

A nighttime aerial photograph of Salt Lake City, Utah, showing the city lights and the snow-capped mountains in the background. A white rectangular text box is centered over the image.

Visit Salt Lake

Social Media Workshop / February 2017

Anything is possible









The Plan for Today

Red, Blue or True? - The Big Picture

TripAdvisor - Reputation Management

Bursting the Bubble - Targeting the right audiences

Live from Salt Lake City - it's YOU in a hands-on workshop



Everything is Social

“The Miracle on the Hudson”

 **Janis Krums** 
@jkrums 

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

RETWEETS	LIKES
244	892



12:36 PM - 15 Jan 2009

  244  892 



Sohaib Attar was unknowingly the first person to inform the world of the capture of Osama bin Laden via Twitter.



 **Sohaib Athar**
@ReallyVirtual [Follow](#)

Helicopter hovering above Abbottabad at 1AM (is a rare event).

12:58 PM - 1 May 2011

  4,489  4,036



 **Sohaib Athar**
@ReallyVirtual [Follow](#)

A huge window shaking bang here in Abbottabad Cantt. I hope its not the start of something nasty :-S

1:09 PM - 1 May 2011

  1,882  1,132



 **Sohaib Athar**
@ReallyVirtual [Follow](#)

RT @ISuckBigTime: Osama Bin Laden killed in Abbottabad, Pakistan.: ISI has confirmed it << Uh oh, there goes the neighborhood :-/

8:31 PM - 1 May 2011

  638  375

Politics



Blab! Media
@BlabMedia

 Follow

Egypt shuts off internet to contain activists & an Egyptian baby is named Facebook
[#WESMDAY2016](#) [#SMday](#)






JUN 22, 2016 @ 07:00 AM 3,446 VIEWS The Litt

New Study Finds Social Media Shapes Millennial Political Involvement And Engagement



 **Jeff Fromm**, CONTRIBUTOR
I speak and consult on the millennial generation and innovation. FULL BIO
Opinions expressed by Forbes Contributors are their own.



 **Donald J. Trump** @realDonaldTrump · 23h
My lawyers want to sue the failing @nytimes so badly for irresponsible intent. I said no (for now), but they are watching. Really disgusting


  7.2K  24K 

 **Donald J. Trump** @realDonaldTrump · Sep 17
The failing @nytimes has gone nuts that Crooked Hillary is doing so badly. They are willing to say anything, has become a laughingstock rag!


  8.9K  27K 

 **Donald J. Trump** @realDonaldTrump · Sep 17
Crazy Maureen Dowd, the wacky columnist for the failing @nytimes, pretends she knows me well--wrong!

  5.1K  17K 

 **Donald J. Trump** @realDonaldTrump · Sep 17
Wacky @NYTimesDowd, who hardly knows me, makes up things that I never said for her boring interviews and column. A neurotic dope!

  5.7K  19K 

 **Donald J. Trump** @realDonaldTrump · Sep 17
.@CNN just doesn't get it, and that's why their ratings are so low - and getting worse. Boring anti-Trump panelists, mostly losers in life!

  12K  37K 

 **Donald J. Trump** @realDonaldTrump · Sep 17
I never met former Defense Secretary Robert Gates. He knows nothing about me. But look at the results under his guidance - a total disaster!

  7K  22K 

Charities + Religion



gates notes

1:17 / 1:29

Bill Gates ALS Ice Bucket Challenge

thegatesnotes

Subscribe 153,652

22,990,139 views

The image shows a video player for a YouTube video. The video frame shows Bill Gates in a blue shirt, drenched in water, holding a red and white striped pole. The video player includes standard controls like play, volume, and a progress bar. Below the video, the title 'Bill Gates ALS Ice Bucket Challenge' is displayed, along with the channel name 'thegatesnotes', a subscribe button with 153,652 subscribers, and a view count of 22,990,139 views.



Relief for Fidencio the paleta man

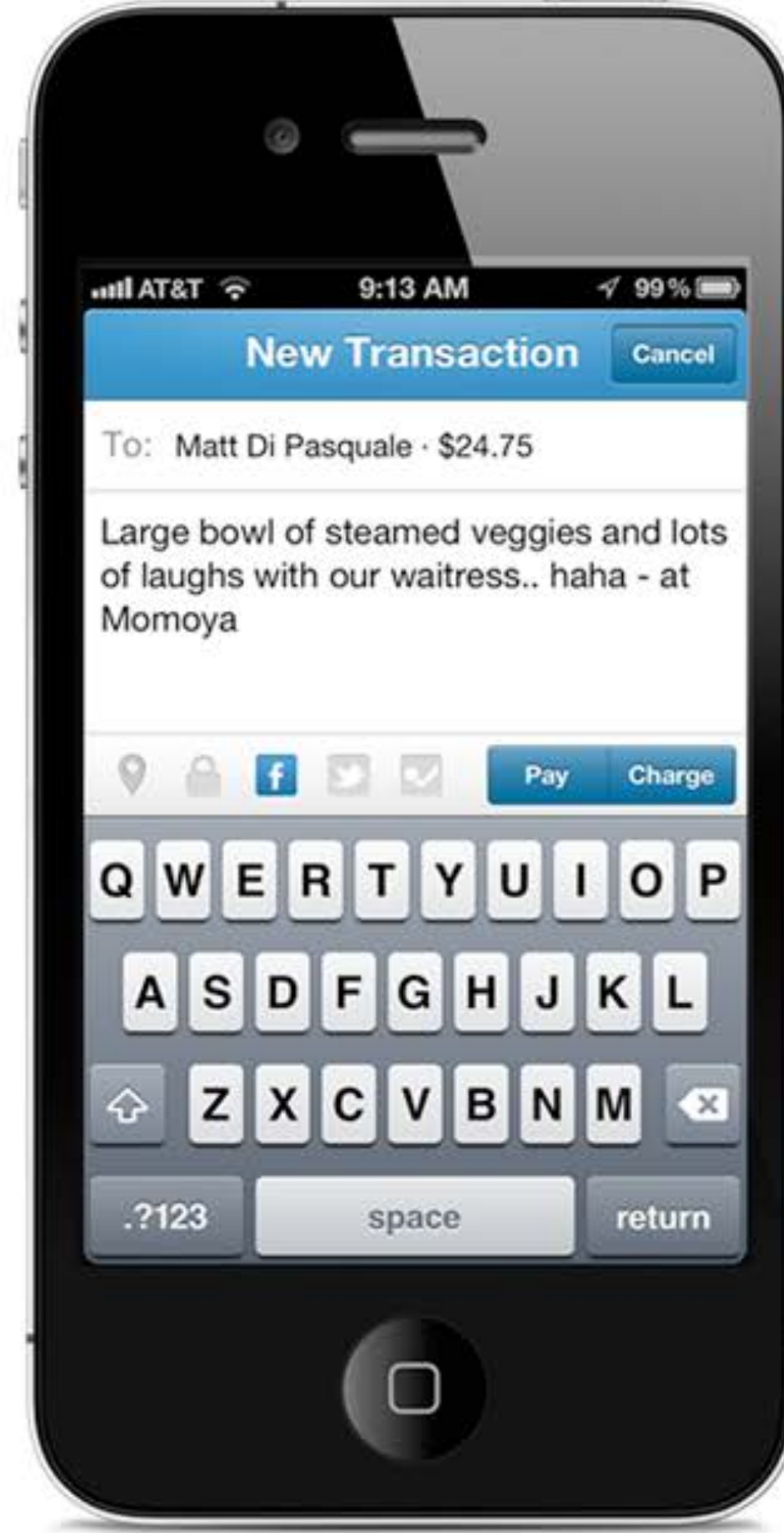
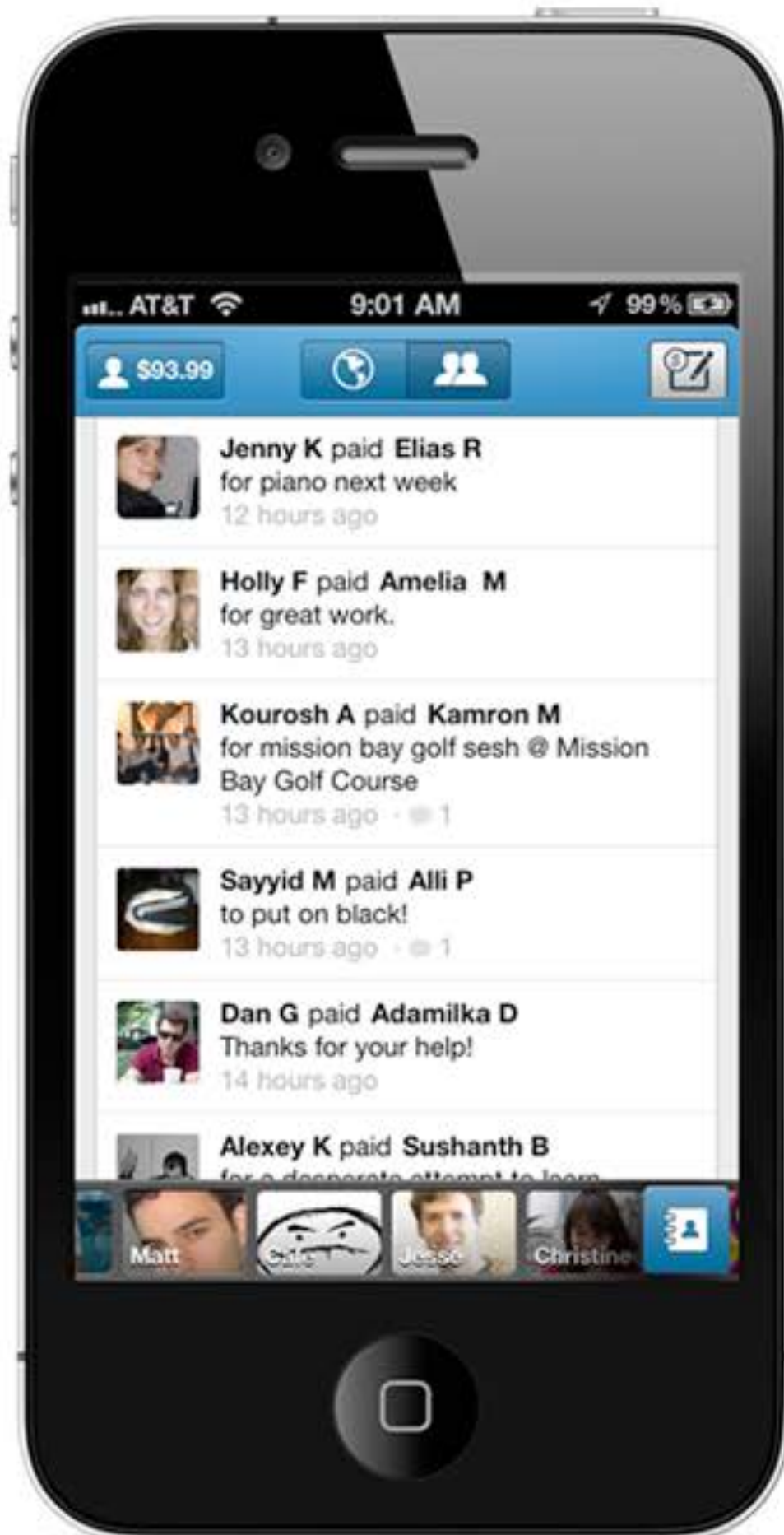
Donate

\$336,940 of \$3,000

Organized by Joel Cervantes Macias

The image shows a GoFundMe page. The top image is a photograph of a man in a white shirt and yellow hat pushing a small cart with a sign that says 'PALETAS PONCHO' and '2513 S. PULASKI RD. CHICAGO, IL 773 527-7289'. Below the image, the title 'Relief for Fidencio the paleta man' is shown next to a green 'Donate' button. A progress bar indicates that \$336,940 has been raised out of a \$3,000 goal. At the bottom, it says 'Organized by Joel Cervantes Macias' with a small profile picture.

Money



Reading

The screenshot displays the Kindle e-reader interface. At the top, the 'kindle' logo is on the left, and 'Library' is in the center. A search bar at the top right contains the word 'chattel'. The main text area is split into two columns. The left column contains the following text:

no longer a boy, and every day made his yoke more galling. He had raised his hand against his master, and was to be publicly whipped for the offence. I reminded him of the poverty and hardships he must encounter among strangers. I told him he might be caught and brought back; and that was terrible to think of.

He grew vexed, and asked if poverty and hardships with freedom, were not preferable to our treatment in slavery. "Linda," he continued, "we are dogs here; foot-balls, cattle, every thing that's mean. No, I will not stay. Let them bring me back. We don't die but once."

He was right; but it was hard to give him up. "Go," said I, "and break your mother's heart."

I repented of my words ere they were out.

"Linda," said he, speaking as I had not heard him speak that evening, "how could you say that? Poor mother! be kind to her, Linda; and you, too, cousin Fanny."

Cousin Fanny was a friend who had lived some years with us.

Farewells were exchanged, and the bright, kind

The right column contains the following text:

boy, endeared to us by so many ac from our sight.

It is not necessary to state ho escape. Suffice it to say, he was on York when a violent storm overto captain said he must put into the alarmed Benjamin, who was awar advertised in every port near his o embarrassment was noticed by th they went. There the advertiseme eye. Benjamin so exactly answer the captain laid hold on him, and The storm passed, and they proce Before reaching that port Benjami his chains and throw them overbo from the vessel, but was pursued, carried back to his master.

When my grandmother retur her youngest child had fled, great with characteristic piety, she said, done." Each morning, she inquire been heard from her boy. Yes, nev

A search overlay is visible on the right side of the screen, titled '6 Results Found'. It lists several search results with snippets of text and page/location information:

