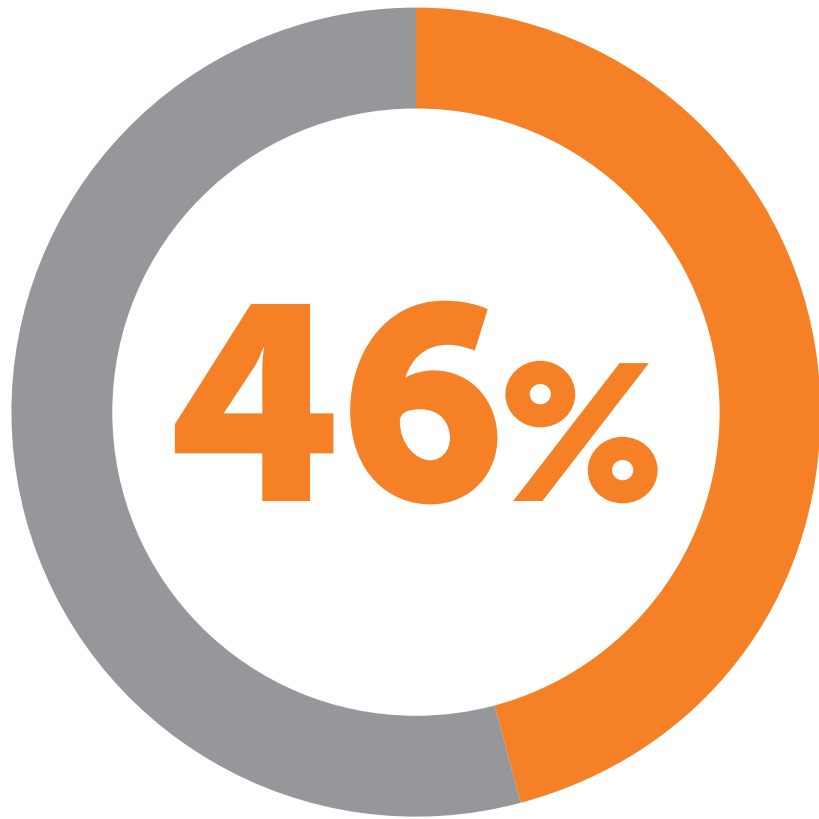


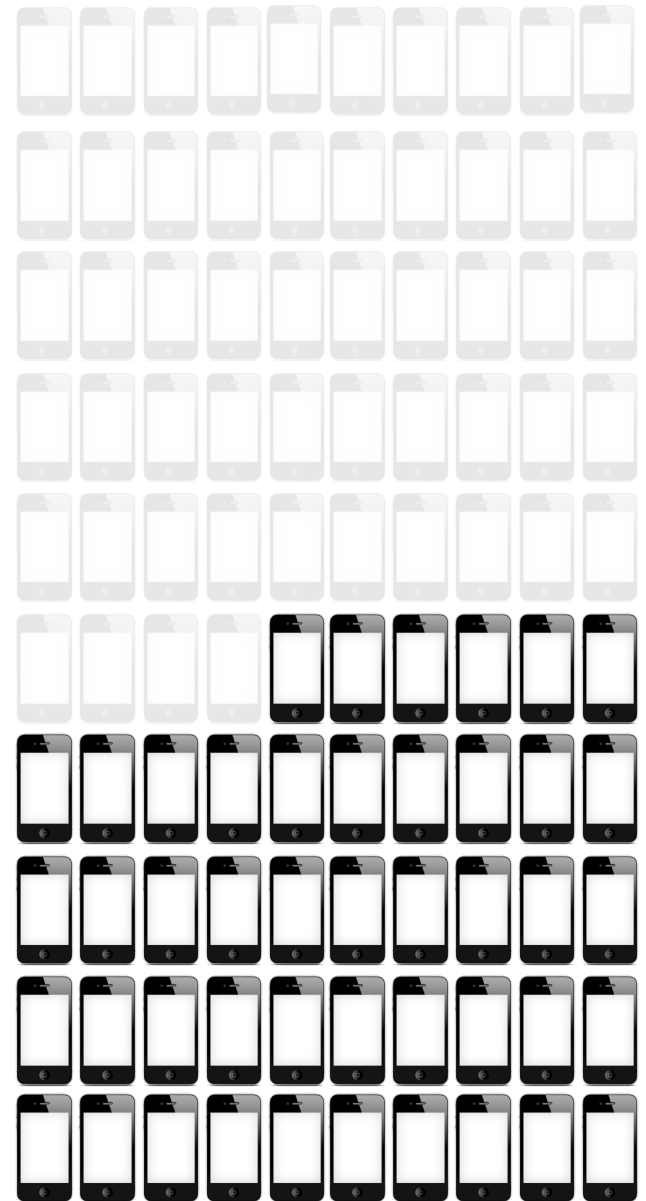
# THE FUTURE OF SOCIAL MEDIA IS IN YOUR POCKET





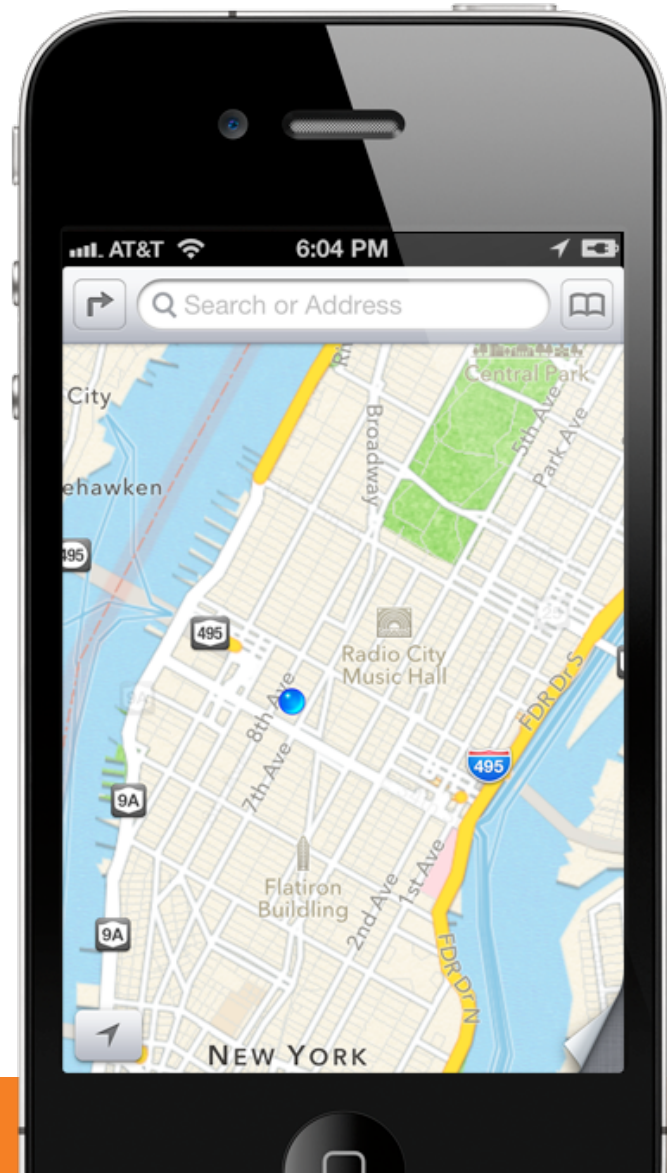


**of people access  
social media from  
