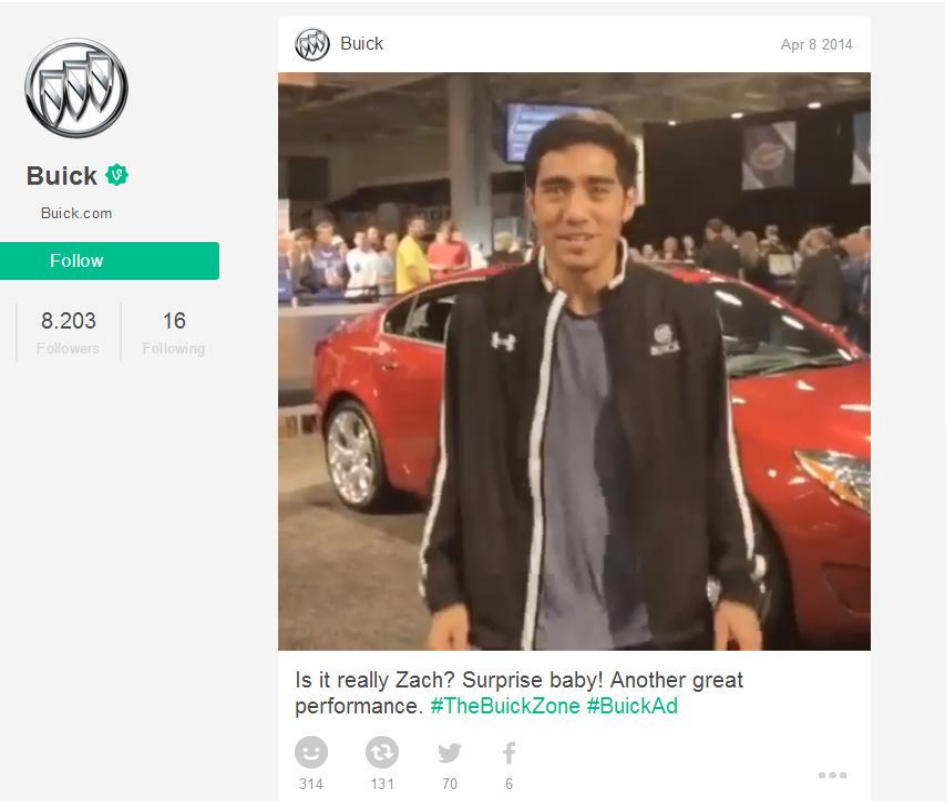
Branding



https://vine.co/Buick

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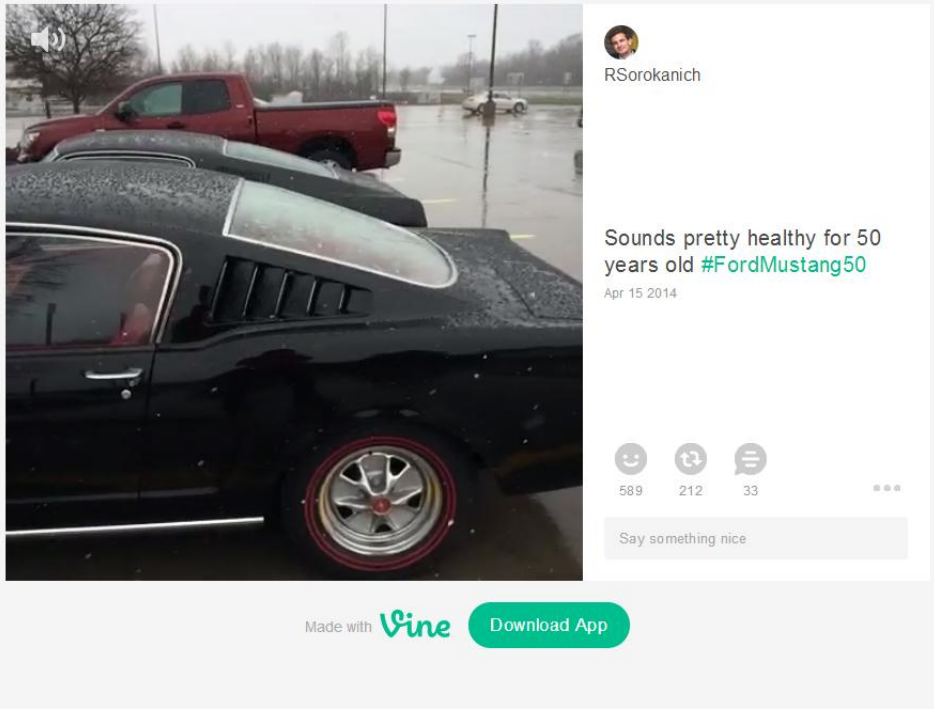