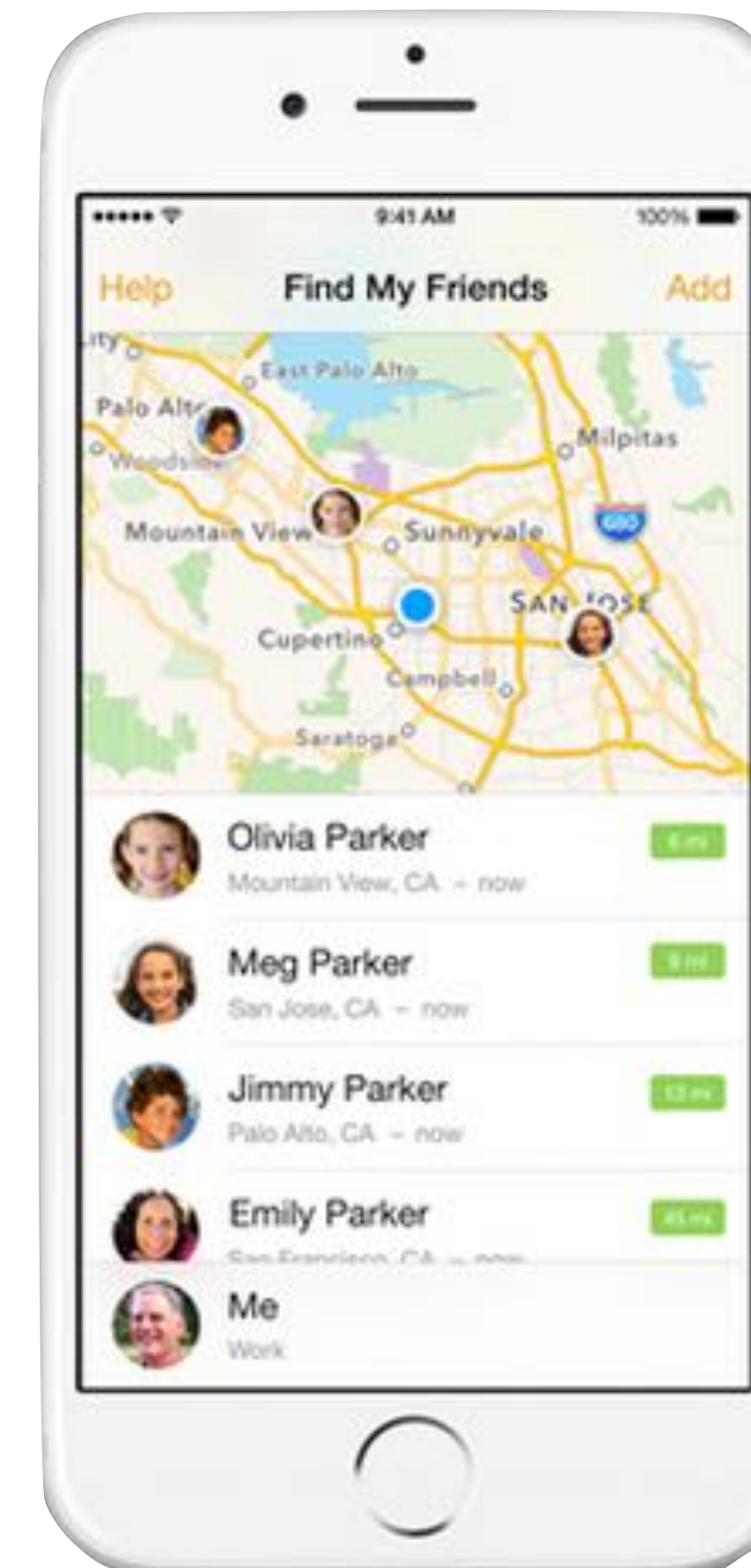
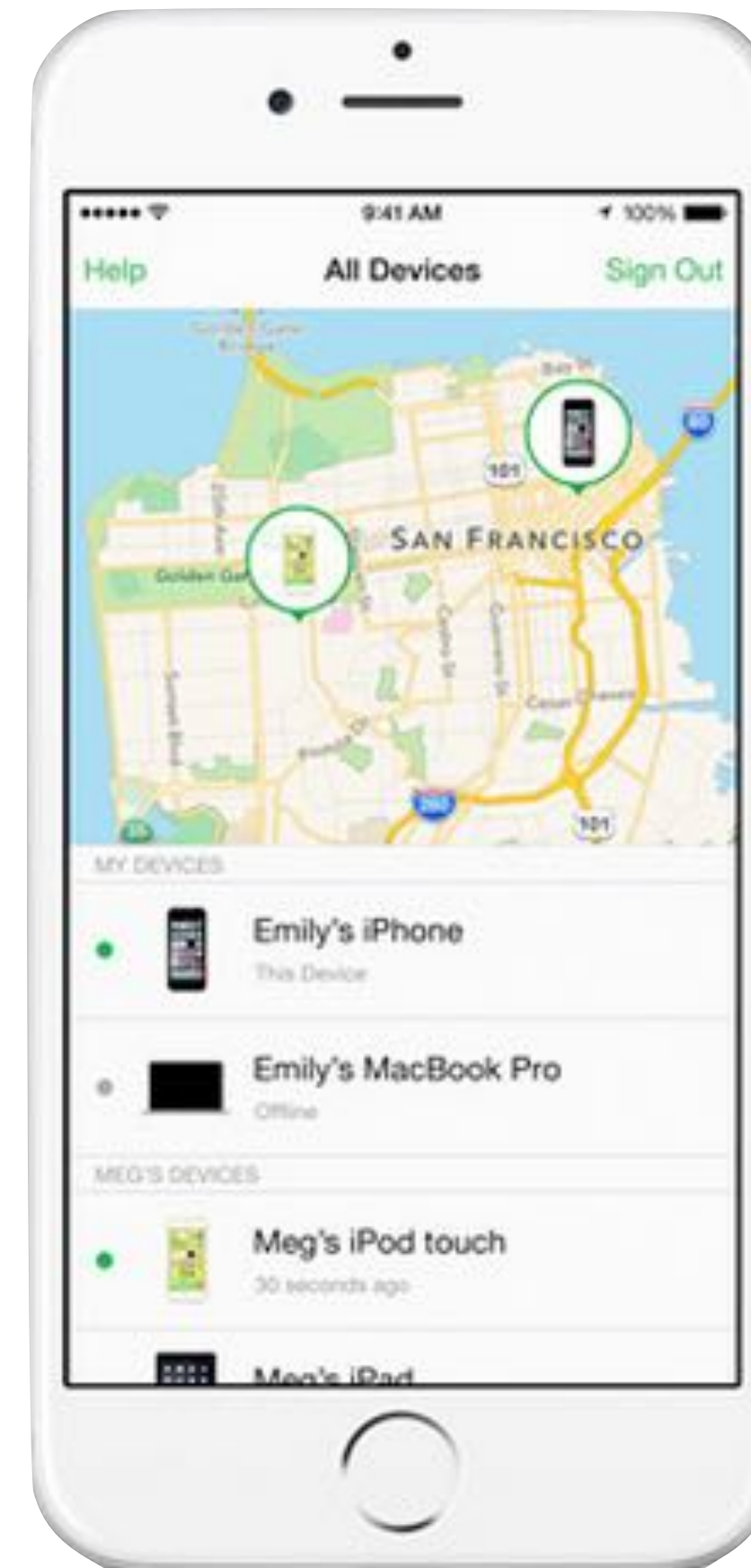
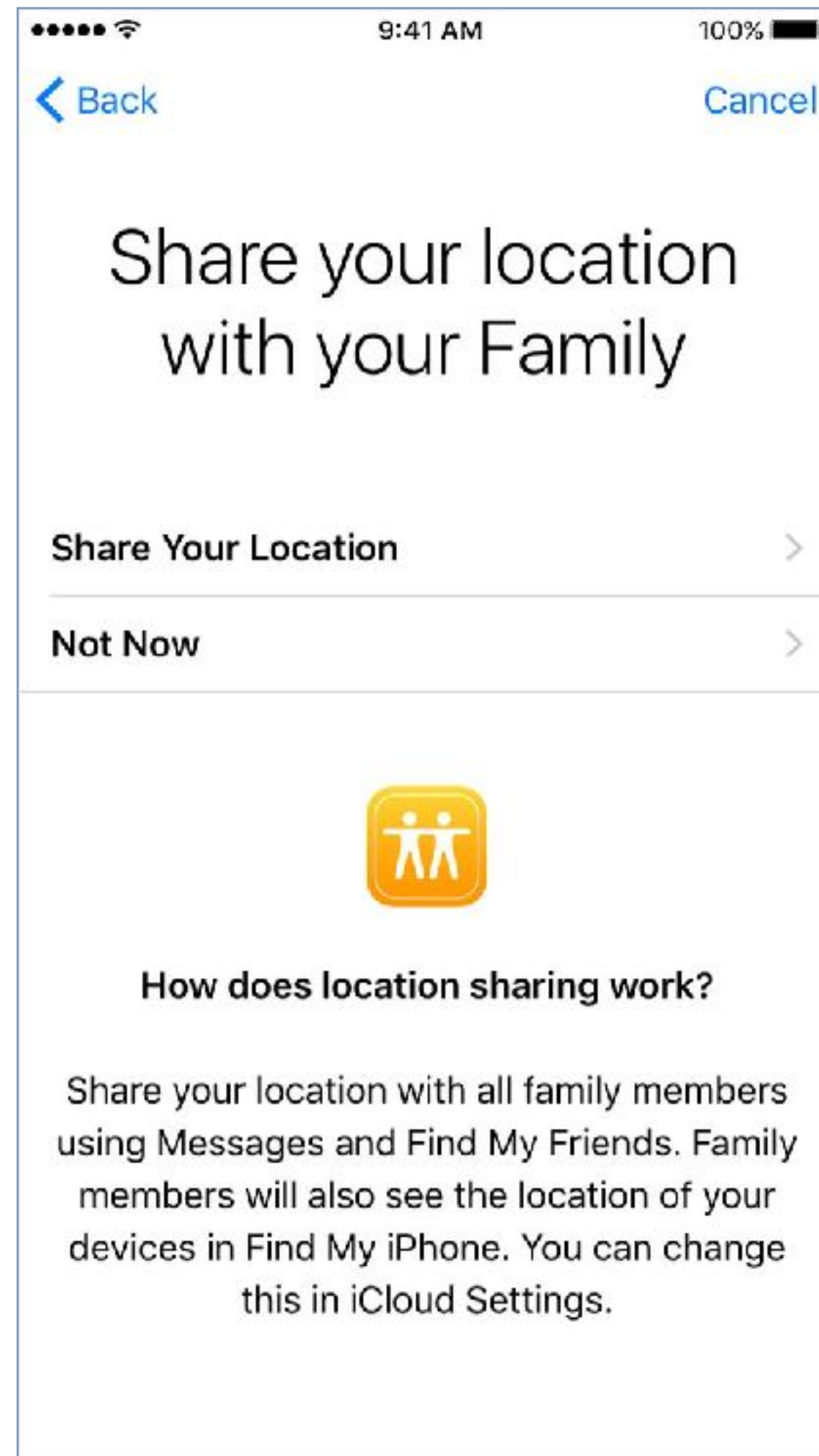
- for the morrow; but there came that blight, which too surely waits on every human being born to be a **chattel**. When I was nearly twelve years old, my kind mistress
Page 3 + Location 89
- intention of her mistress to leave her free. When the day of sale came, she took her place among the **chattels**, and at the first call she sprang upon the auction-block. Many
Page 7 + Location 149
- You are at Page 15
- Yes, news was heard. The master was rejoicing over a letter, announcing the capture of his human **chattel**. That day seems but as yesterday, so well do I
Page 15 + Location 295
- slave; to be entirely unprotected by law or custom; to have the laws reduce you to the condition of a **chattel**, entirely subject to the will of another. You never exhausted your
Page 49 + Location 818
- discovered a safe method for me to escape. Yet that intelligent, enterprising, noble-hearted man was a **chattel**. Liable, by the laws of a country that calls itself civilized, to
Page 145 + Location 2330
- having been bought was always galling to a
Page 145 + Location 2330

At the bottom of the screen, a progress bar shows the current page (15) and location (295) within the document (Page 15 of 195 - Location 295 of 3018).

