WHAT’S NEW
The Quick and Dirty Social Media Update
About GetSet for Growth

GetSet for Growth is a 22-months non-profit project, fully funded by the J.P. Morgan Chase Foundation.

Our mission is to help 500 young businesses until October 2019, to persevere and grow into sustainable ventures.

We do this by providing no-nonsense, plain English, highly practical support to help you find the right solution for your funding needs, create a winning marketing strategy and strong financial structures.
Speaker

Orsi Toth

E: orsi.toth@getsetforgrowth.com
M: 07964 372 703
T: @getsetlondon
UK social media usage 2014 to 2017

## UK social media usage 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>UK Users</th>
<th>Total Users</th>
<th>Useful Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook:</strong> A social sharing networking site.</td>
<td>32,000,000</td>
<td>1.65 billion</td>
<td>83.6% of Facebook’s daily active users live outside the U.S. and Canada.</td>
</tr>
<tr>
<td><strong>YouTube:</strong> The top website used for video uploading and viewing.</td>
<td>19,100,000</td>
<td>1,300,000,000</td>
<td>3.25 billion hours of Youtube videos are watched each month.</td>
</tr>
<tr>
<td><strong>Twitter:</strong> A Micro-blogging platform.</td>
<td>20,000,000</td>
<td>1.3 billion</td>
<td>50% of users visit the website of a small or medium business they follow.</td>
</tr>
<tr>
<td><strong>Instagram:</strong> A photo and video sharing social networking.</td>
<td>14,000,000</td>
<td>500,000,000</td>
<td>80 million photos are shared each day on Instagram. 14 million.</td>
</tr>
<tr>
<td><strong>Google+:</strong> A social networking project used to connect with businesses and users.</td>
<td>12,600,000</td>
<td>2,200,000,000</td>
<td>74% of Google+ users are male.</td>
</tr>
<tr>
<td><strong>Pinterest:</strong> A popular photo sharing website.</td>
<td>10,300,000</td>
<td></td>
<td>92% of Pinterest users access it through their mobiles.</td>
</tr>
<tr>
<td><strong>Snapchat:</strong> Send images and videos with a short life span over an app.</td>
<td>13.6 million</td>
<td>600,000,000</td>
<td>9,000 Snaps are shared each second on the app.</td>
</tr>
<tr>
<td><strong>LinkedIn:</strong> B2B platform for networking professionally.</td>
<td>19,000,000</td>
<td>467 million</td>
<td>The most overused word on a LinkedIn profile is “Motivated”.</td>
</tr>
<tr>
<td><strong>Tumblr:</strong> A popular microblogging platform used to broadcast messages.</td>
<td>9,000,000</td>
<td></td>
<td>69% of Tumblr users are Millennials.</td>
</tr>
<tr>
<td><strong>Reddit:</strong> An entertainment, social news and social networking website.</td>
<td>6,600,000</td>
<td>1.3 billion</td>
<td>The average time a Reddit user spends on the site is 16 minutes.</td>
</tr>
</tbody>
</table>

[https://social-media.co.uk/list-popular-social-networking-websites](https://social-media.co.uk/list-popular-social-networking-websites)
UK social media usage 2017

**Substantial ‘reciprocity’ across major social media platforms**

% of users of each social media site who use another social media site

<table>
<thead>
<tr>
<th></th>
<th>Use Twitter</th>
<th>Use Instagram</th>
<th>Use Pinterest</th>
<th>Use LinkedIn</th>
<th>Use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Twitter</td>
<td>49</td>
<td>38</td>
<td>29</td>
<td>45</td>
<td>29</td>
</tr>
<tr>
<td>users who ...</td>
<td></td>
<td>38</td>
<td>45</td>
<td>54</td>
<td>43</td>
</tr>
<tr>
<td>% of Instagram</td>
<td>65%</td>
<td></td>
<td>57</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>users who ...</td>
<td></td>
<td></td>
<td>54</td>
<td>48</td>
<td>41</td>
</tr>
<tr>
<td>% of Pinterest</td>
<td>48%</td>
<td>48</td>
<td></td>
<td>41</td>
<td>43</td>
</tr>
<tr>
<td>users who ...</td>
<td></td>
<td>54</td>
<td>54</td>
<td>48</td>
<td>41</td>
</tr>
<tr>
<td>% of LinkedIn</td>
<td>54%</td>
<td>48</td>
<td>48</td>
<td>54</td>
<td>48</td>
</tr>
<tr>
<td>users who ...</td>
<td></td>
<td></td>
<td>48</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>% of Facebook</td>
<td>93%</td>
<td>95</td>
<td>92</td>
<td>89</td>
<td></td>
</tr>
<tr>
<td>users who ...</td>
<td></td>
<td></td>
<td>95</td>
<td>95</td>
<td></td>
</tr>
</tbody>
</table>

Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
FACEBOOK

Stagnant user base, shrinking revenues and growing costs = **fall in its stock-market valuation of almost $120bn (£92bn)**, the largest single loss of value in Wall Street history.

– In the US, its daily user base is stagnant;
– in the EU, it has shrunk by three million.
– Worldwide growth is 22 million users, driven largely by growth in India, Indonesia and the Philippines.
De-prioritising page content
move “from focusing on helping you find relevant content to helping you have more meaningful social interactions.”
“We decided that having the community determine which sources are broadly trusted would be most objective.”

Privacy and fake news issues
Working hard to solve fake news issues of the upcoming US elections

https://www.facebook.com/zuck/posts/10104445245963251
FACEBOOK

Groups as the new scene for interactions

“There will also be more group content. Group content tends to inspire a lot of conversation. Communities on Facebook are becoming increasingly active and vibrant.