a mobile device.**





**The only feature  
more valuable than  
social media on  
your phone is GPS.**





**28%**  
of iPhone users under 25  
visit Twitter or Facebook  
before getting out of bed  
in the morning.



**But it's not just for "young people."**

2011-2012 saw a  
**109% INCREASE**  
in mobile social use  
among 55+



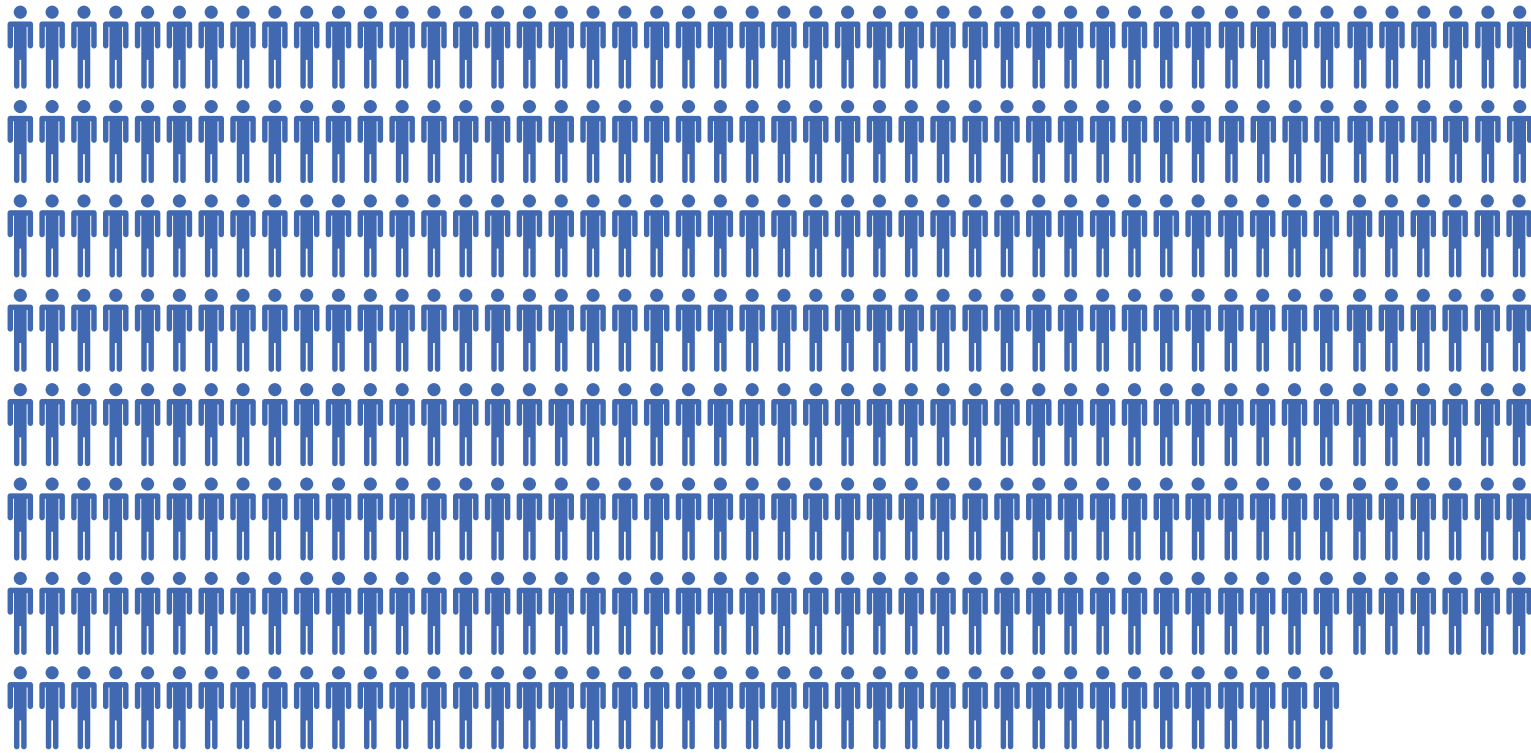
**BY NETWORK:**





of Twitter users  
are mobile.





