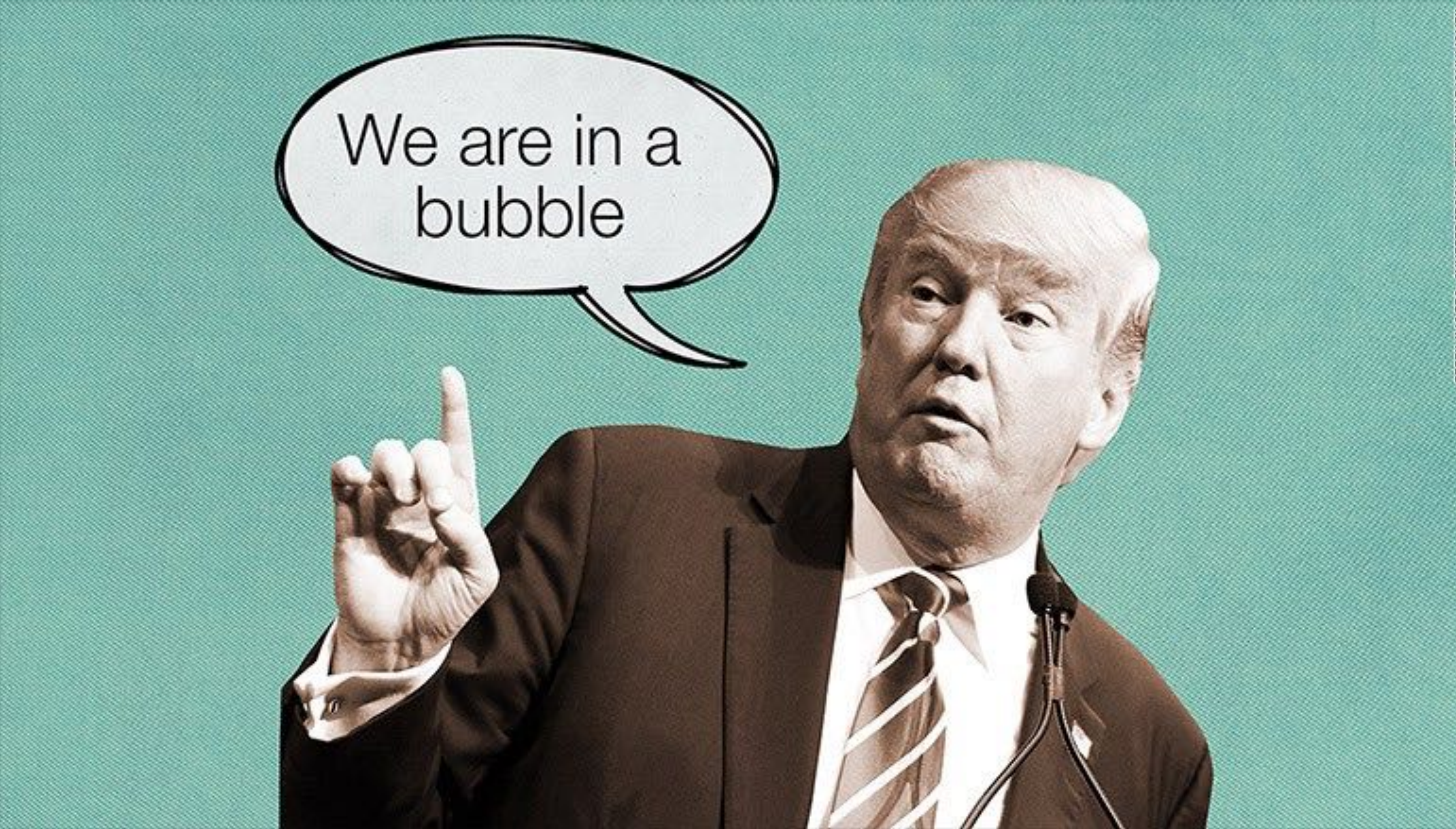


Bursting the Bubble

Social Media Workshop / February 2017

A photograph of Donald Trump speaking at a podium. He is wearing a dark suit, a white shirt, and a striped tie. He has his right hand raised with his index finger pointing upwards. A speech bubble is superimposed on the image, containing the text "We are in a bubble". The background is a solid teal color.

We are in a
bubble


Blue Feed - Red Feed

LIBERAL **CONSERVATIVE**

SHOWING POSTS ABOUT: **"IMMIGRATION"**

Daily Kos 2 hours ago

The argument presented by the government lawyer was a window into this administration's soul: Trump is the ultimate authority. He is the decider. And there should be no limit to his rule.




Government lawyers argue Trump should have ...
As a three-judge appellate panel peppered lawyers for the federal gover...
DAILYKOS.COM

113 144 145

100 Percent FED Up about an hour ago

FLASHBACK: IMMIGRANT Ghanaian Woman Pleads Guilty To \$3.6 Million in Food Stamp Fraud...Media Ignores Her Immigrant Status




IMMIGRANT Ghanaian Woman Pleads Guilty T...
How many more are out there doing the same thing as Vida? If we ever ...
100PERCENTFEDUP.COM | BY 100% FED UP

458 98 1K

LIBERAL **CONSERVATIVE**

SHOWING POSTS ABOUT: **"AFFORDABLE CARE ACT"**


Bernie Sanders Embarrasses...
Posted by **The Ring of Fire**
4,465 Views



CNN hosted a townhall debate between Senators Bernie Sanders and Ted Cruz this week, focusing solely on the issue of the Affordable Care Act. While Cruz had all the Republican talking points memorized, Sanders hit him hard with facts, leaving Cruz puzzled and scared as he repeated the same bored lines over and over again.

251 33 110

National Review 3 hours ago




5 Things Bernie Sanders Said at the CNN Obam...
"... you are guaranteed healthcare as a right, not a privilege."
CONSERVATIVEREVIEW.COM

1.2K 171 474

LIBERAL **CONSERVATIVE**

SHOWING POSTS ABOUT: **"GUNS"**

Sex with interns, oil co favor...
Posted by **MSNBC**
476,531 Views




"After that scandal came to light, Republican legislators distinguished themselves in South Dakota by blocking legislation that literally said, legislators should not have sex with interns, they blocked that. And now, they've just gone whole hog. They just repealed the whole entire new ethics law that again was just passed by a majority of South Dakota voters."

Watch **The Rachel Maddow Show's** round-up Friday's "Today in Republican Governance": <http://on.msnbc.com/2kfzUrM>

749 361 754

The Daily Caller 7 hours ago

DC police report finding a "black .45 caliber Umarex HDG handgun." Washington Post reports on "exotic" black .45 caliber Umarex HDG handgun. It is a pellet gun people. ~Mike P. Guns & Gear editor



Poor Journalism, Inaccurate Police Report Mak...
By Larry Keane, National Shooting Sports Foundation
DAILYCALLER.COM

318 44 133

A **filter bubble** is a result of your interaction with web algorithms that selectively determine what information you see based on your past behavior and preferences...

The result is increasing isolation in
ones own cultural or ideological
bubbles.



Technology Contributors

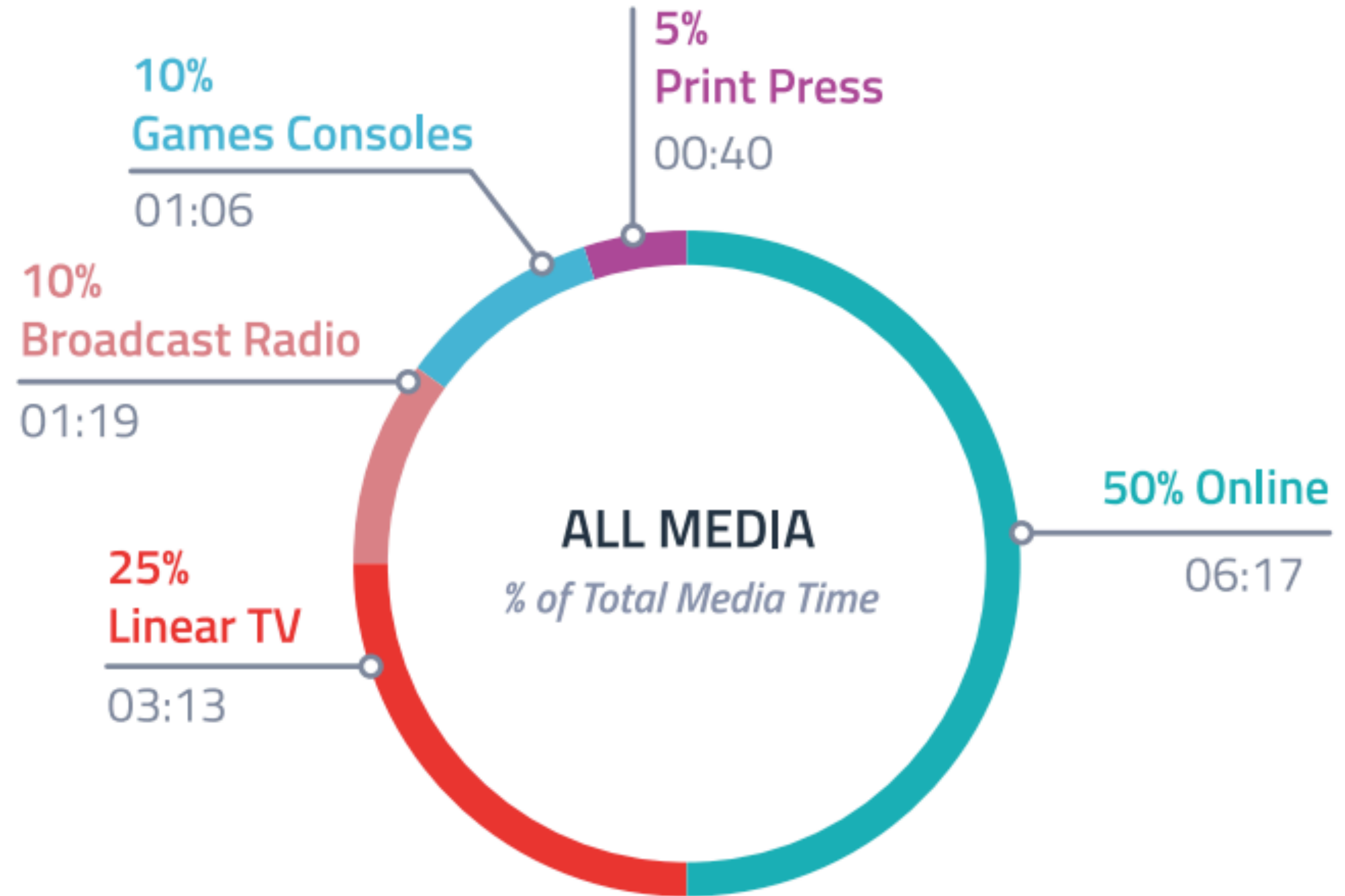


How does it happen?