Awareness

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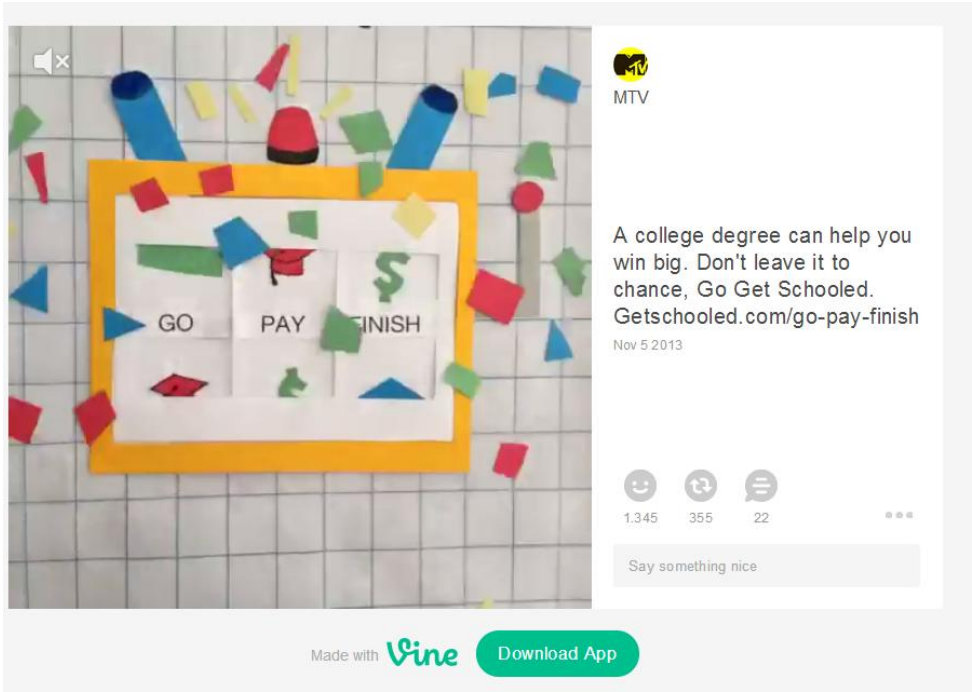
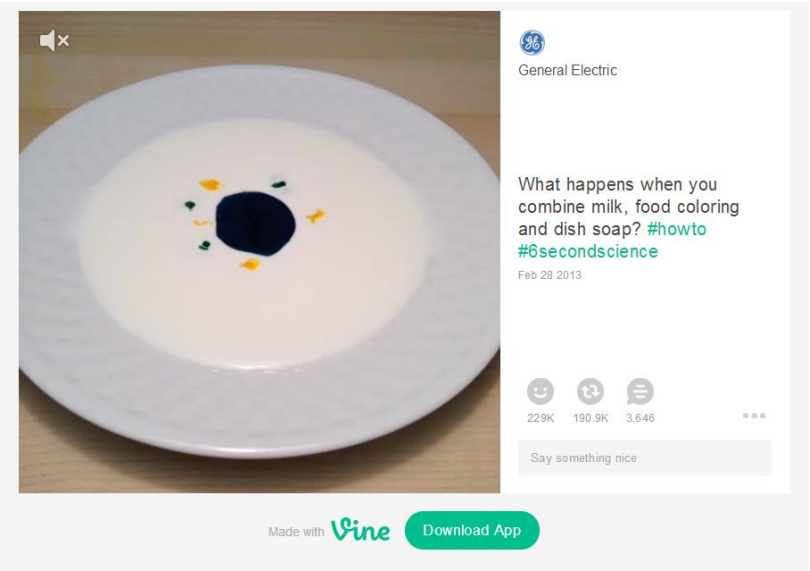