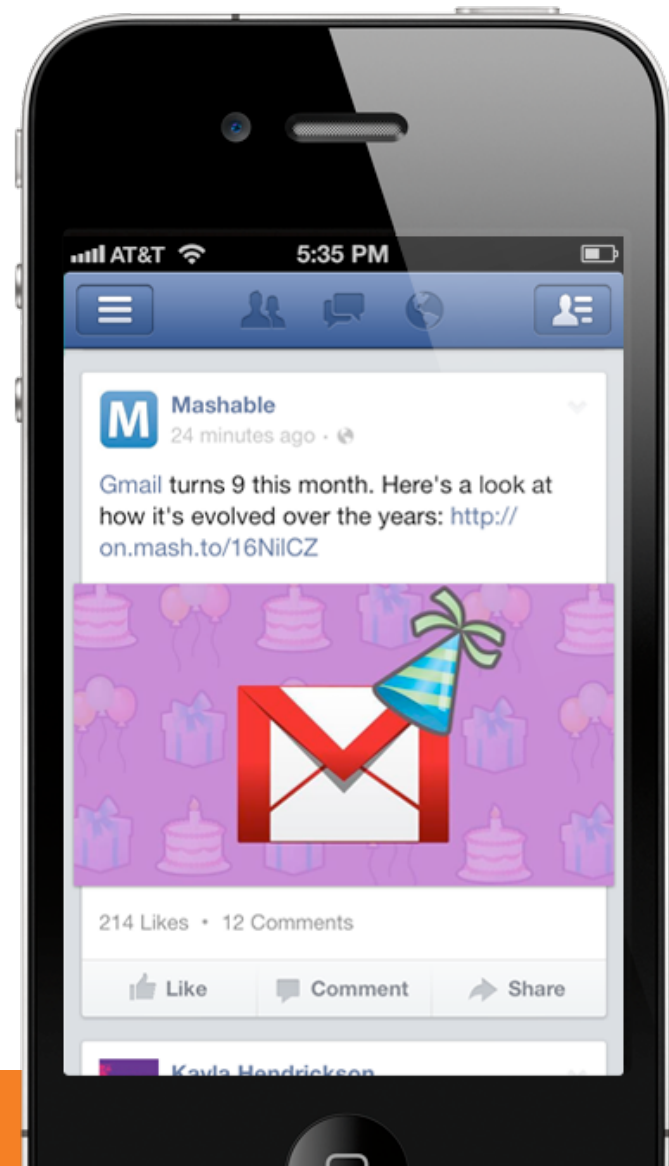
 = 1 MILLION

# 488 MILLION PEOPLE

use facebook mobile.

Mobile Facebook  
users spend  
**11 HOURS**  
per month on  
the site

(vs. 6.5 hours per month  
for desktop users).