~9+ hours
of media daily

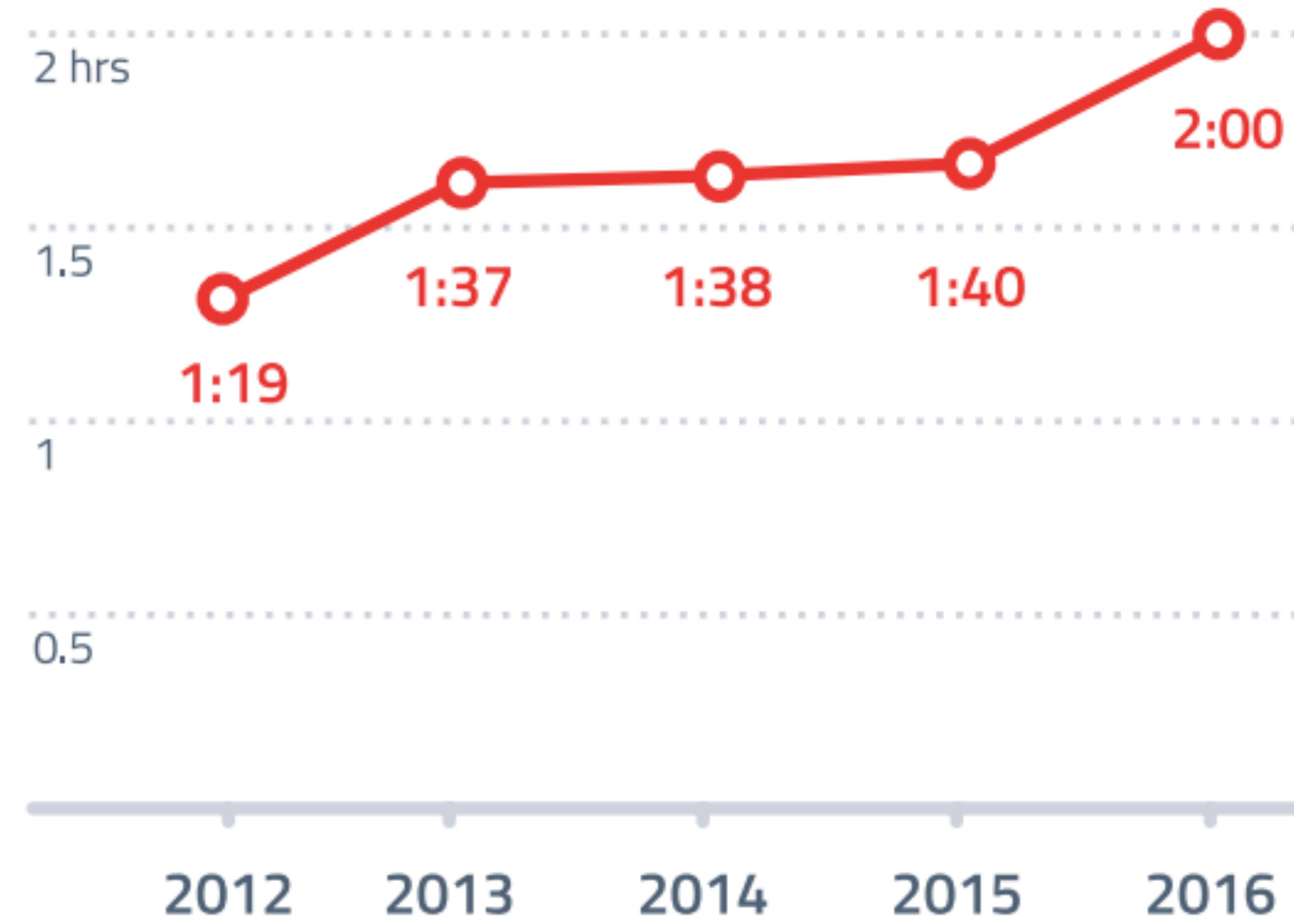
MEDIA CONSUMPTION BEHAVIORS

Number of hours:mins per day typically devoted to the following

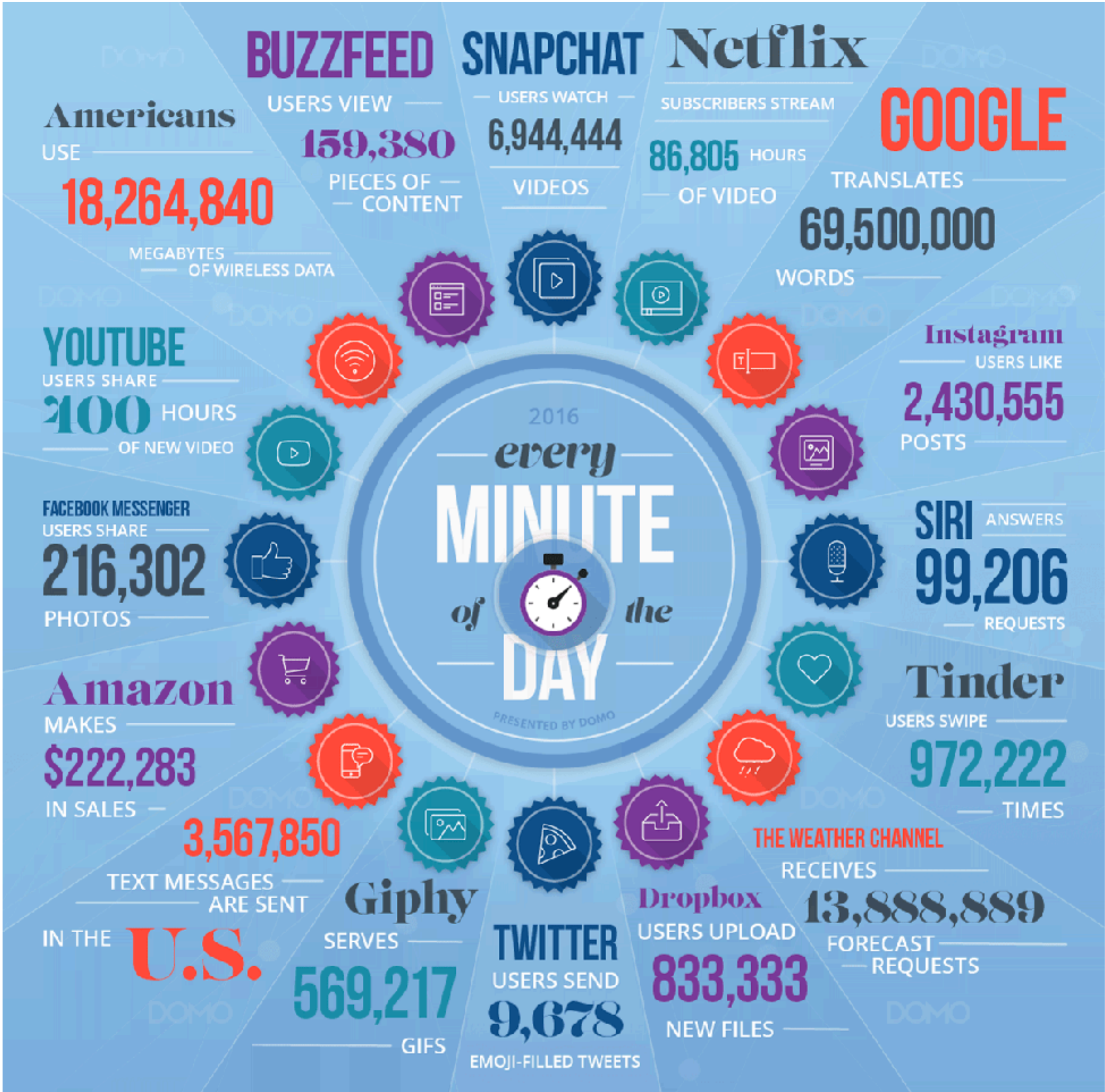


Social Media Increasing

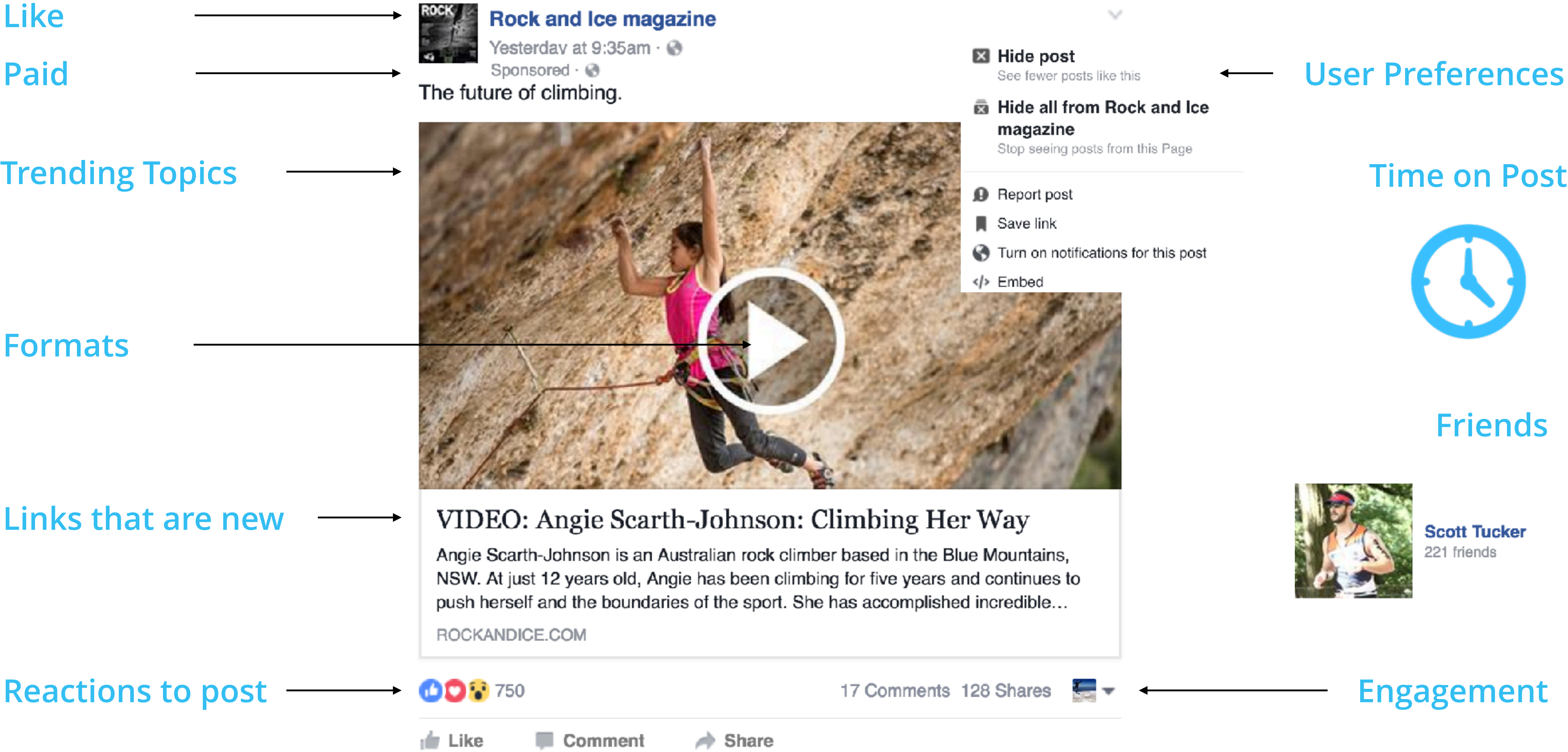
Daily time spent social networking & messaging



Noise

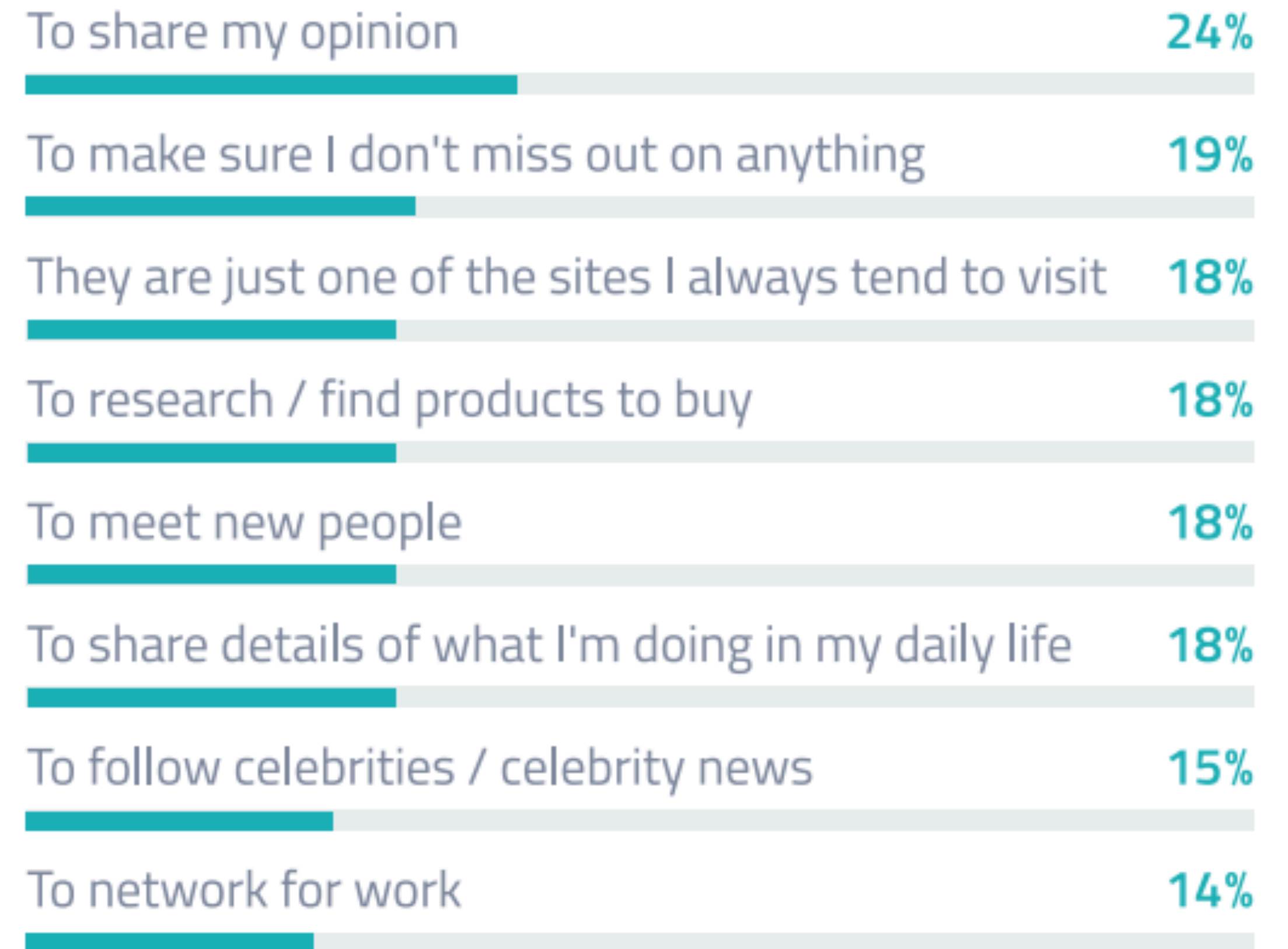
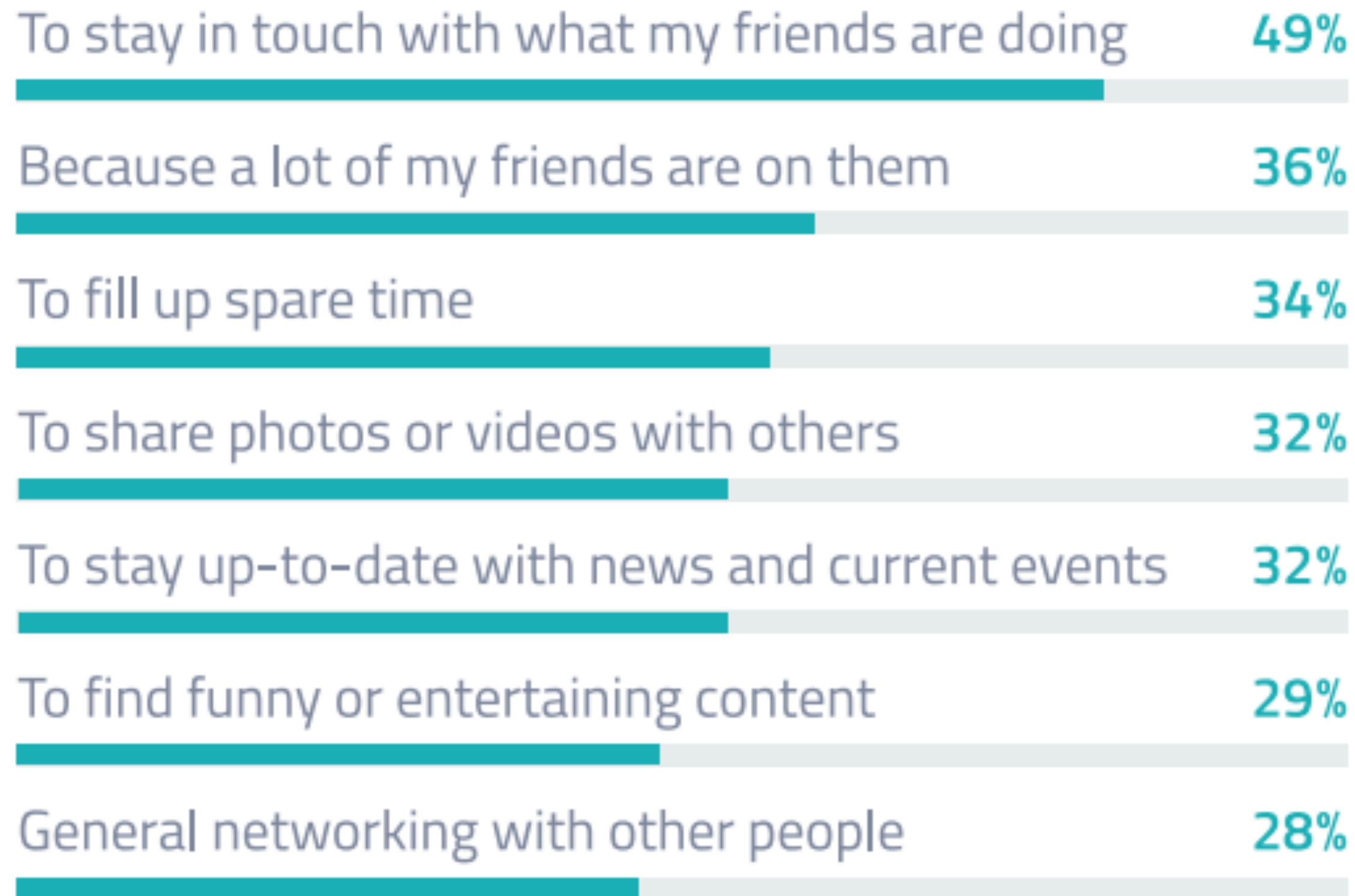


Social: How does Facebook form the bubble



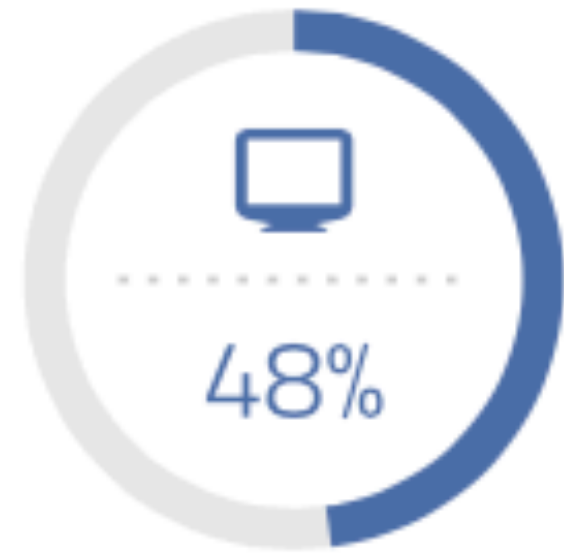
Understanding the
consumer's world

What are people doing on social?