Education



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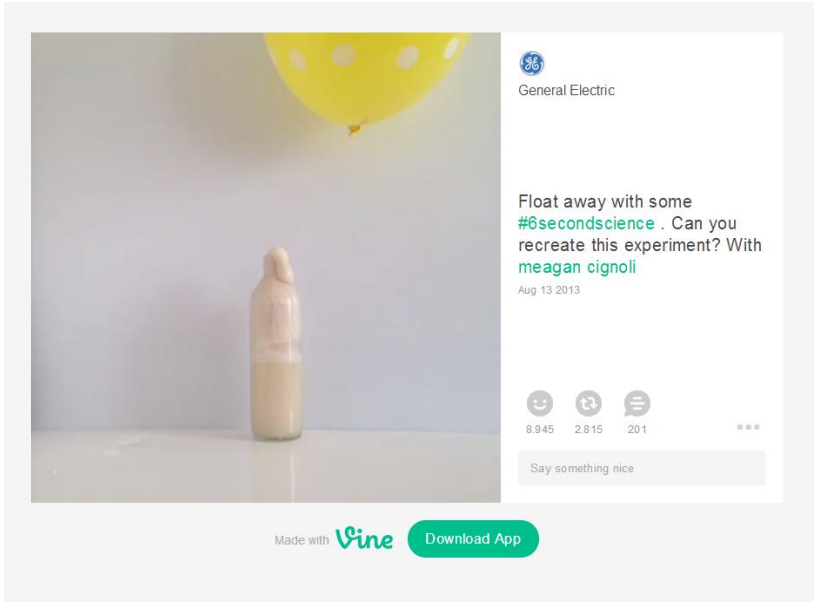

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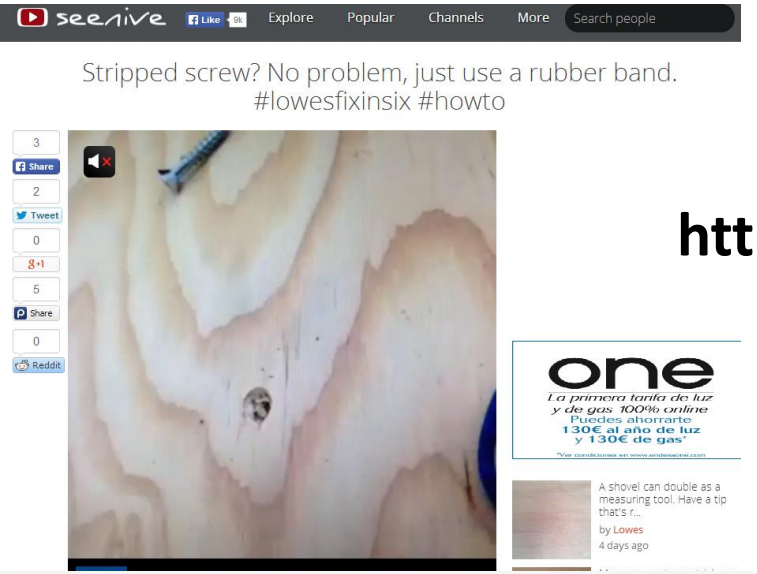
Informative - practical



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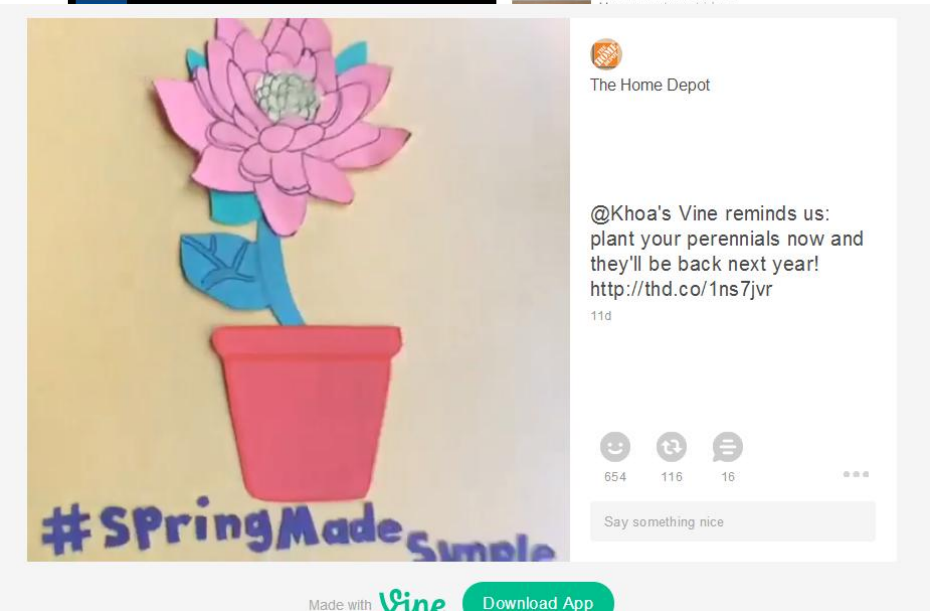