2012:  
Facebook acquires  
Instagram for  
**\$1 BILLION.**



**5 MILLION**  
photos are uploaded  
daily on Facebook.



**2013:**

**Twitter acquires Vine  
and it becomes social  
media's newest "it kid."**



**Social media *is* mobile media.**

**It's time to get your phone out of your pocket—and into your marketing mix.**



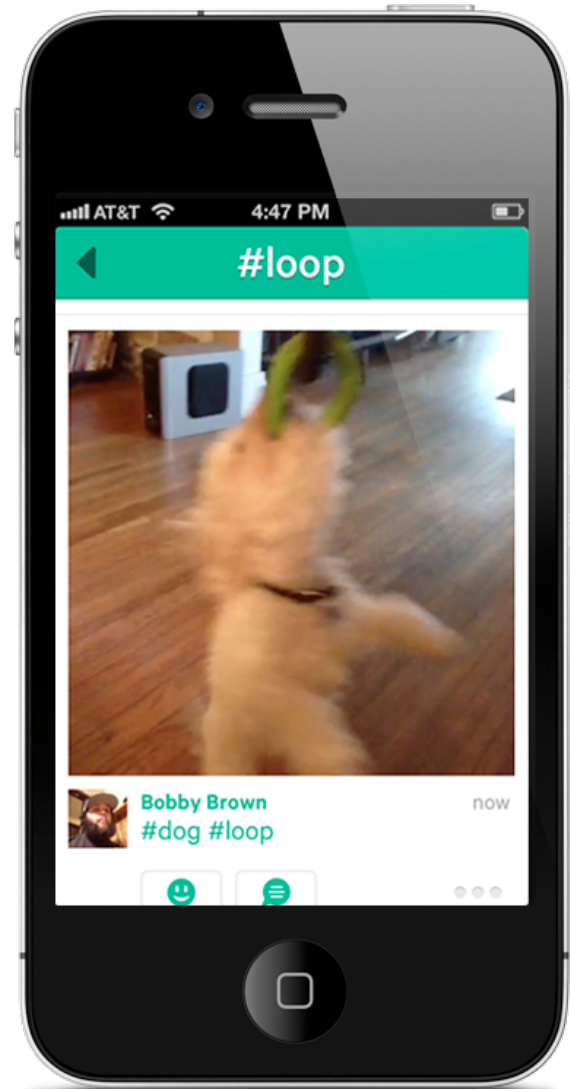


**WHAT CAN I DO?**

You are a  
photographer.



You are a  
videographer.



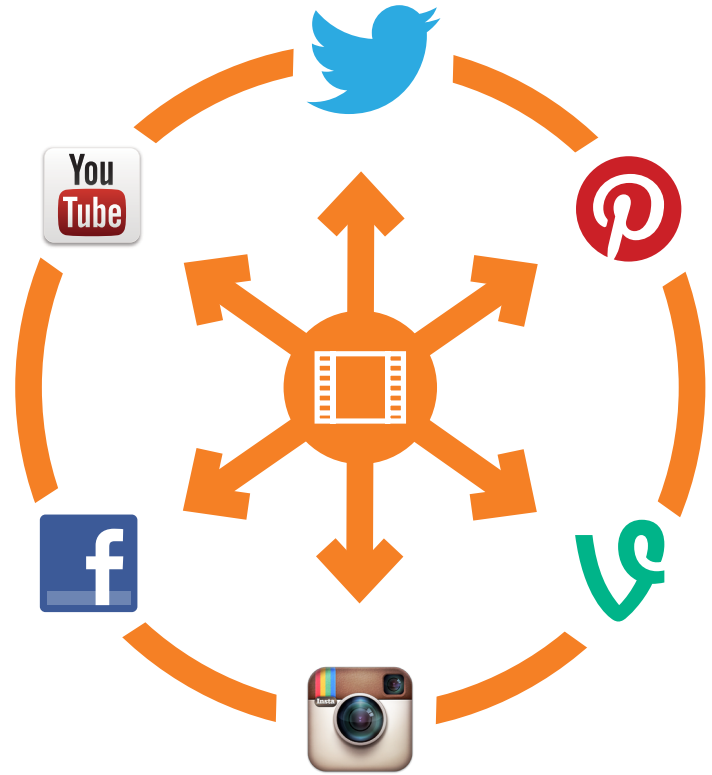
# SISS

is the new KISS.

[Say It In Six Seconds]



Rich media can  
(and should) be  
shared across  
networks.



**AND IT NEEDS TO WORK!**

**If it doesn't work on your phone,  
you won't go back on your laptop.**



**GET OUT THERE!**  
**Tips & Tricks**



**1**

# CAPTURE ON THE GO.

(And use it later.)



