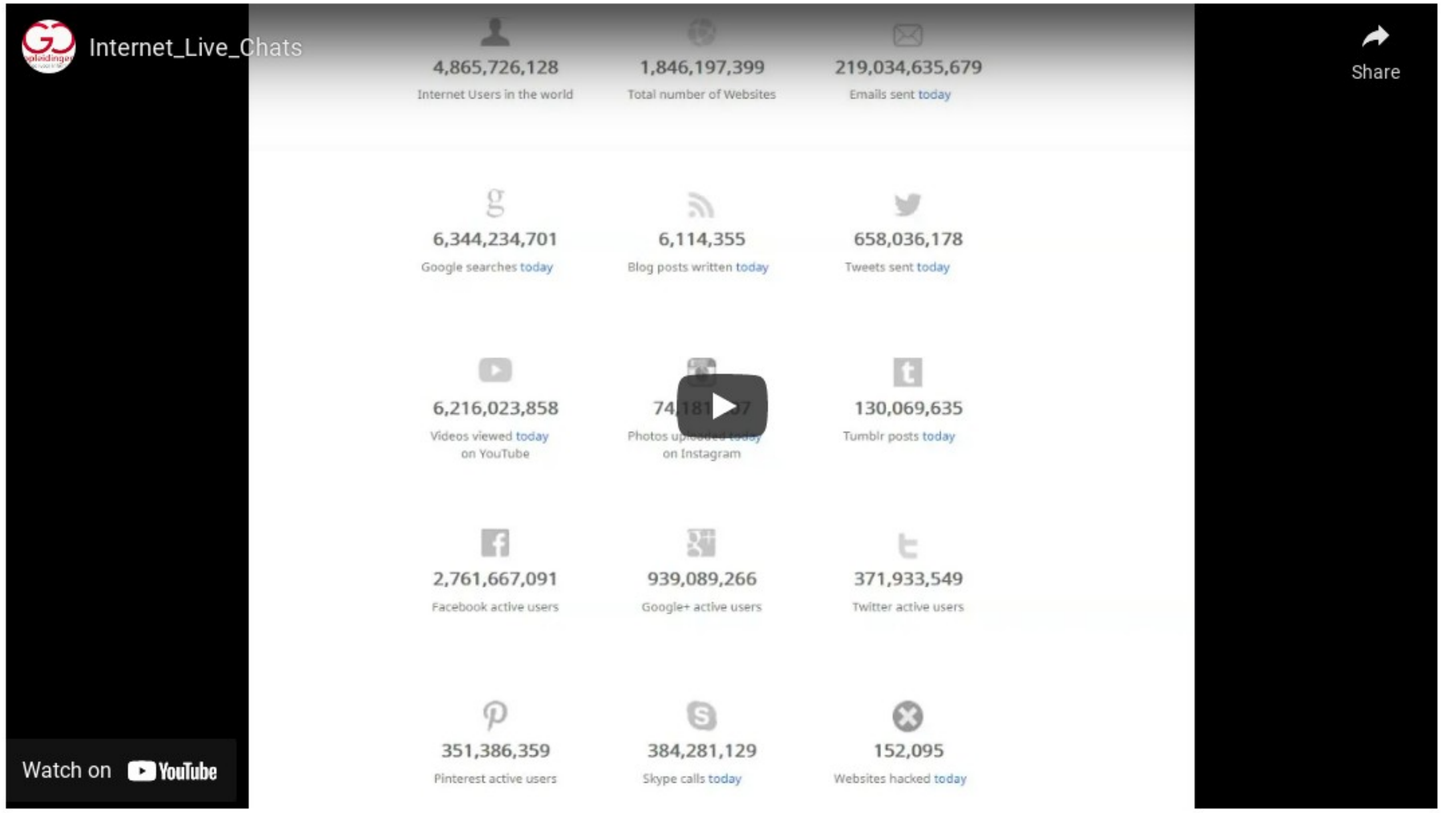
Everything online?


JAN 2022
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
GLOBAL OVERVIEW
TOTAL POPULATION
UNIQUE MOBILE PHONE USERS
INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
we are social
7.91 BILLION
5.31 BILLION
4.95 BILLION
4.62 BILLION
URBANISATION
57.0%
vs. POPULATION
67.1%
vs. POPULATION
62.5%
vs. POPULATION
58.4%
9
SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OOSKA; TECHINASIA; KEPIOS ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES.
we are social
Hootsuite

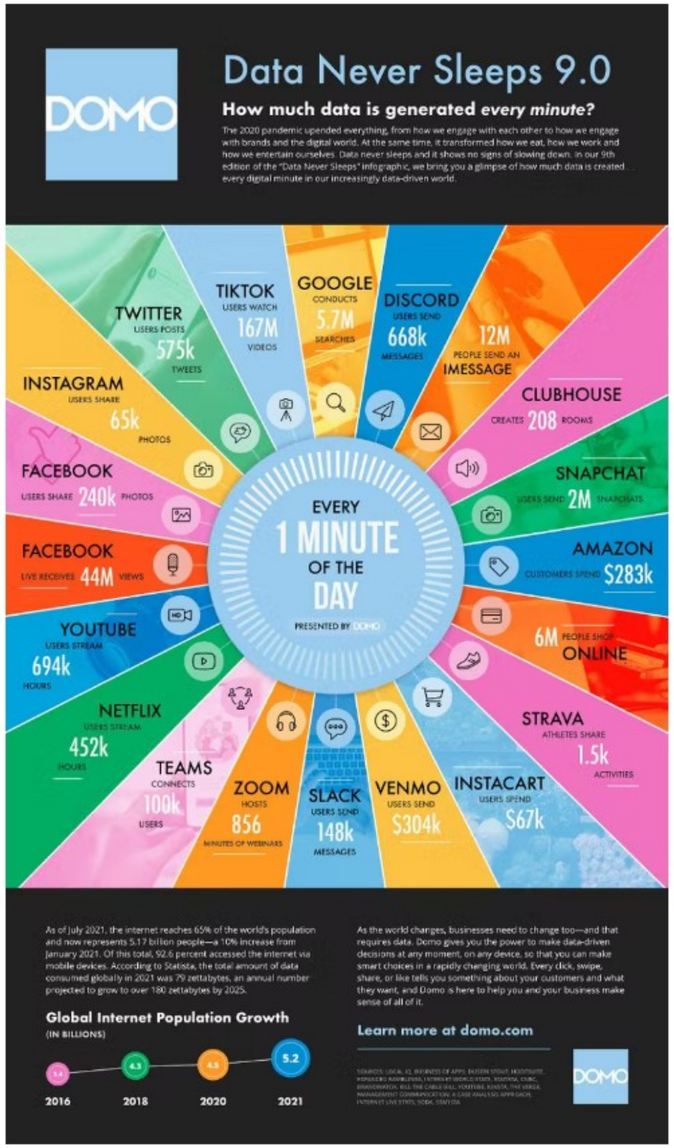
Digital 2020 July Global Statshot Report (July 2020) v01



Trends....



Information explosion online in real time. (source: InternetLiveStats)



One minute on social media

Give your definition of Social Media

Electronic/virtual tools for connection or communication

A multimedia platform that reflects society

a picture of what is going in the world through the eyes of everyone

Platforms to get social with 'friends' or get your message in the world as a business

Online place to share information and get connected with other users globally

Space where we can share whatever we want with who we want when we want

A way to connect with people abroad

SM is a place where you can find/place all kind of information.

A way to be informed, educated and entertaining

Give your definition of Social Media

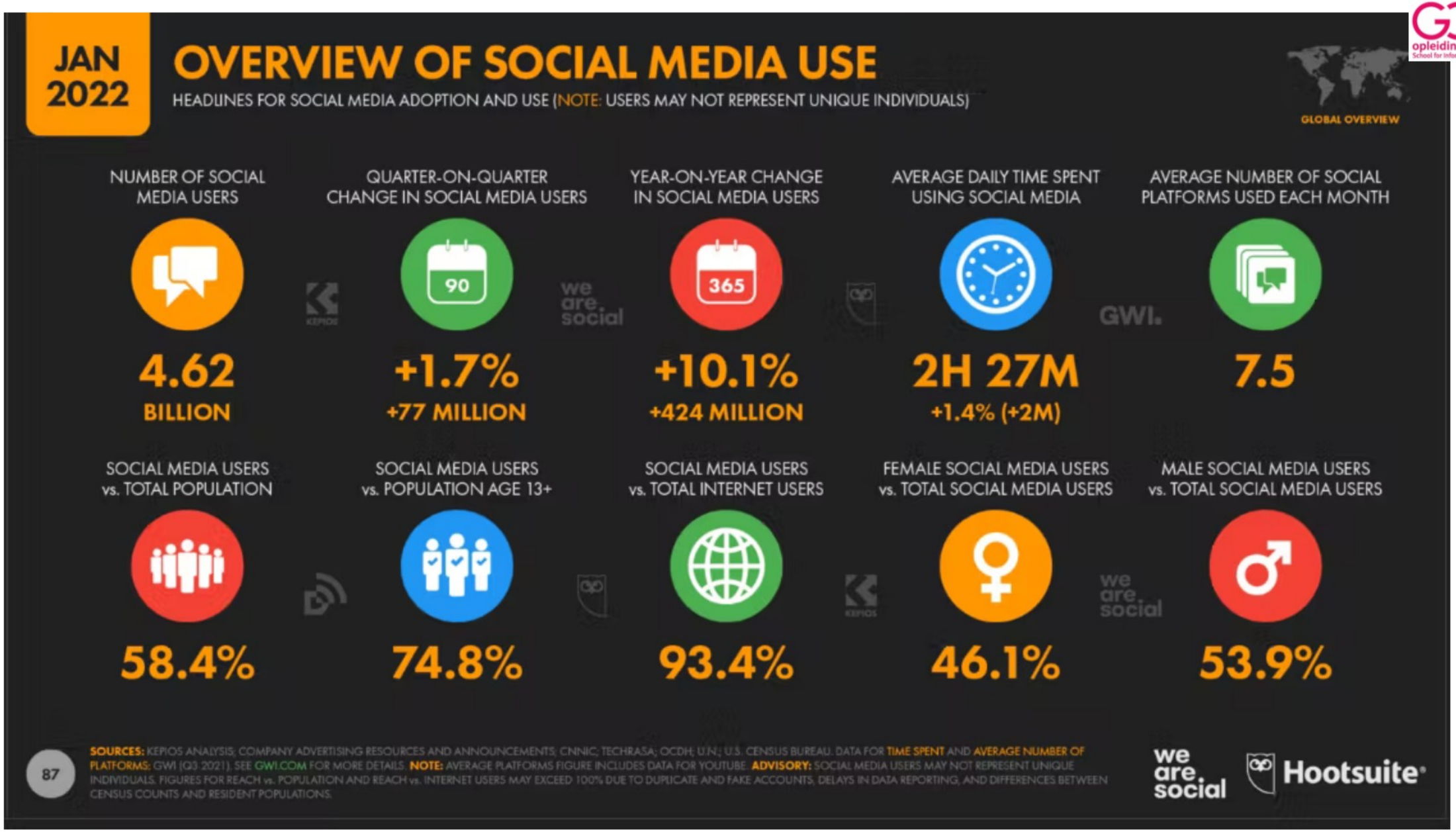
Social Media dan be defined as a social networking site where people meet and network

A social networking site where people meet and network

A way to make money

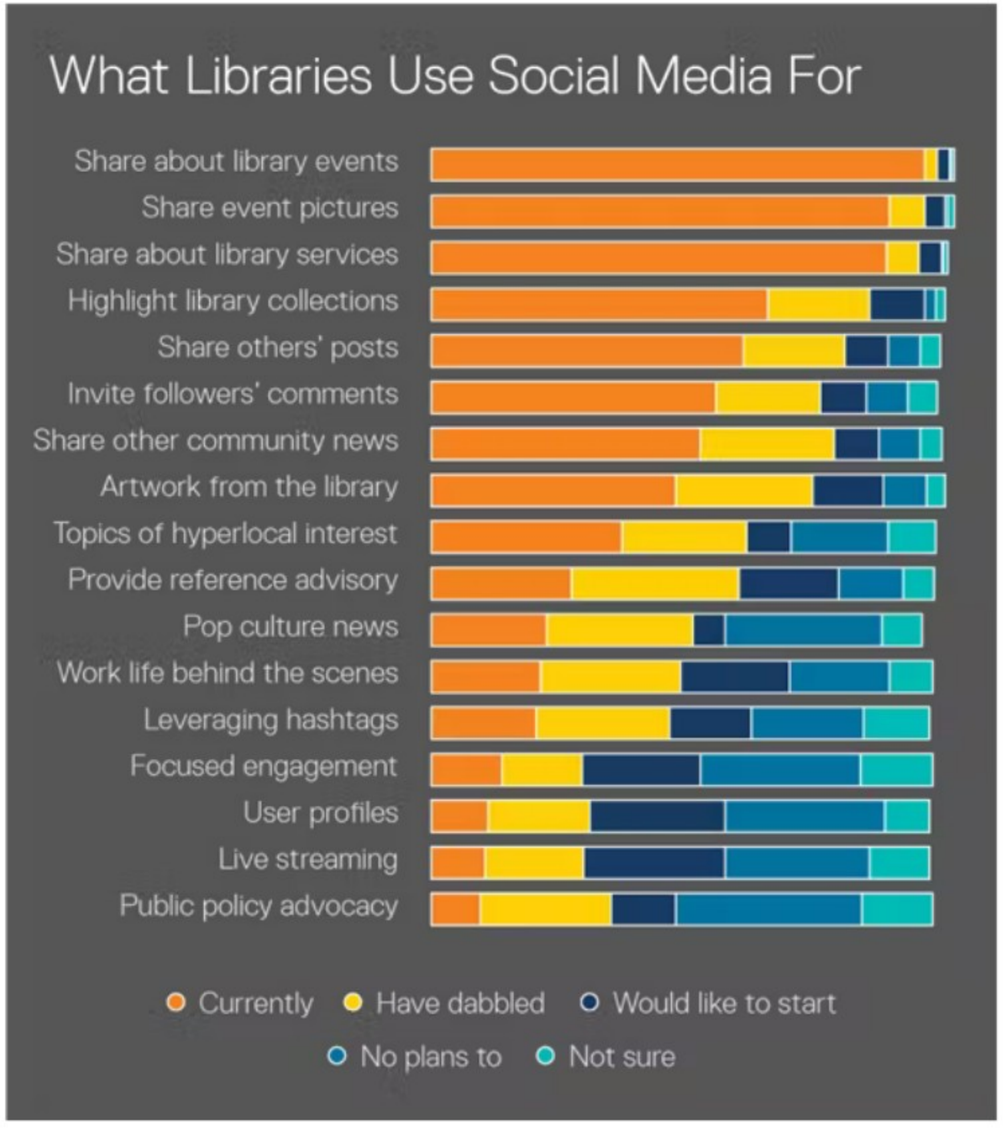
The layman's definition of Social Media:

Social media is an internet technology that facilitates the sharing of information through virtual networks and communities.