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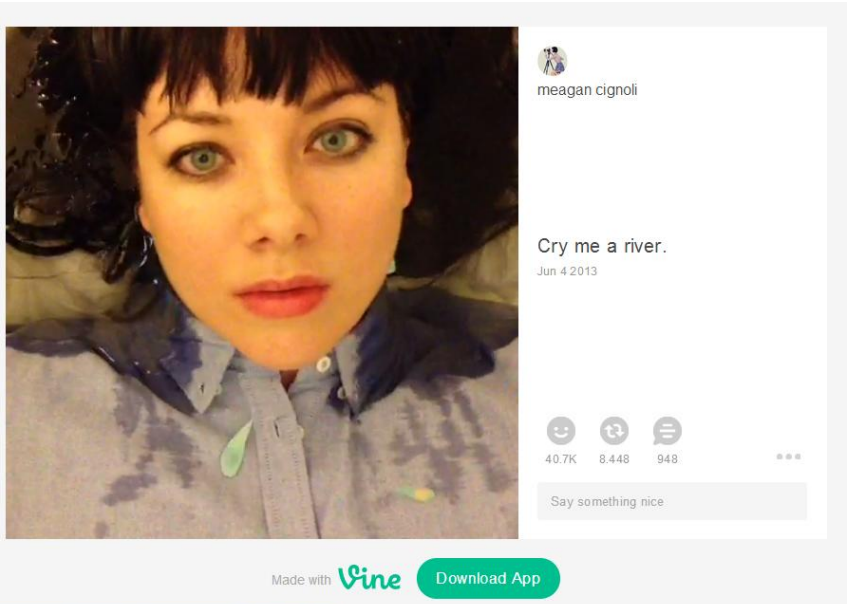
Emotional