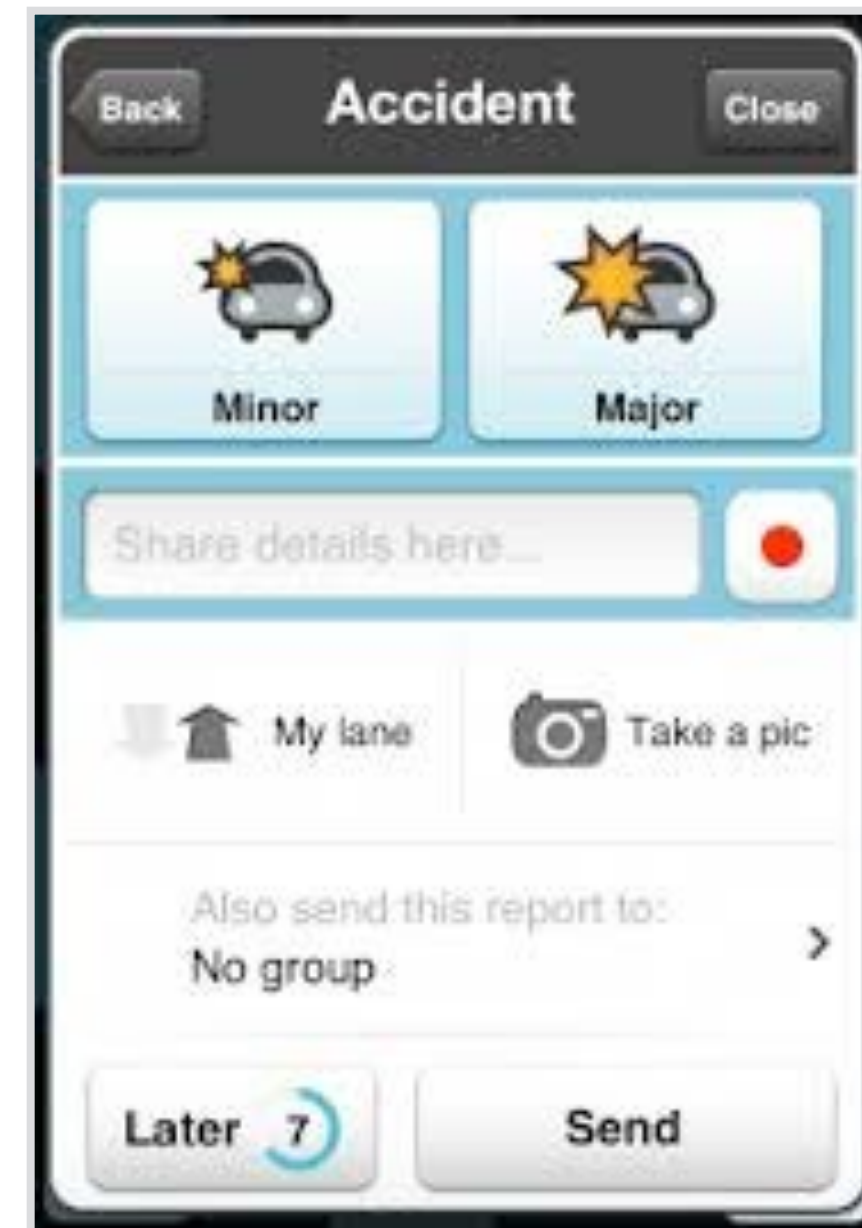
Book buying



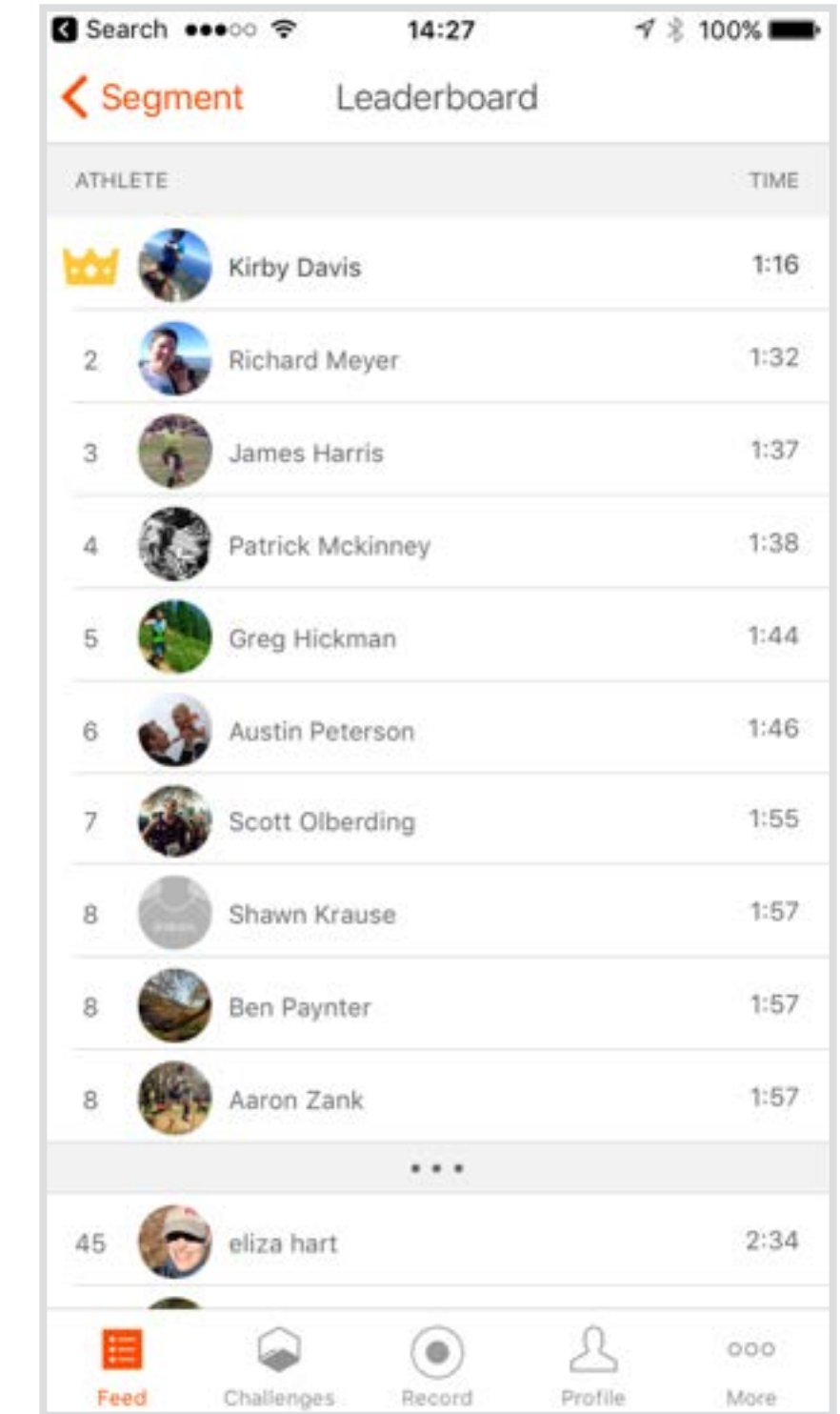
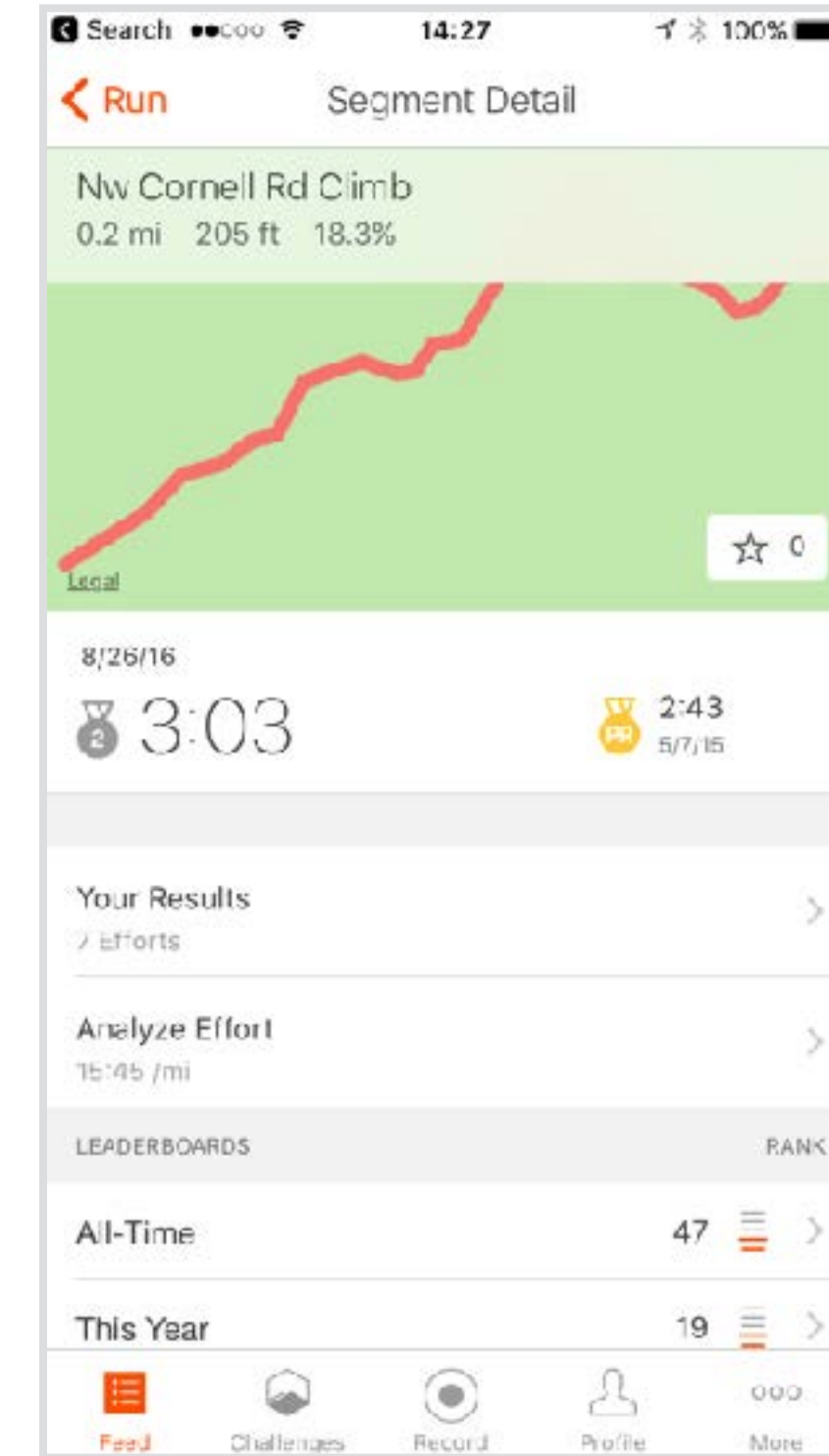
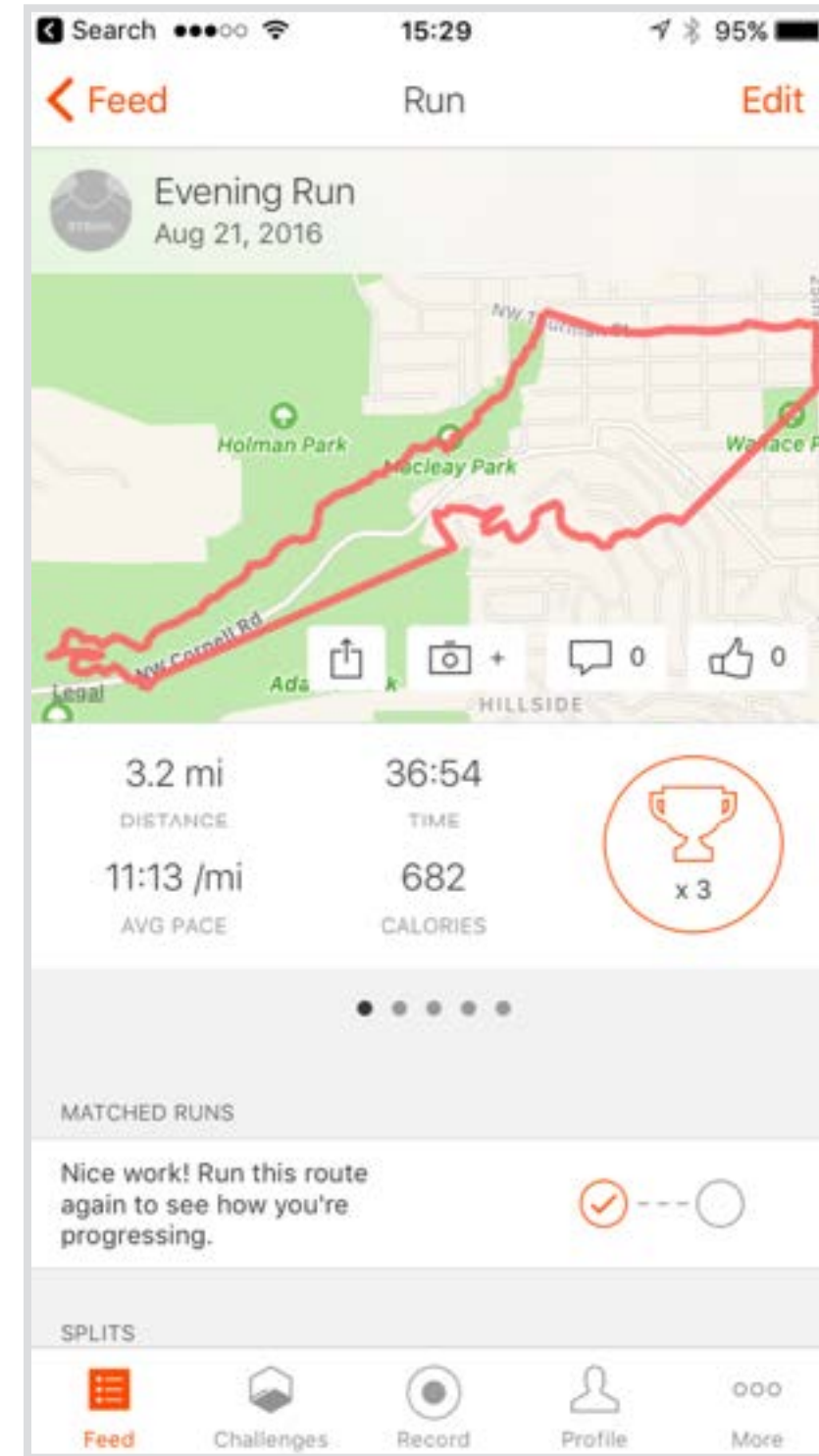
Location Sharing



Traffic



Health + Wellness



Government + Law Enforcement

 **Boston Police Dept.**   
@Boston_Police

#WANTED: Updated photo of 19 year-old Dzhokhar Tsarnaev released. Suspect considered armed & dangerous.
pic.twitter.com/pzps8ovJTb

 Reply  Retweet  Favorite  More



13,794 RETWEETS 732 FAVORITES 

7:32 AM - 19 Apr 13 



 **Boston Police Dept.**   
@Boston_Police

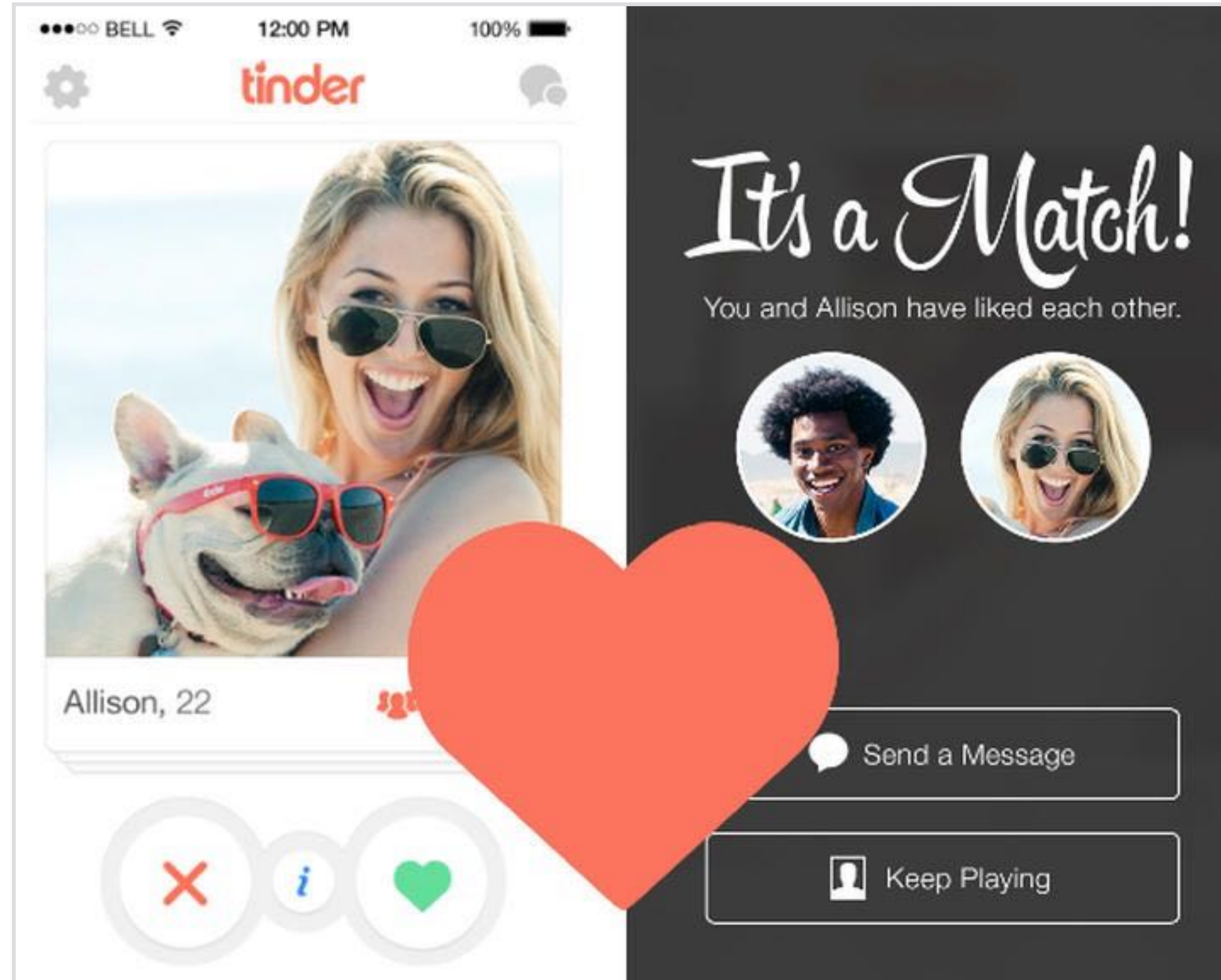
Suspect in custody. Officers sweeping the area. Stand by for further info.

 Reply  Retweet  Favorite  More

76,473 RETWEETS 19,462 FAVORITES 

5:45 PM - 19 Apr 13

Relationships



Red, Blue or True?

Consumer Behavior

“The true scarce commodity of the near future will be human attention.”

- Satya Nadella, CEO Microsoft



Fragmentation of shared experiences



Fragmentation of shared experiences





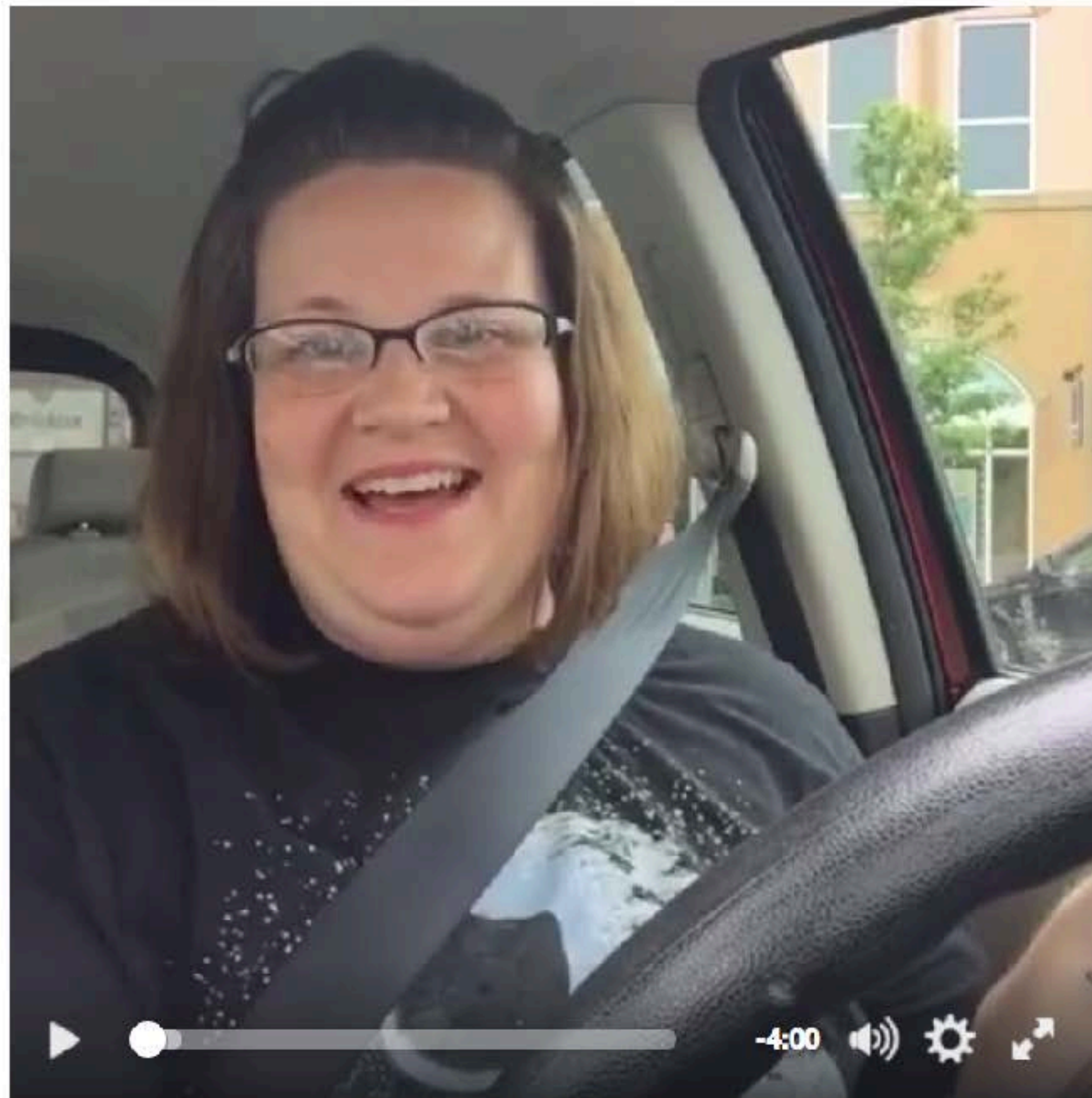


Candace Payne was live.