JAN 2022
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)
GLOBAL OVERVIEW
NUMBER OF SOCIAL MEDIA USERS
4.62
BILLION
QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS
90
+1.7%
+77 MILLION
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS
365
+10.1%
+424 MILLION
AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
2H 27M
+1.4% (+2M)
AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
7.5
SOCIAL MEDIA USERS vs. TOTAL POPULATION
58.4%
SOCIAL MEDIA USERS vs. POPULATION AGE 13+
74.8%
SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS
93.4%
FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS
46.1%
MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS
53.9%
87
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. NOTE: AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.
we are social
Hootsuite

Purposes or goals of Social Media

- Promotion of activities, products & services
- Image building
- Brand awareness
- Communication with customers
- Sharing information
- Entertain
- Inspire
- Trafffic to website



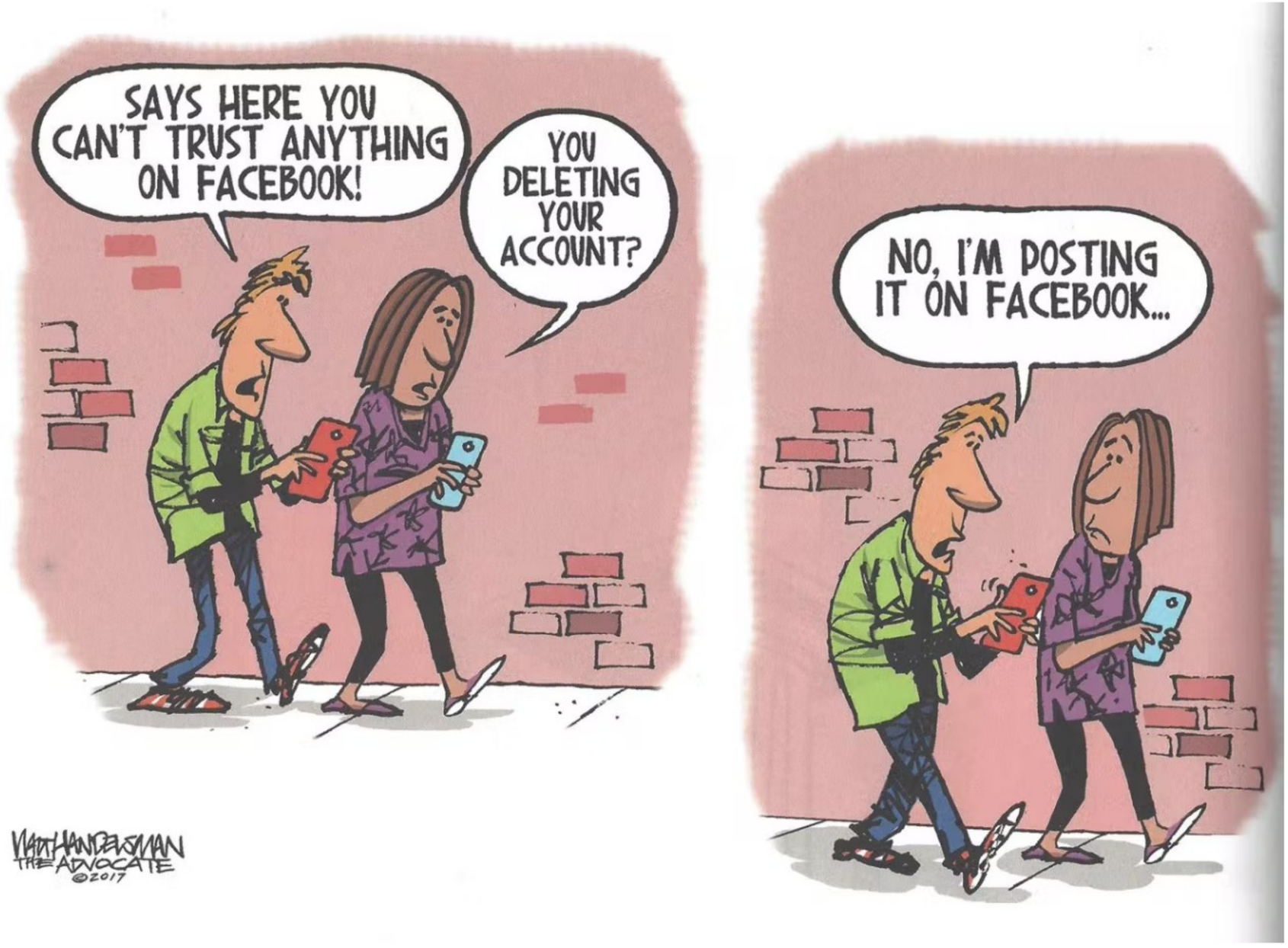
Source: https://blog.techsoup.org/posts/how-libraries-use-social-media

The advantages of Social Media:

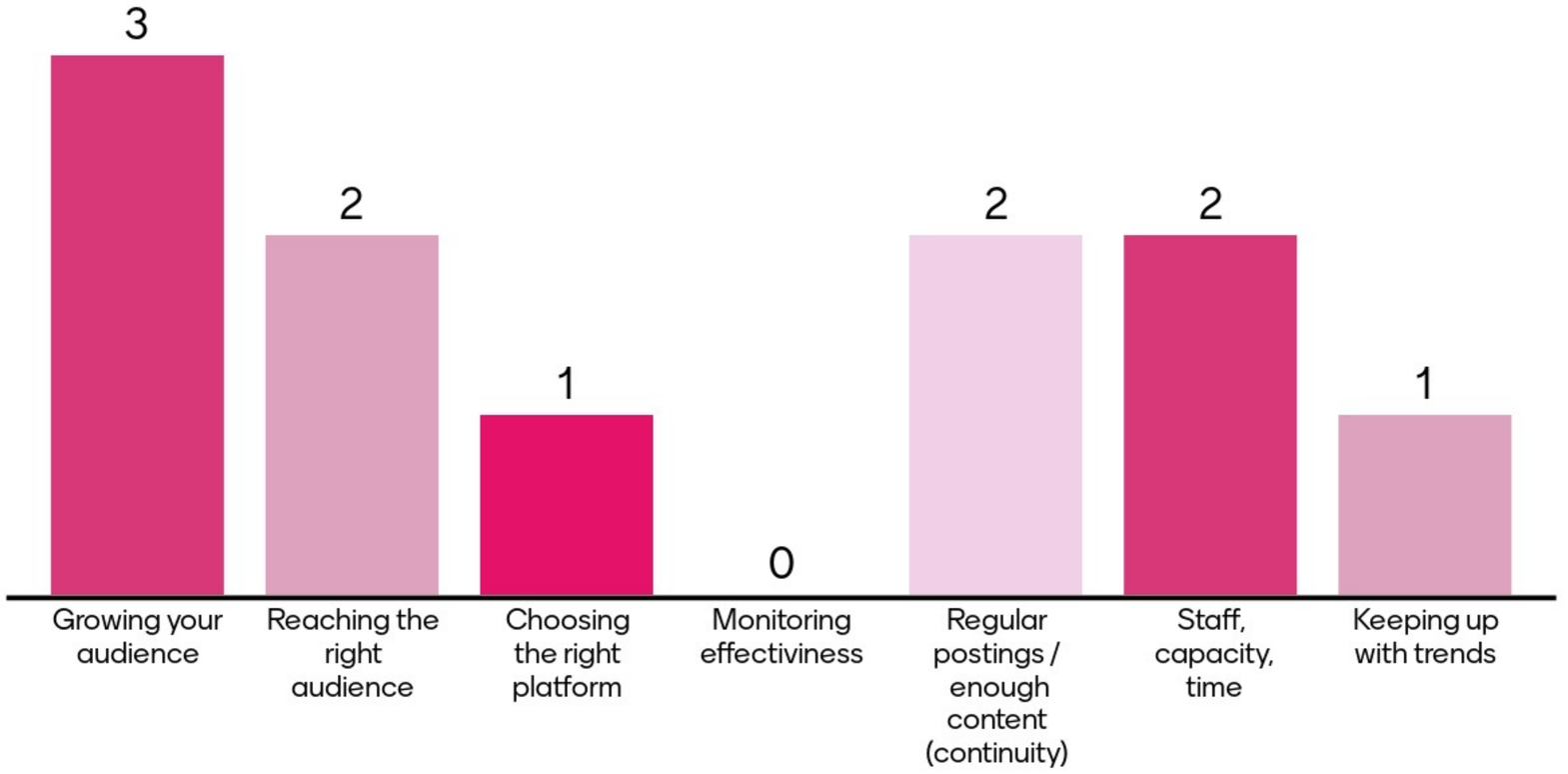
- → Showcase your organisation
- → Free (?)
- → Connect / Communicate with your audience (Customer Service)
- → Drive traffic to your website
- → Monitor results of your communication
- → Easy to use (creating content and posting)
- → Accomodates all types of content
- → Engage new audiences (through shares and likes)
- → Target specific audiences
- → Reach out to a global audience

The disadvantages of Social Media

- → Open for negative feedback
- → Open for 'trolls'
- → Requires long-term dedicated time and attention
- → You can become addicted to Social Media
- → Information Overload: Do people notice your posts?
- → Fake News is associated with Social Media

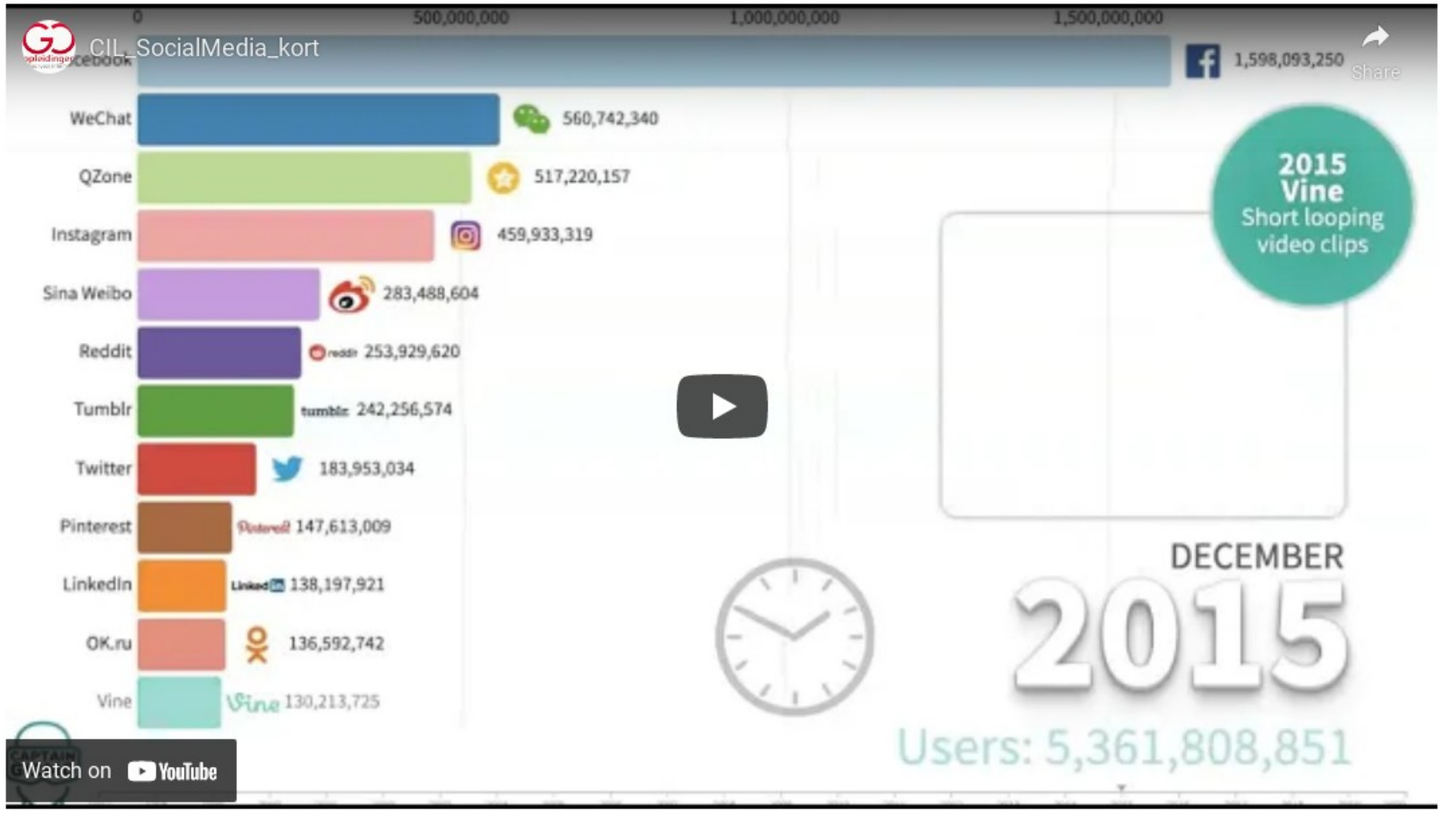

SAYS HERE YOU CAN'T TRUST ANYTHING ON FACEBOOK!
YOU DELETING YOUR ACCOUNT?
NO, I'M POSTING IT ON FACEBOOK...
MATT HANDELSMAN
THE ADVOCATE
©2017

What would be your biggest Social Media Challenge?



Strategic use of Social Media: How to stand out in the information overload?

Many options to choose from... (www.basecampdigital.co)



Popularity of Social Media Platforms through the years (https://tinyurl.com/3fmby7d6)

New kids on the block

- TikTok (short videos sharing)
- Clubhouse (live audio sharing)
- Twitch (Broadcasting)
- Twitter Spaces (live audio sharing)
- Caffeïne (live social broadcasting)
- Instagram Reels (short videos)

Which Social Media platforms does your organisation use?