Why do I care: how people discover new brands

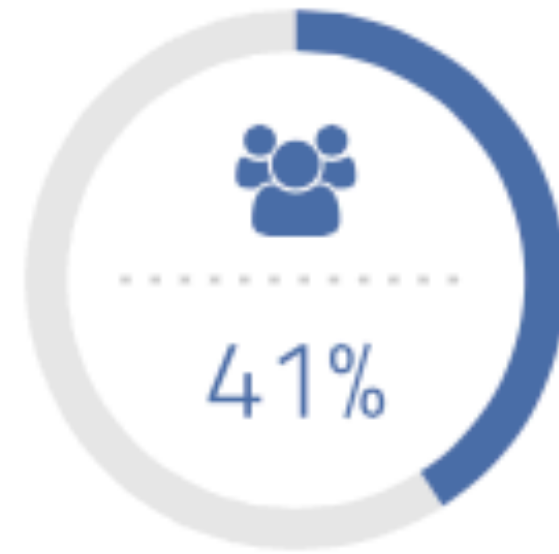
% who say they find new brands or products through the following



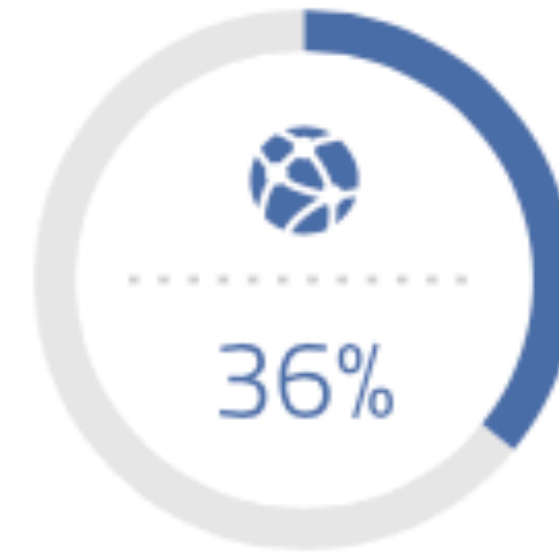
Ad seen on TV



Search engines



Word-of-mouth
recommendation
from friends/family



Ad seen online



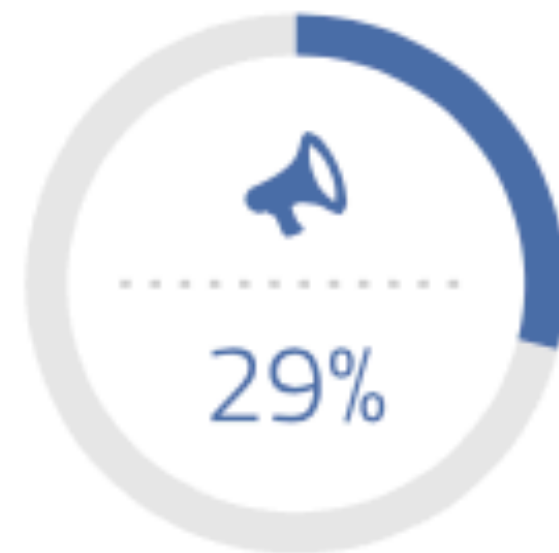
Brand/product
websites



Recommendation/
comment on a
social network



TV shows/films



In-store product
displays or
promotions



Consumer
review sites



Product
comparison
websites

Breaking Through

4 simple steps to break in

WHO

Understand the target audience - where are they in the funnel?

WHAT

What is the content that they will Respond to?

WHERE

Where can you find them?
Where are they active on social media?

HOW

How do you say it, so they listen?

Social Advertising Data Is Here to Help

39 Demographic Segments Comprising Facebook Audience Insights



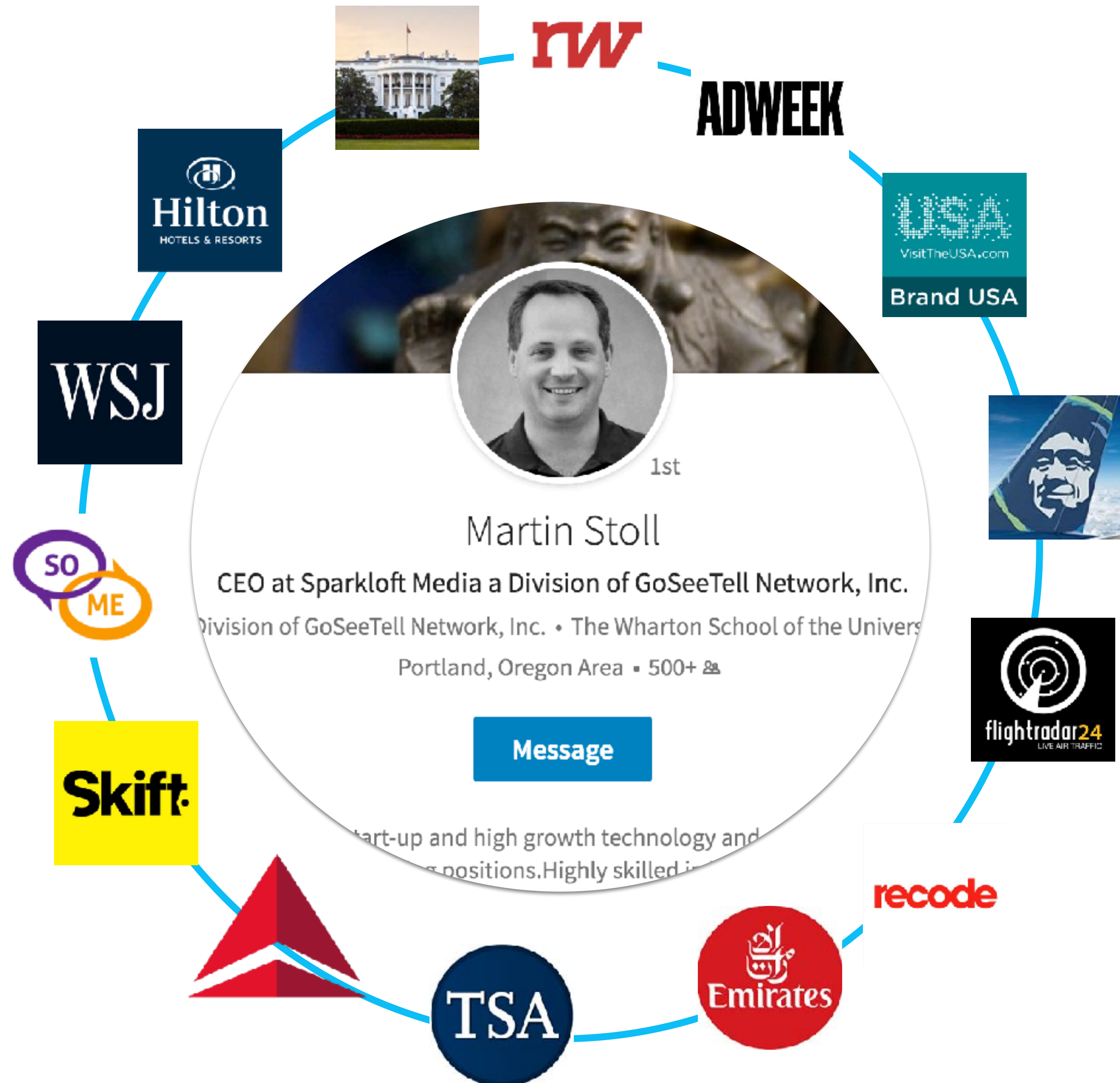
A businessman, a
yuppie, and a hipster
walk into a bar...

The Full Streaming 'American' Businessman



Martin

Who: Martin



What: Martin

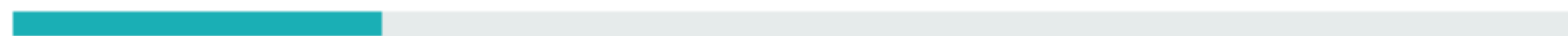
To stay in touch with what my friends are doing **49%**



To stay up-to-date with news and current events **32%**



To network for work **14%**




Where: Martin



Martin: How to reach him

Marriott Rewards
January 6 · 🌐

Calling all road warriors: Mizzen+Main just might have your perfect work shirt.



READ: Why Business Travel is No Sweat for this Member
Kevin Lavelle has become a mover and a shaker in the men's apparel business...

TRAVELER.MARRIOTT.COM [Open Link](#)

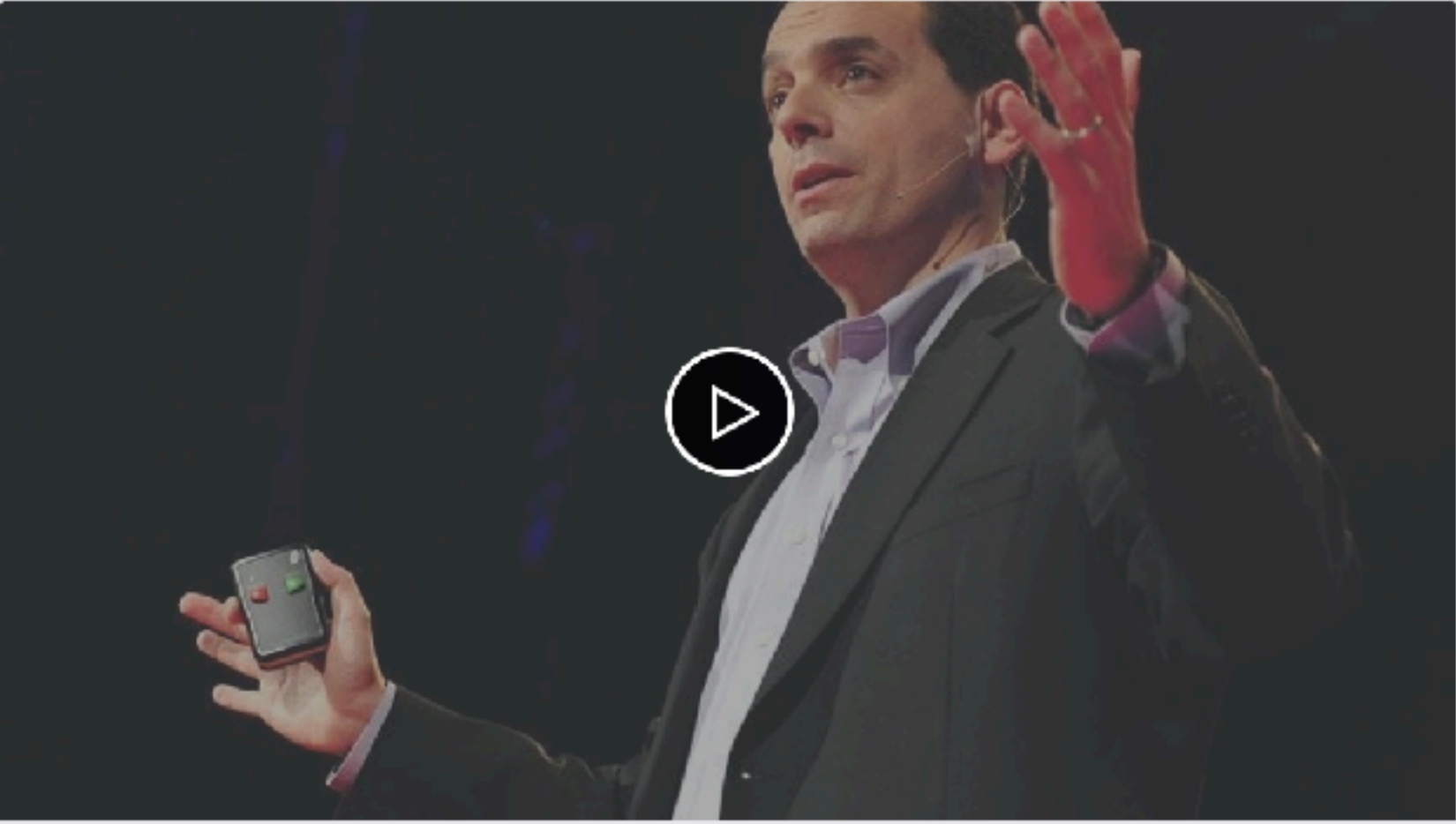
Skift @skift · 8 Oct 2015
Stash Rewards' New Credit Card Wants to Disrupt Hotel Loyalty skift.me/Zis4u



1 0 2

TED Conferences
4,853,895 followers
4h

Traditional rewards aren't always as effective as we think:



The puzzle of motivation
ted.com

422 Likes · 7 Comments

The 'Hard Charging' Yuppie



Jurek

Who: Jurek



What: Jurek

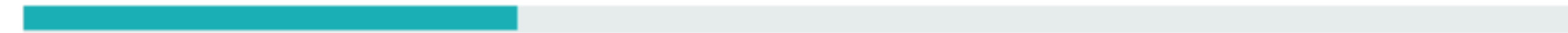
To stay in touch with what my friends are doing **49%**



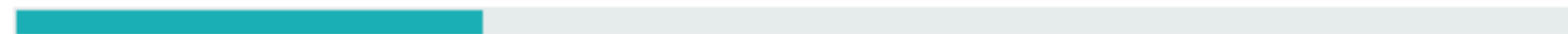
To find funny or entertaining content **29%**



To make sure I don't miss out on anything **19%**



To research / find products to buy **18%**



Where: Jurek



Jurek: How



TWO BELLMEN

Two Bellmen | Official Movie

Two Bellmen

Subscribe 7,462

5,181,924 views



jwmarriott JW Marriott The Ross... Follow

647 likes 8w

jwmarriott New friends and fresh landscapes at @JWMuskoka transform the everyday into a special occasion. #JWtreatment #Snow

glucania @miserablemo need to go here! miserablemo @glucania New Years??? Come on over

devon_jardine See you on Christmas Eve, JW. Cannot wait!!! 🍷🍷

ritamshome Great place

giorgiotelli Amazing!!!

karemahoney @teamchimo

sesandyg 🍷

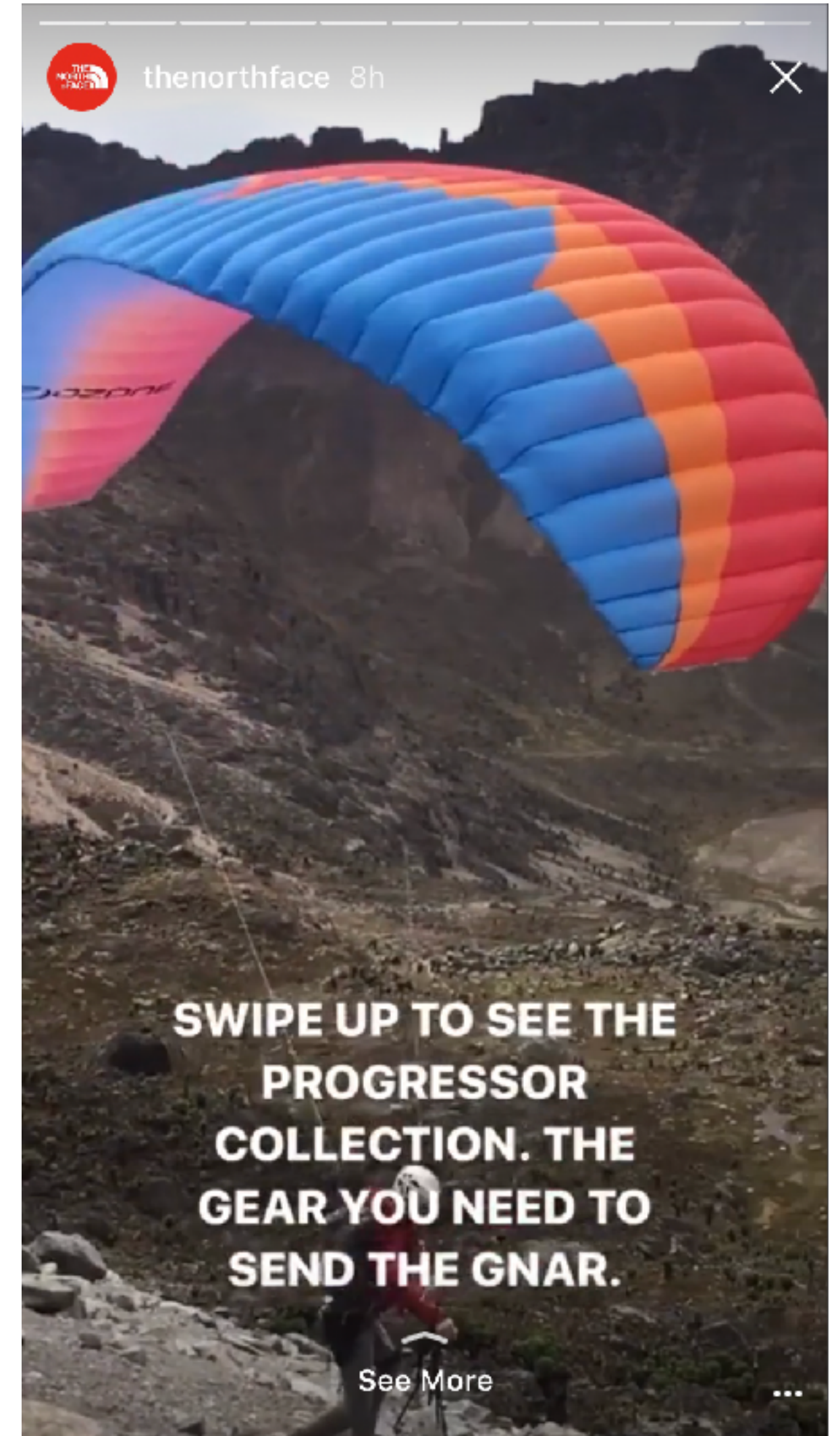
moniufomstaartistry Nice!

jennah_c16 @jwmuskoka will this be available this weekend?? @jwmarriott



thenorthface 8h

THE SOLAR PRODUCTS ALLOW THEIR TEAM TO USE LIGHTS AT NIGHT, CHARGE RADIOS, POWER INFRARED GOGGLES AND DRONE BATTERIES...



thenorthface 8h

SWIPE UP TO SEE THE PROGRESSOR COLLECTION. THE GEAR YOU NEED TO SEND THE GNAR.

