

Crafting a Cutting-Edge Social Media Approach in 2024

Steps to attract, get, and keep audiences.

TCA Webinar



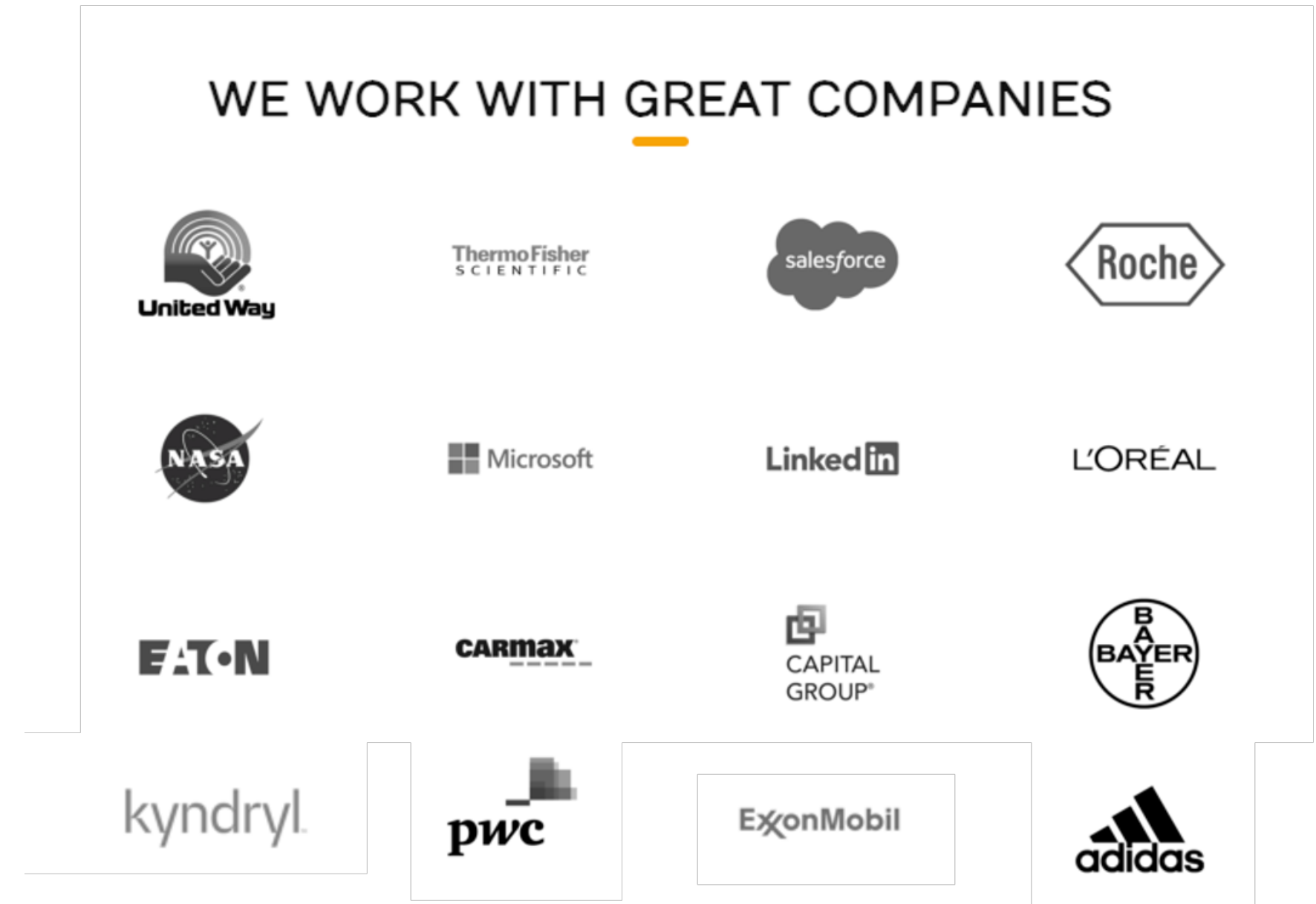
YOUR HOSTS



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What we're going to talk about today

1. Social Media - what the heck is going on?
2. Trends
3. Social Media Audit
4. Now what?
5. May Webinar

What the heck is going on with Social Media?