Facebook

Twitter

Instagram

YouTube

0%

TikTok

3%

Pinterest

What's app / Messenger / Telegram / Viber

0%

LinkedIn

0%

Reddit

0%

Tumbler

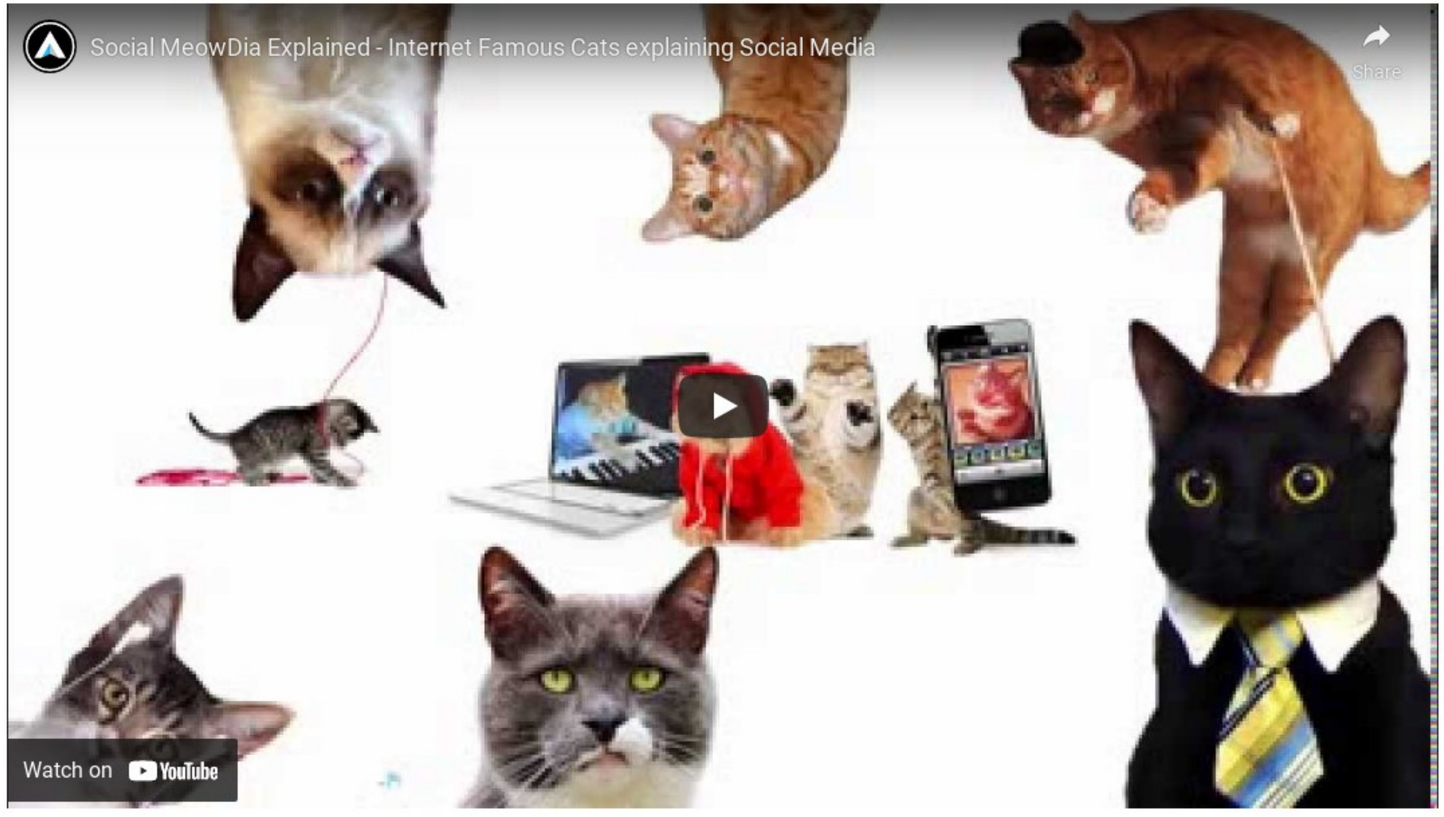
0%

ClubHouse

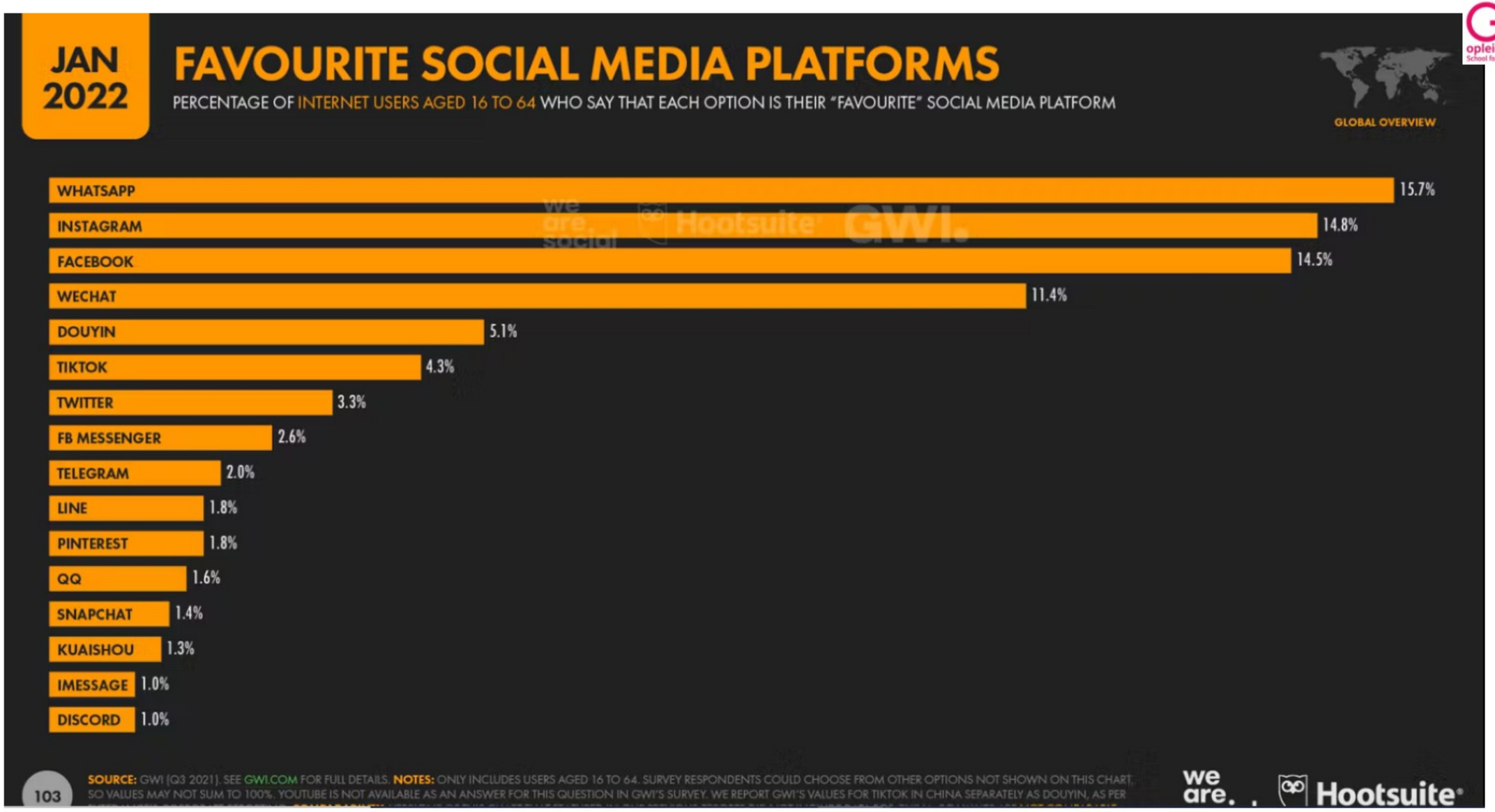
The selection of the Social Media platforms depends on:

- → Your goals
- → Your target audience
- → Available content
- → Available resources
- → Desired image

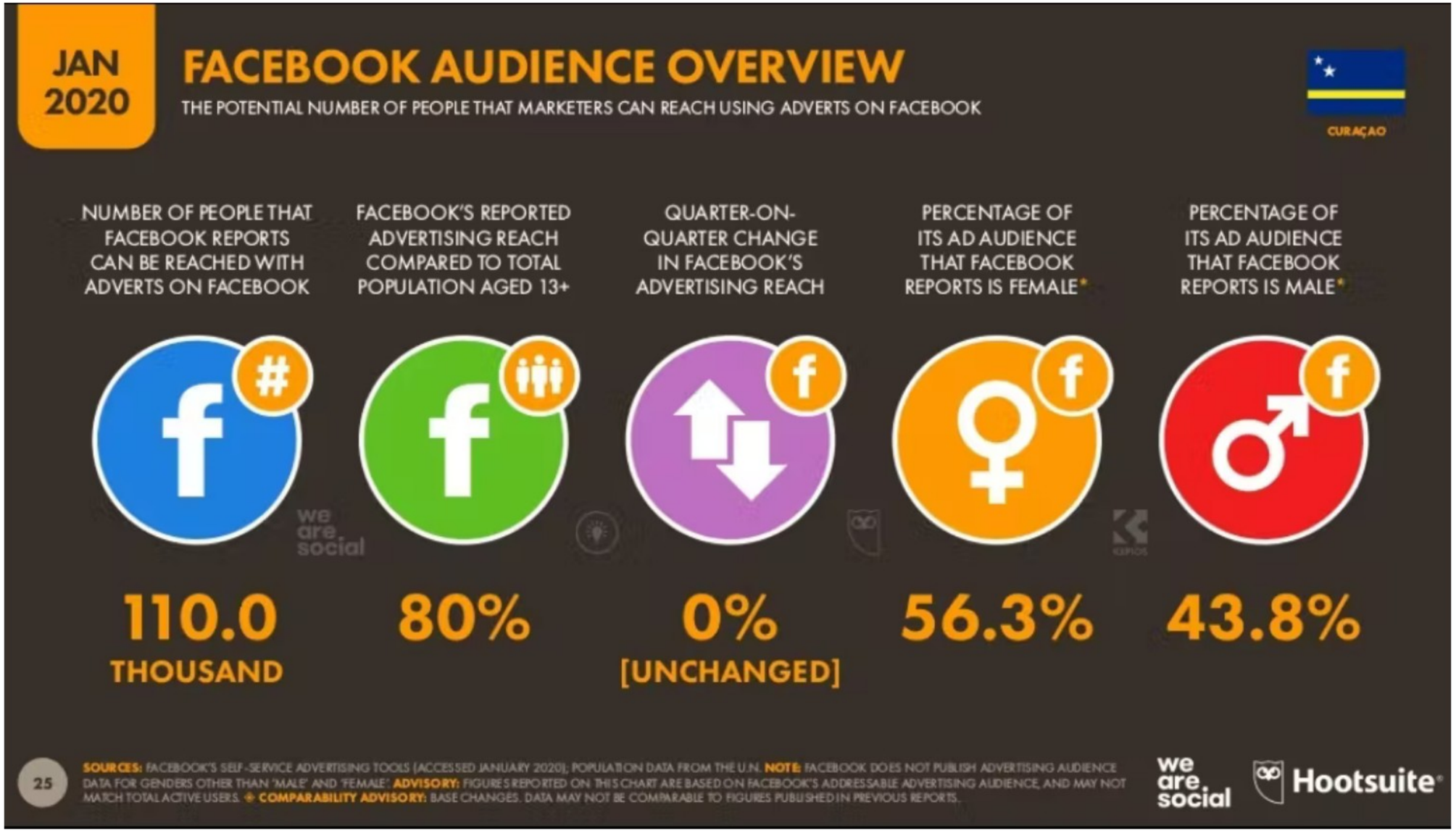
How to make the right choice? (https://visual.ly/community/Infographics/social-media/social-meowdia-explained-redux)


Social MeowDia Explained - Internet Famous Cats explaining Social Media
Share
Watch on YouTube

Know where your audience is hanging out!



Where to find your audience?