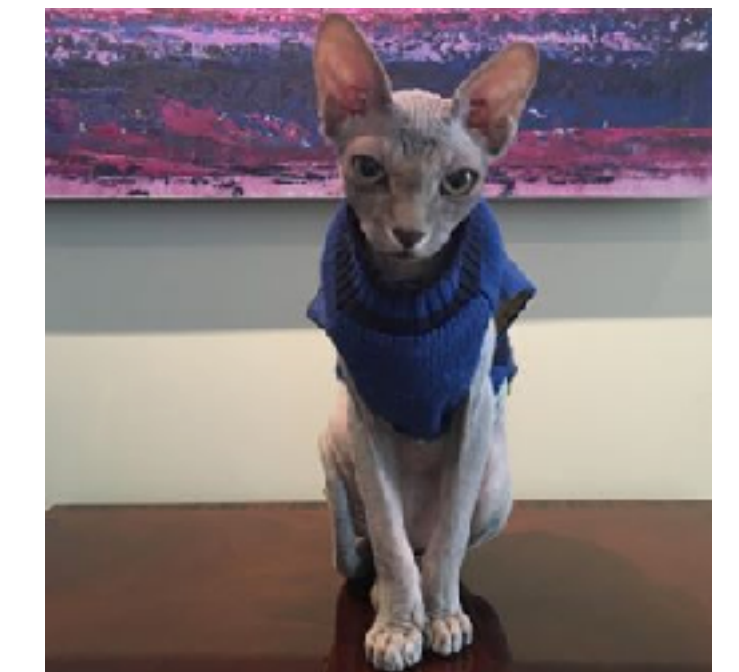
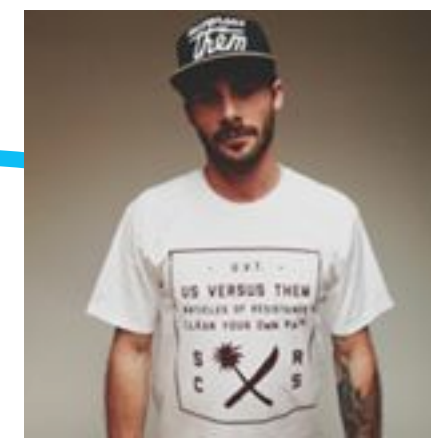
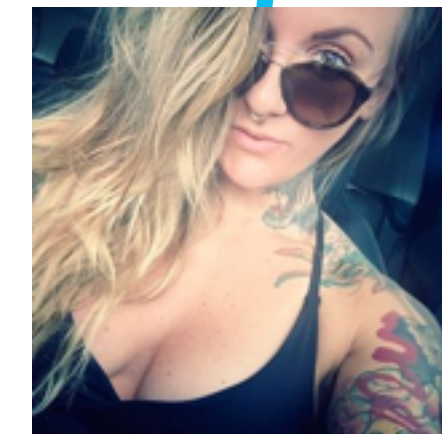
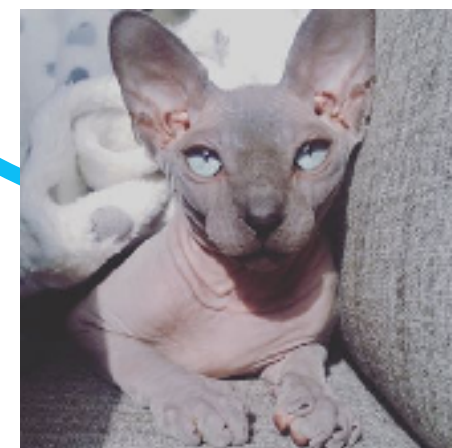
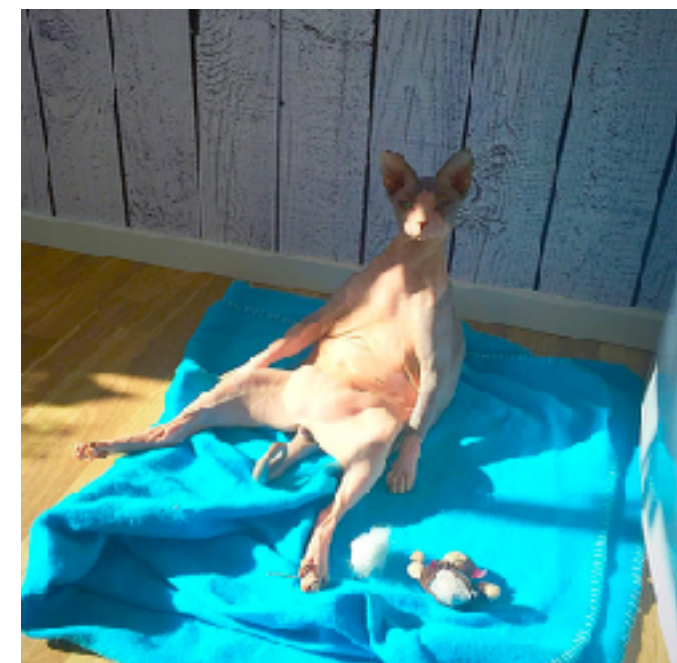
See More