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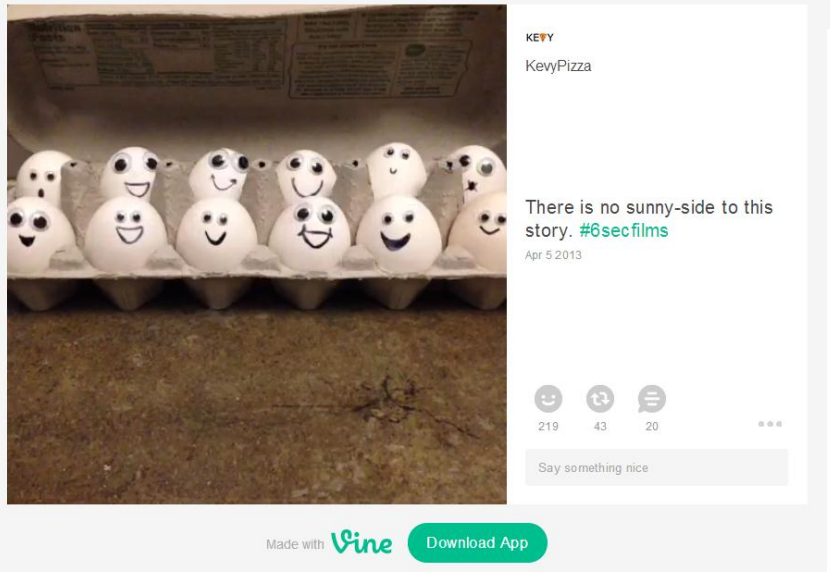
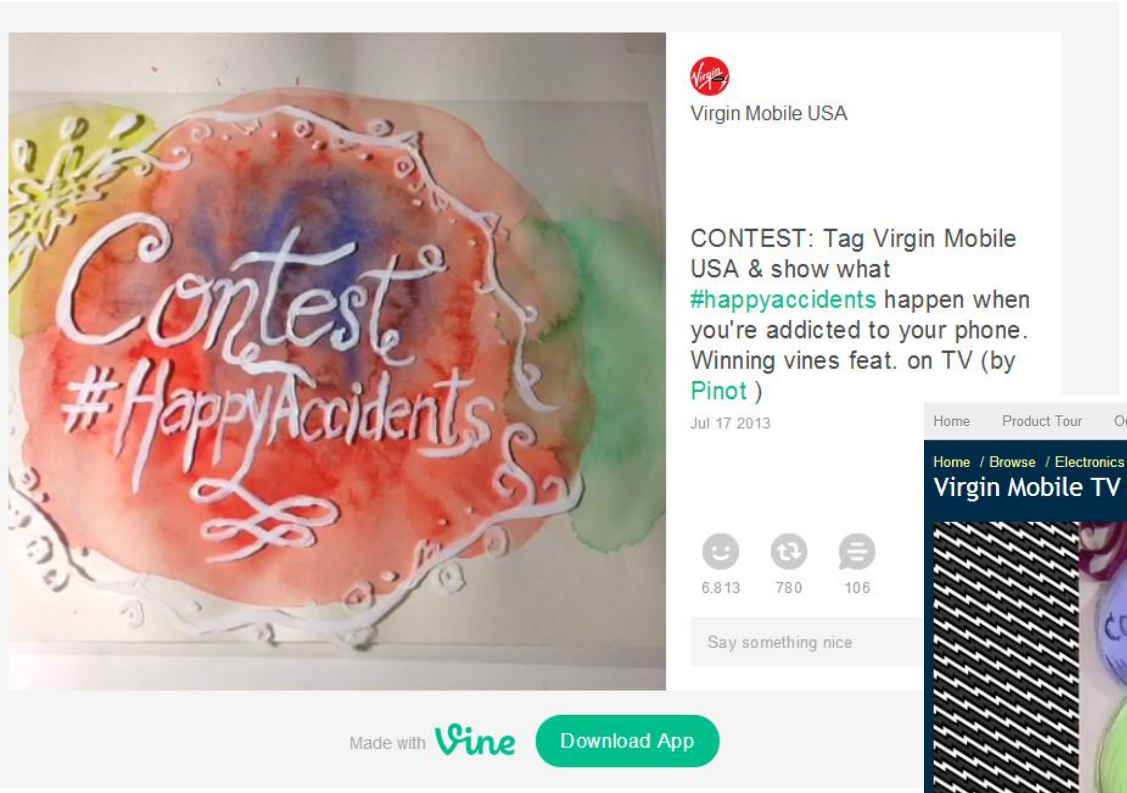


https://vine.co/v/bThFt1qVJnW

Participate



http://www.ispot.tv/ad/7bzh/virgin-mobile-vine-winners

New lang, new codes

Even more than other visual platforms, Vine demands genuine Generation F skills:

- Ability to talk to broad audiences
- Able to concentrate ideas in simple messages
- Assertive
- Analytic
- Creative
- Fast thinking
- Fast synthetizing

INTERNET IN SPAIN

- **Over 50% of Spaniards use internet daily!**
- **72% have access to internet!**
- **64% of users of last 3 months are in social media: Facebook / Twitter**
- **14,6% are in professional social media: LinkedIn / Xing**
- **Women are slightly more active: 65,6% vs 62,8%**

Source:

Estudio "Sociedad de la Información en España 2013", Fundación Telefónica.