May 19, 2016 · 🌐

Follow

It's the simple joys in life....



165M Views

Like Comment Share

👍👍👍 Teresa Mitchell O'Neill, Foy Renfro and 2.9M others

Top Comments

3,381,283 shares

15K Comments

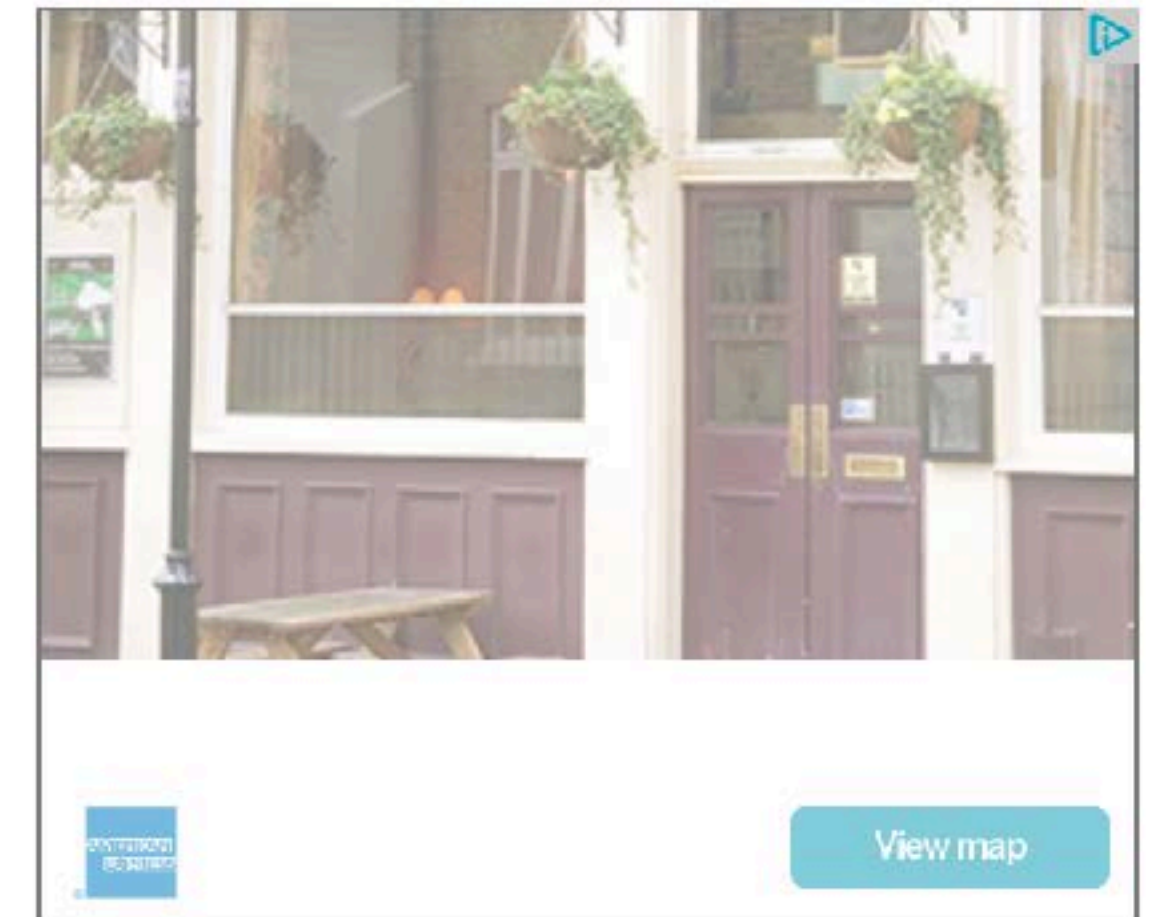
Video Of Woman Laughing In Chewbacca Mask Sells Out Mask, Kohl's Says



Emily Canal, FORBES STAFF

I manage the homepage and cover the day's news [FULL BIO](#)

It was the laugh heard around the world. [Candace Payne's Facebook](#) video that showed her trying on a Chewbacca mask from Kohl's, and joyfully laughing, went viral quickly after she shared it on May 19. Just as quickly as 54.2 million people watched the clip, Kohl's sold out of that mask online.





chewbacca

Search term

+ Compare

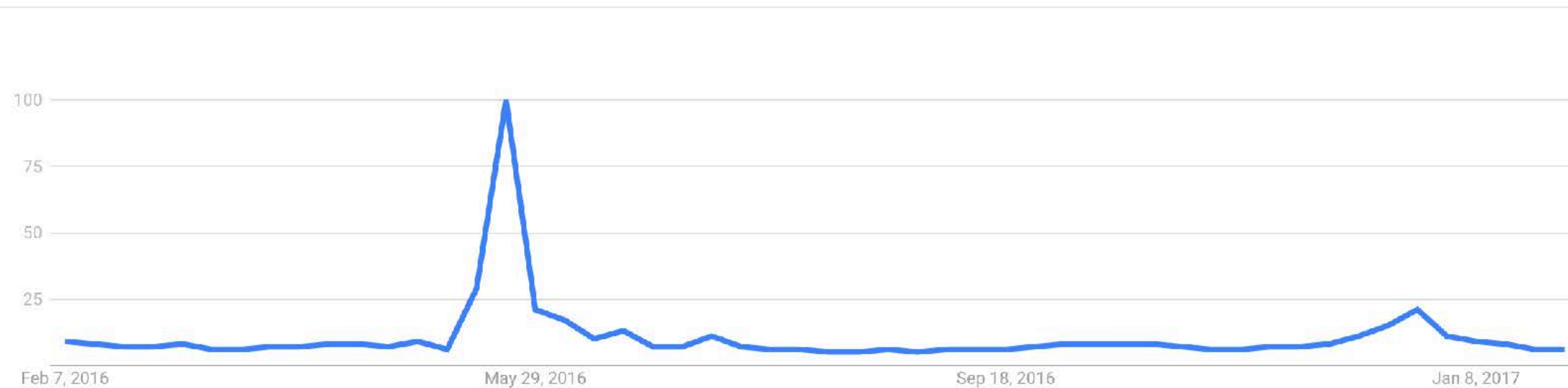
Worldwide ▼

Past 12 months ▼






All categories ▼

Web Search ▼

Interest over time ?



Fragmentation of shared experiences

TRENDING     





- Ivanka Trump**
Trump Slams Nordstrom for Dropping Daughter Ivanka's Brand – bloomberg.com
- Kevin Plank**
Curry against Under Armour CEO's Trump take – espn.com
- Lady Gaga**
Lady Gaga responds to Super Bowl body shaming – cnn.com
- Intel**
Intel, in Show of Support for Trump, Announces Factory in Arizona – nytimes.com
- T.J. Maxx**
TJ Maxx throws away signs advertising Ivanka Trump merchandise – thehill.com
- Yemen**
After Flawed Raid, Yemen Forbids U.S. Ground Missions – msn.com
- NASA Jet Propulsion Laboratory**
A lunar eclipse, comet and 3 planets will be in the night sky on Friday – newsobserver.com
- Petersburg, Virginia**
U.S. Marshals looking for tattoo-covered sex offender – nydailynews.com
- Alveda King**
Martin Luther King's niece accuses Warren of playing 'the race card' – politico.com
- John Kelly**
Homeland Security Secretary floats plan to ask US visitors for social... – theverge.com

Carrier 12:34 AM 100%





Stories

My Story




DISCOVER

- 
- 
- 
- 

LIVE

-  Los Angeles
-  Beach Bums Ep. 1
-  Wimbledon Finals
-  Comics in San Diego

RECENT UPDATES

-  Jessica Williams
-  Liam 🎵 🏃
-  Maggie 🙌 ❤️ 🍕



Blue Feed, Red Feed

See Liberal Facebook and Conservative Facebook, Side by Side

By Jon Keegan

Published May 18, 2016 at 8:00 a.m. ET | Updated hourly

FILTER FEEDS BY TOPIC:

- PRESIDENT TRUMP
- PRESIDENT OBAMA
- AFFORDABLE CARE ACT
- GUNS
- ABORTION
- ISIS
- EXECUTIVE ORDER
- IMMIGRATION**

LIBERAL | SHOWING POSTS ABOUT: "IMMIGRATION" | **CONSERVATIVE**

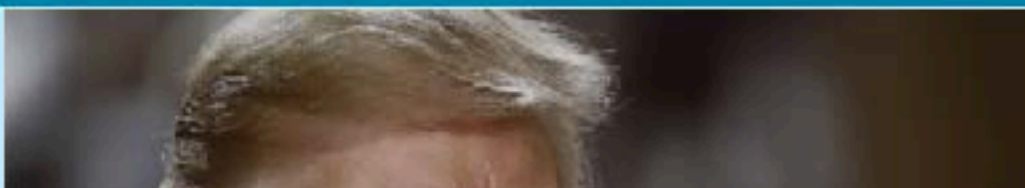
ACLU Nationwide @wat
4 hours ago
@RarJadwat

Don't get complacent on the [#muslimban](#). The people do the work and the courts follow. If you came out you are why we're winning. Don't stop.

2/9/17, 7:18 PM

Tonight's win at the 9th Circuit Court of Appeals declining to reinstate the Muslim ban is important, but the fight is far from over. This, from ACLU Immigrants' Rights Project Director Omar Jadwat, is so important. Thank you to everyone who has made their voices heard. Let's continue this work together!


19K 185 2.1K



Sean Hannity
about an hour ago

"These men and women in black robes ... need to be reined in. The American people no longer have a voice in immigration."

Michelle Malkin is appalled but not surprised by the 9th U.S. Circuit Court of Appeals decision to uphold the block on President Donald J. Trump's travel ban.



APPEALS COURT UPHOLDS THE SUSPENSION OF PRES TRUMP'S TEMPORARY TRAVEL BAN
FOX NEWS ALERT

'Judicial Tyranny Has Run Amok': Malkin Says ...
Malkin said that the left has been "infesting" law schools and ac...


INSIDER.FOXNEWS.COM

3.1K 511 592

LIBERAL | SHOWING POSTS ABOUT: "IMMIGRATION" | **CONSERVATIVE**

The Raw Story
5 hours ago

Neo-con Alan Dershowitz slapped down Trump's "unilateral" executive order -- then George Will jumped onto the pile on...



BREAKING NEWS
REID: TRUMP'S ELECTION SPARKING HATE CRIMES
LIVE
WASHINGTON FORMER REP. MIKE ROGERS DROPPED FROM THE TRUMP TICKET


'Failure of leadership': Constitutional law expert...
On Thursday, Feb. 9, 2017, the 9th Circuit Court of Appeals una...

RAWSTORY.COM

528 36 187

Slate.com
5 hours ago

The decision is about as comprehensive as opponents of the ban could've hoped for.



The 9th Circuit's Broad Ruling Is a Massive Blow..
On Thursday, a panel of judges for the U.S. Court of Appeals for...

SLATE.COM

6.6K 207 681


BREAKING: The Ninth Circuit Just Issued a Da...
It's often said that bad facts make bad law.
NATIONALREVIEW.COM

337 68 143

Conservative Tribune
5 hours ago

The Democrats have been pounding Donald J. Trump and the Republicans for days over the president's immigration "ban"... so, what has it gotten them? The new polls are out, and they don't look good.

This shows what America REALLY thinks.

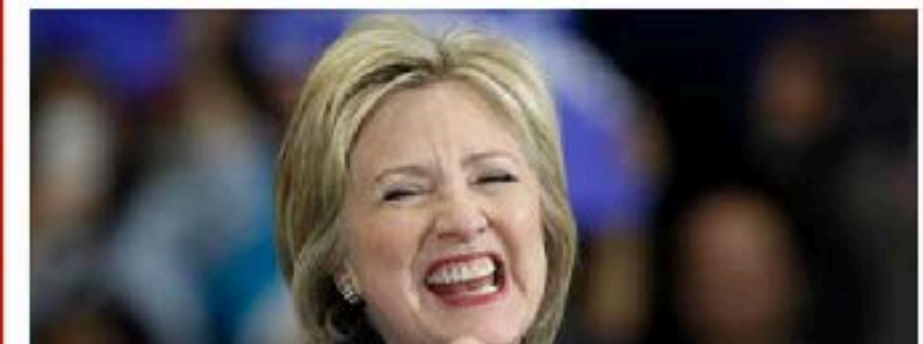


New Polls Horrify Dems... Here's What Days of ...
The liberal media won't be happy ...
CONSERVATIVETIBUNE.COM | BY V SAXENA

1K 98 269

The Daily Caller
5 hours ago

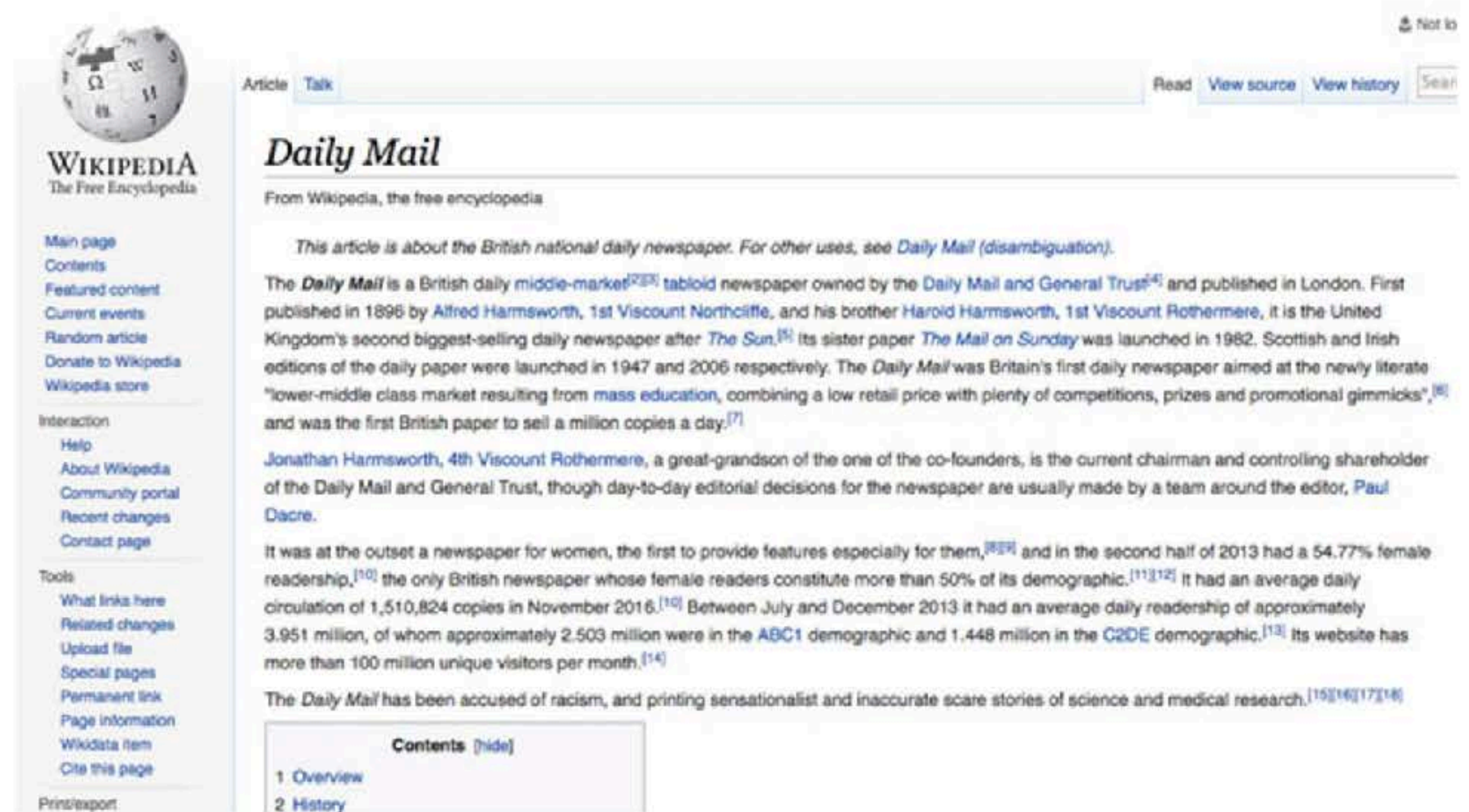
Hillary Clinton responded within minutes.