Gen Y Career Builder

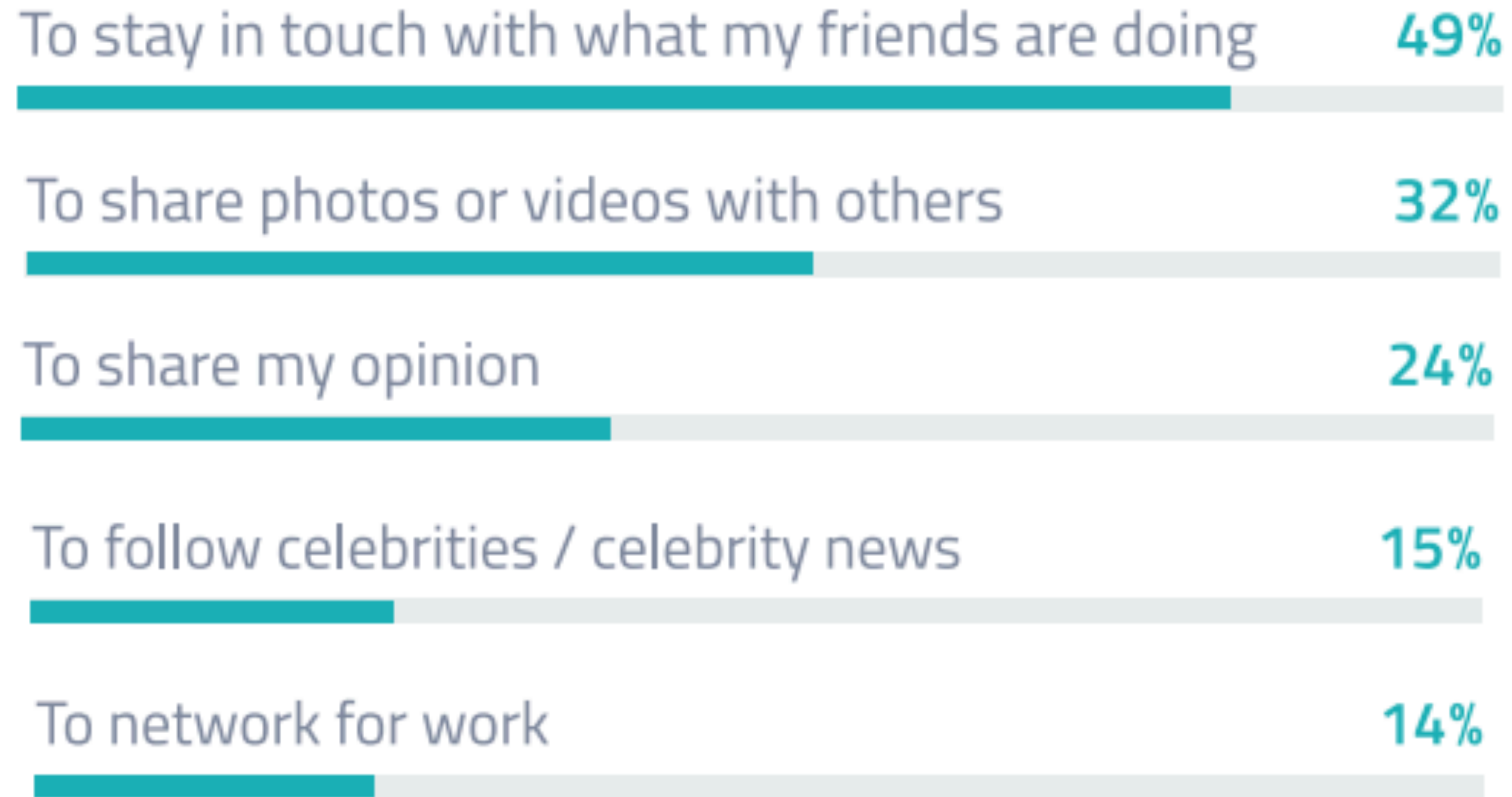


Kate

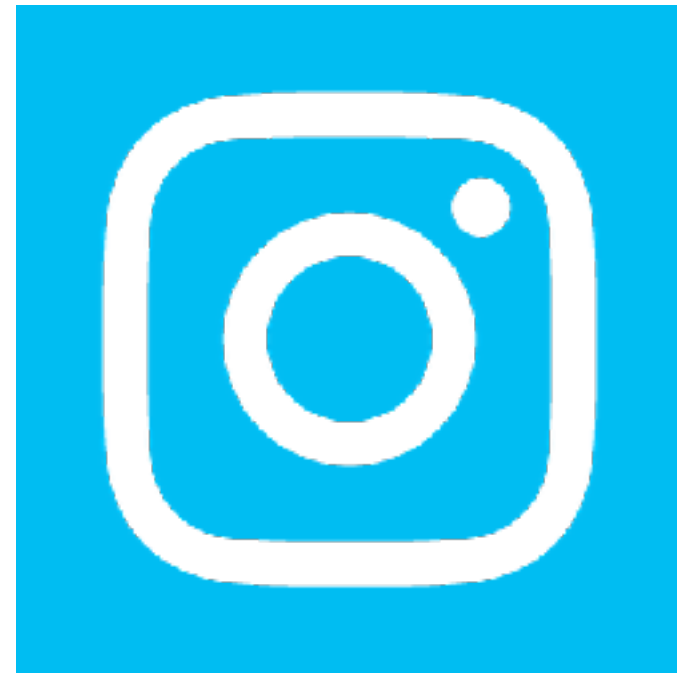
Who: Kate



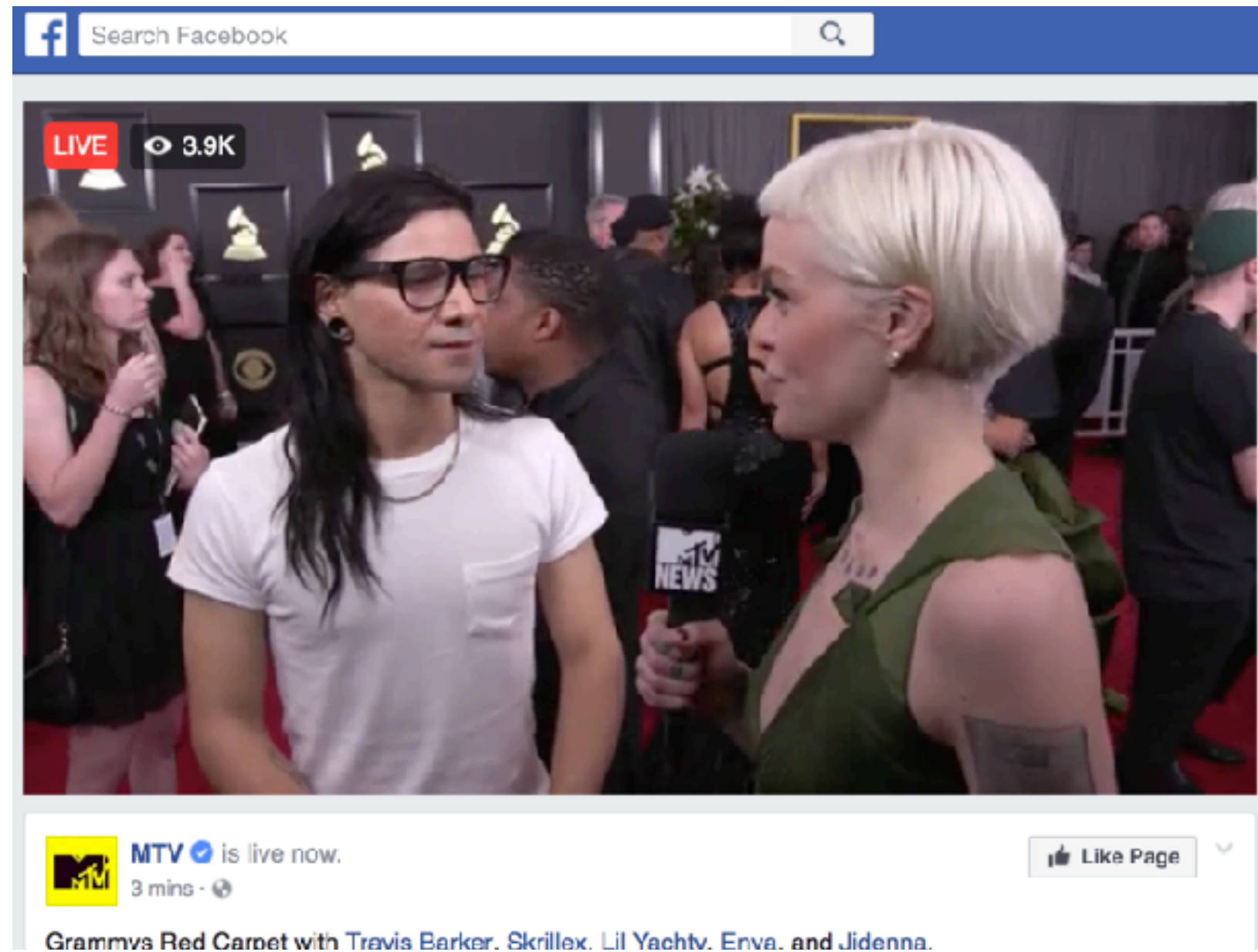
What: Kate



Where: Kate



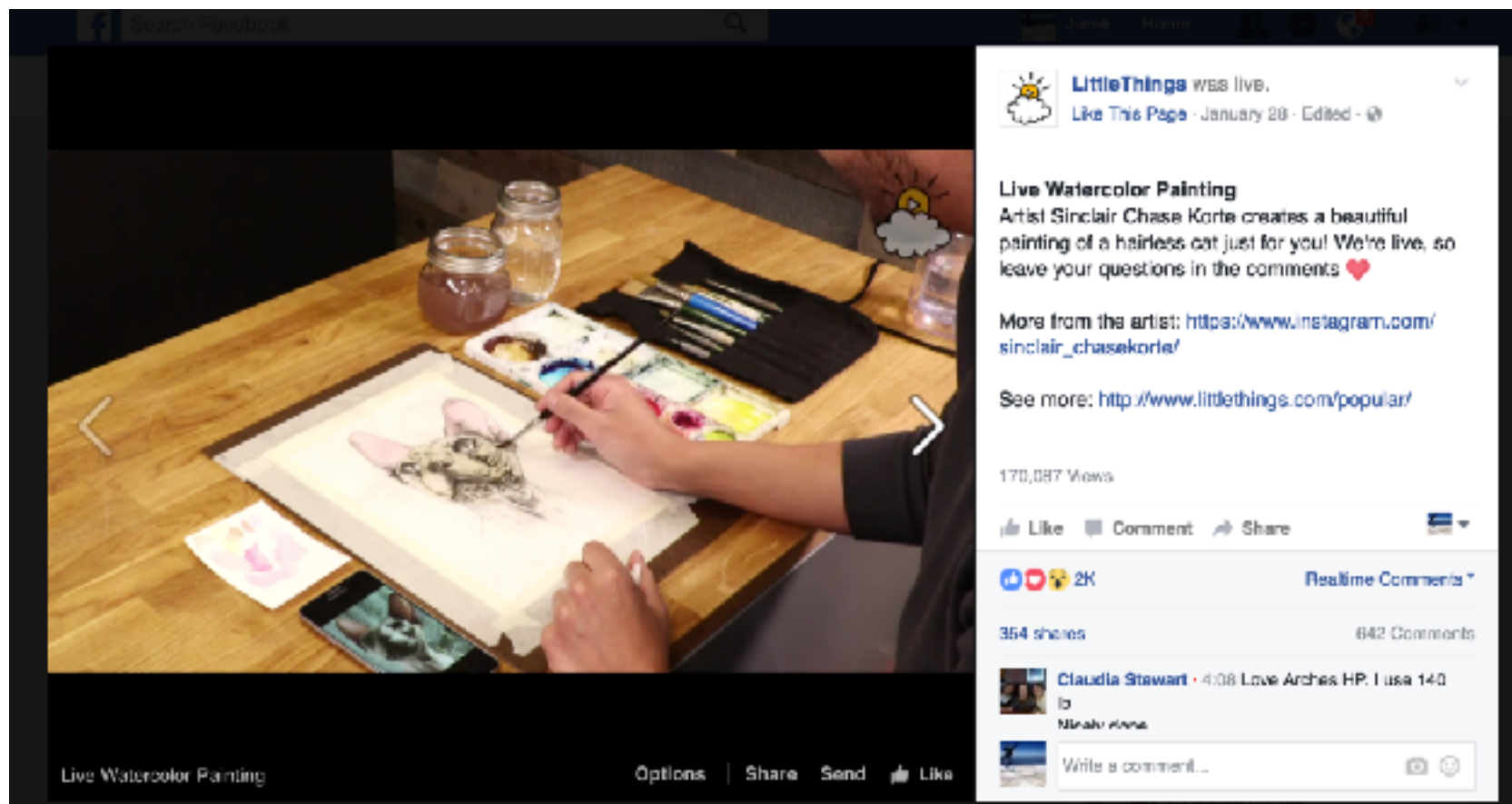
Kate: How



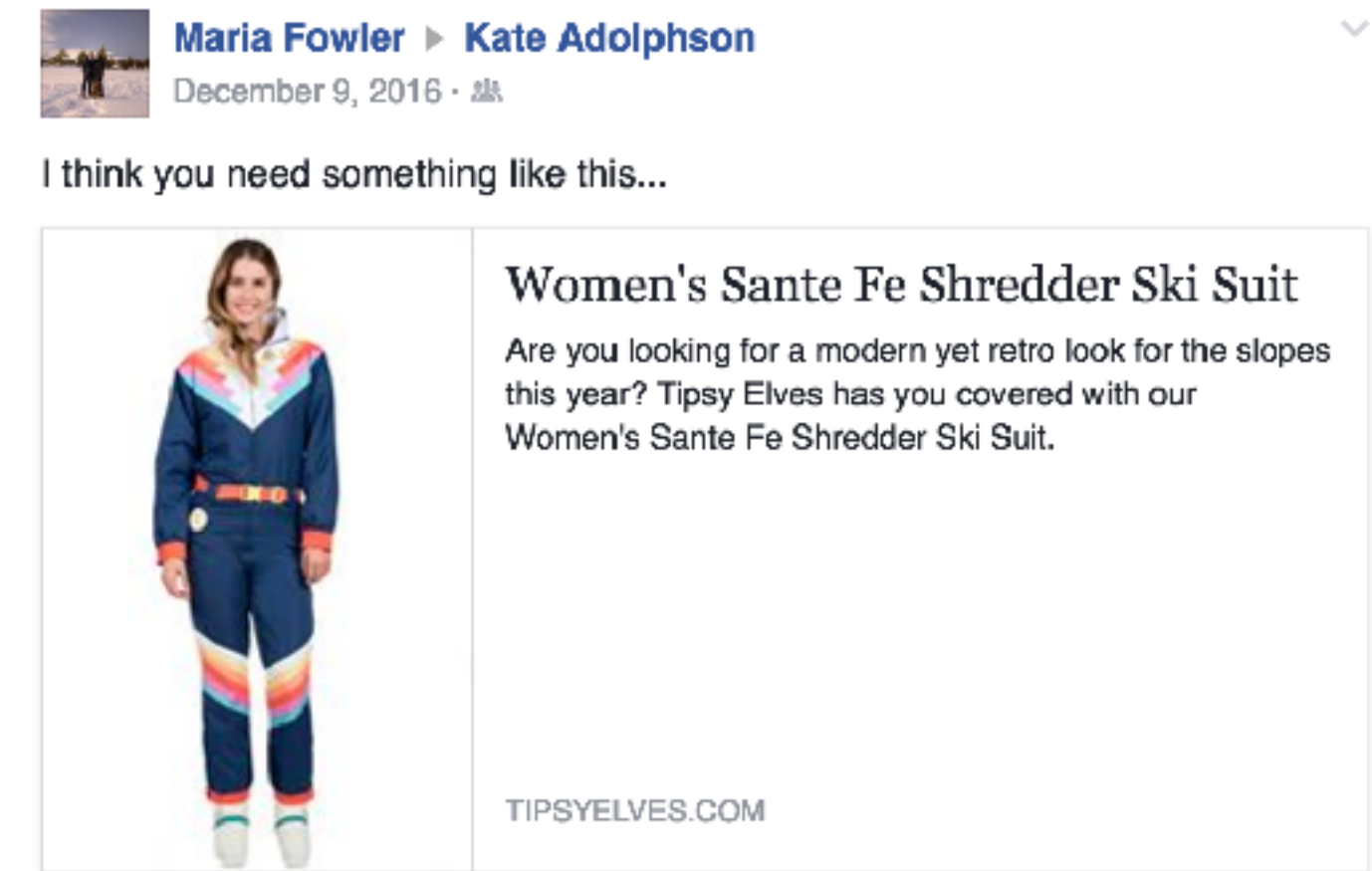
Facebook interface showing a live video player. The video shows two women on a red carpet; one is holding a microphone with the MTV NEWS logo. The video is titled "Grammys Red Carpet with Travis Barker, Skrillex, Lil Yachty, Erva, and Jidenna." The page is for MTV, which is noted as being live now.



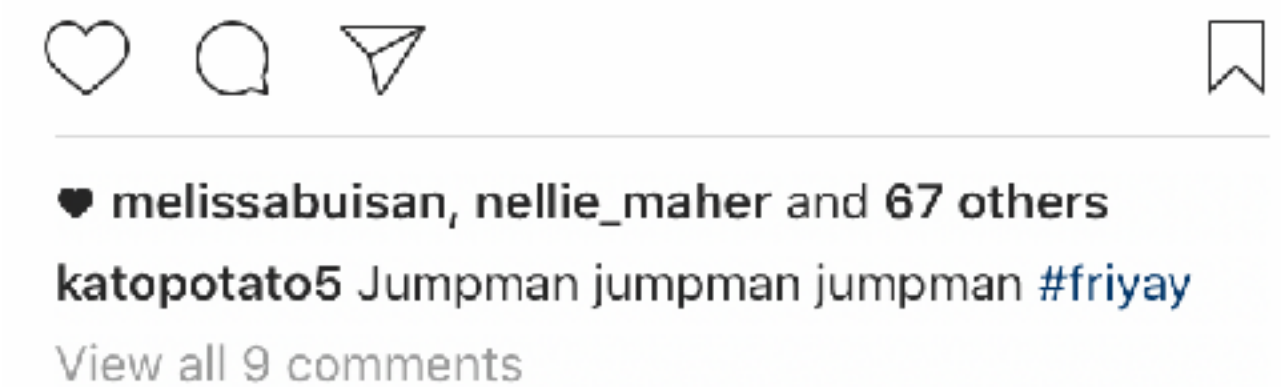
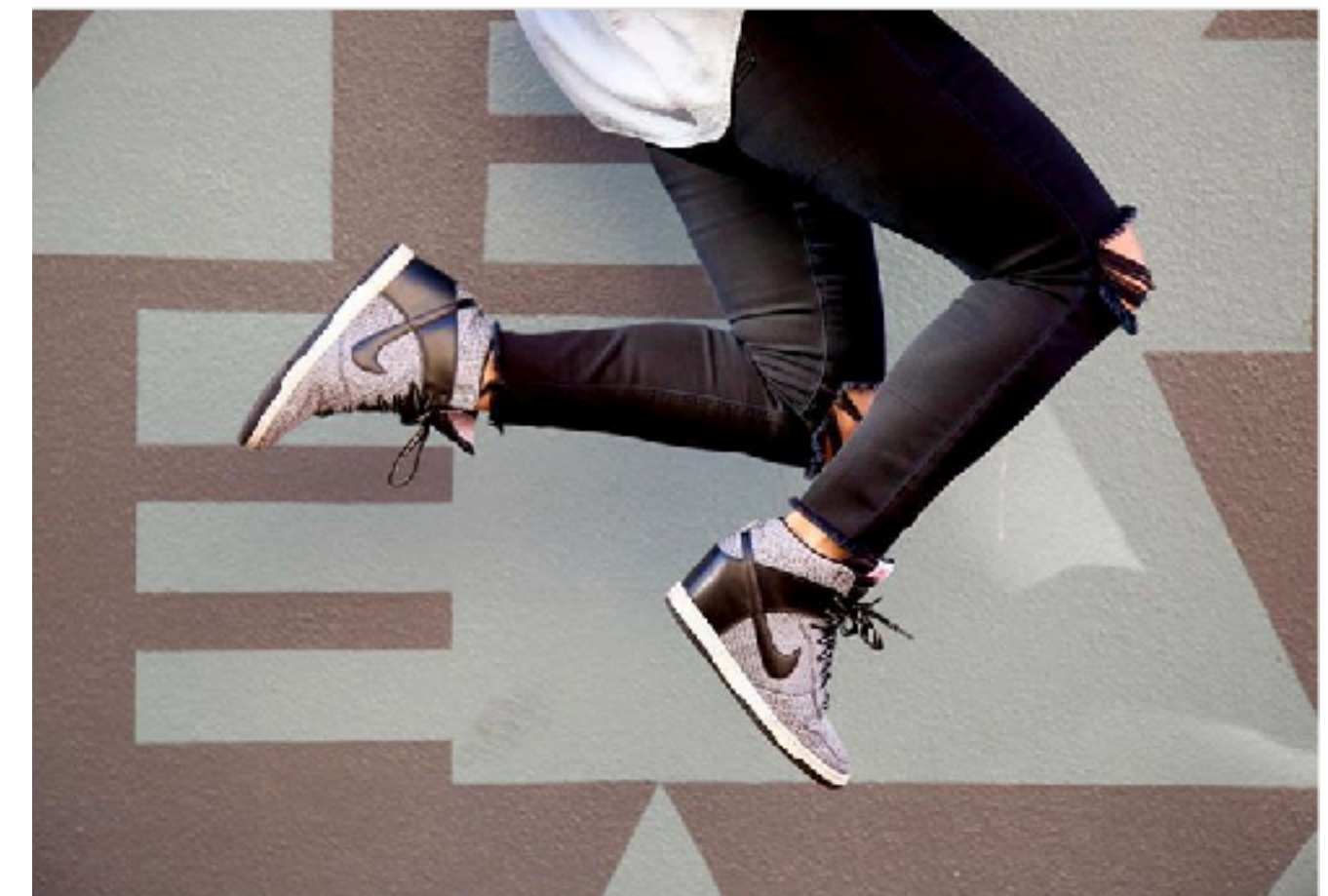
Advertisement for pnwonderland. The top section has a black background with a tree icon and the text "pnwonderland 10h" and "Save on EVERYTHING". Below this is a photo of a brown dog lying on a stone surface next to a white mug with the pnwonderland logo. At the bottom, there is a "Send Message" button.



Facebook Live video player showing a watercolor painting session. The video is titled "Live Watercolor Painting" and features artist Sinclair Chase Korte. The interface includes engagement metrics such as 170,087 views and 2K reactions.




Facebook post from Maria Fowler to Kate Adolphson, dated December 9, 2016. The post includes a product recommendation for a "Women's Sante Fe Shredder Ski Suit" from TIPSVELVES.COM, featuring a colorful ski suit.



Facebook post interaction area showing icons for like, comment, and share. Below the icons, it lists users who liked the post: "melissabuisan, nellie_maher and 67 others". There are also comments from "katopotato5" and a link to "View all 9 comments".

Kate: Never Fails



Live Watercolor Painting

Options | Share | Send | Like

Search Facebook

Jurek Home

LittleThings was live.
Like This Page · January 28 · Edited ·

Live Watercolor Painting
Artist Sinclair Chase Korte creates a beautiful painting of a hairless cat just for you! We're live, so leave your questions in the comments ❤️

More from the artist: https://www.instagram.com/sinclair_chasekorte/

See more: <http://www.littlethings.com/popular/>

170,087 Views

Like Comment Share

2K Realtime Comments

354 shares 642 Comments

Claudia Stewart · 4:08 Love Arches HP. I use 140 lb
Nicely done

Write a comment...

Take Home Bubble Exercise

1. SEGMENT

Make 3-5 audience segments based on your target market.

2. STALK

Find 1 to 2 people in each category and stalk them.

3. TAKE NOTES

What social channels? With whom do they engage? What do they post? Who do they follow? What do they share?

4. COMPARE

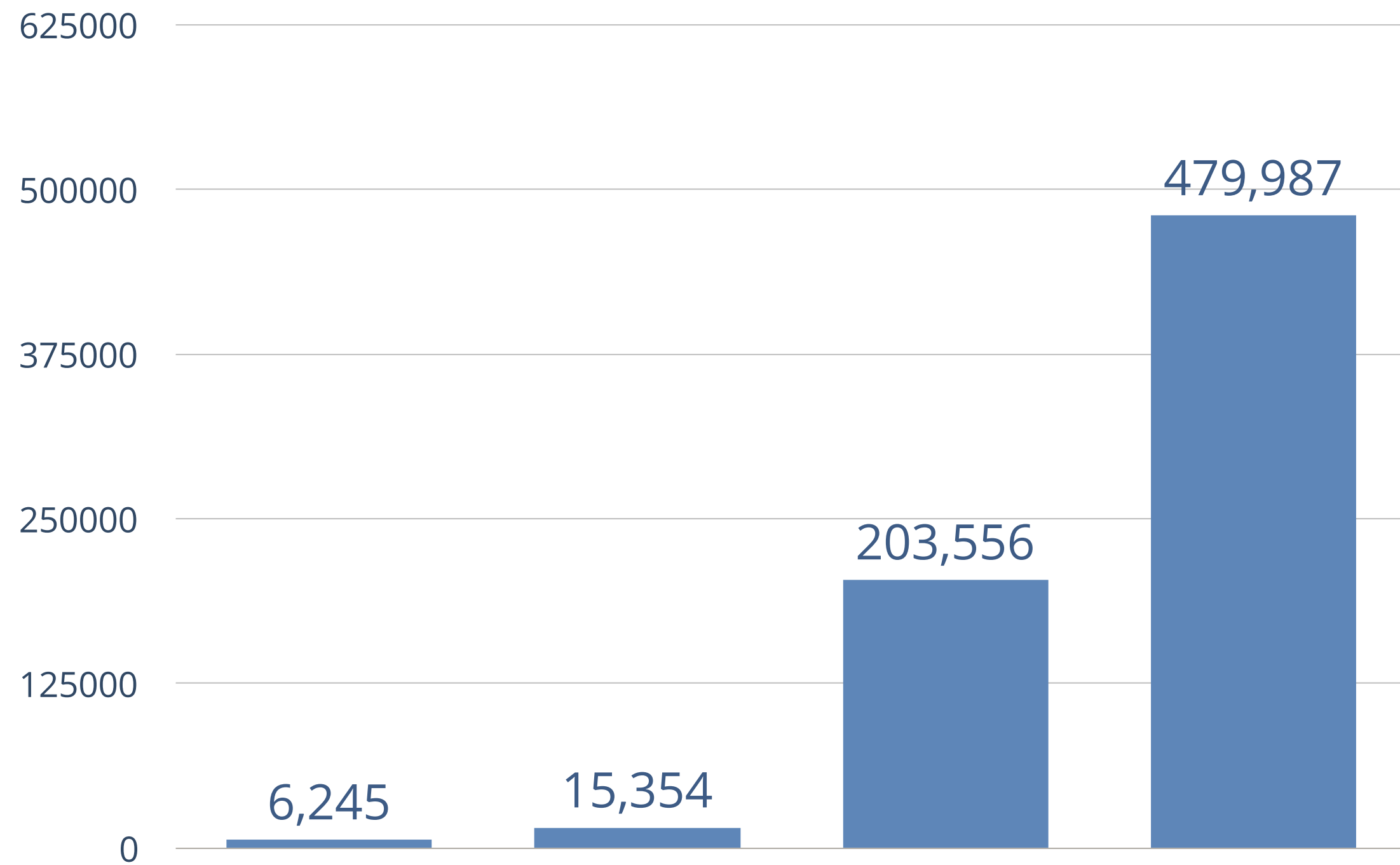
What are you posting? Who is engaging with it? Does it match?