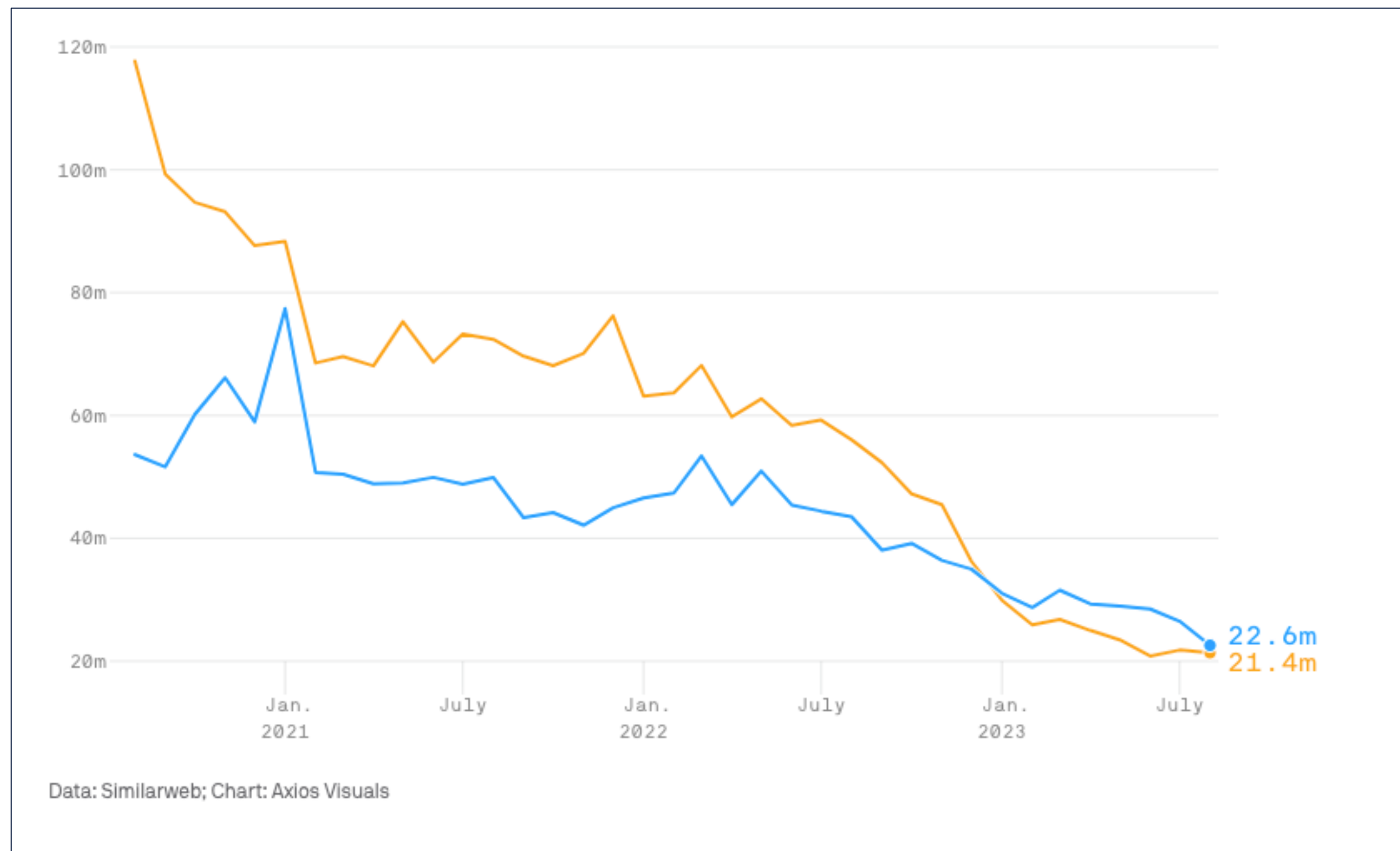
The Most Current Headlines

- As of this week Threads has more daily US users than X... But....
- TikTok is still the fastest-growing social network (13%). But, this week the Senate has now passed the bill requiring the company to divest within a year. Almost certainly going to become law.
- Meanwhile... YouTube continues to outperform all other social platforms in terms of ad revenue....
- But.... X is second (only to YouTube) in terms of “Attention Metrics” – meaning how effective your advertising might actually be. You know, if you want that kind of attention
- LinkedIn just released its new premium company pages