Daily Mail Can No Longer Be Used as a Source on Wikipedia

"Generally unreliable," according to a vote by Wikipedia editors

By Corinne Grinapol
6 hours ago



The screenshot shows the Wikipedia article for "Daily Mail". The article title is "Daily Mail" and it is categorized as "From Wikipedia, the free encyclopedia". The article text begins with a disambiguation note: "This article is about the British national daily newspaper. For other uses, see *Daily Mail (disambiguation)*." The main text describes the newspaper's history, ownership by the Daily Mail and General Trust, and its status as the United Kingdom's second biggest-selling daily newspaper. It mentions the launch of the paper in 1896 by Alfred Harmsworth and his brother Harold Harmsworth, and the launch of the Scottish and Irish editions in 1947 and 2006 respectively. The article also notes that the Daily Mail was Britain's first daily newspaper aimed at the newly literate "lower-middle class market resulting from mass education, combining a low retail price with plenty of competitions, prizes and promotional gimmicks", and was the first British paper to sell a million copies a day. A section on Jonathan Harmsworth, 4th Viscount Rothermere, is also visible, stating he is the current chairman and controlling shareholder. The article mentions that it was the first newspaper for women, the first to provide features especially for them, and in the second half of 2013 had a 54.77% female readership, the only British newspaper whose female readers constitute more than 50% of its demographic. It also states that it had an average daily circulation of 1,510,824 copies in November 2016, and between July and December 2013 it had an average daily readership of approximately 3.951 million, of whom approximately 2.503 million were in the ABC1 demographic and 1.448 million in the C2DE demographic. The article concludes with a note that the Daily Mail has been accused of racism, and printing sensationalist and inaccurate scare stories of science and medical research.

The screenshot also shows the Wikipedia navigation sidebar on the left, including links to the Main page, Contents, Featured content, Current events, Random article, Donate to Wikipedia, Wikipedia store, Interaction, Help, About Wikipedia, Community portal, Recent changes, Contact page, Tools, What links here, Related changes, Upload file, Special pages, Permanent link, Page information, Wikidata item, Cite this page, and Print/export.

Who can you trust?

TDI[®] Clean Diesel

[View key fuel efficiency, comparison and range info](#) ?



A whole family of front-runners.

Long range without sacrifice is the promise of TDI Clean Diesel. ¹ And Volkswagen has sold more diesel cars in the U.S. than every other brand combined. ² Promise kept.

[VIEW
INVENTORY](#)

Who can you trust?

Facebook Reports More Measurement Glitches

By [Garett Sloane](#). Published on November 16, 2016.



Facebook hugely overestimated the average viewing time for video ads on the social media site for two years, the *Wall Street Journal* reported.

According to the WSJ, Facebook told major ad agencies and ad buyers that the way Facebook had counted viewing time had artificially inflated the average viewing time by between 60 percent to 80 percent, because it only counted video views of more than three seconds. Facebook fixed the issue several weeks ago, the report said.

Who can you trust?



Who can you trust?



What does it mean?



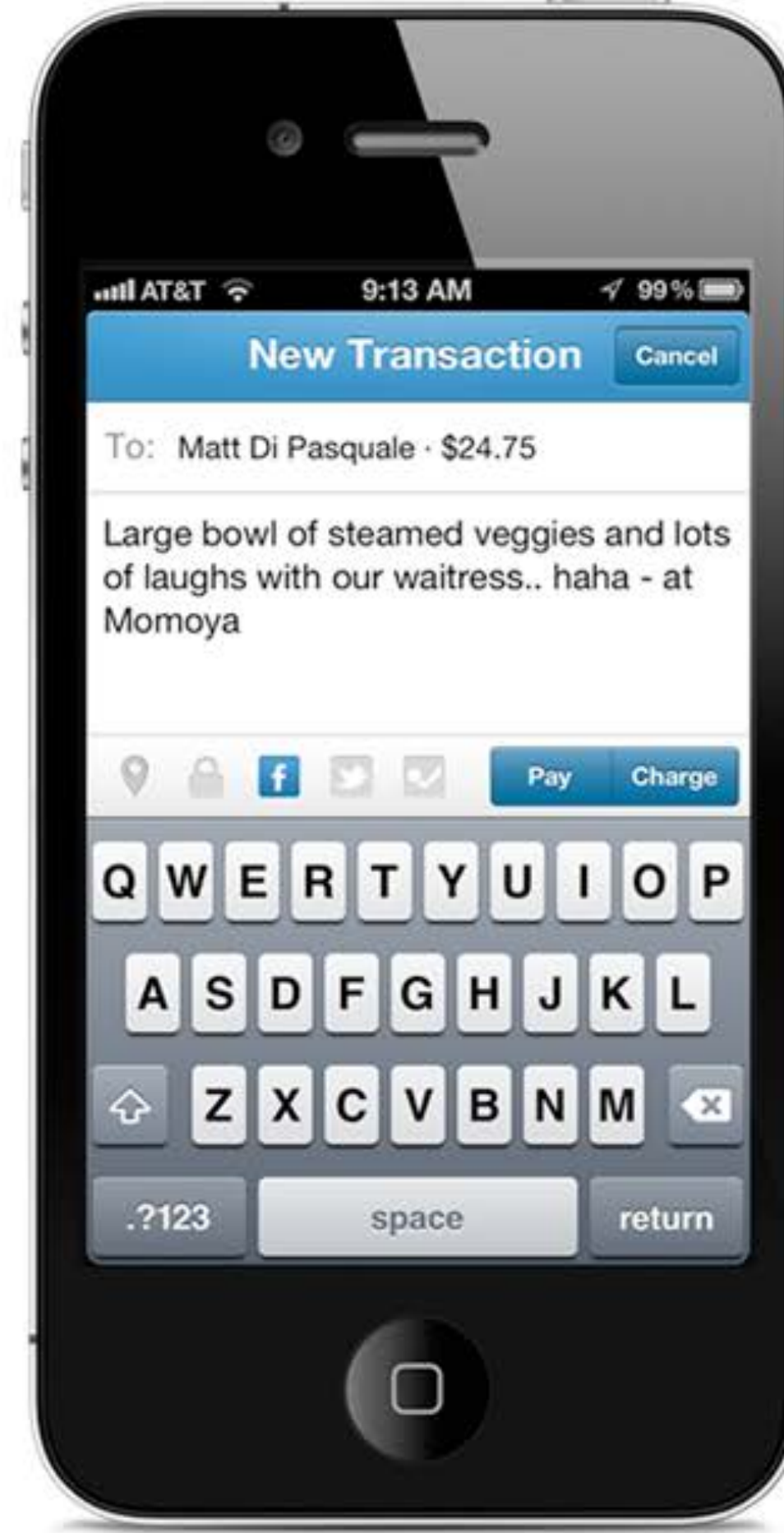
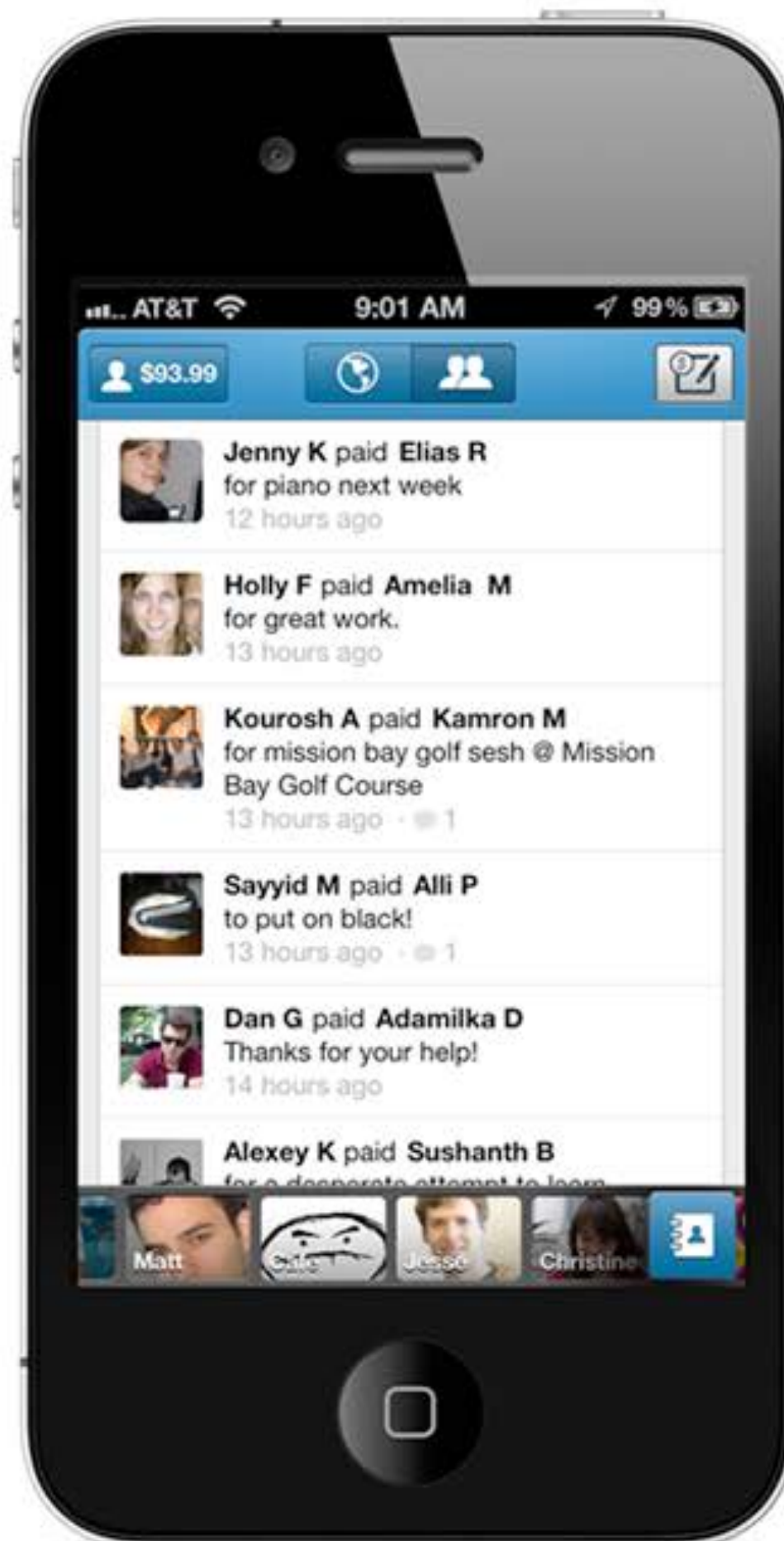
Who do they trust,
why do they care,
why do they share?