”Adam Mosseri // Head of News Feed

AI driving News Feeds

Adapts to individual user preferences, prioritises live video and most watched content and posts that promote person-to-person interaction.
“Facebook is encouraging marketers to look at their fan bases as a way to make paid advertising more effective rather than using it as a free broadcast channel. Facebook says you should assume organic reach will eventually arrive at zero.”
FACEBOOK – To Do

• get as much interaction from a single post as possible
• Remind followers of the Pages feed, See first option and to engage with your content
• Live videos
• Treat Facebook as an advertising platform
  – Custom Audiences: Target Facebook ads based on your email list.
  – Lookalike Audiences: Target Facebook users similar to your customers.
  – Audience Insights: Learn about your existing Facebook audience to better target your ads.
  – Facebook Exchange: Place retargeted ads on Facebook for users who’ve visited a certain product or service page on your site.
  – Messenger and Stories Ads
TWITTER

How to address:
– Trolling
– Fake news
– Revenue

The Twitter timeline:
– Ranked tweets
– “In case you missed it”
– Remaining tweets in reverse-chronological order
TWITTER – To Do

– When your tweets receive many interactions, they would be ranked at the top of your followers’ timeline and, sometimes, even shown to people who aren’t following you.
– Re-use your top posts
– Get the timing right
– Videos are six times more likely to be retweeted than photos and three times more likely to be retweeted than GIFs
– Engage in Twitter chats
– Reply to mentions
INSTAGRAM

Overtaking Snapchat with teens but just so

85% daily users vs 84%, 36% says they prefer Instagram

1 in 5 organic Instagram Stories from brands see at least one direct message from a consumer

average time spent on Instagram per day grew to 28 minutes since the launch of Stories

AR battles: face filters, stickers and augmented reality
INSTAGRAM

IGTV not bringing results fast
   Failed mass launch
   Competing via vertical video
   Unsure audiences
Paid partnership feature
The changing face of influencer marketing
Message “pods”
INSTAGRAM

Follow Hashtags

"discover more posts from the interests and communities you care about,"

Opportunities

Monitor trends and industry happenings

Get in front of more people using strategically chosen hashtags

Using hashtags related to your geographic area and industry if local business
PINTEREST

Search engine VS social media

2 billion monthly searches

Lens Your Look - transforms your phone into your own personal stylist

if someone takes a picture of a chair they love—and your business sells a similar chair that’s featured on Pinterest—then there’s a good chance that your photo will pop up for them to see.
New organising features:

archive a Pinterest board once they’re finished with it;
reorder sections and pins within a board;
and sort all of their boards alphabetically, by most recent or oldest, or using drag-and-drop.

Better analytics and new ad formats
Regular trend reports to see what people are searching for

SNAPCHAT

First decline in the apps history reported for q2 2018

Separating business from friendship

  Backlash from users last year

  Redesign again based on feedback: chronological order, separate people and brand content

Lens Studio for DIY Lenses

  “a free desktop app for Mac and Windows with easy to use guides and tools that students, creatives, and developers alike can use to bring their creations to life.”

Free ad credit to poach advertisers
SNAPCHAT

Snap Map: new web-based map features public stories posted from locations seen on an overhead Snap Map and a heat map that shows user activity.
SNAPCHAT

Analytics for Select Creators who are either part of Snapchat’s Official Stories program or have large followings with “a slew of view count and demographic analytics on their Snapchat profile”
SNAPCHAT

• Fun Facts
• Active Snapchatters open the app 18+ time every day.
• More than 400 million Snapchat stories are created per day.
• The average daily user of Snapchat creates more than 20 messages, or “snaps,” per day.
• It would take you 10 years to view all the photos shared on Snapchat in the last hour.
• By the time you’d viewed those, another 880,000 years’ worth of photos would have been shared.
• More than 20,000 photos are shared every second.
YOUTUBE

Focus on engagement

community tab (10,000 subscribers or more)

contacts

Reel on mobile [closed Beta] – ephemeral content
YOUTUBE

Plans to launch new education channel, Youtube Learning
With its own original content as well as that of creators.
Organisations such as Goodwill and Year Up will help curate.
Youtube will spend £15 million in house and with creators.

New EU copyright directive can change content as we know it
“Meme ban”
article 13 forces major platforms to scan through all uploaded content to make sure nothing includes copyrighted material.
LINKEDIN

Betting heavily on content

50 strong editorial team of professional journalists from around the world

Trend reporting based on the Economic graph, a dataset of 560 million members, 50,000 skills, 20 million companies and 15 million open jobs

Original content is on the rise but – as opposed to Facebook – strong emphasis on enticing the right publishers

Needs to become stickier to increase advertising revenue
LINKEDIN

Educate with LinkedIn video
native video for LinkedIn

Update your status frequently

Nurture connections

Career Advice

a new feature that helps connect members across the LinkedIn network with one another for lightweight mentorship opportunities

Four Microsoft CXO positions get paid based on stock performance, including LinkedIn

J.P. Morgan YTKO GROUP
TOOLS

• **Bot Builder** for automation conversation workflows. The feature allows brands to easily create, preview and deploy chatbots to their Twitter or Facebook in minutes.

• **Linktree** creates a little landing page out of the link in your bio.

• **Prime** will take a look at your Instagram analytics and tell you the best times to post for YOUR audience.
A WIDER VIEW
A WIDER VIEW
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2. Apply
3. Offer

www.getsetforgrowth.com/register