VISUAL COMMS

SOME FIGURES

March 2010

70 M users, 80% women

30.000 M Pinterest pins,

35 M Pinterest boards

5 M daily article pins

8% of European users have a P account

October 2010

200 M people active/month

70% log at least once a day

60 M photos per day

1.600 M likes daily

October 2012

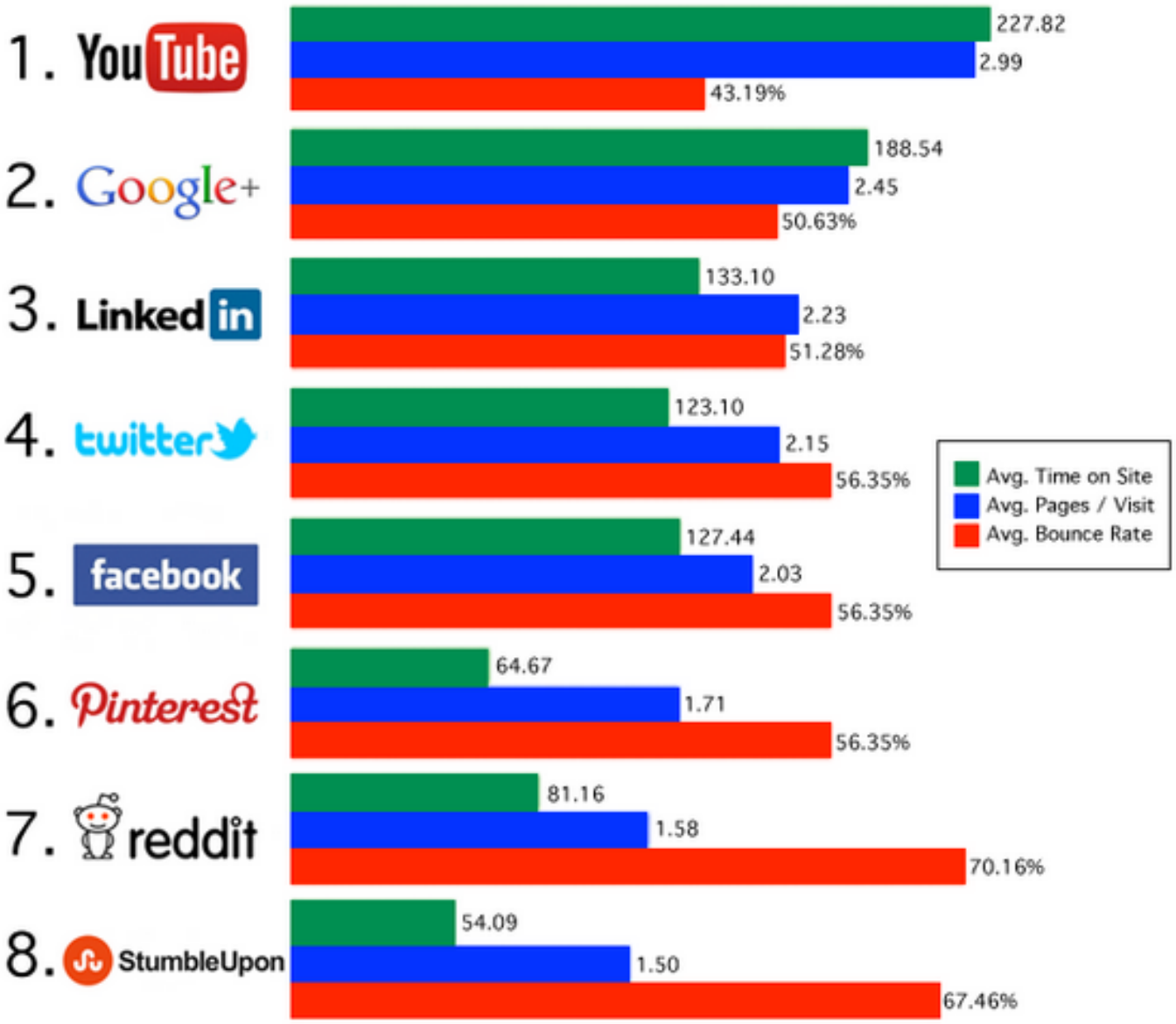
13 milion of users in the first 4 months

1,100M users

Social Media Post-Click Engagement

(September 2013 - February 2014)

Presented by: Shareaholic



Data based on average activity across over 200,000 sites and 250+ million unique visitors each month

- Storytelling
- Branded content
- Brand communication vs advertising
- Emotional communication
- Microcommunication vs mass communication

REASONS FOR FACEBOOK USE WHERE WOMEN OUTNUMBER MEN

U.S.