Data

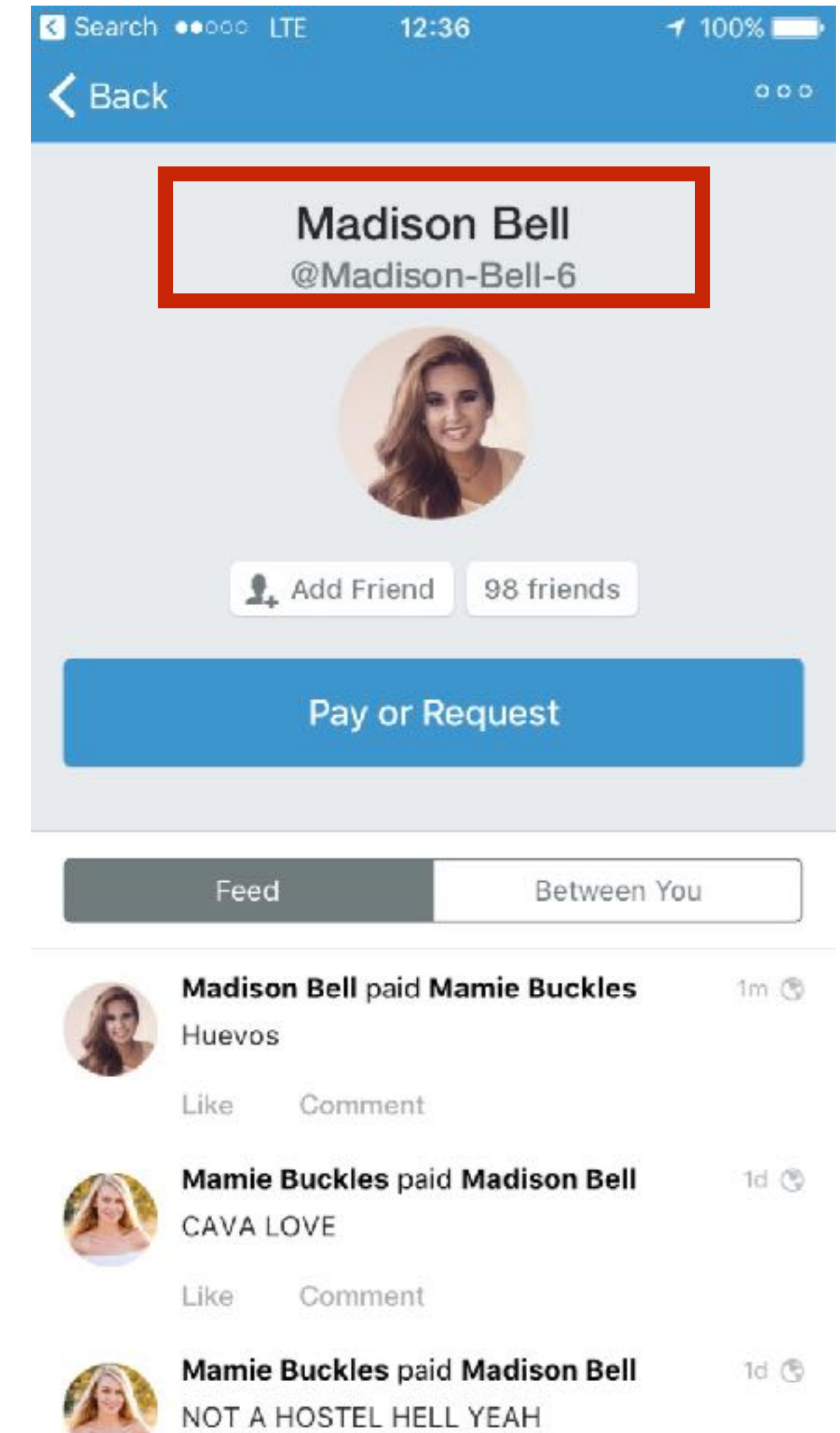
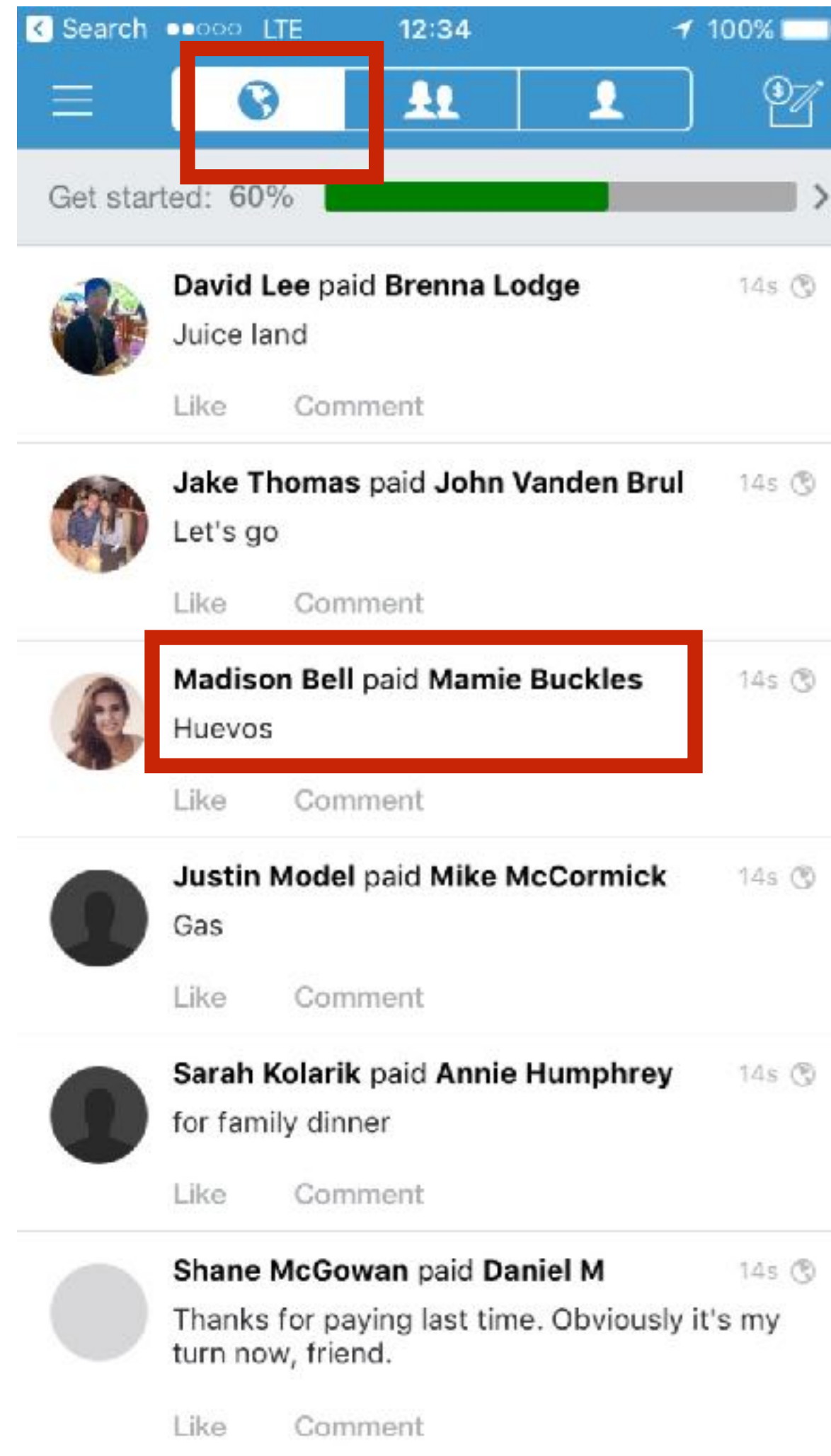
Data is everywhere



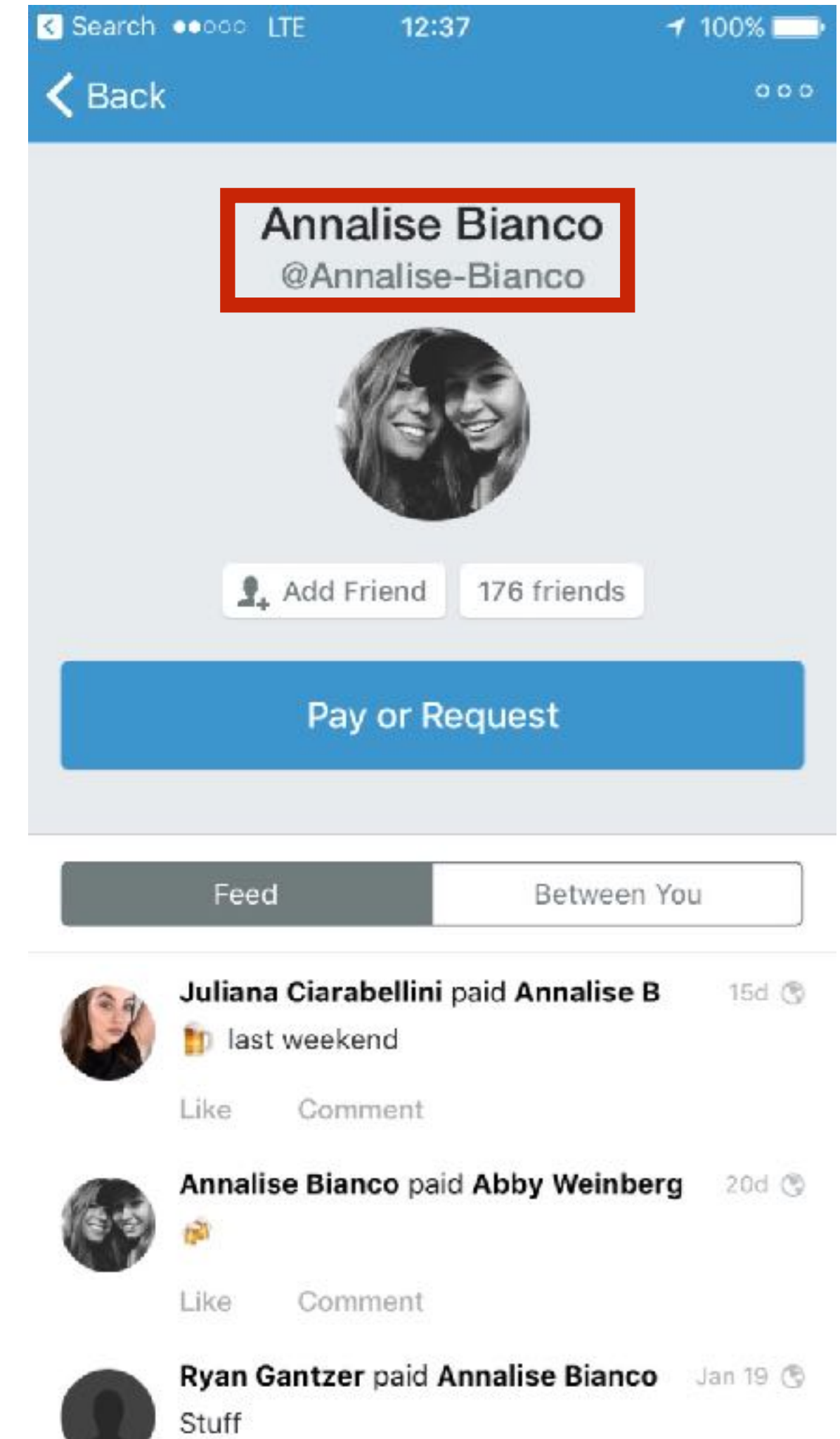
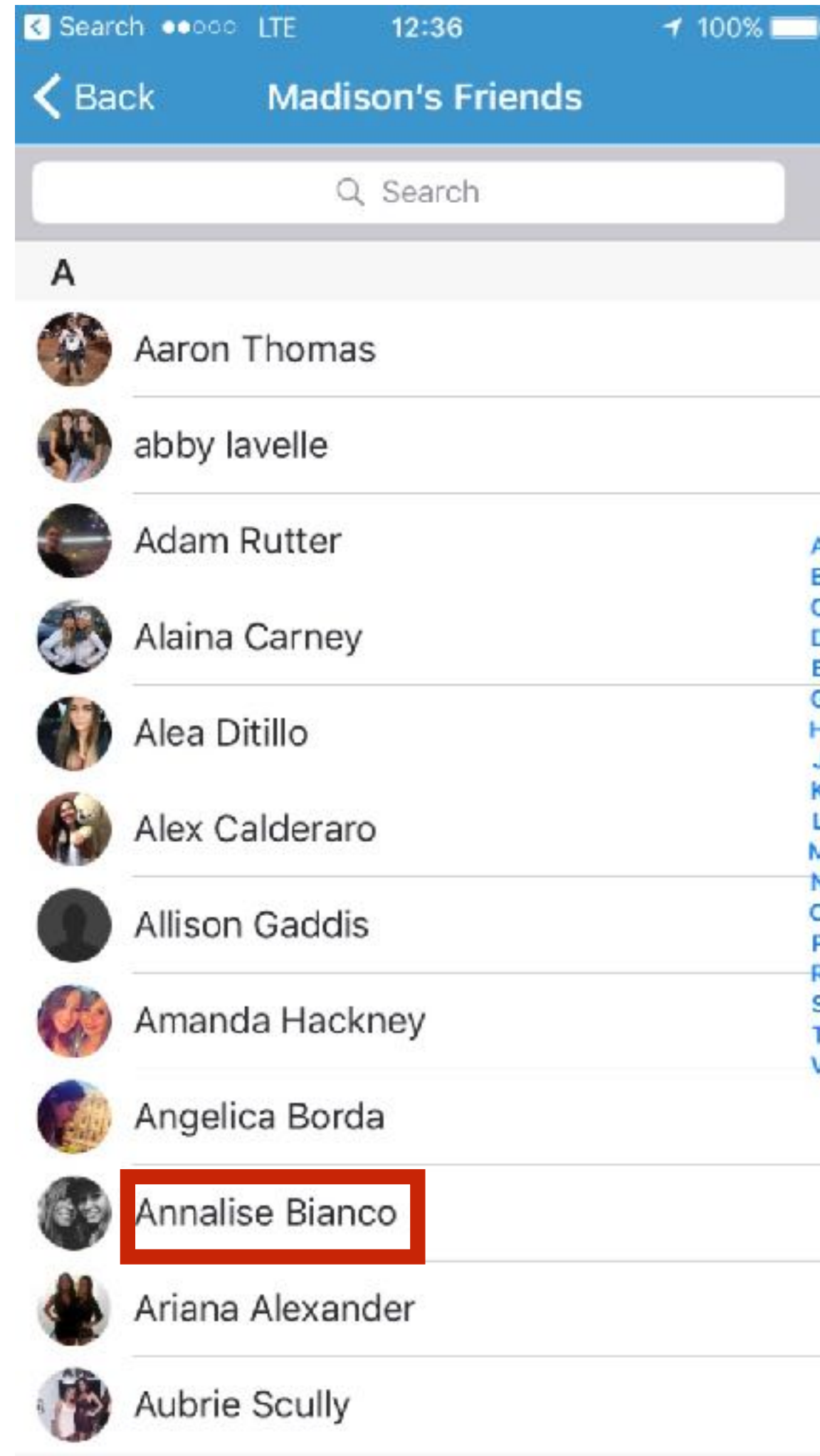
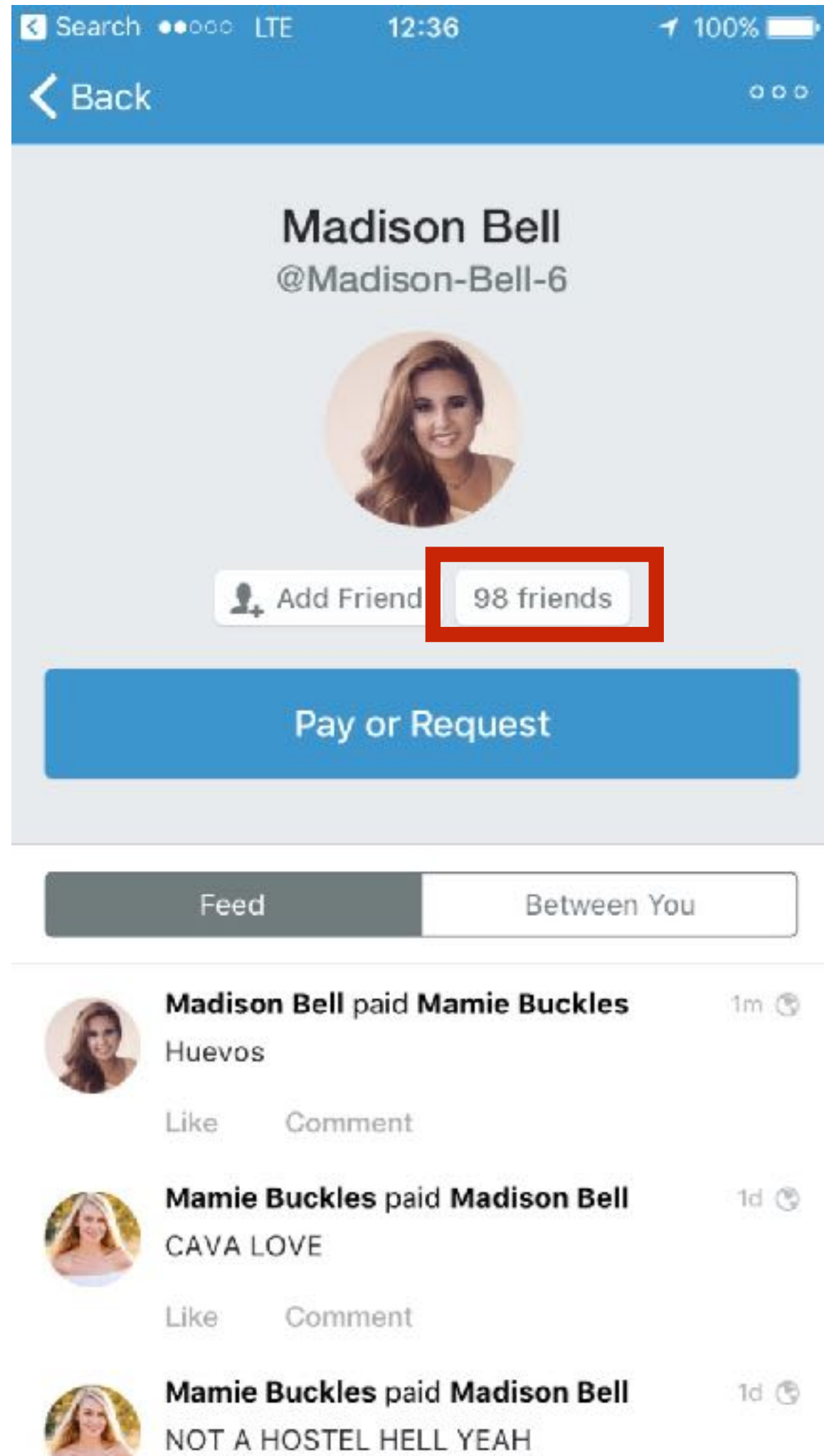
Money = Data