- Meta just released quarterly results – they were astounding.
- Alphabet just released quarterly results – they were meh....
- Microsoft quarterly results drop later today – we expect that its AI tailwinds will propel the overall business’ results to more than they would have been otherwise.

But okay, what about the longer-term trends...

What's happening with the social media use?

It's growing - but in a different kind of way...



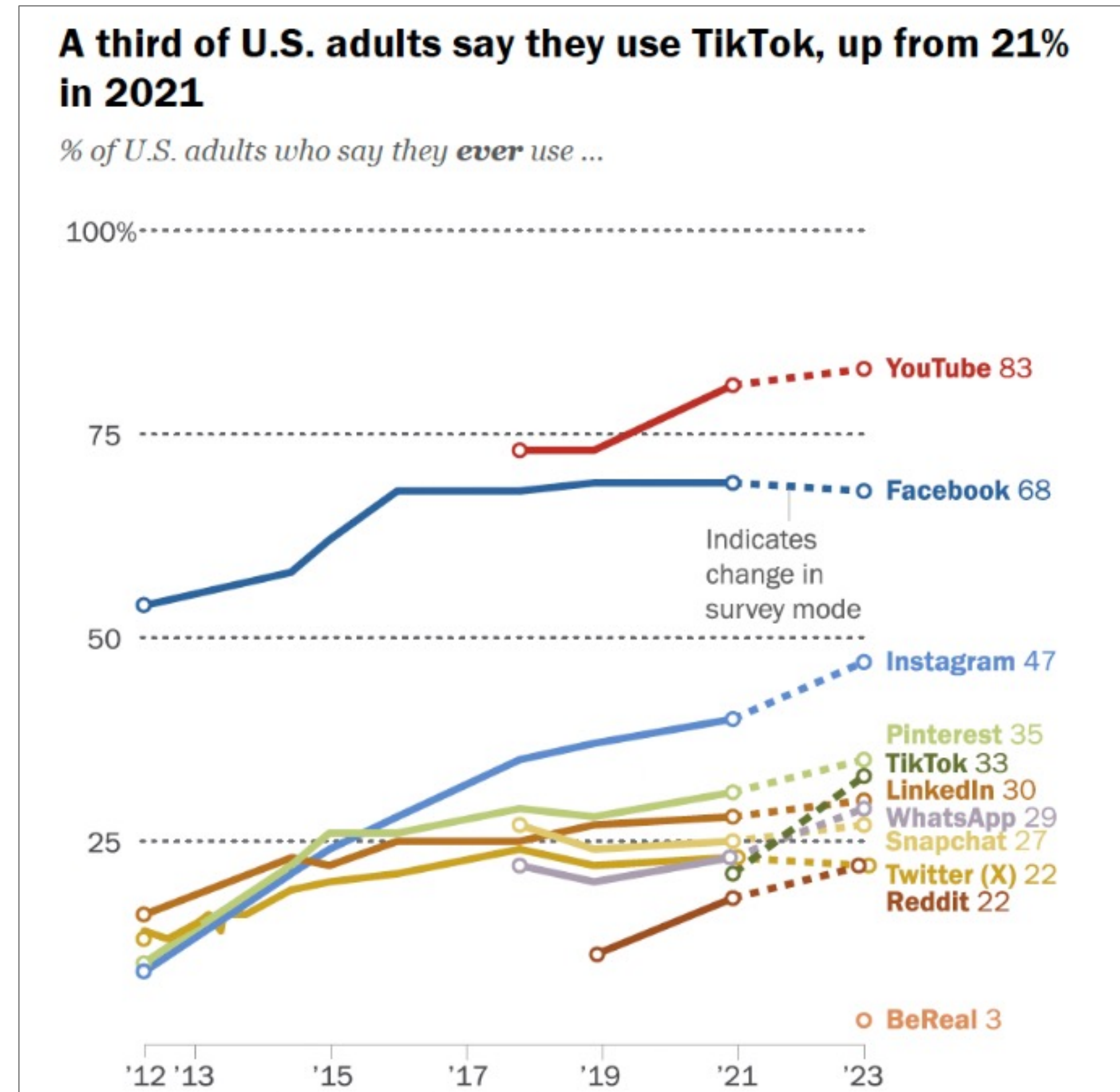
- Click-throughs have collapsed
- 61% more selective about what they post, comment, or share
- Research cites “user fatigue” and “quality concerns” (misinformation, toxicity, and advertising saturation)
- Passive overactive consumption