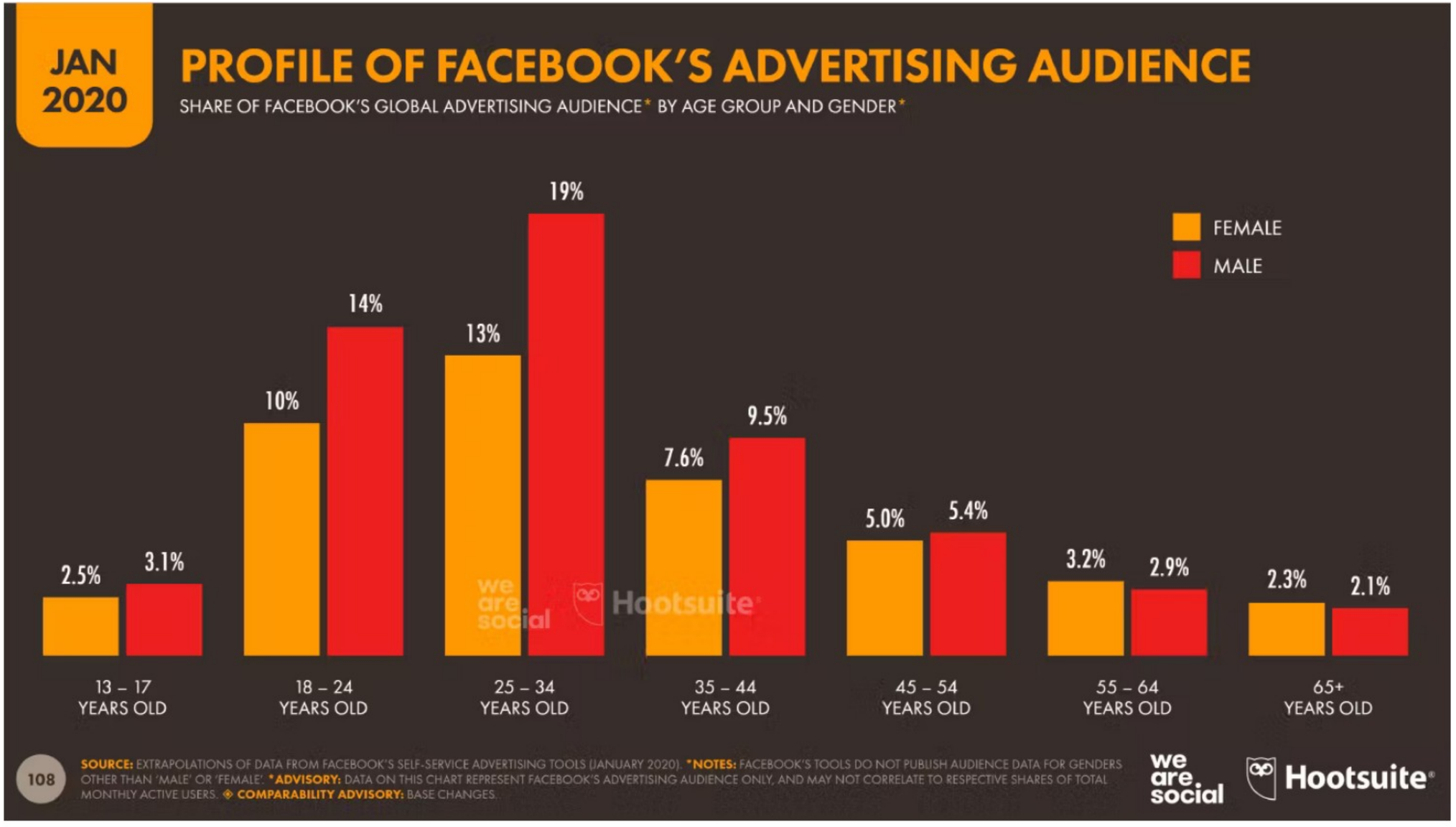


Fcaebook is most popular in Curacao

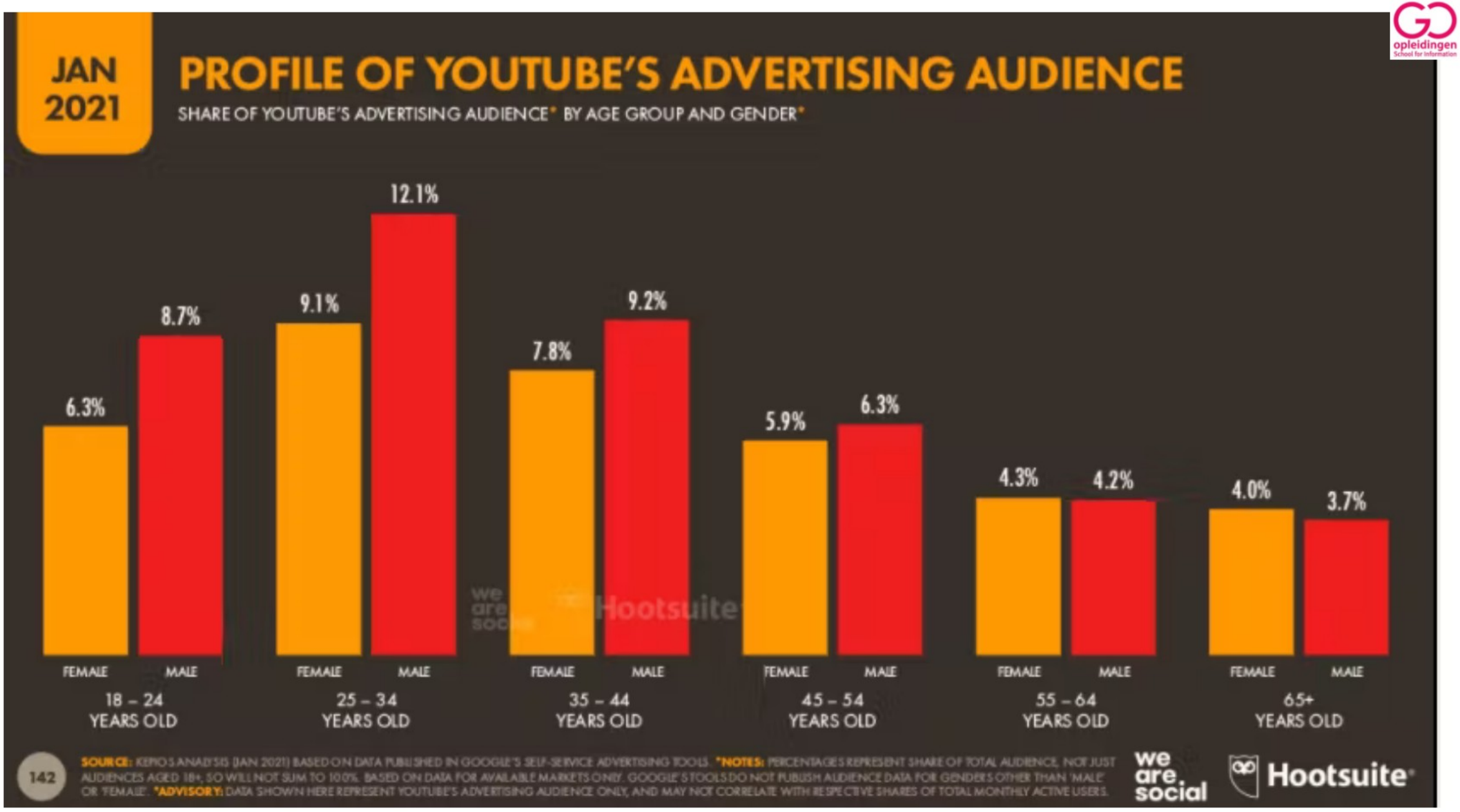
Talking a different language

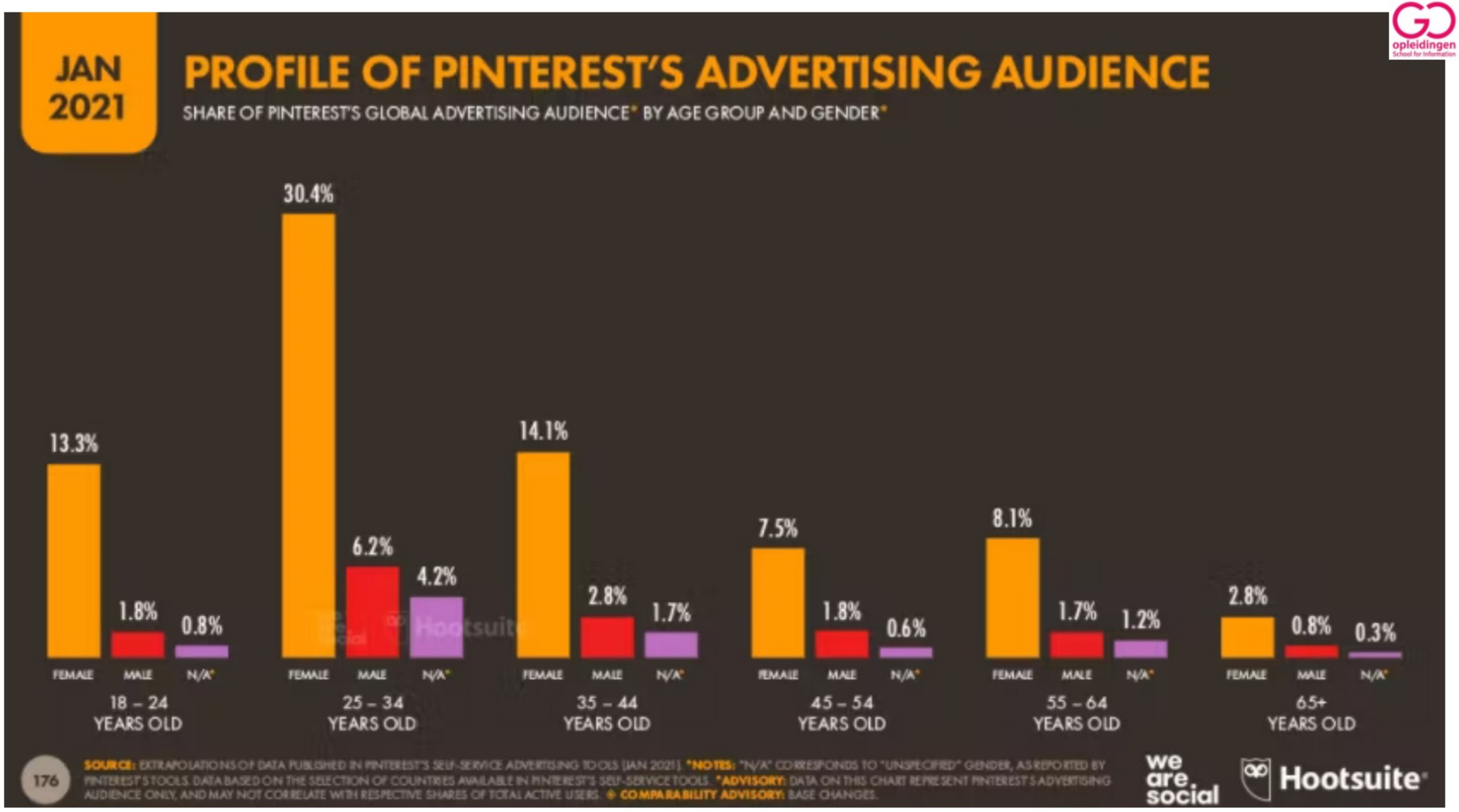
Formative experiences	**Maturists** (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women	**Baby boomers** (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated	**Generation X** (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	**Generation Y** (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	**Generation Z** (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Attitude toward career	Jobs for life	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal computer	Tablet/smartphone	Google glass, 3-D printing
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

5 Generations with their own information and communication preferences



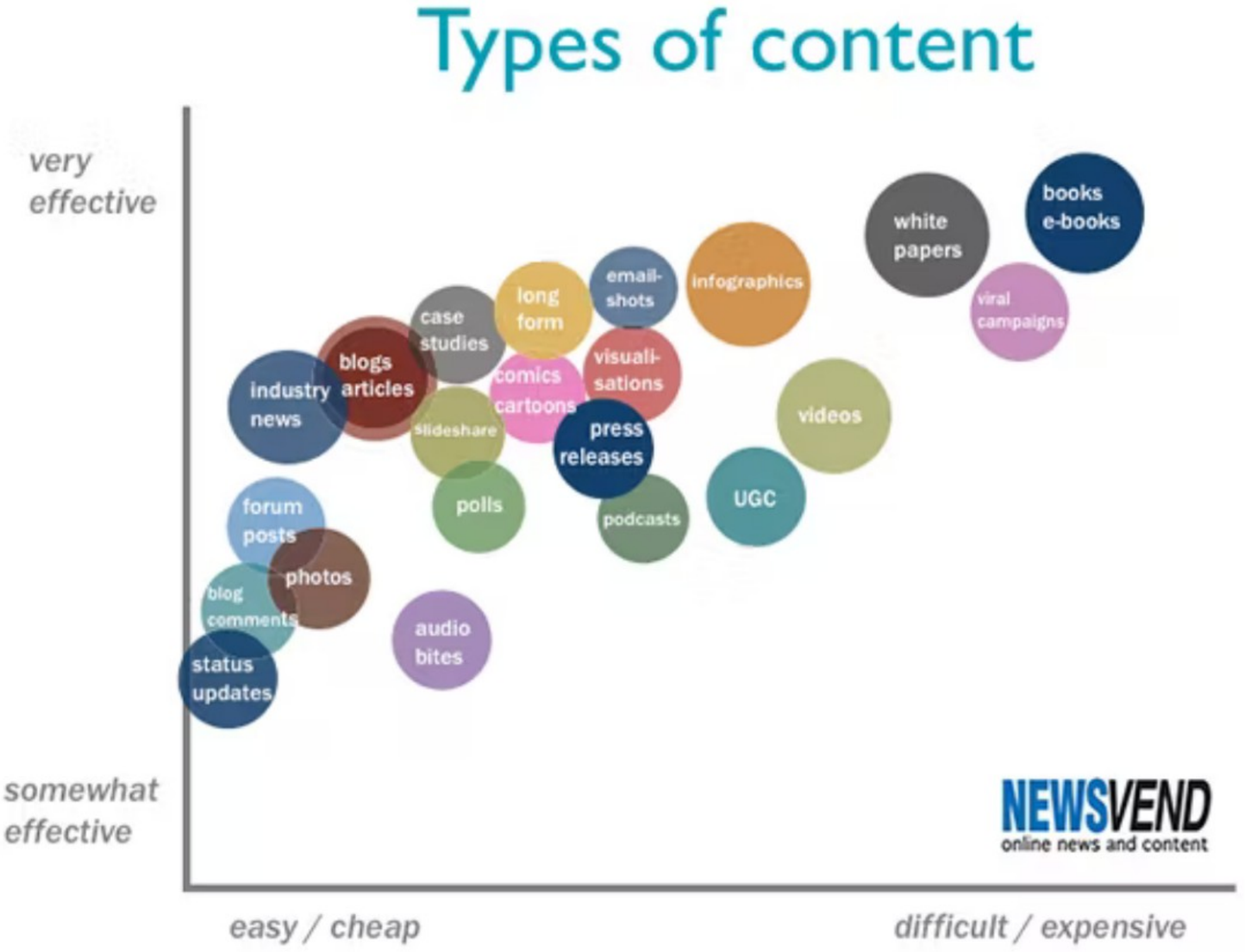
Which platform, age group, gender? Follow the money!


JAN 2021
PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE
SHARE OF YOUTUBE'S ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*
6.3%
8.7%
9.1%
12.1%
7.8%
9.2%
5.9%
6.3%
4.3%
4.2%
4.0%
3.7%
FEMALE
MALE
18 – 24 YEARS OLD
25 – 34 YEARS OLD
35 – 44 YEARS OLD
45 – 54 YEARS OLD
55 – 64 YEARS OLD
65+ YEARS OLD
142
SOURCE: KEPIOS ANALYSIS (JAN 2021) BASED ON DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. *NOTES: PERCENTAGES REPRESENT SHARE OF TOTAL AUDIENCE, NOT JUST AUDIENCES AGED 18+, SO WILL NOT SUM TO 100%. BASED ON DATA FOR AVAILABLE MARKETS ONLY. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. *ADVISORY: DATA SHOWN HERE REPRESENT YOUTUBE'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS.
we are social
Hootsuite


JAN 2021
PROFILE OF PINTEREST'S ADVERTISING AUDIENCE
SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*
13.3%
1.8%
0.8%
FEMALE
MALE
N/A*
18 – 24 YEARS OLD
30.4%
6.2%
4.2%
FEMALE
MALE
N/A*
25 – 34 YEARS OLD
14.1%
2.8%
1.7%
FEMALE
MALE
N/A*
35 – 44 YEARS OLD
7.5%
1.8%
0.6%
FEMALE
MALE
N/A*
45 – 54 YEARS OLD
8.1%
1.7%
1.2%
FEMALE
MALE
N/A*
55 – 64 YEARS OLD
2.8%
0.8%
0.3%
FEMALE
MALE
N/A*
65+ YEARS OLD
176
SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). *NOTES: "N/A" CORRESPONDS TO "UNSPECIFIED" GENDER, AS REPORTED BY PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. *ADVISORY: DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL ACTIVE USERS. ◈ COMPARABILITY ADVISORY: BASE CHANGES.
we are social
Hootsuite

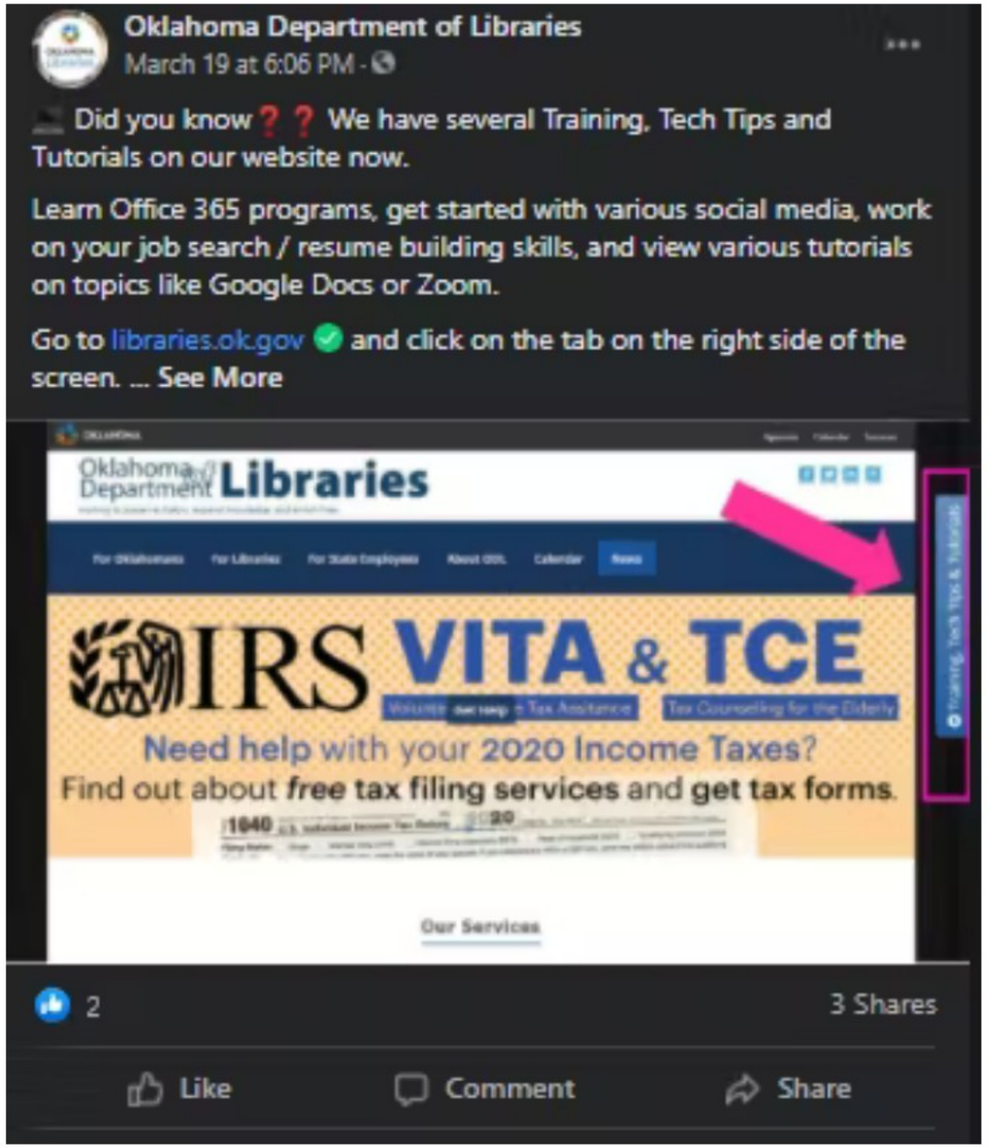
It is all about the message / content and the choice of medium

How to stand out and be noticed! Killer Content!