Money = Data




Money = Data




Money = Data












Back

Sean Spicer
@seanspicer



 Add Friend 27 friends

Pay or Request

-  **Hannah Meehan paid Sean Spicer** 9m 
Gum
 Mike Najjar, Sarah Black
Like Comment
-  **Courtney K paid Sean Spicer** 15m 
Dippin Dots are the FUTURE
 8 likes
Like Comment
-  **Jonathan Valenzuela paid Sean Spicer** 49m 
donation to get ur hairline back smh
 12 likes
Like Comment
-  **Jason Valenzuela paid Sean Spicer** 52m 
change that picture of yourself, dude. youre like

Data is bigly

Home / Politics / News

EXCLUSIVE JANUARY 23 2017

SAVE PRINT

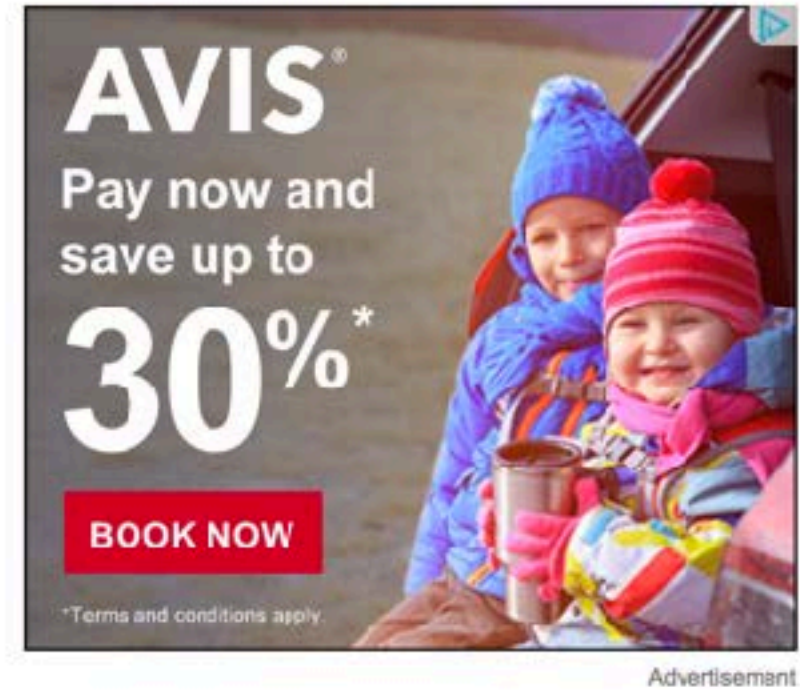
Cambridge Analytica, the 'psychographic' data firm behind Donald Trump, eyes Australian move

Fergus Hunter

SHARE TWEET MORE

A firm credited with helping Donald Trump win the US presidency by using unprecedented volumes of personal data to "determine the personality of every single adult" is contemplating an expansion into the Australian political arena.

The subject of fascination, scepticism and concern in the 2016 US election, Cambridge Analytica was paid millions of dollars to create comprehensive "psychographic" profiles of Americans based on their basic details, consumer habits, social media activity and psychological traits.



WHO'S RUNNING WHO? PHOTOGRAPHER: BEN TORRES/BLOOMBERG

DATA

No, Big Data Didn't Win the U.S. Election

16 DEC 5, 2016 2:55 PM EST

By Leonid Bershidsky

One of the most enjoyable parts of the fallout from a big political upset is the victory dance of those who claim they brought it about. In the aftermath of Donald Trump's victory, a legend is being built around London-based Cambridge Analytica, which advised Trump's campaign using "big data" — one of the most magical phrases in tech.

Leonid Bershidsky is a Bloomberg View columnist. He was the founding editor of the Russian business daily Vedomosti and founded the opinion website Slon.ru.
Read more
Follow @Bershidsky

MOST POPULAR
Conor Sen
The Democrats' New Base: Romney Voters



Apply Magic Sauce

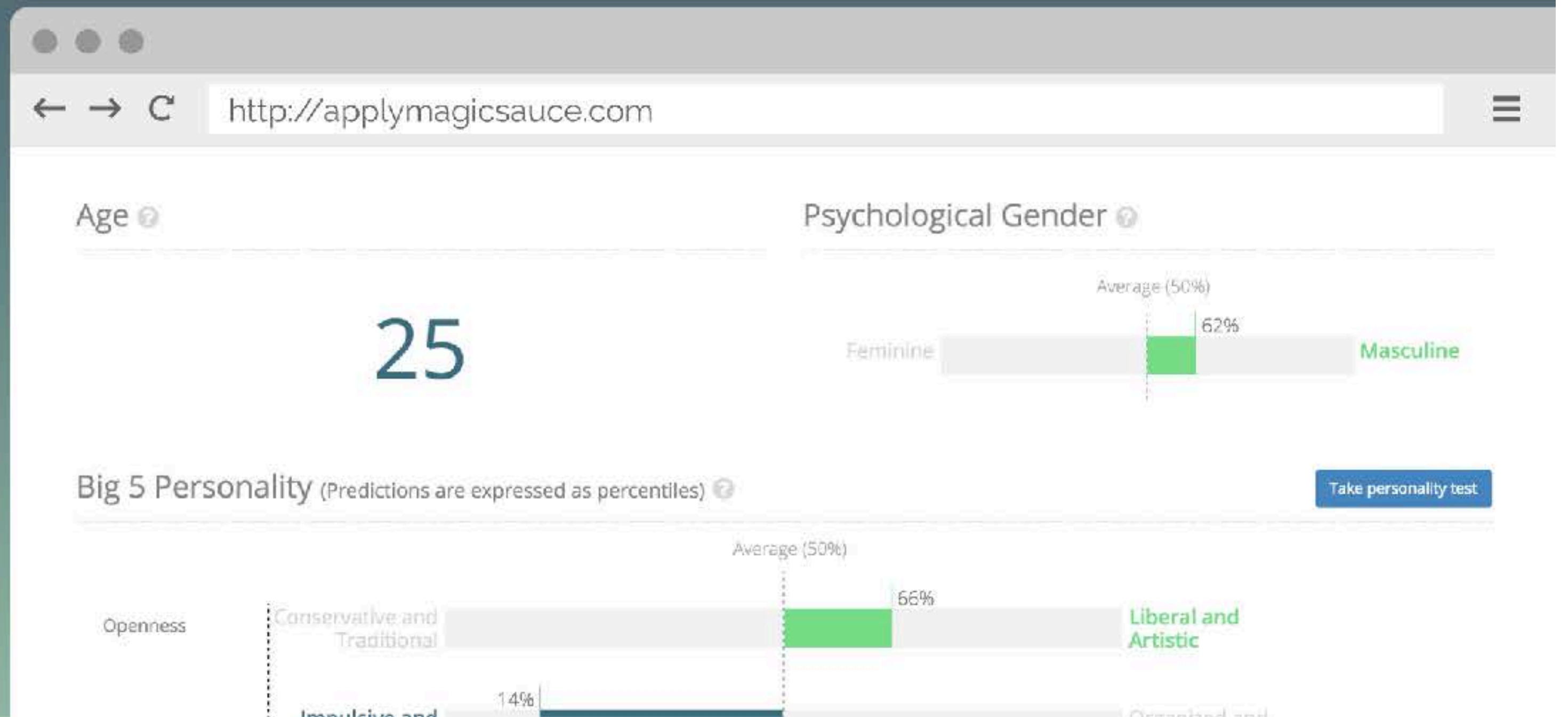
Personalise the Internet

A personalisation engine that accurately predicts psychological traits from digital footprints of human behaviour

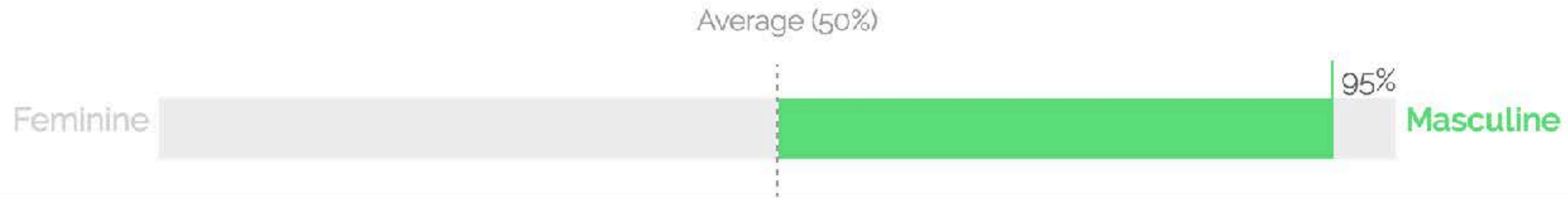
See how others see you

Predict My Profile

Want to know more about yourself? Take the full test



Psychological Gender ?



Your Likes are the epitome of masculinity, your Facebook identity is that of a manly man!

These Likes make you appear **more feminine:**

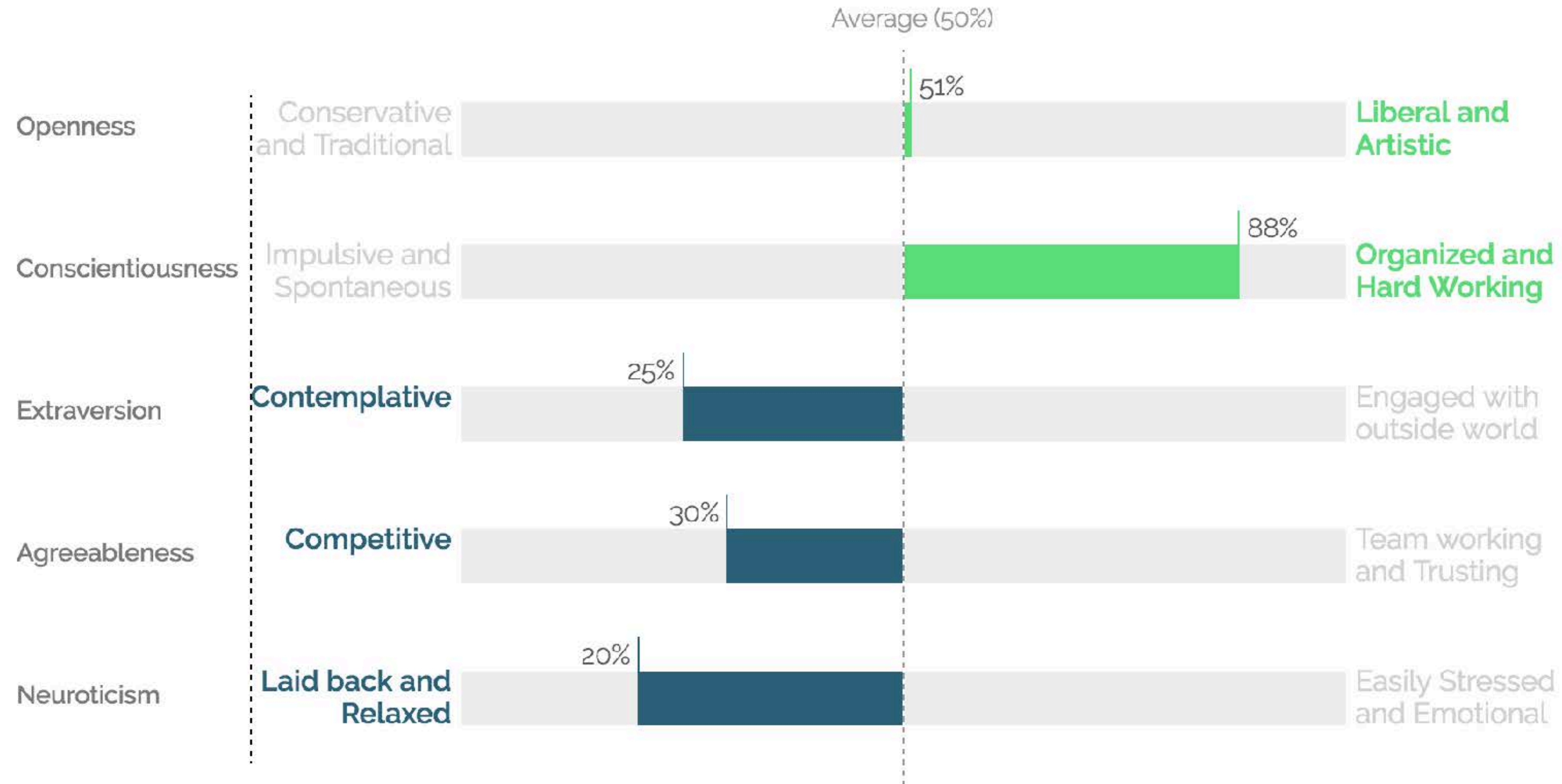


These Likes make you appear **more masculine:**



Big 5 Personality (Predictions are expressed as percentiles) ?

Take personality test



You are more intelligent than 86% of the population

People with your Likes tend to be highly intelligent. Some examples of Likes correlated with high intelligence include 'Johann Sebastian Bach', 'Les Miserables' and 'Thunderstorms'. But remember, Liking these things hasn't been proven to make you smarter!

You are more satisfied with life than 69% of the population

People with your Likes are very aware of the areas that need improvement. You find growth and challenge is not always easy but is still important to your overall feelings of satisfaction and accomplishment. Life is enjoyable but not without its struggles.

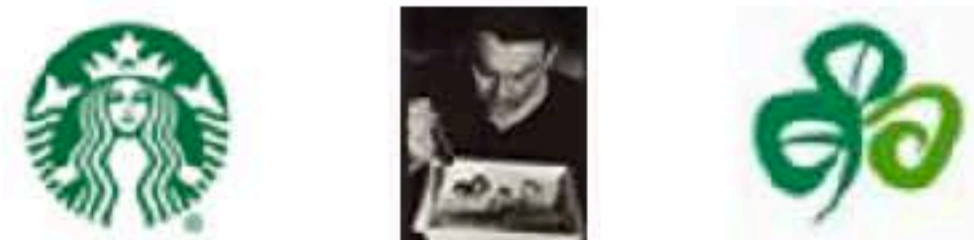
These Likes make you appear **more intelligent:**



These Likes make you appear **more satisfied with life:**



These Likes make you appear **less intelligent:**



These Likes make you appear **less satisfied with life:**



What does it mean?



Spend more time thinking about customer data

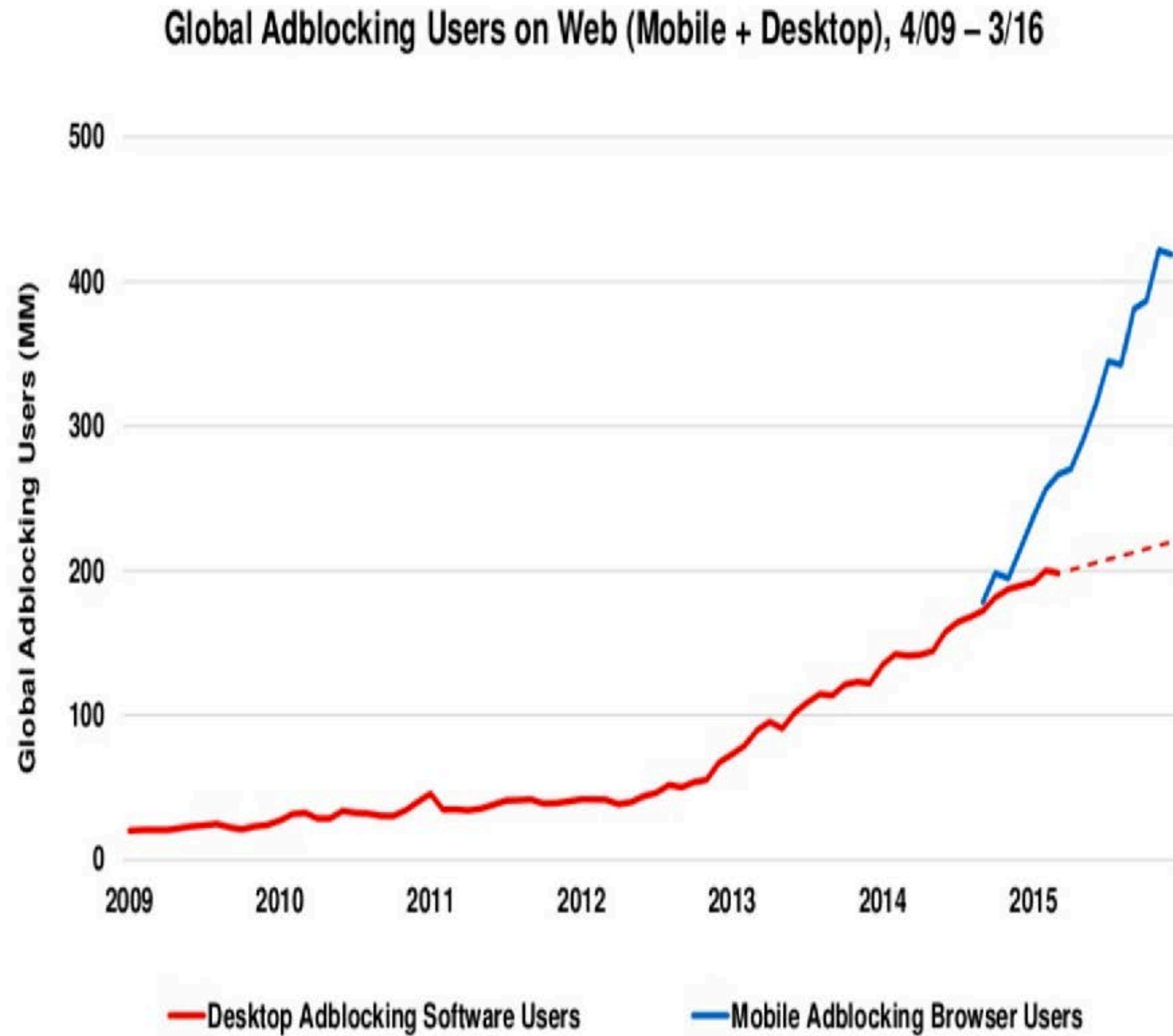
Look for data in unusual places

Think of clustering your customers in new ways

Be very scared ...