5. CREAT & TEST

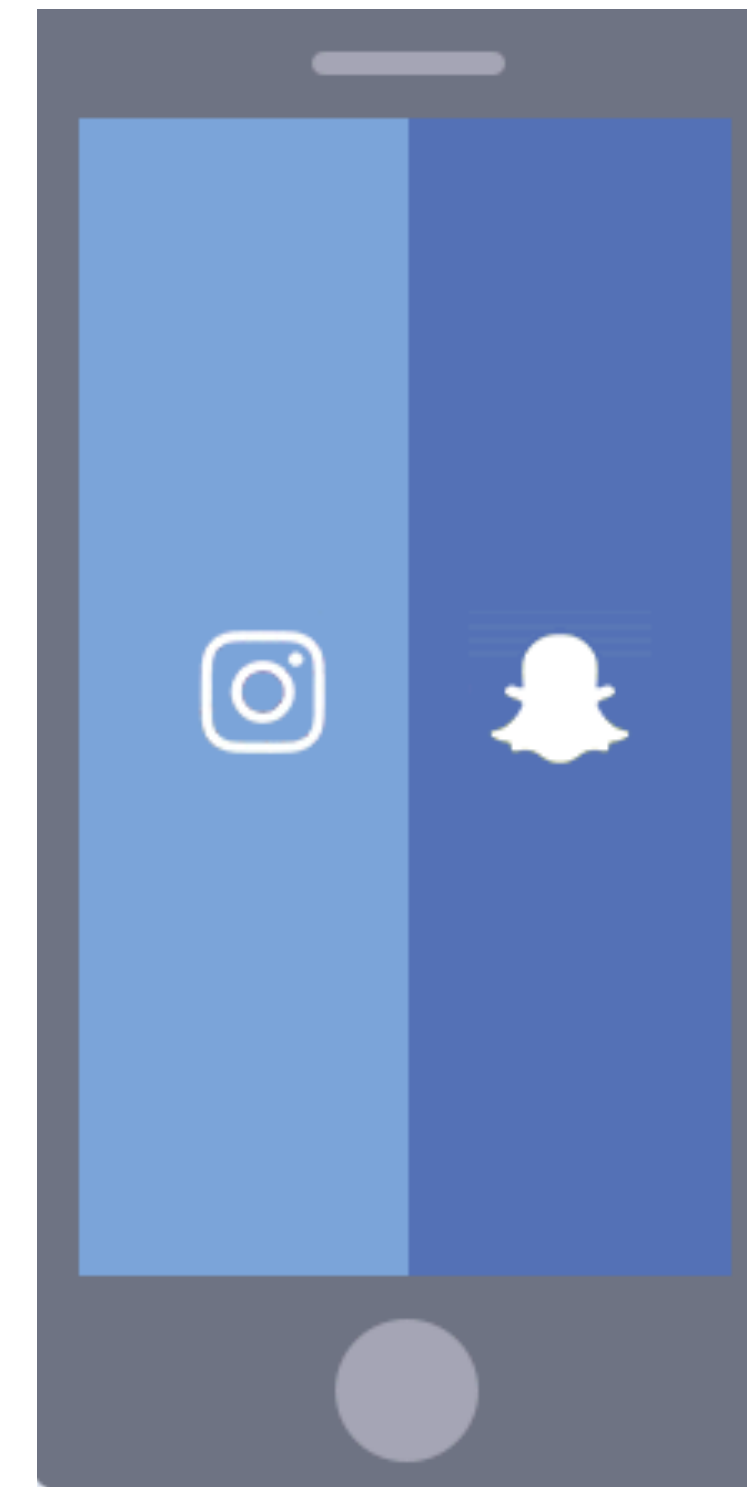
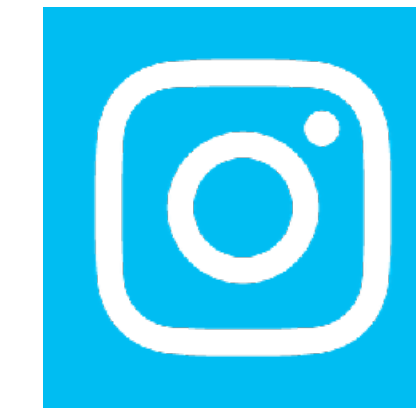
Start creating relevant and targeted content.

Instagram Stories & Facebook Livestreams:

Formats Matter



Reach of a Facebook Post



38% USA

Searchable

59% over 30

Metrics

18% USA

Must Know

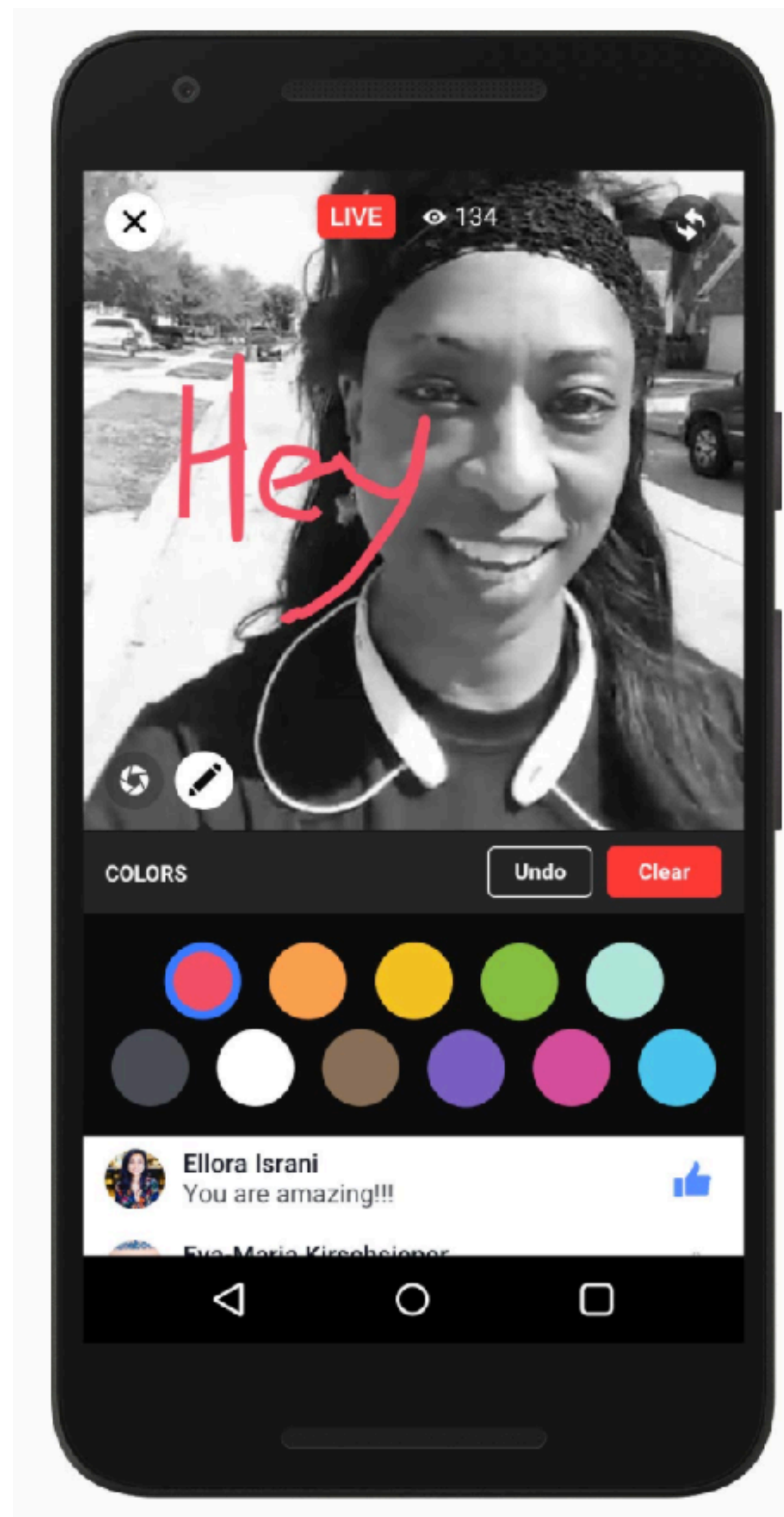
71% under 34

Pay to track

Facebook Live

Oh sh*t, we're live.

Facebook
Live:
What is it?



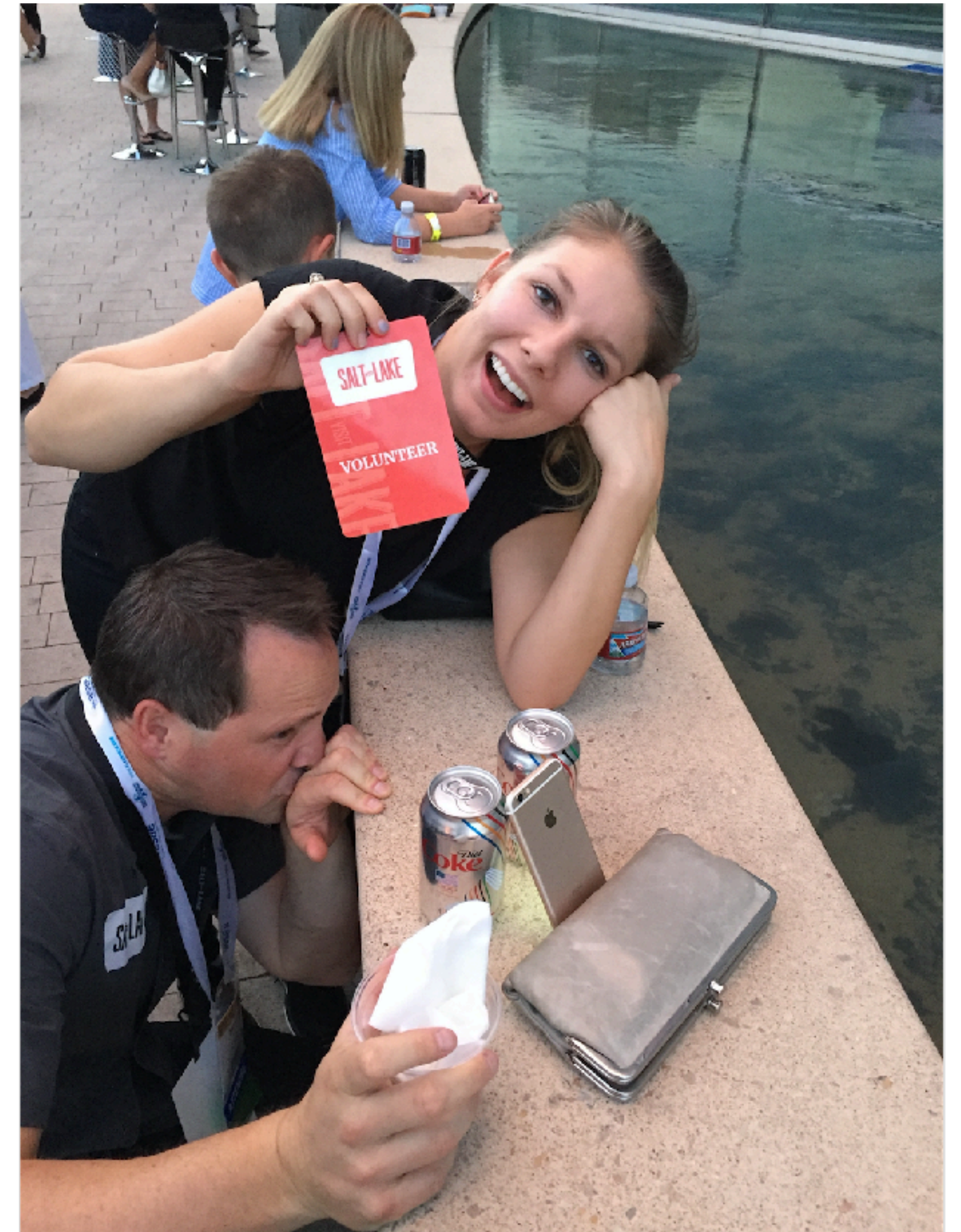
The basics

You should know:


- ◆ The Facebook Algorithm heavily favors live streaming.
- ◆ Live streaming is a little more forgiving.
- ◆ There should be a point to every live stream. Why is someone watching? What will they get out of it?

Best Practices:

- ◆Stablize. [Even if you have to MacGyver it.](#)
- ◆Do not touch your phone after starting the livestream - slight bounces are very noticeable.
- ◆TEST, TEST, and TEST again.
- ◆Always check for service before going live
- ◆Stream horizontally.
- ◆Have someone monitor the stream for visual and audio issues.
- ◆Monitor comments.



Travel Examples



Travel Oregon (Default) was live.
November 21, 2016 · 🌐

Oregon Moment of Zen: Take it all in. It's sunset time at the Oregon Coast.

Like Comment Share

Becky Gibson, Brooke Williams and 3.6K others

Realtime Comments

Travel Oregon



Crystal Cruises was live.
25,495 Views
July 10, 2016 · 🌐

Join us LIVE for an exclusive look at Crystal Mozart!