Types of content and their value

Content planning (source: https://contentmarketinginstitute.com/2011/02/content-mix/)



Provide relevant information

Clarkson University Libraries
April 20, 2020 ·
The International Federation of Library Associations has released this helpful update to their How to Spot Fake News graphic to help readers weigh sources in the time of COVID-19:
https://www.ifla.org/node/93016/
#ClarksonLib #IFLA #MediaLiteracy #FakeNews #EvaluateSources
HOW TO SPOT FAKE NEWS
COVID-19 Edition
CONSIDER THE SOURCE
Is there an author? Check out their credentials on relevant issues.
READ BEYOND
Headlines can be outrageous in an effort to get clicks. What's the whole story?
SUPPORTING SOURCES?
Click on links or check with official sources. Do they support the story?
DO OTHERS AGREE?
Are any other sites reporting this? What sources are they citing?
IS IT A JOKE?
If it is too outlandish, it might be satire. Research the source to be sure.
CHECK YOUR BIASES
Consider if your own beliefs or concerns could affect your judgement.
ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site, official source like the WHO.
LOOK BEFORE YOU SHARE
Don't share posts or stories that you haven't checked out first!
IFLA.org
Like
Comment
Share

A 'how to' post

NY Public Library @nypl · 6 u

What do libraries mean to you? Post a virtual sticky note and let everyone know! #LibrariesMakeNYCStronger on.nypl.org/2PIfH8k

18 15

Start a conversation

Tiktok
Share
#1 NEW YORK TIMES BESTSELLER
LEIGH BARDUGO
SIX OF CROWS
SIX DANGEROUS OUTCASTS. ONE IMPOSSIBLE HEIST.
NETFLIX
TikTok
@libraryforintroverts
Watch on YouTube

Inspire

LiverpoolUniLibrary
@LivUniLibrary

Please don't shelve sandwiches. If you need help differentiating between books & food ask a member of staff #experts

5:03 PM - 15 Dec 2014

2,475 Retweets **1,716** Likes

Entertaining

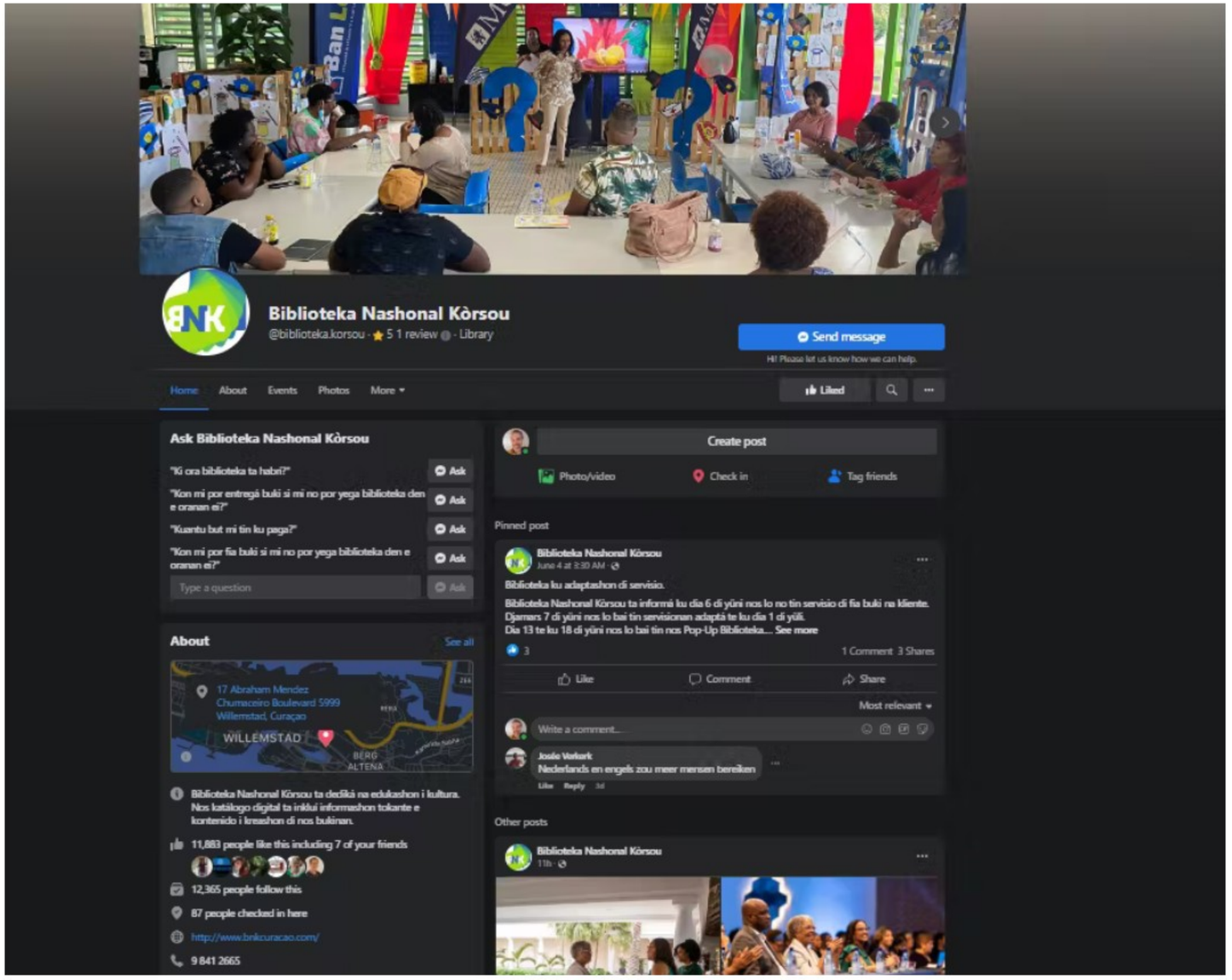
The right message

Tips: Make content with...

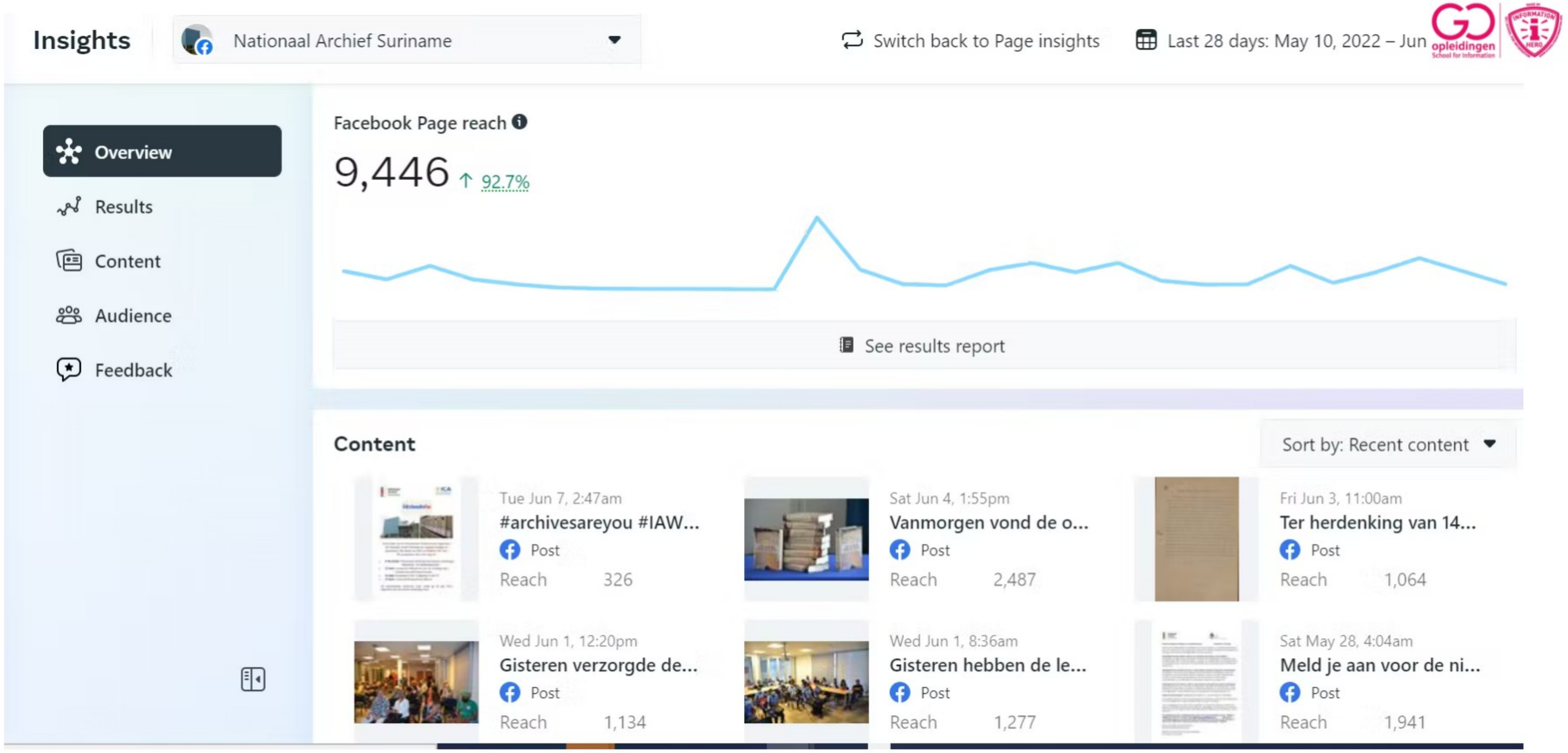
- A clear message
- A headline or slogan
- Benefits of the products or services (max. 3)
- The problem you solve for your target audience
- The answer to 'What's in it for me?'

Tips:

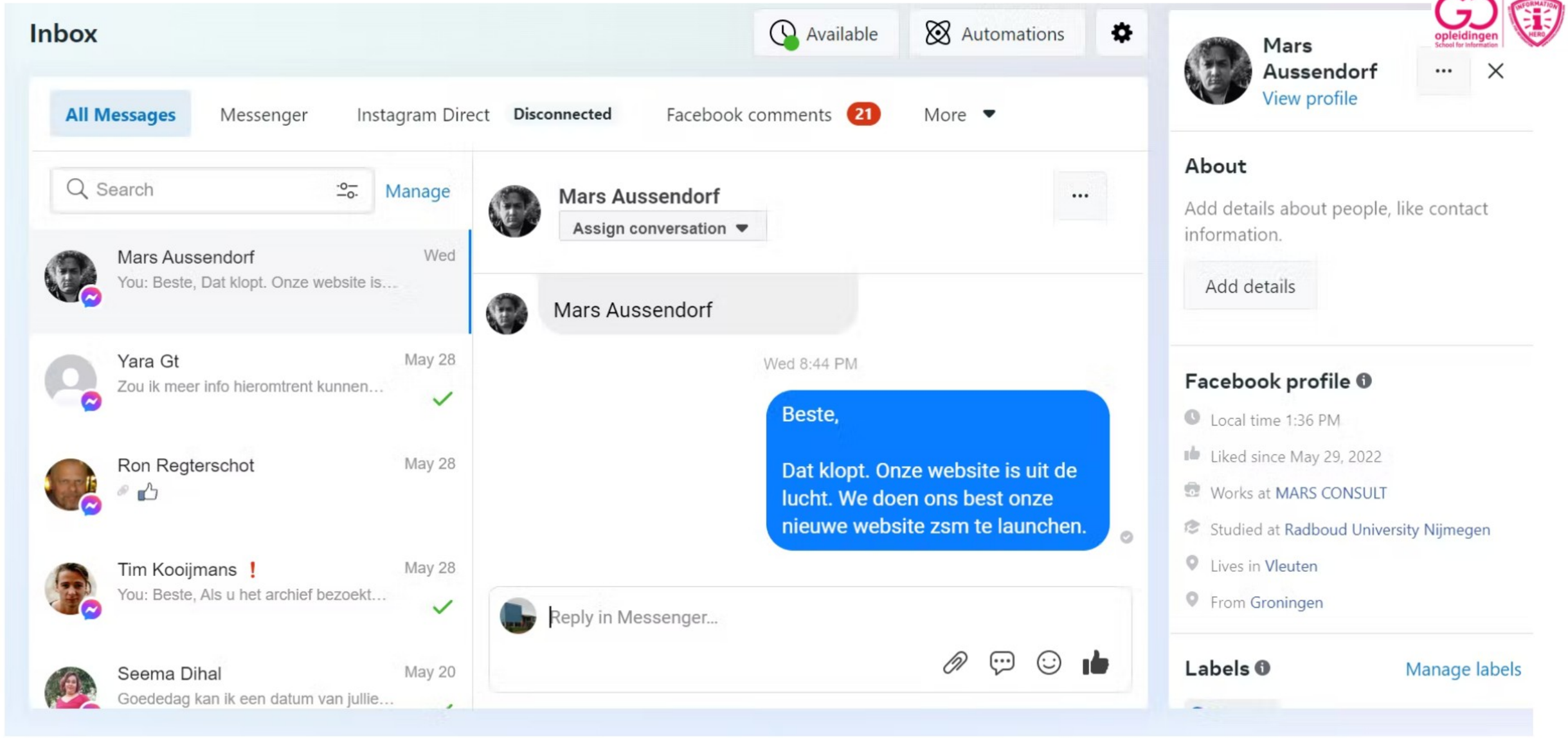
- Communicate a lot!
- Communicate in the language of your audience
- Be efficient; content can be used on multiple platforms
- Work together: employee advocacy
- Just start, don't overthink
- Monitor the results
- Work together with your Marketing or Communication colleagues
- Try 'sponsored content'



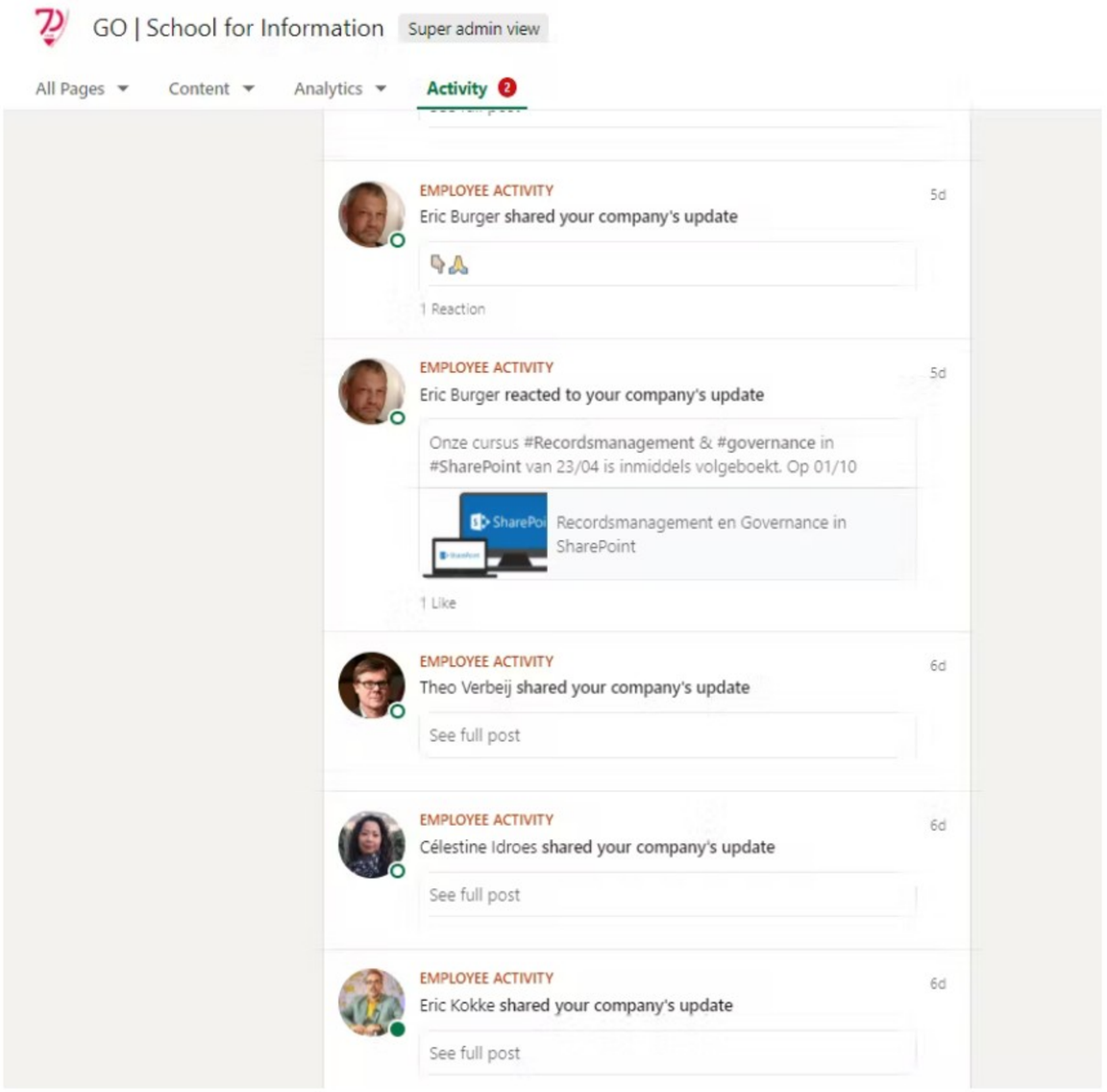
Example BNK: Communicate in the language of your audience