And other longer-term trends...

Passive consumption is up!

Across the board:

- Almost every social media platform has increased usage over the last two years.
- Twitter (X) is the only one that has seen any kind of decrease during that time
- Most New platforms (like BeReal) have struggled. However, Threads has grown significantly in the last year



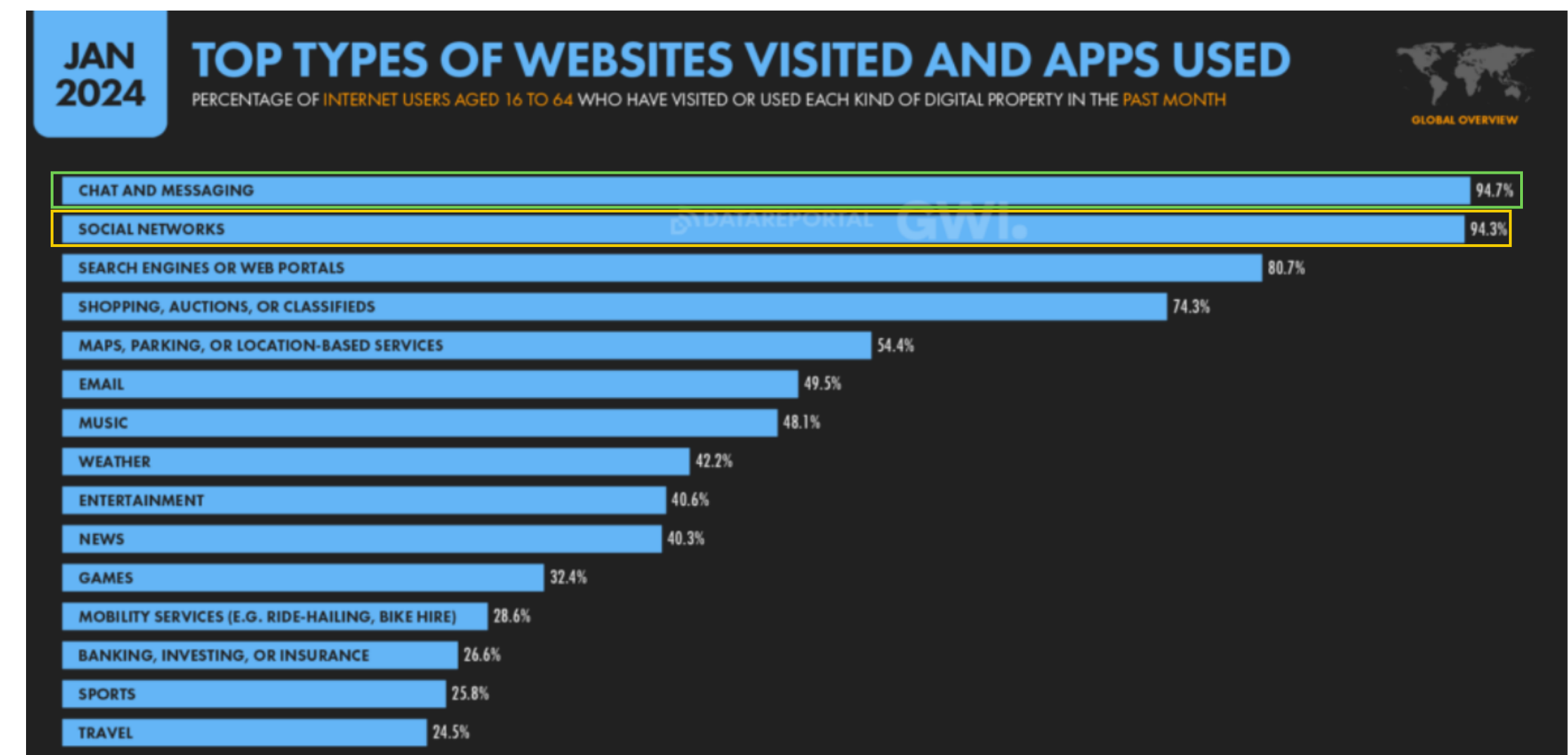
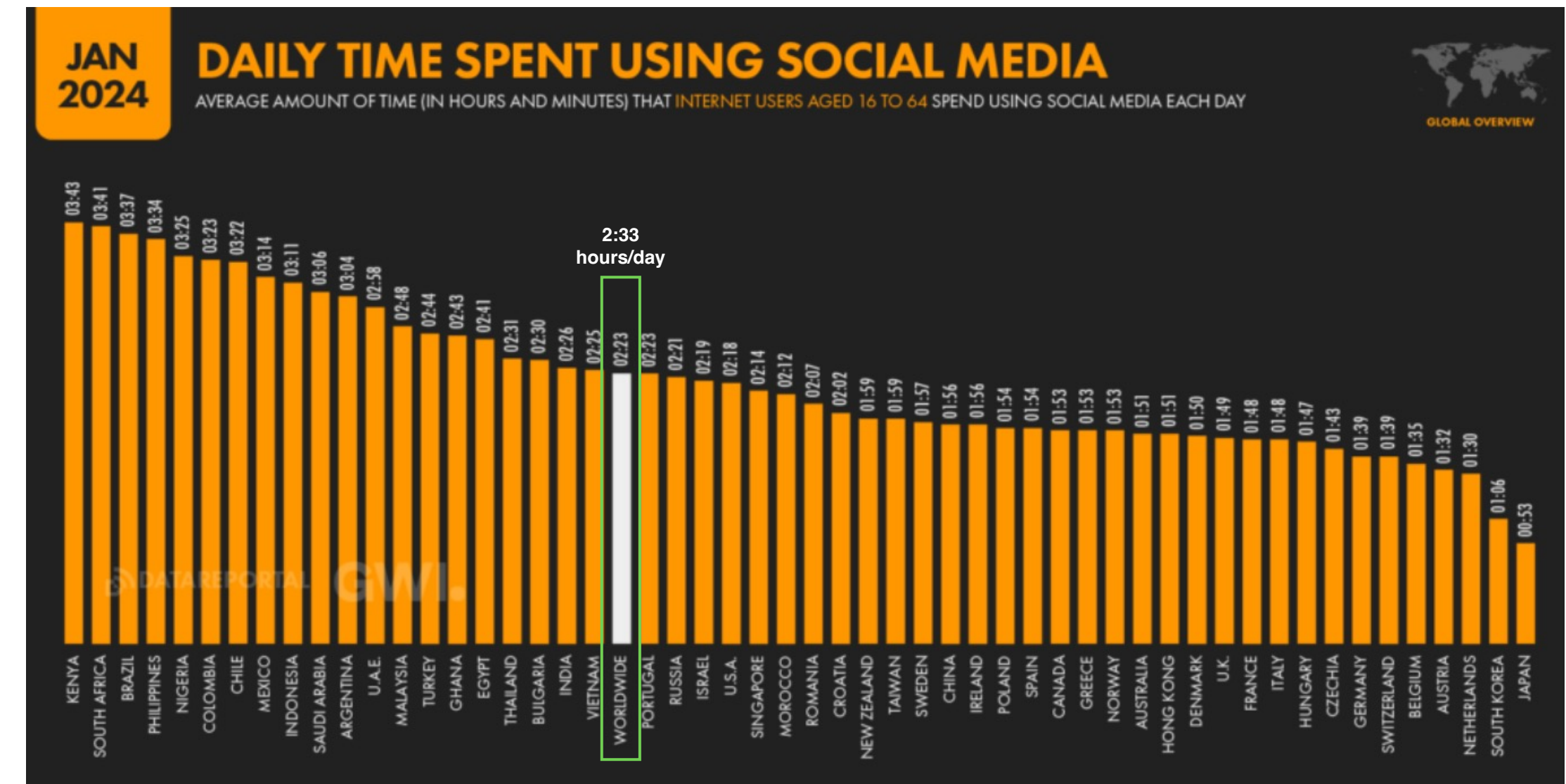
And yet more interesting longer-term trends...