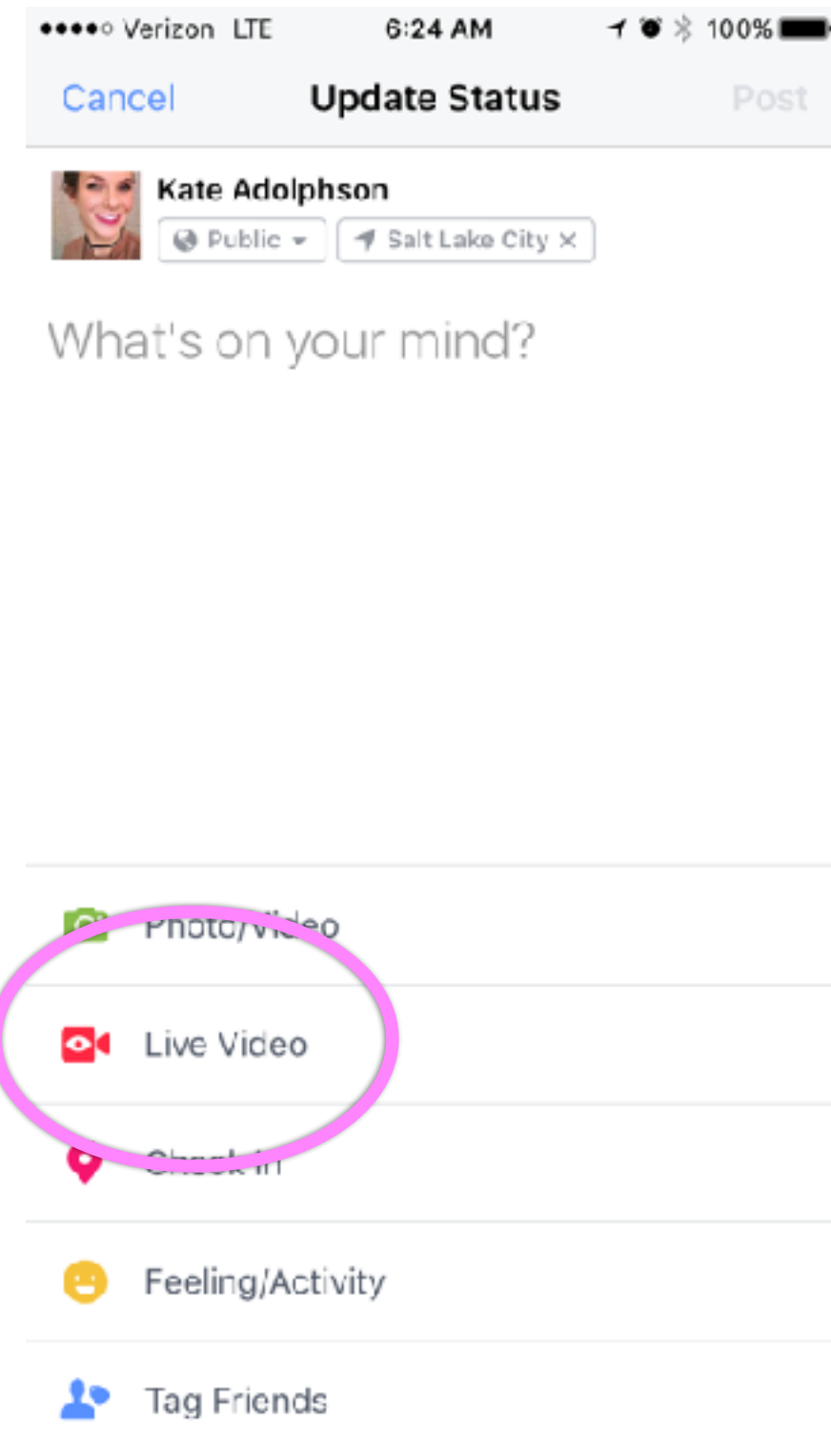
Like Comment Share

Ian Langenhuysen, Ashlynn Persing and 839 others

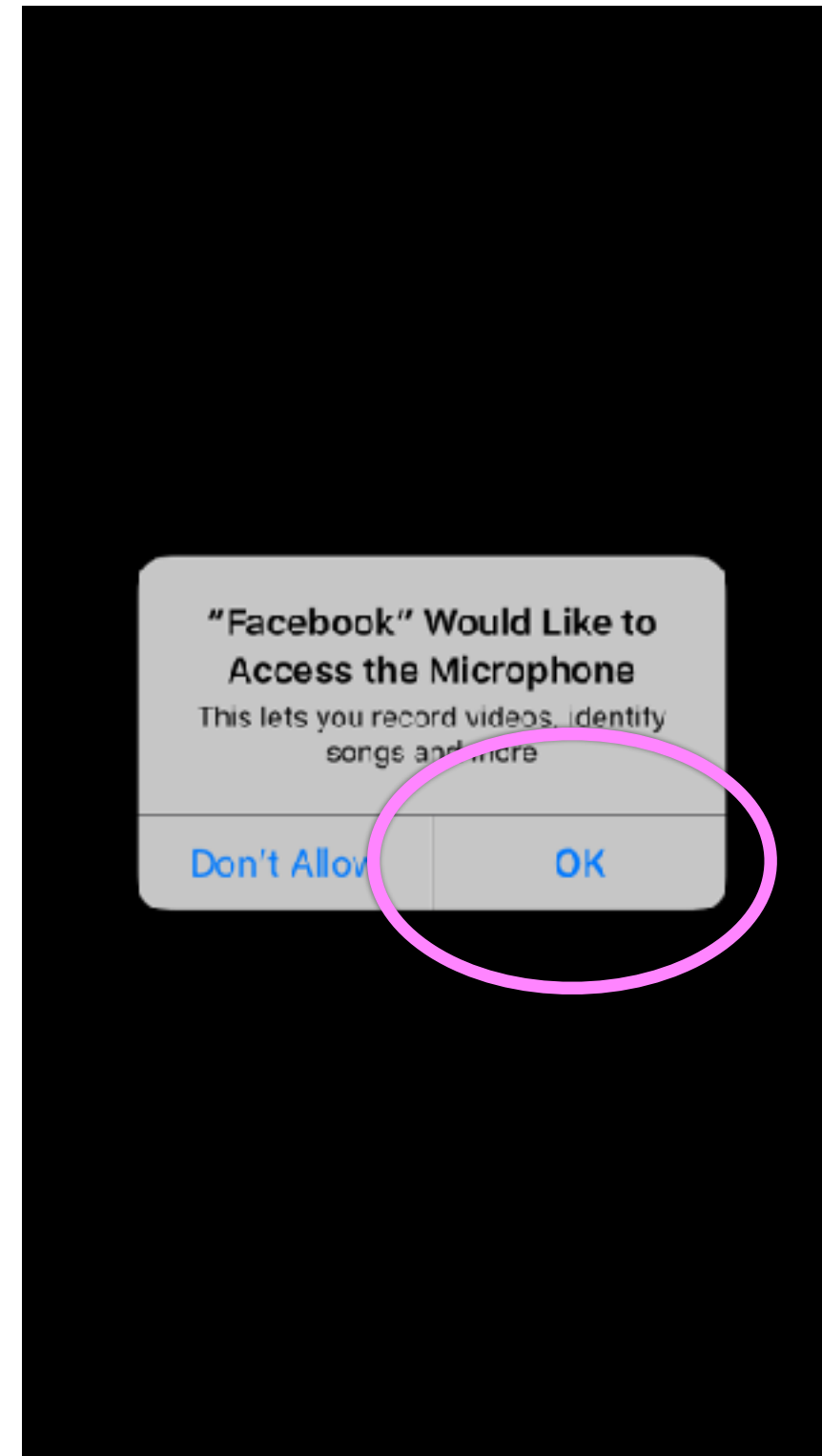
Top Comments

Crystal Cruises

How to Facebook Live



Publish a post



Allow
Facebook to
access camera
and
microphone



Set your
viewing
settings and
describe live
video

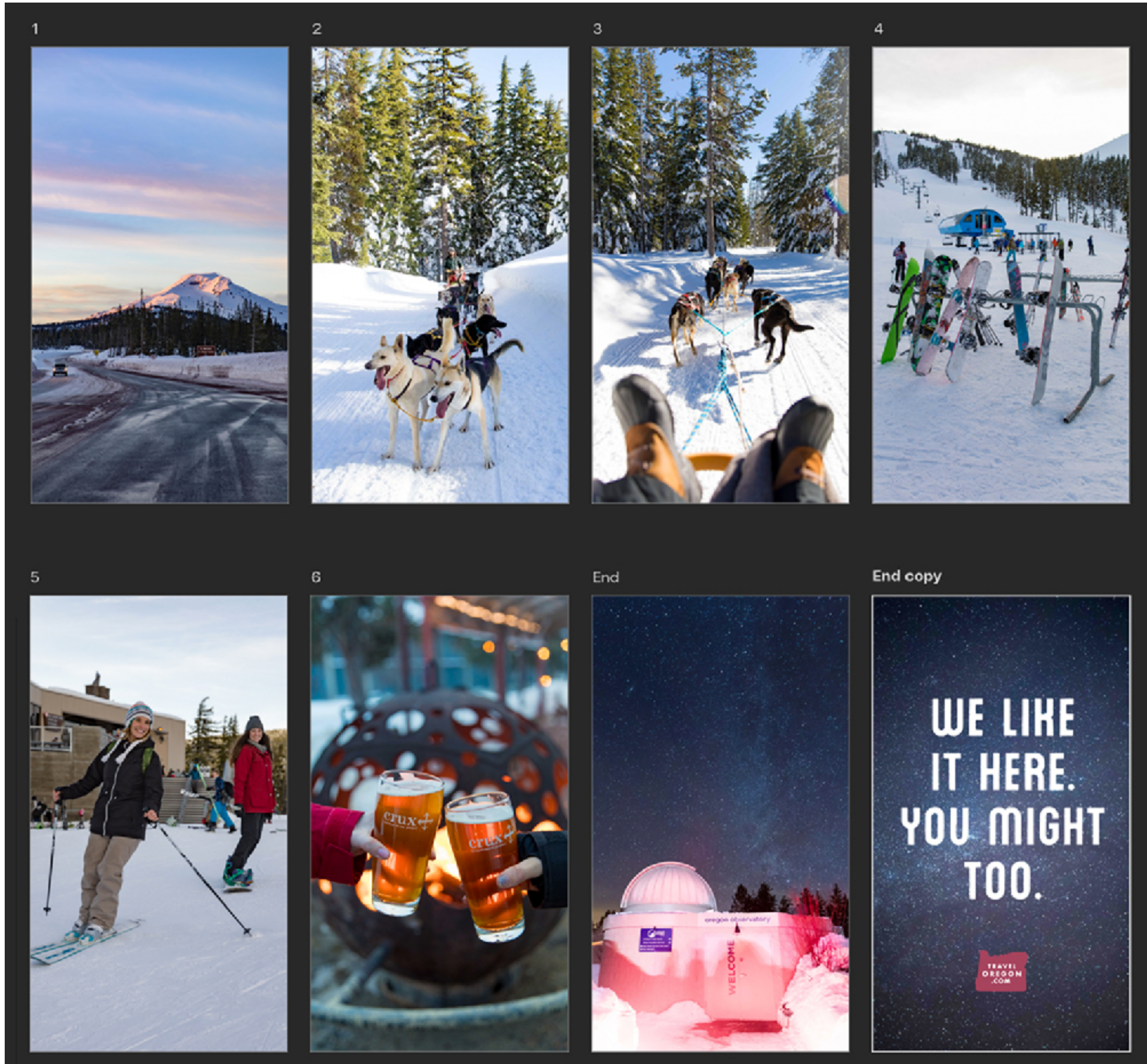


Set your
camera and
Go Live

Instagram Stories

The less perfect of the perfect.

Instagram Stories



Tips, tricks, and best practices

You should know:

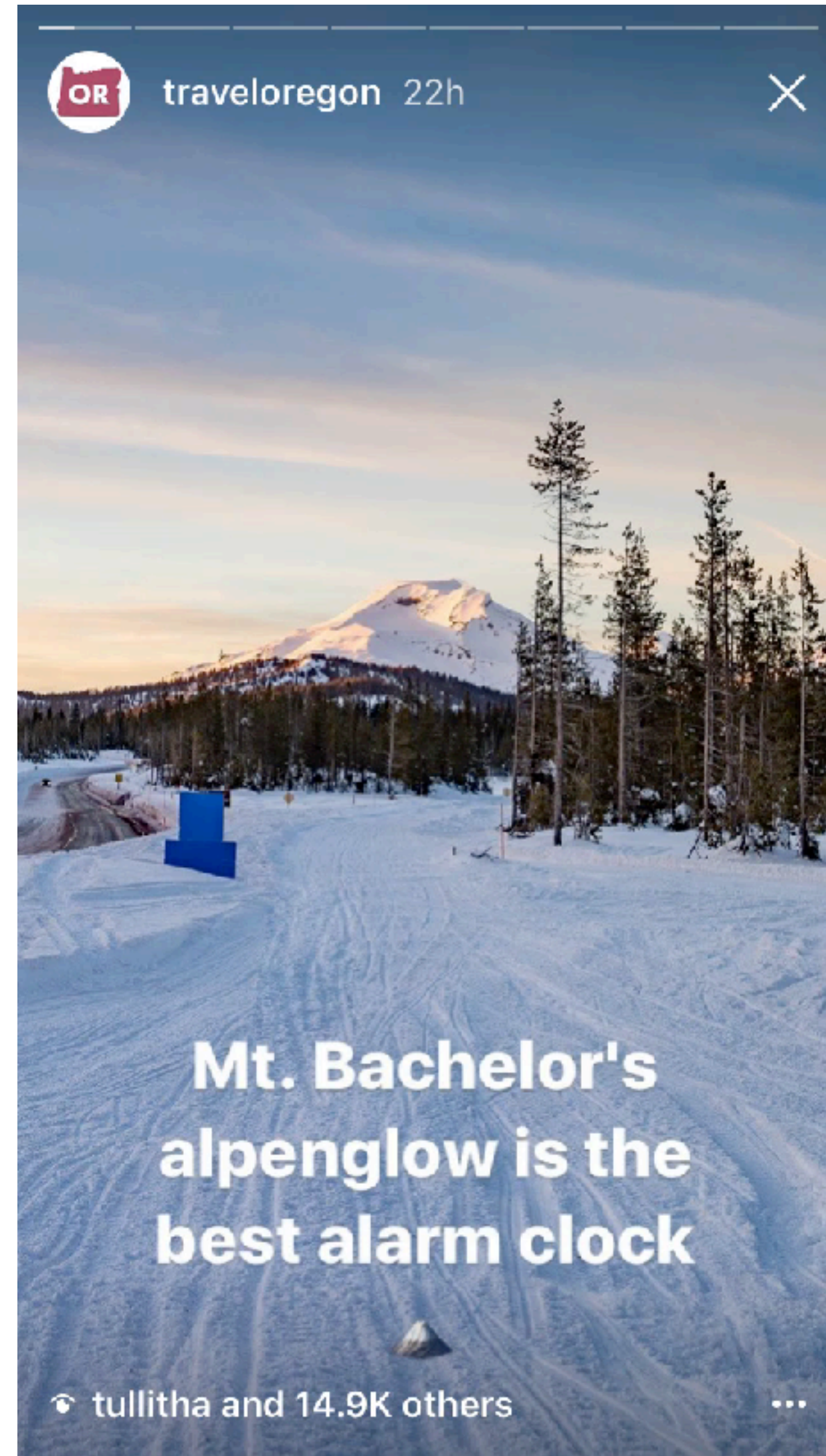
- ◆ Instagram Stories are less perfect than an Instagram post, but not as casual as Snapchat.
- ◆ You still want to plan it out for a business - it's not on the fly.
- ◆ They go away after 24 hours.
- ◆ Instagram stories are vertical.

Tips, tricks, and best practices

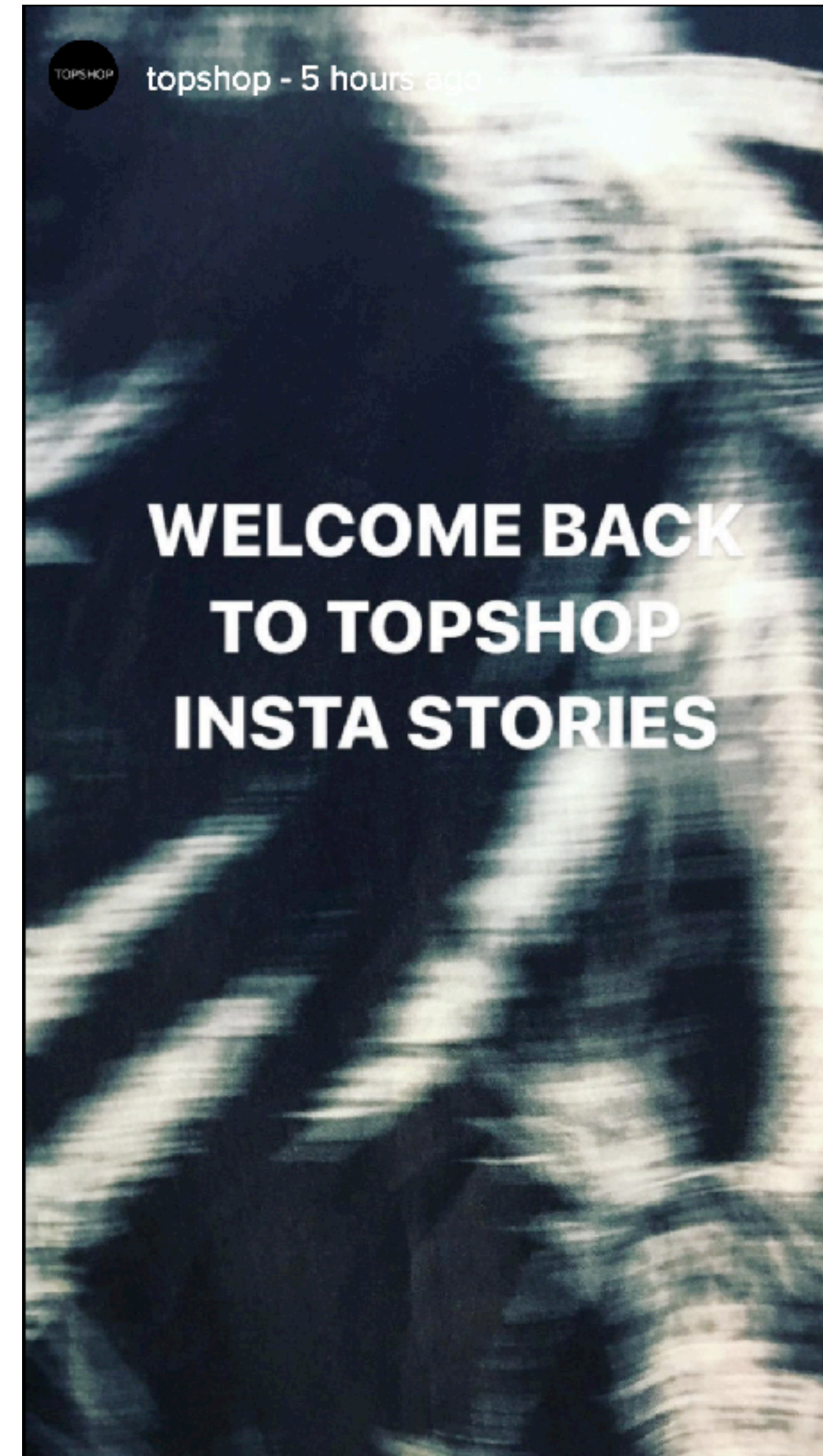
Best Practices:

- ♦ Define your objective to ensure messaging, visuals, and call-to-actions are aligned.
- ♦ Get creative. Use tools like doodling, text, and Boomerang.
- ♦ If you want multiple photos for one subject, post them at the same time.
- ♦ Do not have important information on the very top or bottom, as the Instagram Story Overlay will obstruct the view.
- ♦ You can edit photos / videos on the computer, then send to your phone to post (so it looks clean and professional).
- ♦ Tag other Instagram accounts.
- ♦ Example for business: [J.Crew](#)

Story Examples

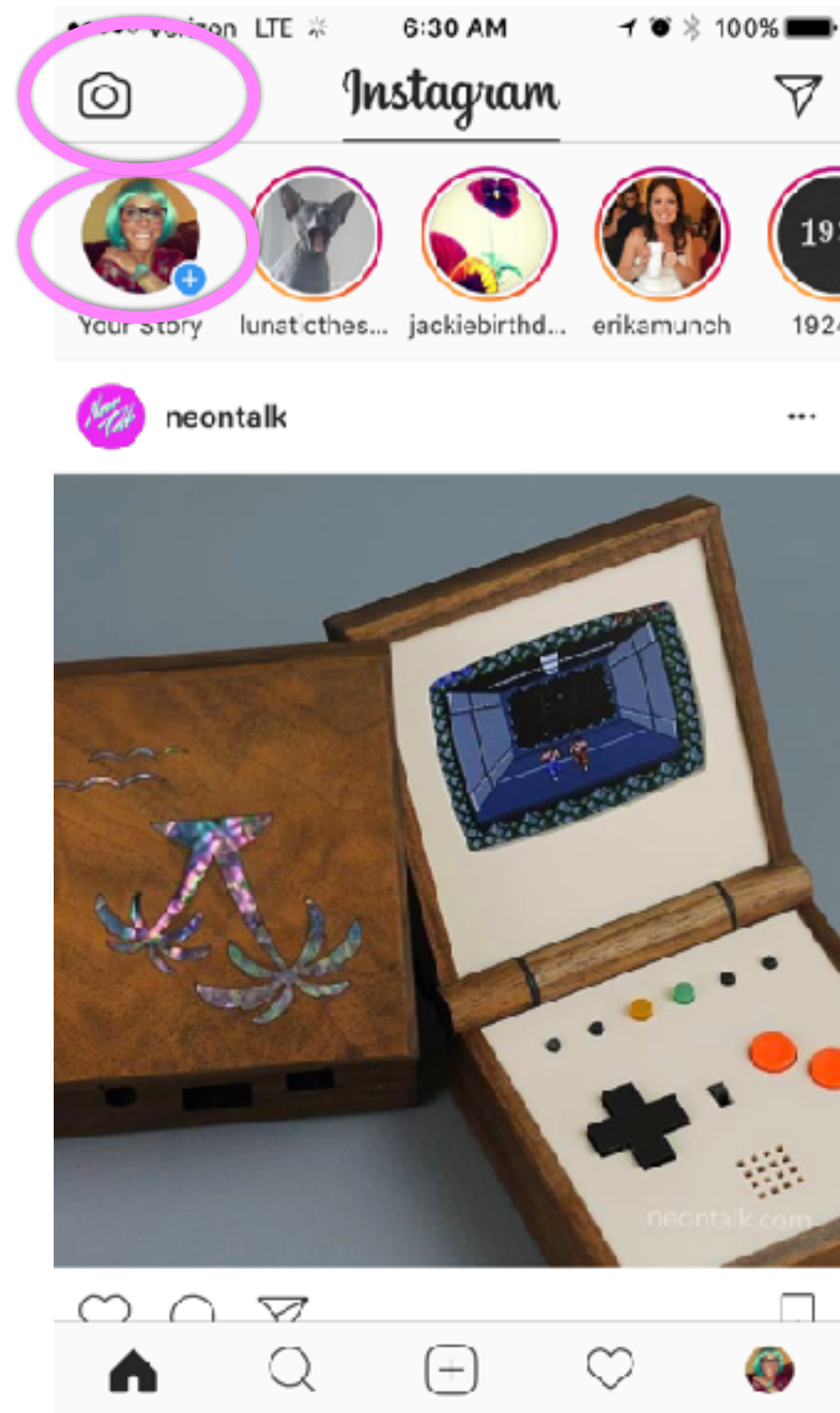


Travel Oregon



Topshop

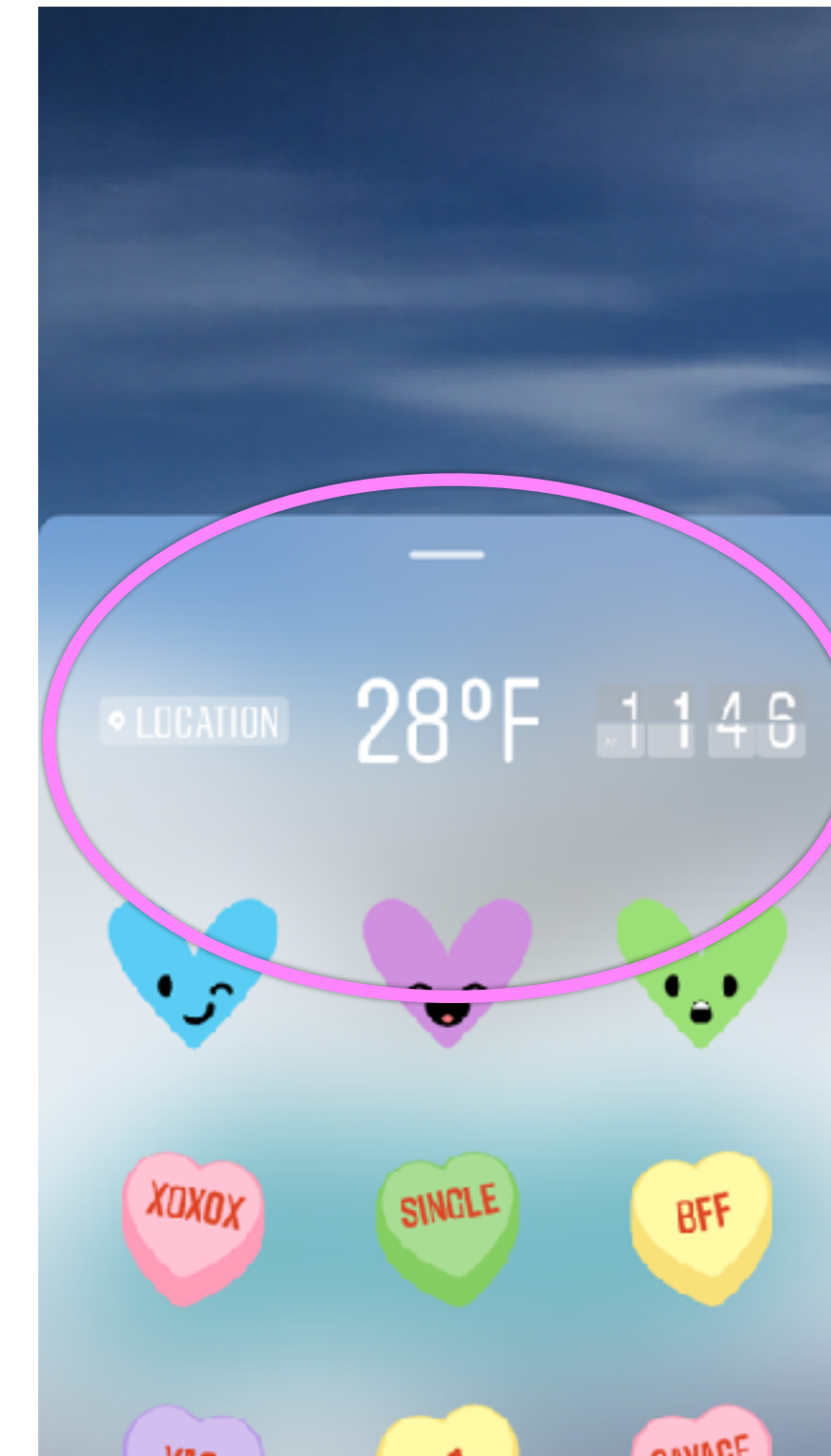
How to Instagram Story



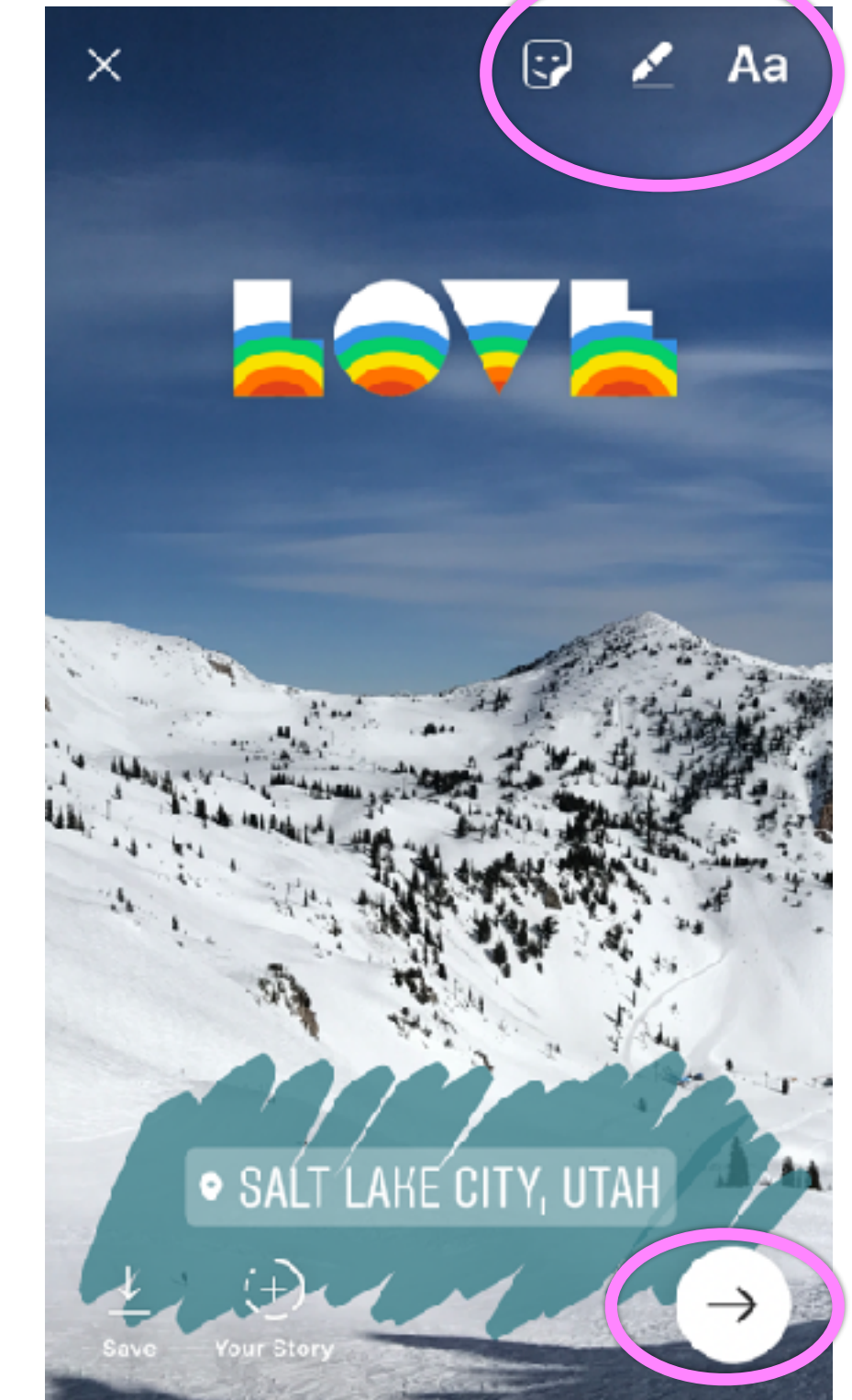
Add to your story



- Take a photo
- Pick an old photo in the last 24 hours (drag up)
- Make a boomerang



Pick stamps if desired



Doodle, write, filter and post!

Any questions?

Kate Adolphson

Kate@sparkloftmedia.com

IG: @katopotato5



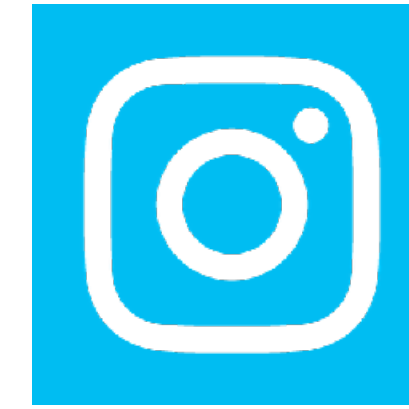
Breakout Session
YOU will create content

Today's Assignment

- 1: Join a group of FOUR people
- 2: Assign Roles
- 3: Create a plan
4. Create 1 Instagram Story & 1 Live Stream
5. Return and Share



Roles



Talent

Host, on screen

Videographer

Holds camera, creates tripod setup

Director/Producer

Sets up scene, secures props,
oversees shoot

Writer / Monitor

Works with Director / Producer to
create script, then monitors live
stream from computer

Talent

Character

Videographer

Films, captures story

Director / Producer

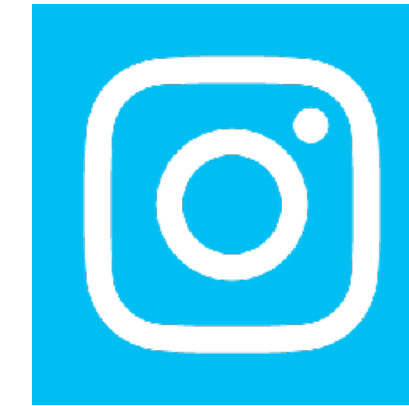
sets up scenes, props, oversees shoot

Writer / Designer

Owens storyboard, is artist for Instagram
doodles



TOOLS



Script

Loosely write a script including your **intro, middle, and call to action**

Storyboard

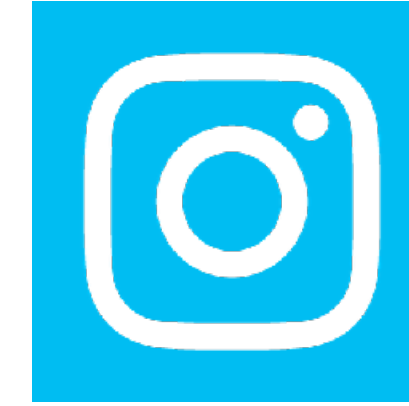
Determine your scenes. Stick figures are OK - make sure everyone is on the same page.

Storyboard

Determine your scenes. Determine what you want to doodle/write on top. Stick figures are OK - make sure everyone is on the same page.



Story Formats



Types of Live Streams

Interview

Today, we're here with...

Demo

Today, we're going to show you...

Travel

Here's a Salt Lake insider tip...

Instructional

Here's something you can create...

Basic Story

Character

Visible or not, who is the actor

Setup

set the scene, intro card

Middle

journey, activity

End

resolution, end card, call to action

Today's Assignment

Create an Instagram Story & a Live Stream

1: Join a group of FOUR people

2: Assign Roles

3: Create a plan

4. Get Creative and Execute

5. Return and Share