Example NAS: The right platform



Example NAS: Reaching your audience worldwide



Employee Advocacy to expand your reach

GO | School for Information Super admin view

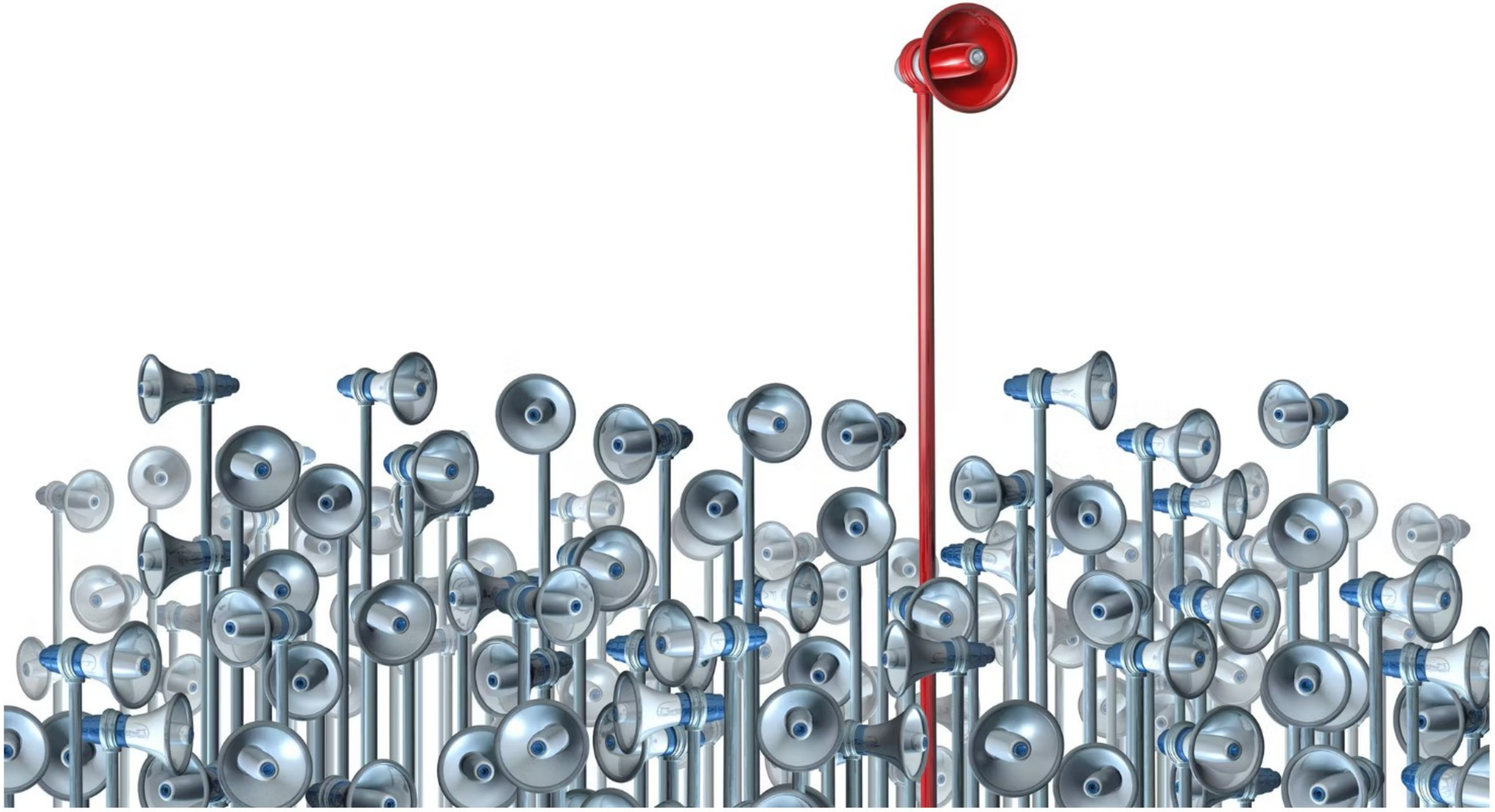
View as member

All Pages Content Analytics Activity 2 Admin tools

Update engagement Time range: Feb 27, 2021 - Mar 4, 2021 Show: 10

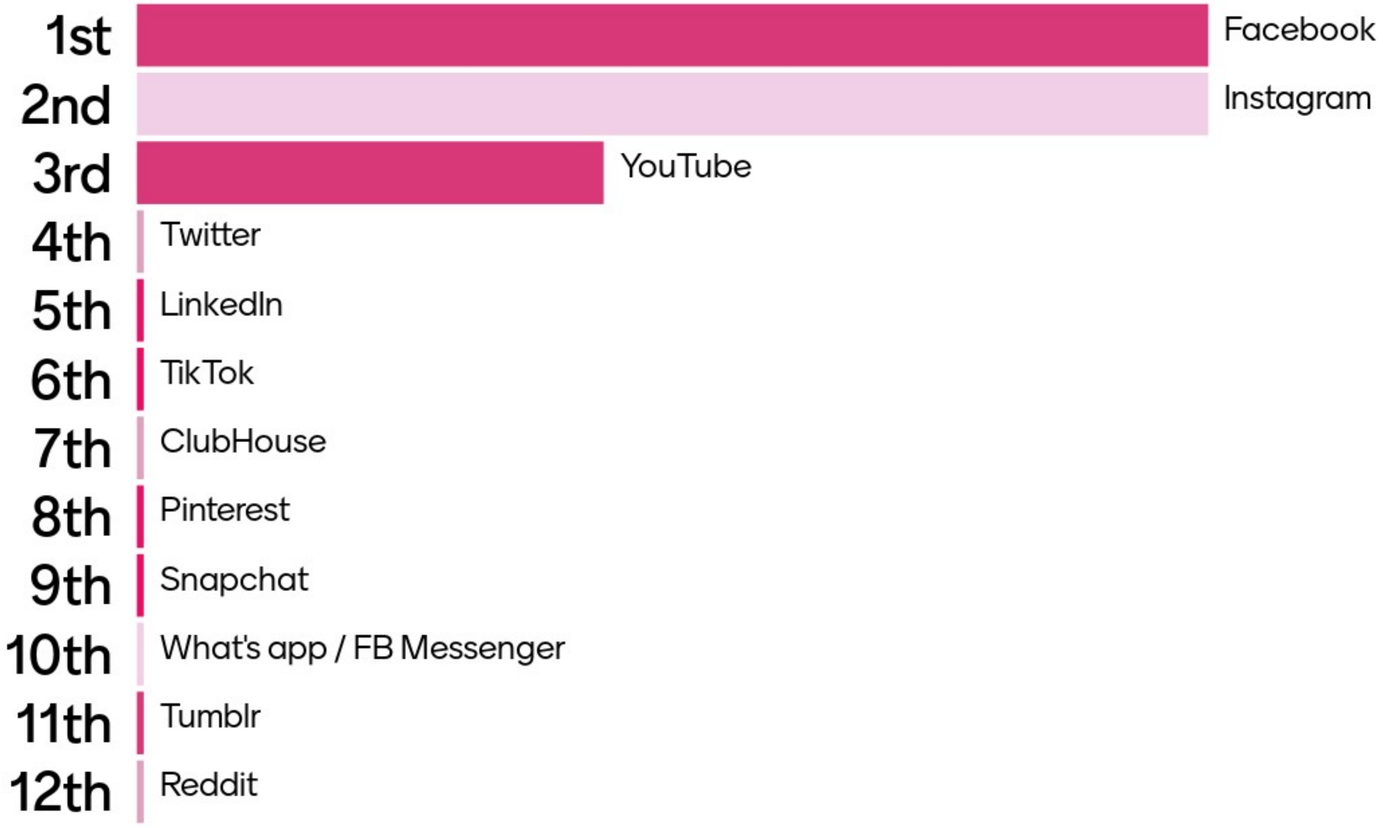
Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Follows
Nos t'ey pa bo! 2 All followers	Eric Kokke	3/4/2021	221	-	1	0.45%	4	0	2	-
Opleidingen voor Informatieprofessionals | GO opleidingen All followers	Eric Kokke	3/4/2021	223	-	7	3.14%	3	0	3	-
Friso Keulen gaat met pensioen All followers	Eric Kokke	3/3/2021	1,688	-	82	4.86%	28	14	1	-
AVG, Privacy en Digitaal Gegevensbeheer (Advanced) All followers	Eric Kokke	3/2/2021	156	-	4	2.56%	3	0	4	-

Monitor the results

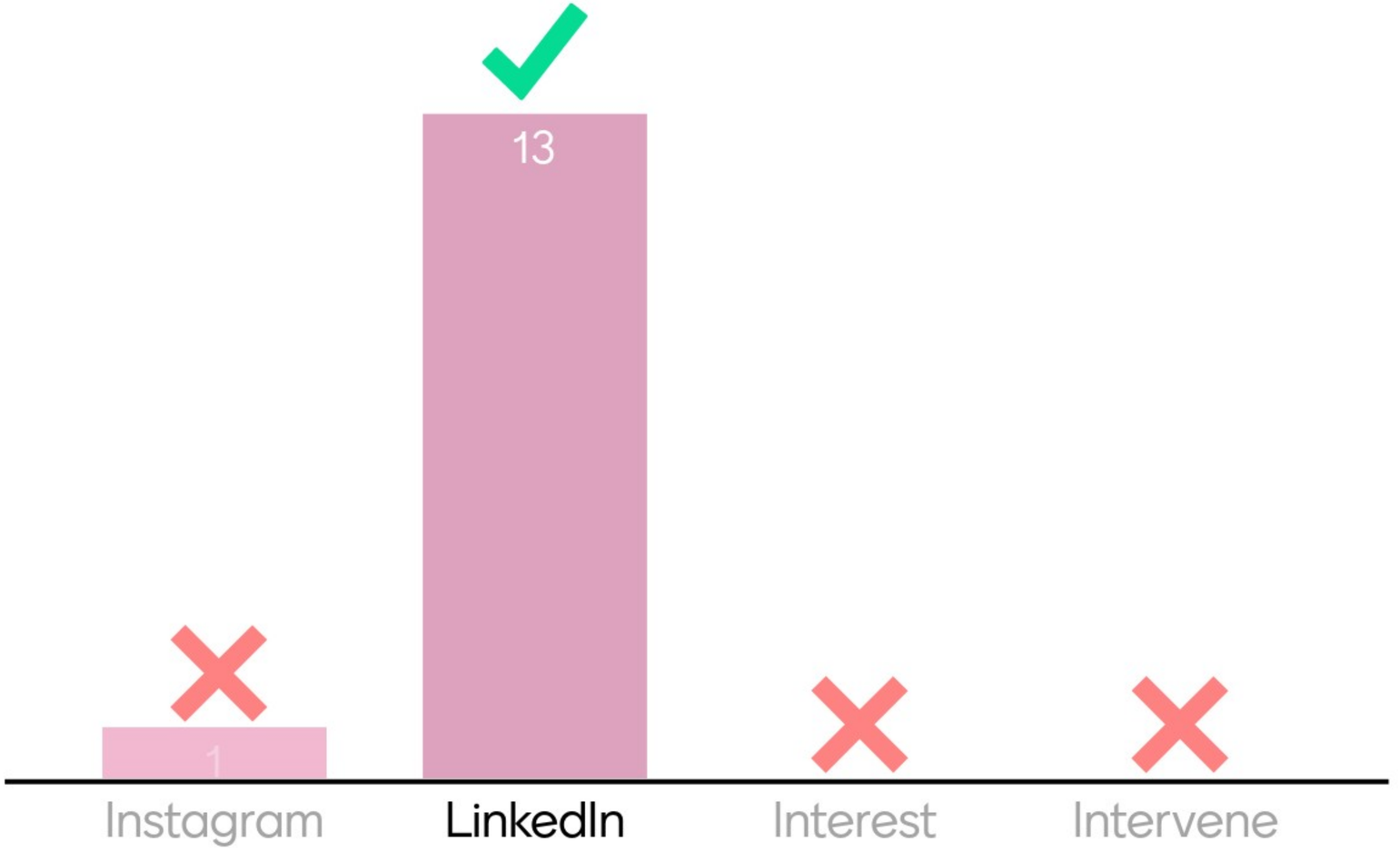


Whisper through a megaphone

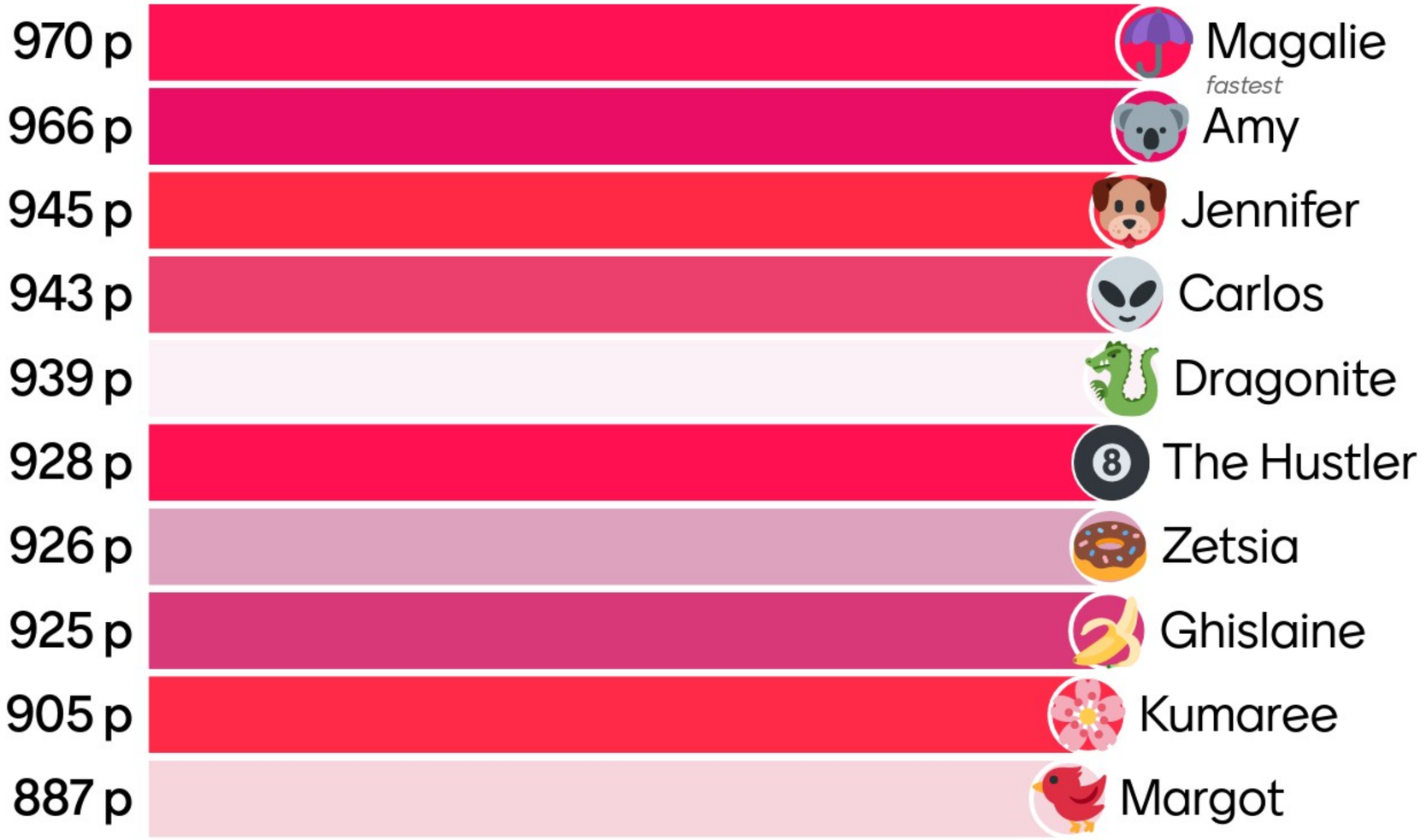
What Social Media Platform is most useful for your organisation?