The same but different.

- In 2024 - we're still spending more than 2 hours every day consuming social media

But interestingly ...

- We use direct chat and messaging even more than we do social media apps.



So, what's really going on in Social Media

We've all been TikTok'd

We ... meaning our audiences ... Are ...

- Watching, viewing, and reading content on our favorite social media platforms.
- Much less likely to click through on posts or to websites unless it's "shoppable" or more "ephemeral/disappearing" (e.g. some kind of digital scarcity).
- Aren't posting pictures of our breakfast, commenting, sharing news, or "socializing" on social media in public. If we do share - we're doing it in private groups, direct messaging, or texting each other so that we avoid the wisdom (or lack thereof) of the crowd.
- Valuing/trusting people more than brands. Brands are shifting to Content Creators & Influencers within (or in support of) because they are finding greater success than "brands" themselves (there are exceptions here to be sure).

We all have to remember

- Social Media is just Media.

McDonald's Provides A Great Example

Social Media Transforming into Content Marketing

McDonald's leans into UGC content and creates campaigns out of it.

“Fandom fuels everything we do”

~Jennifer Healan

VP of Use Marketing, Brand, Content, & Culture

Example:

- For years anime fans have made McDonald's-inspired “WcDonald's” restaurants part of movies and shows – and of course, post them through social media.
- McDonald's brought that to life in 30 markets creating food, packaging, and content – including WcDonald's.com.



So – what are the implications for us marketers...

Think of Social Media more as an earned and paid media platform...

Change in Approach



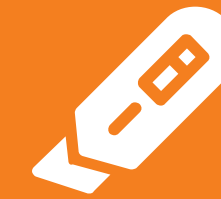
It's not community or a "news feed" any longer.

It's not a place to build a community or a PR "news feed" any longer

We look at it - as a media company would - a place to engage audiences fully with our style of original branded content.

Create a "pull" toward owned media and building audiences

Organic Works



Organic can work again

Organic reach is still hard - but the competition is no longer "pictures of my breakfast"

We have finally emerged from what Jay Baer called "competing with friends and family"

Then integrate paid programs into that idea to build a "flow"

Create Digital Scarcity



"Event-ize" your strategy - where if you're promoting it's not "articles" as much as they are events.

Creating an ephemeral nature to the content - where - it's not "noise" that you're posting but rather "best kept secrets"

Otherwise - like other media - it's about helping there - in its entirety

Social Media Audit

If you don't know what is out there, then you can't manage it.

Step 1: Social Media Audit

Get your arms around ALL the social handles and channels out there representing the company and its brands.

Step 3: Cull the Sprawl

Now the fun part - reviewing the list of audited social sites and classifying each for which will be active - Keep It, put on pause - Want It, or sunsetted - Toss It.



Step 2: Track Engagement and Audience

Dig into the details of each channel, handle, and URL for data on audience, engagement, and post frequency.

This information is critical to deciding what will be kept, tossed, or on-hold.