2

# GET A COMPANY DEVICE

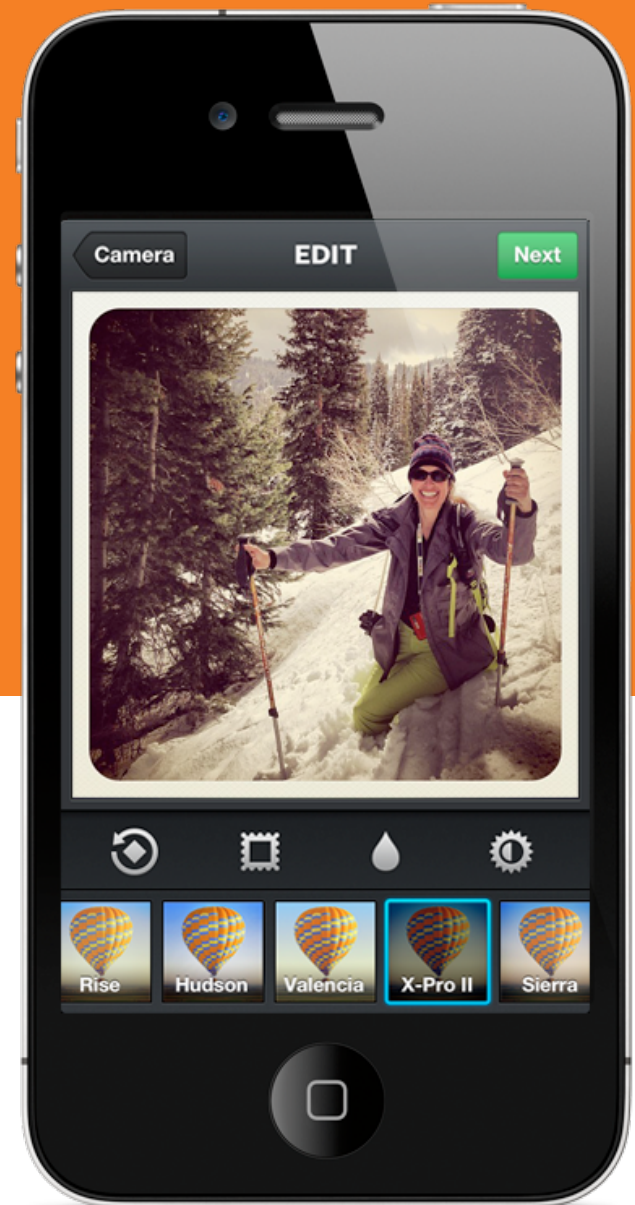
(loaded with apps  
and ready whenever  
opportunity strikes).



3

# DON'T BE A PERFECTIONIST.

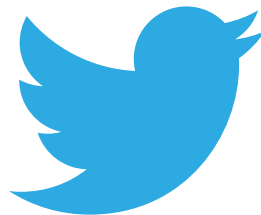
(Keep it gritty.)



4

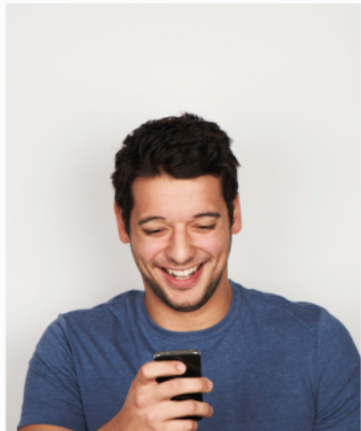
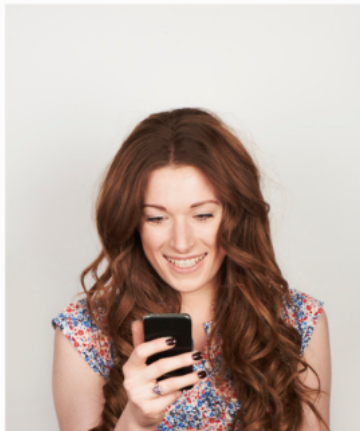
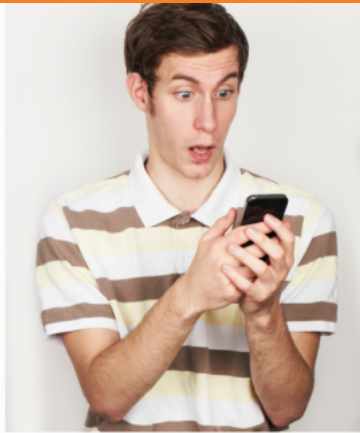
# SEE WHAT STICKS.

(Keep trying and innovating your approach.)



5

HAVE FUN!



# THANK YOU

## QUESTIONS?

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