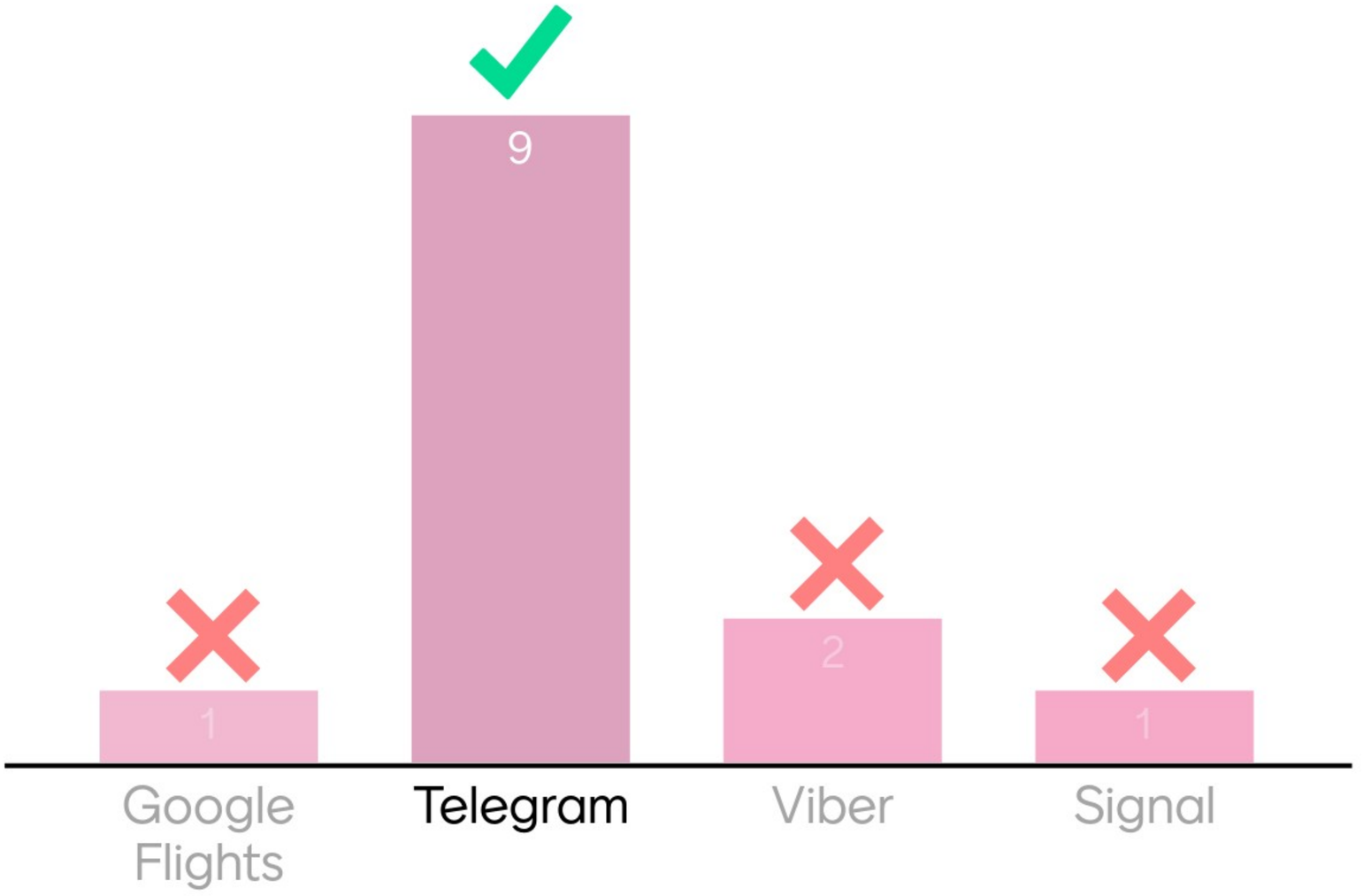
Which platform?



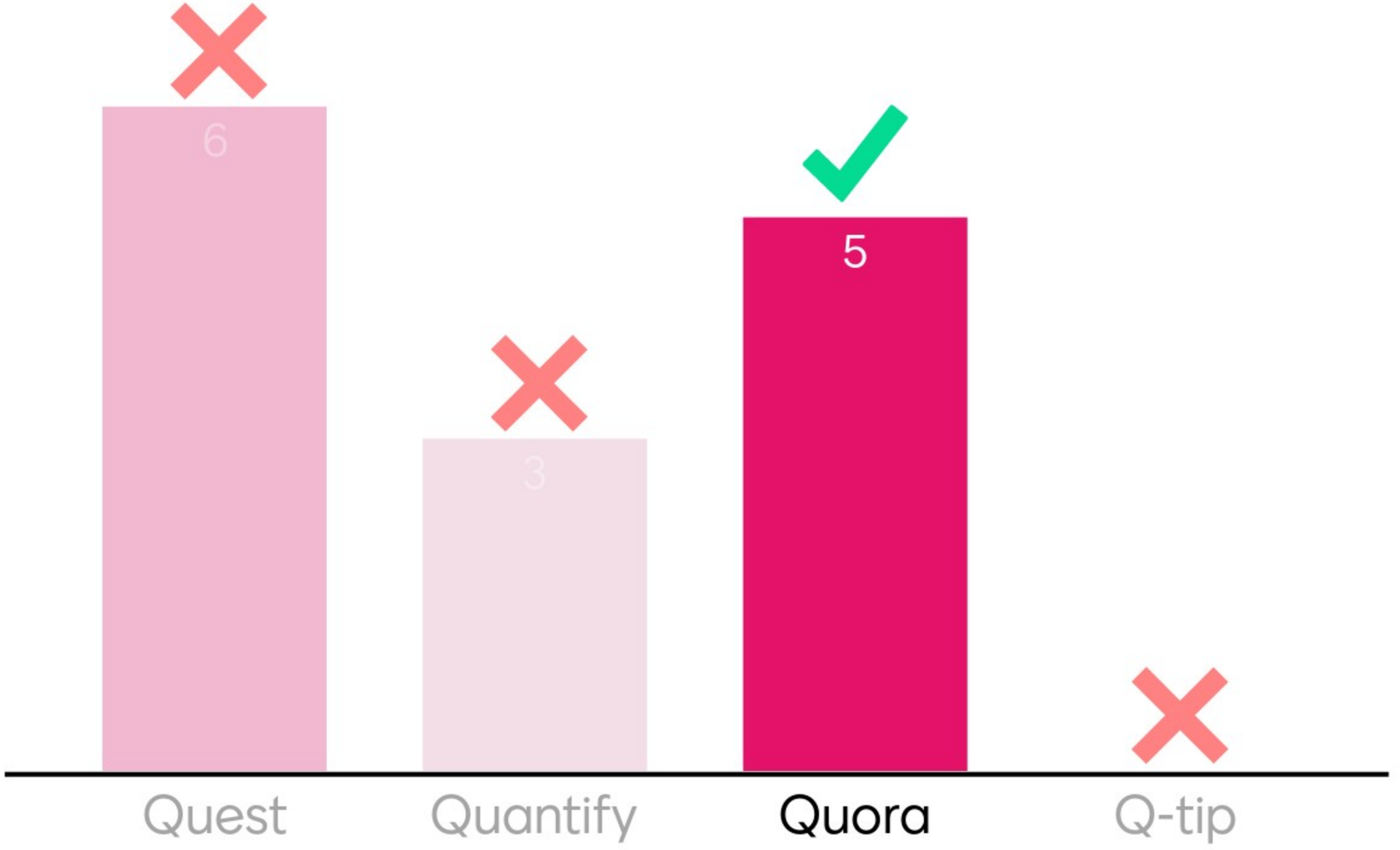
Leaderboard



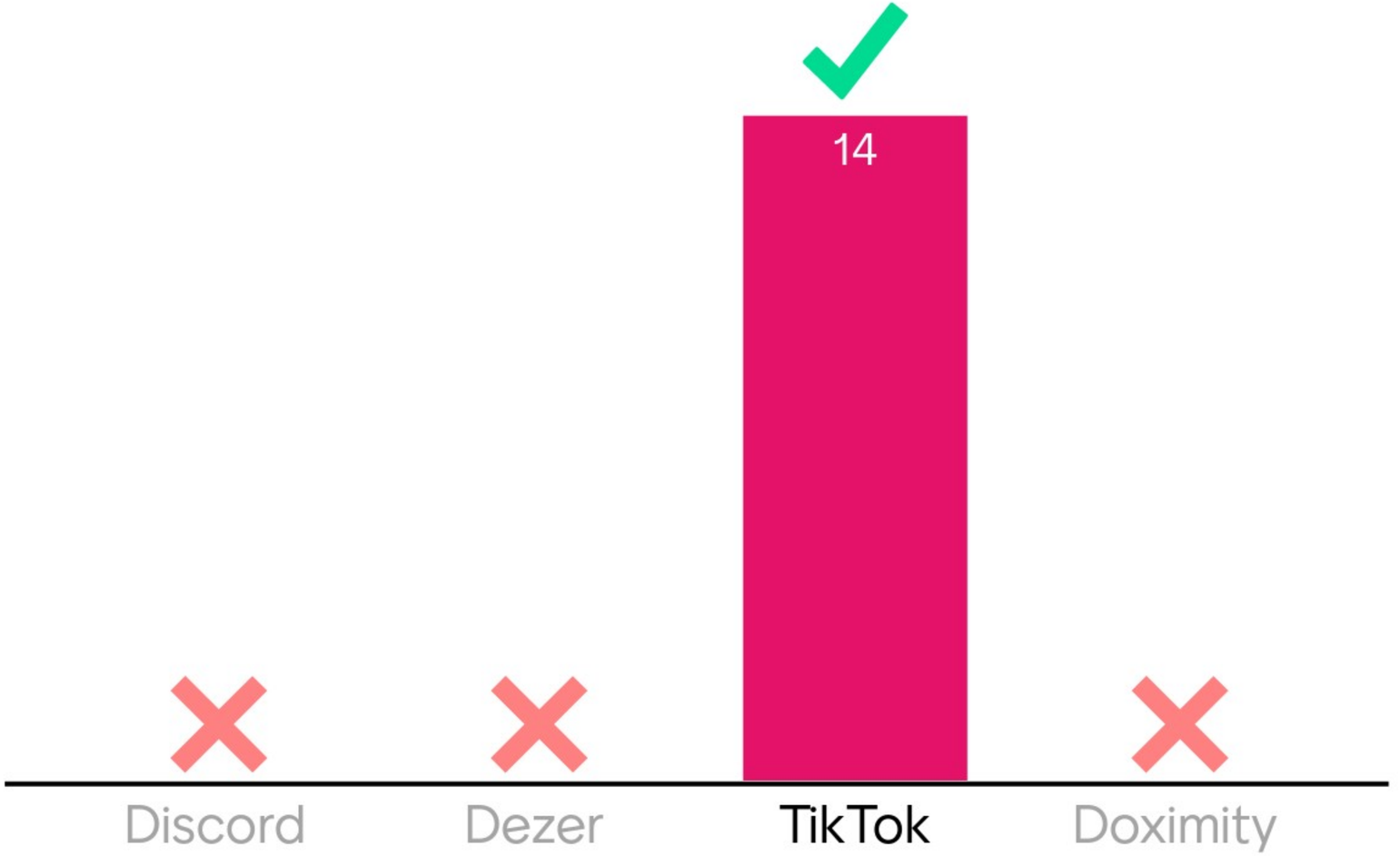
Which platform?



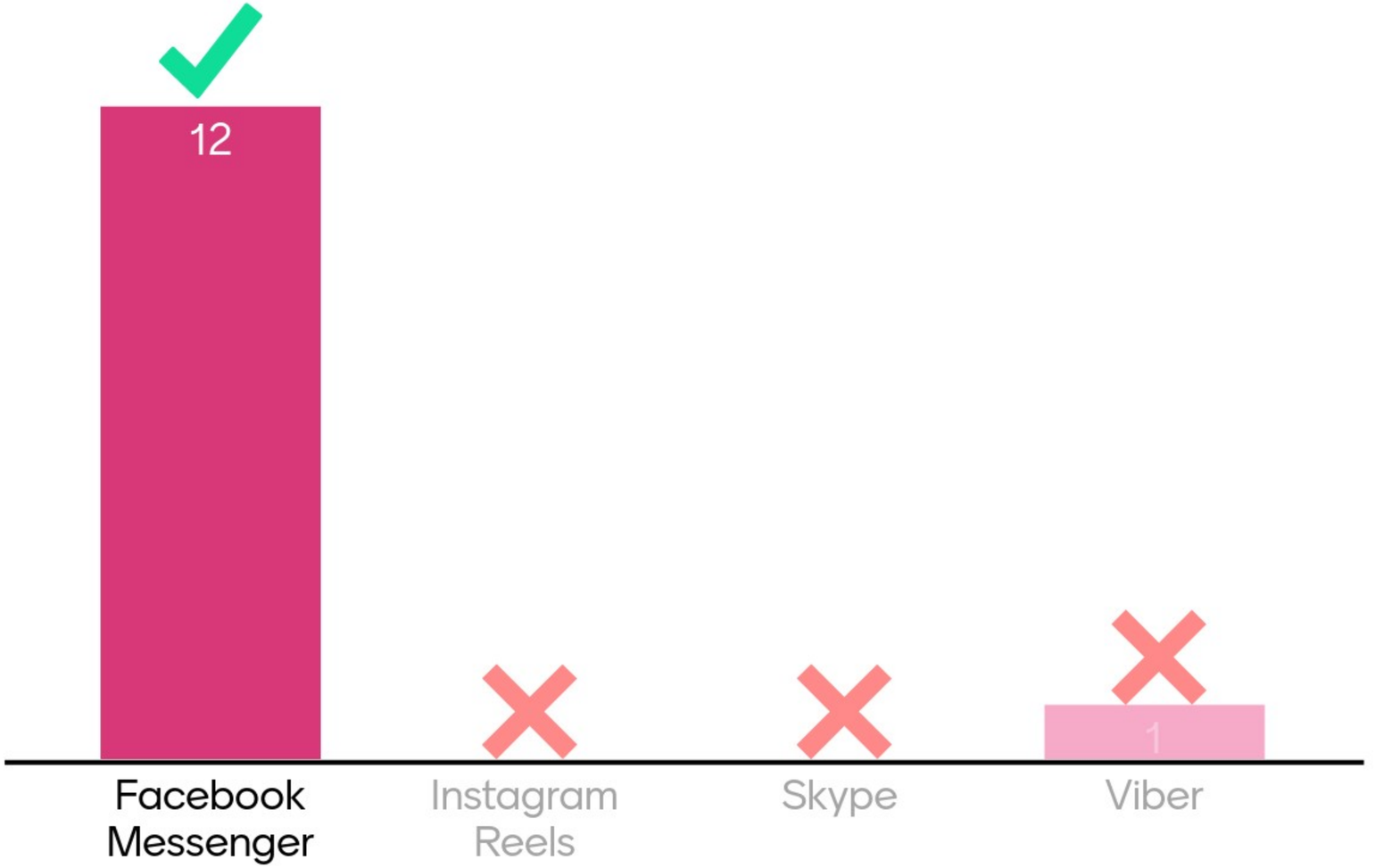
Which platform?