Men
Women

Source: Pew 2013

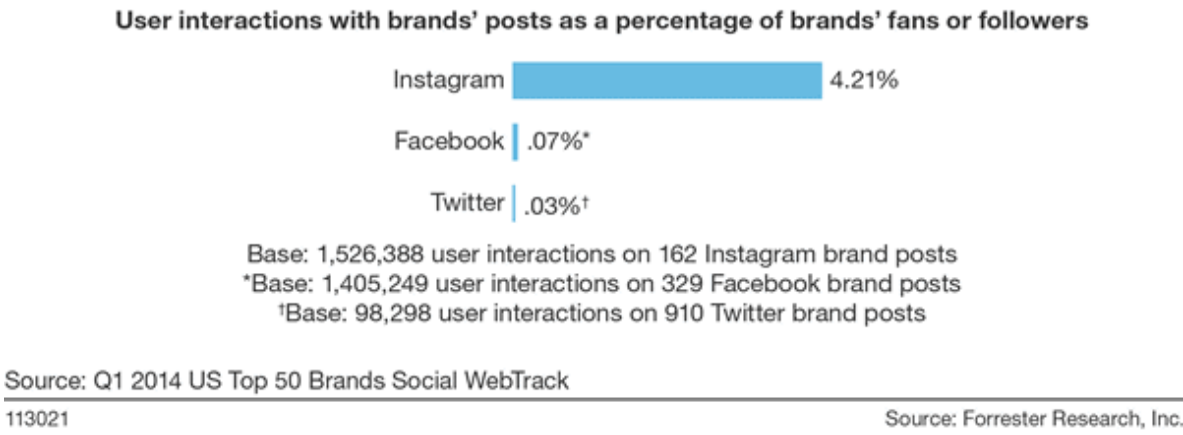
Source: 2014 Mobile Behavior Report by ExactTarget

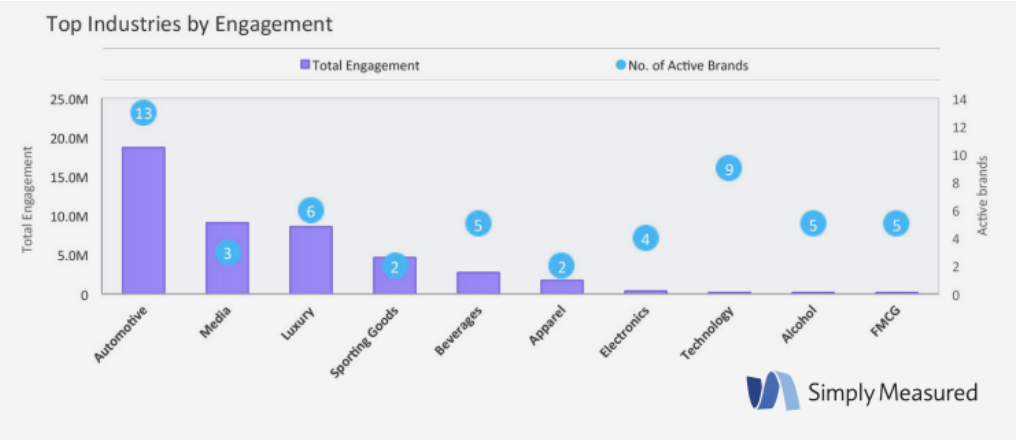
Women are also less likely to take action on **paid digital advertising**

Source: Nielsen 2013

- Generation Facebook (Generation F) is a demographic group that has grown up using social media as their primary networking tool. Networking on social sites may takes priority over one-on-one email exchanges, telephone calls or even in-person meetings.
- Members of Generation Facebook -- also called the Facebook generation -- have grown up connected to social media networks, often by mobile devices such as smartphones and tablets, as well as more traditional desktops and laptops. Social networking has changed the way these individuals meet acquaintances and interact with people across the globe, leading to relationships that do not necessarily overlap with a local group of friends met in person. For this generation, online relationships are just as important as face-to-face interactions, often offering encouragement, support and knowledge-exchange opportunities.
- The expectations of Generation Facebook are expected to change the way businesses incorporate technology. According to Gary Hamel, author of The Wall Street Journal's "Gary Hamel's Management 2.0" blog, organizations must provide Generation Facebook with a social environment at work to reflect the social context of the Web.
- *See also:* millennial generation (also called generation Y)
- **RELATED GLOSSARY TERMS:** hackathon, newsfeed, sea change, data products, sharing economy,social media policy, omnichannel, consumer experience (CX), Slashdot, Information Age
- *Contributor(s): Emily McLaughlin*
- *This was last updated in* October 2012
- *Posted by:* Margaret Rouse

According to a recent [Forrester study], brands on Instagram are getting exponentially more engagement as a percentage of followers/fans than content on Twitter or Facebook.