Step 1: Capturing the Basics on All Handles

The first step to wrangling audiences

What to capture:



Go beyond the obvious:

- Is there an executive or employee particularly vocal in promoting the company, its products, services, and or brand via their personal handle?
- Are there social handles or spaces created to support the brand or its offerings that are still live but otherwise dead ... i.e., never used?
- Are there rogue or unsanctioned handles or channels that are being used by others that should be shut down? Or at least regularly monitored?
- What about social outlets representing parts of the business that have been sold, shutdown, or discontinued?

Step 2: Engagement & Audience Data

Necessary details to make informed, smart decisions.

What to capture:



Step 3: Fun Game of Keep It, Want It, Toss It

THE first step to wrangling audiences

Keep It

- Have high rates of engagement, Large audiences,
- Have the company/brand/product name,
- Trending up accumulating engagement, audience, etc., and/or
- Are part of a strategy that is actively being executed.

Want It

- Have potential, growing audience and/or engagement,
- It's in a target-for-growth region's local language, and or
- Has influencer attention.



Toss It

- Are not sanctioned by your organization. For example, rogue brand or product handles.
- Have low-to-no engagement and/or audience. Represent brands, products, or people that are no longer part of the organization.
- Do not have an owner and/or an active strategy.

Social Media Audit Output

Simple spreadsheet to track 3 steps

Step 1: Social Media Audit

Channel	URL/Handle	Bio/URL in Bio	Verified/Authorized?	On Brand?	Post Frequency	Owner

Step 2: Audience and Engagement Data

Number of Subscribers, Followers, etc.	Engagement: clicks, retweets, like, etc.	Top Post URL	Top Post URL	Top Post URL

Step 3: Need it, Want it, Toss it

Need it, Want it, Toss it	Use for/ Purpose/ Journey Stage	What Needs to Be Changed?	Opportunities/Threats	Owner/ID/Password

Now, what should you do with social media?

You might need a social media reboot....

If you answer “Yes” to more than a couple of these

- Do you post every one of your blog posts to social as a means of promoting them?
- Is your content feed largely the same across LinkedIn, Facebook, Instagram, and X?
- What’s the current state of your company’s YouTube Channel – is it just a random collection of videos that you’ve uploaded?
- How are you handling interaction on Social Media – has one or more channels just become a place to handle complaints and trolls?

And if you answer “No” to either of these ...

- Do you have any kind of strategic approach to Social Media in 2024?
- Do each of your Social Media channels have a goal that aligns with reaching one audience with one specific set of goals.

You **DEFINITELY** need a social media reboot.

TCA Can Help

We enable success by sharing our expertise and building core capabilities within the teams we work with.

Have questions?
TCA has answers.

Feel free to write them in the webinar's chat window.

Or connect with us by scanning the QR code below and sending us a note.



Our Proven Approach

Direct Efforts

TCA has unique capabilities to apply a wide array of niche content talent and expertise to support your content lifecycle needs.

Deliver The Plan

Success is a journey, not a destination that requires a strategy and a plan. We help clients build a plan and timeline that is right for them.

Build Capabilities

With a foundational knowledge base established, TCA guides teams to adopt and build core content and marketing skills within their own teams.