Which platform?



Which platform?



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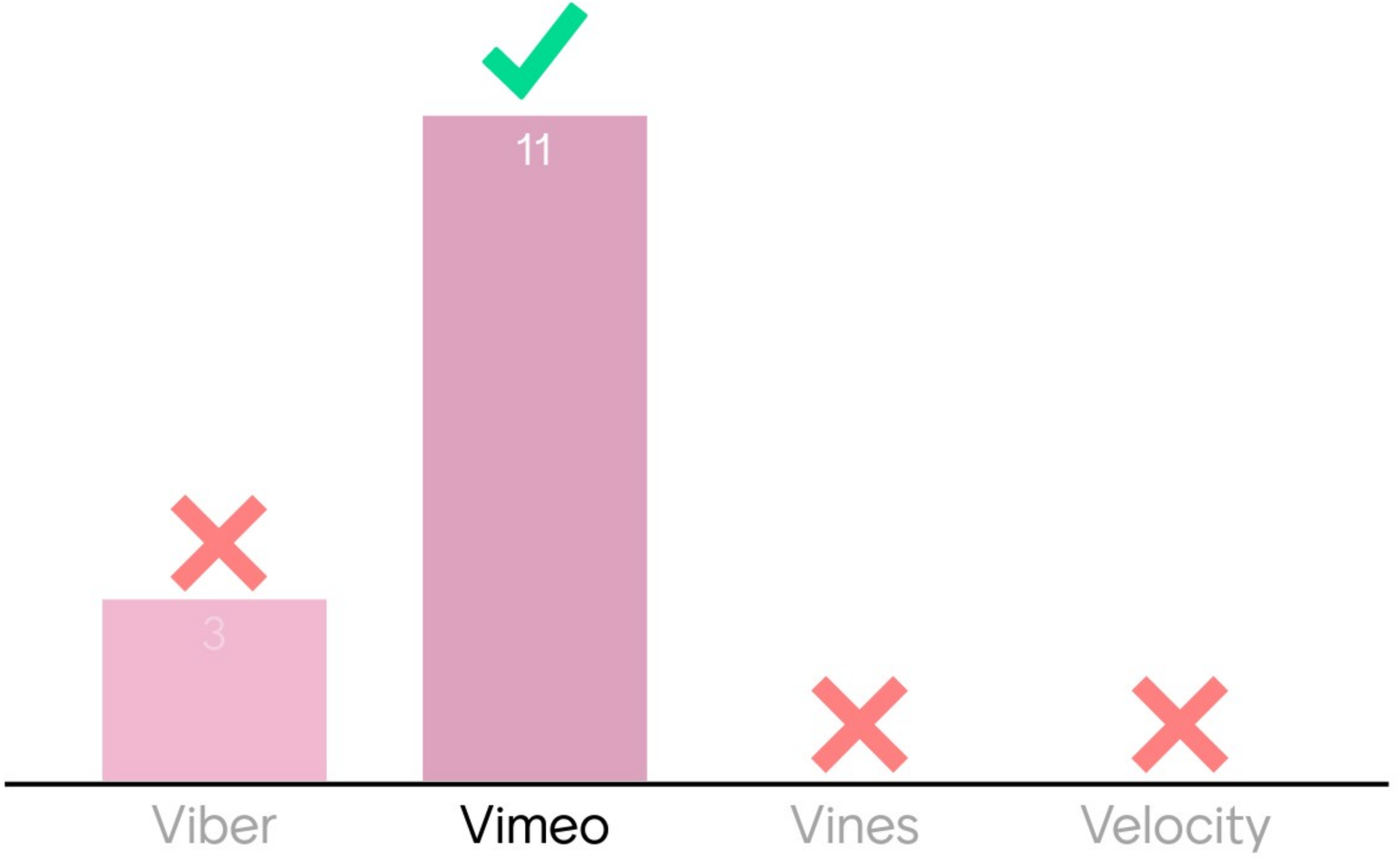
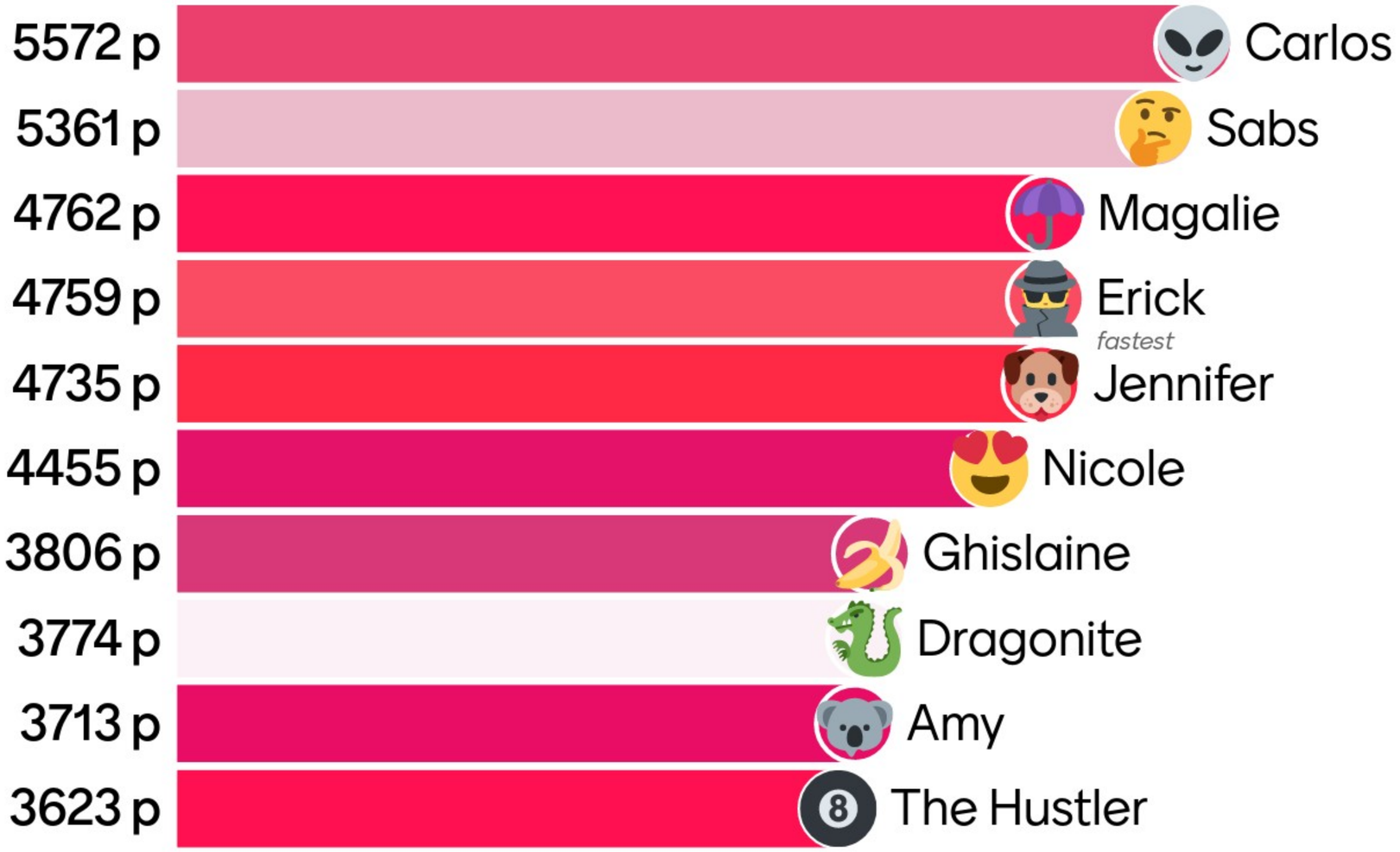
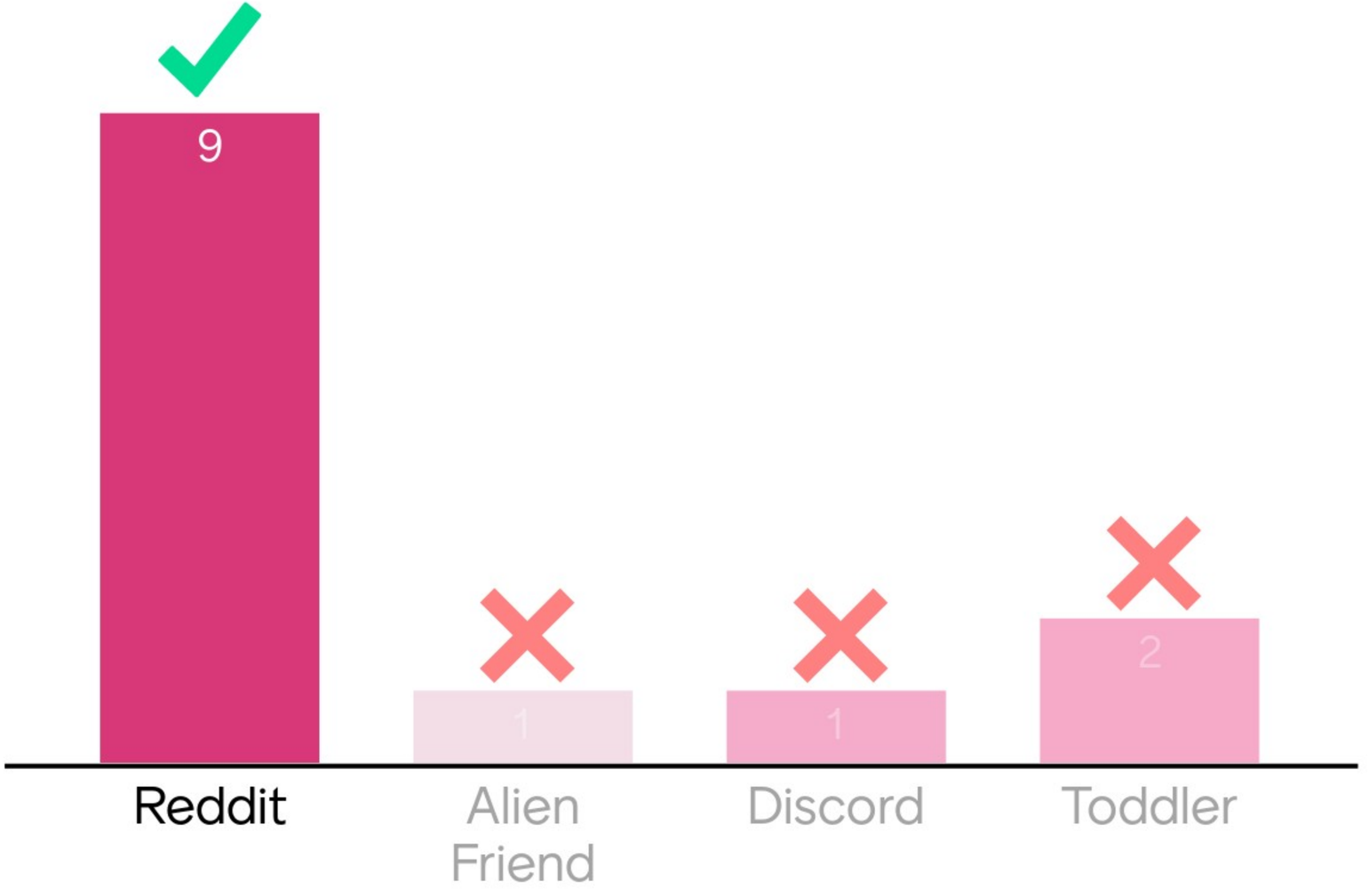


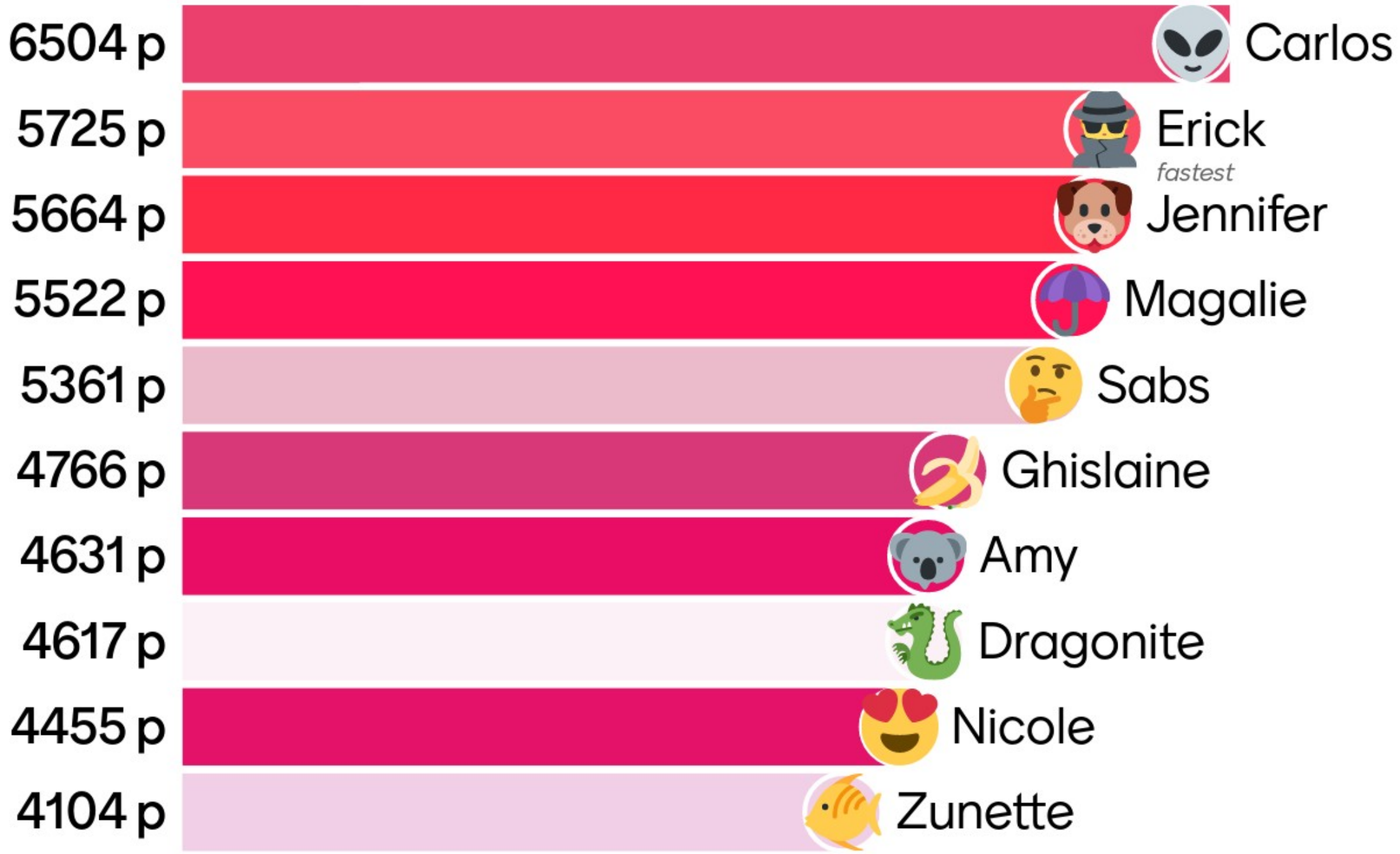
Leaderboard



Which platform?



Leaderboard



Links:

- Digital 2021 - https://www.hootsuite.com/resources/digital-trends for world wide digital trends
- www.pixabay.com for copy right free pictures
- https://contentmarketinginstitute.com/2018/02/libraries-content-stories/ (tips on content curation for libraries)
- Social Media Trends 2021 - https://blog.hubspot.com/marketing/new-social-media
- https://blog.techsoup.org/posts/how-libraries-use-social-media