According to another [study by eMarketer], Instagram is catching up with Twitter for U.S. users. Brands are also taking notice. Instagram owns the automotive, media and luxury industries, with an impressive number of Interbrand 100 companies generating a massive amount of engagement, way more than that of Facebook and Twitter.

- As digital marketing begins to mature, an interesting trend is emerging.
- Over the last decade, the digital industry has primarily focused on optimizing the consumption experience. For example, content networks like YouTube, Vimeo, SlideShare, and Soundcloud have become well established in our culture, and users are now highly familiar with how to upload content to these platforms and share that content on their blogs, websites, and social media pages so others can view and enjoy it.
- Today, focus is shifting to making the authoring experience easier, including ways to remove the barriers to creating engaging, high-quality visual content.
- **Out with the old**
- Historically, the best visual content had to be created by highly skilled professionals. Image design required the use of massively complex suites of tools that had virtually unlimited options and features, but steep learning curves. This was great for the most imaginative of visual artists, but for the rest of us design mortals, the concept of unfettered freedom often paralyzed our productivity: There were just too many options, too many tools to master, and too many possible directions we could go in. Inevitably, we would get bogged down in the decision process and fail to move into the actual creation phase.
- **In with the new**
- Thankfully, a new class of tools is emerging that offers a simpler, leaner approach to creating visual content. While these tools still enable marketers to design compelling and powerful visual content, they streamline the creation process and set tighter parameters so creators don't get as overwhelmed.
- ANDY NEWBOM AND NICK KELLET

Cospedal ya tiene su propio meme

eldiario.es

08/05/2014 - 17:51h

Me gusta 7405 Twittear 608

Mª Dolores Cospedal
@mdcospedal
Seguir

#BringBackOurGirls

4:54 PM - 8 Mayo 2014

332 RETWEETS 163 FAVORITES

¿Qué puede salir mal si María Dolores de Cospedal sube a su Twitter una foto en solidaridad con las niñas secuestradas en Nigeria y lo hace sosteniendo un trozo de papel en blanco? Puede ocurrir esto.

- “PR agencies used to work in a siloed approach but changes in the media landscape have meant that clients now require a more integrated approach to communications from their PR agency”, commented Giles Peddy.
- PR professionals need to understand how to make the connection between social media, lobbying, media and digital. “While this creates a much more complex area for PR, that’s what makes it exciting”.
- Will Hayward also highlighted the key role of PR in “telling interesting stories and understanding how to tell those stories to get people excited” to enhance brand engagement.
- **Measuring impact**
- Nicolas Chabot emphasised the need to set clear campaign objectives and activity outputs before starting a campaign, to map targets and results to measure against and help identify relevant influencers.
- “Choose your angle and strategy and then select the most relevant people”, said Chabot.
- On a related note, Giles Peddy added, “Context is key. Campaigns should be driven by analytics to determine what your audience wants”.
- **New era of advertising**
- “The disruption has only just started”, stated Hayward, referring to the shift in advertising and communications in the “new era of advertising”.
- The key to Buzzfeed’s advertising strategy is in creating branded content native to the platform. Consumers are much more likely to share, engage with and endorse brand messages.
- Hayward also suggested that creating more targeted, localised content for specific audiences has greater resonance and impact than viral content – this is what influence is about.
- Speaking specifically about social media, Hayward noted that mass social communication platforms (Facebook, Twitter) will always be popular, however one to one platforms – SnapChat and Whatsapp in particular – have phenomenal scale. But, marketers need more sophisticated analytics from these platforms if we are to maximise their potential.

It’s obvious to see why this is the case:

✓After Instagram rolled out its short video service in June of last year, it now offers both engaging pictures and video.

✓Currently, Vine still only offers its signature 6-second videos, which (at least for brands) is not such a big draw.

✓Even Twitter, which has positioned itself as the go-to place for Vine videos, cannot successfully pull in brands to post content with Vine.

✓It seems that Instagram made a great bet by encroaching into Vine’s viral video territory, that will continue to pay off down the road.