Assess & Validate

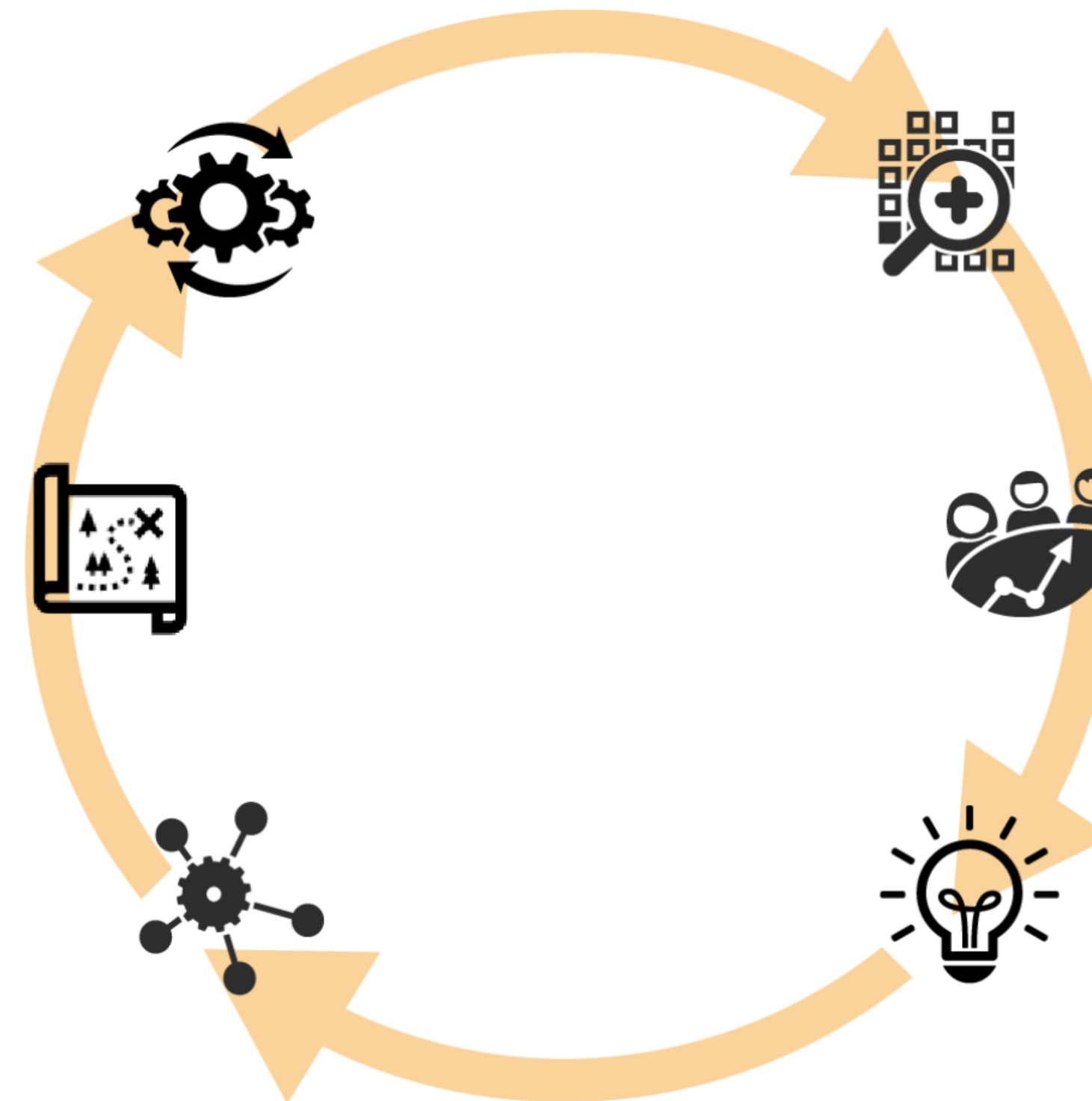
TCA starts with clarifying the challenges at hand, and priority for their solutions.

Define Success

With the problem statement defined, TCA helps clients set the goals and objectives necessary to support what that success looks like.

Share Insights

Sharing the expertise gained during decades of combined experience, TCA lays the foundation for long-term growth and maturity.



TCA's next Webinar: AI Use Cases from the Obvious to Innovative

May 30, 2024 @ 11 am PT/2 pm ET

Discover how AI is revolutionizing marketing strategies, unlocking better customer engagement, hyper-personalization, and unmatched effectiveness. The roadblock? ... Where to begin.

Let us guide you.

Explore a wide range of AI marketing use cases, from the obvious to the cutting-edge. Learn to maximize digital ads, optimize targeting, boost conversion rates, and elevate the customer experience.

Unleash AI's potential through real-life case studies. Gain invaluable insights to outperform competitors. Whether you're a marketer, business owner, or intrigued by AI in marketing, this must-attend event is your key to success.

Don't wait. Register today to join us on May 30th, and then start revolutionizing your marketing efforts with AI right away.

Use the QR code to
sign up now!



THANK YOU!!



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WE WORK WITH GREAT COMPANIES



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