Content

Does Digital Advertising still work?



Hipster or Hunter?



Hipster or Hunter?





POPDUST @Popdust · Jan 19

Before You Join A Meal Kit Delivery Service, Read This



We Tried HelloFresh: Here's How Much Better Life Got

popdust.com

341 1.2K 7.3K

Promoted



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How HelloFresh Makes Home Cooking Easy and Fun



by Popdust Like PopDust on Facebook Like

Recently, I've been hearing about all these dinner-delivery kits that show up on your doorstep with pre-planned dinners and groceries, neatly organized and ready to cook. I thought maybe they could save me some much needed time and energy to make my life easier. Over the past few years, making dinner has become a chore. I used to like to cook, but recently, I've been too tired to decide what to make for dinner, and my husband and I revert to the same boring meals every day. I tried a few dinner delivery services first, but HelloFresh, which came recommended by a friend (greatly appreciated), totally changed my lifestyle.

HelloFresh recipes take only 30 minutes and the dinners are fresh and delicious. My husband, is a simple steak-and-potatoes guy, and I like my salmon and veggies, so we needed something simple and versatile. Some of the other meal-kits had me chopping vegetables for 20 minutes and spending more time cooking than I'd planned for. But HelloFresh allowed me to cook my

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Everything is social

 **CNBC** 18 mins · 

The internet is unboxing and obsessing over it.





The \$450 credit card that's quickly going viral
Chase Sapphire Reserve is intensifying the arms race among large credit card issuers. The NYT reports.

CNBC.COM | BY CNBC

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CREDIT CARDS

Value-Seekers Warm to a \$450 Annual Credit Card Fee

Stacy Cowley
Tuesday, 13 Sep 2016 | 12:56 PM ET
The New York Times



Tariq Kalifa | The New York Times

Amber Cooney, who realized that planning and the right credit card rewards programs could net her free vacations, at a coffee shop in Austin, Texas, Sept. 9, 2016. The weapon of choice in the arms race among large credit cards issuers to capture affluent consumers is premium cards with lavish rewards programs, which in spite of steep annual fees can make bottom-line sense for some consumers.

Seldom does a new credit card go viral.

There are the unboxing videos posted on YouTube: People exulting in receiving the precious new metallic rectangle, lovingly unwrapping it, boasting to the world of their ownership of it. (One video features a cat ripping the package open.)

There are message boards and blogs dedicated to obsessing over it, with more than 6,000 comments so far on a Reddit discussion.

Everything is social



Filters ▾

About 816 results



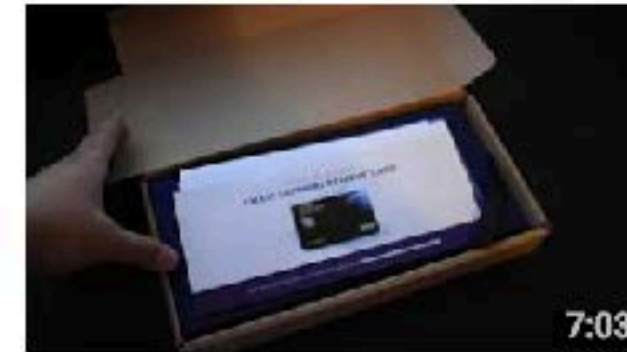
Chase Sapphire Reserve Unboxing - First Look at the 100,000 Point Card!

Loophole Travel
5 months ago • 43,154 views
<https://www.loopholetravel.com> - We received our Chase Sapphire Reserve card in the mail today. Since we applied with the early ...



Chase Sapphire Reserve Unboxing

The Credit Shifu
4 months ago • 13,149 views
It's the most exciting credit card of 2016, the Chase Sapphire Reserve, and it arrived at my mail box this evening! SUBSCRIBE!



Chase Sapphire Reserve Card Unboxing

Jack of All Traits
1 month ago • 2,688 views
This video is about Chase Sapphire Reserve Card Unboxing.



Unboxing the Chase Sapphire Reserve Card

The Points Guy
5 months ago • 61,690 views
See what it's like to open up the Chase Sapphire Reserve card's packaging for the very first time. For more on Reserve, see our ...



Chase Sapphire Reserve unboxing 100,000 Ultimate Rewards (4K)

Gold Silver Collector
5 months ago • 24,731 views
Chase Sapphire Reserve unboxing. 100k bonus Earn 50000 bonus points with Chase Sapphire Preferred@. Learn more at ...



Chase Sapphire Reserve Unboxing Video

The Travel Playbook
5 months ago • 10,724 views
I am one of the first to receive the Chase Sapphire a reserve card- check it out in this unboxing video!

Live (Linear)

Traditional TV
1926

Tune-In or
Miss Out

Mass Concurrent
Audience

Real-Time Buzz



On-Demand

DVR / Streaming
1999

Watch on
Own Terms

Mass Disparate
Audience

Anytime Buzz



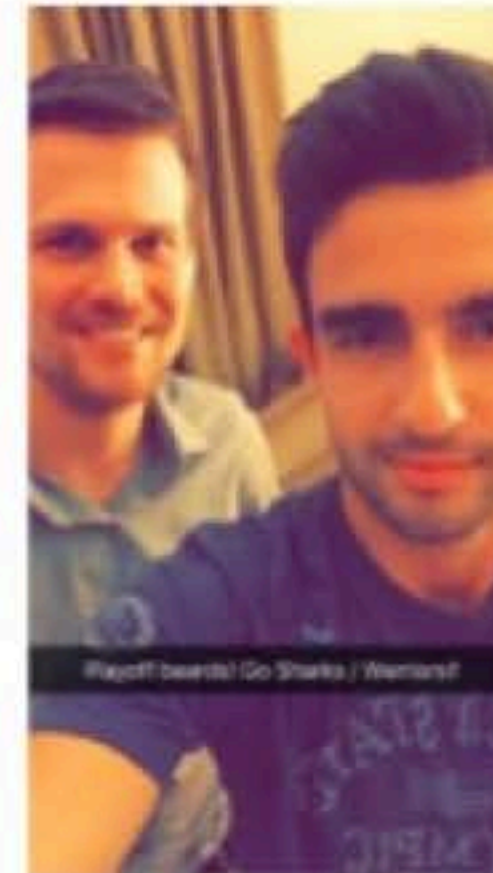
Semi-Live

Snapchat Stories
2013

Tune-In Within 24
Hours or Miss Out

Mostly Personal
Audience

Anytime Buzz



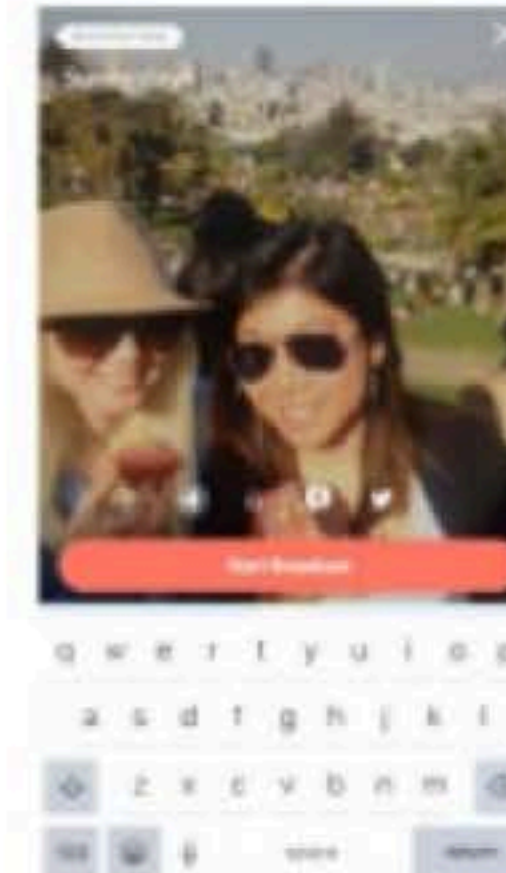
Real-Live

Periscope + Facebook Live
2015 / 2016

Tune-In / Watch
on Own Terms

Mass Audience,
yet Personal

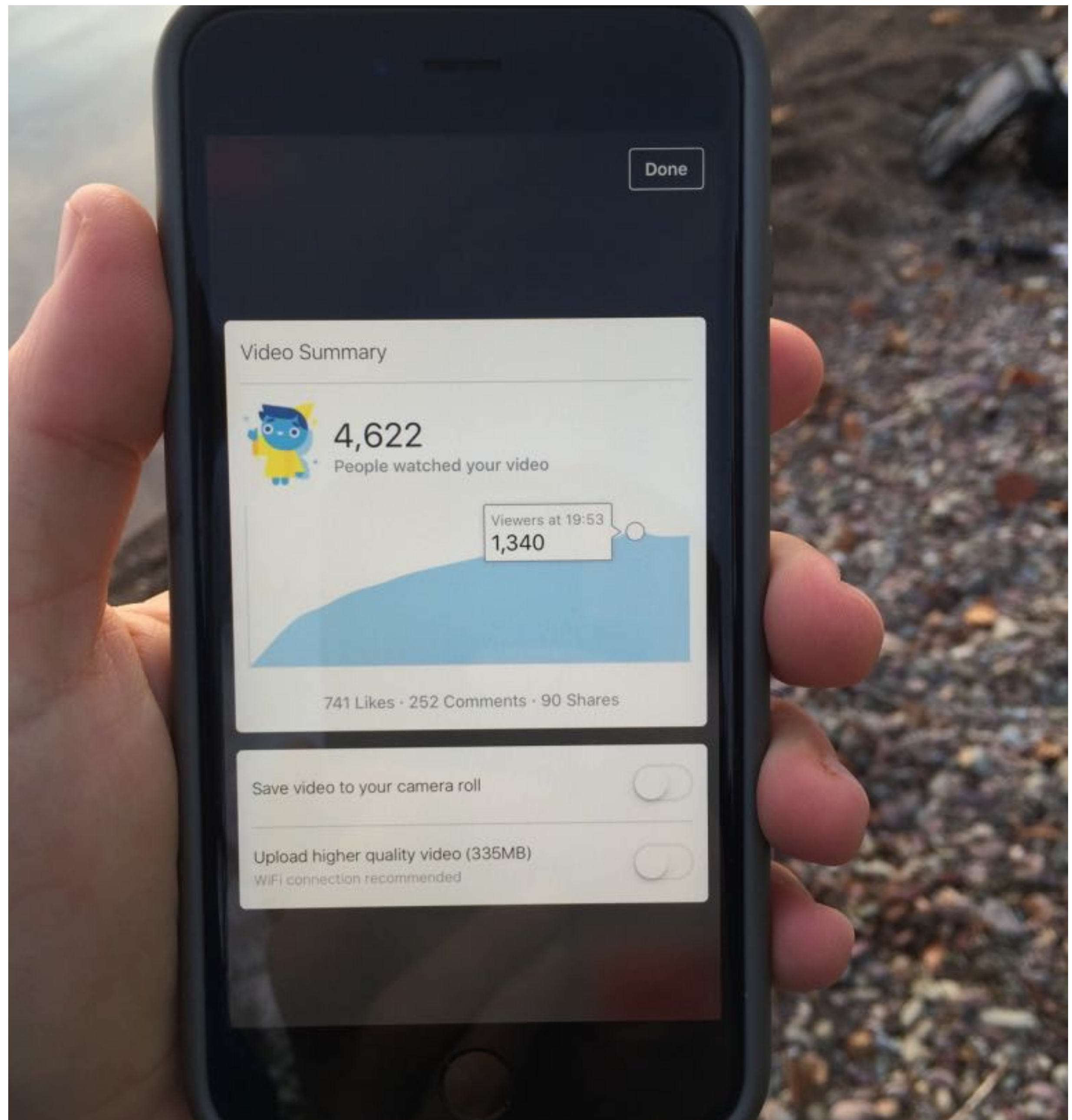
Real Time + Anytime Buzz



Your Life - Live







bavarius
Glacier National Park



25 likes
bavarius Good morning
View all 5 comments
hiltonhotels Beautiful pic! Interested in having us

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- tattoosworld0 liked your photo. 3h
- hiltonhotels commented: Beautiful pic! Interested in having us share it? If we have your permission, including all people and children in the pic, please reply with #sharemyhiltonpic to agree. Terms of Use: HiltonIGrules.com 7h
- derekslagle liked your photo. 1d
- trevlee took a photo of you. 1d
- mtractphotography commented: Sick! 2d
- mtractphotography started following you. 2d
- mtractphotography liked your photo. 2d

hiltonhotels



931 likes
hiltonhotels Happy #NationalPark week! Love seeing the sites but not so much staying at them? We have convenient locations near 5 of the top 10 Parks in America. #findyourpark @bavarius
View all 4 comments
joellepark Exactly how I feel! Might be my favorite caption ever @hiltonhotels
londongirlindc @joellepark

A person is sitting on a dark wooden floor, leaning back on their hands. They are wearing a dark long-sleeved shirt and light-colored pants. The word "LIVE" is overlaid in large, bold, yellow, sans-serif capital letters across the center of the image. The background is slightly blurred, showing what appears to be an indoor setting with some furniture and a window in the distance.

LIVE

PAYPAL: :}

Learn from Donnie

Donnie the Sphinx



Donnie the Sphinx



donniethesphynx [Follow](#) ⋮


72 posts 15.3k followers 386 following

Donnie the Sphinx Exhibitionist. Stuntman. Don't leave your food out cause I'll eat it. #FoodRulesEverythingAroundMe ◆ Born 9.11.16 // Portland, OR



Donnie the Sphinx



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Portland, Oregon [Follow](#)

18,152 views 9w

donniethesphynx Oh my god what is this fucking stringy shit? Is this what hoomans fur is?
#everythingisedibleifyoubelieveinyourself
[view all 178 comments](#)

marinalisboab @aureafalcao olha que fofa!

alisha_hunter @vlm.8 so cute!

chimy.and.ellie Hilarious

sunset_borneo hhahaha the caption just made this cat look so cute

nikhazleigh Lol @intansafuraa

camrOnald Best way to get a perm

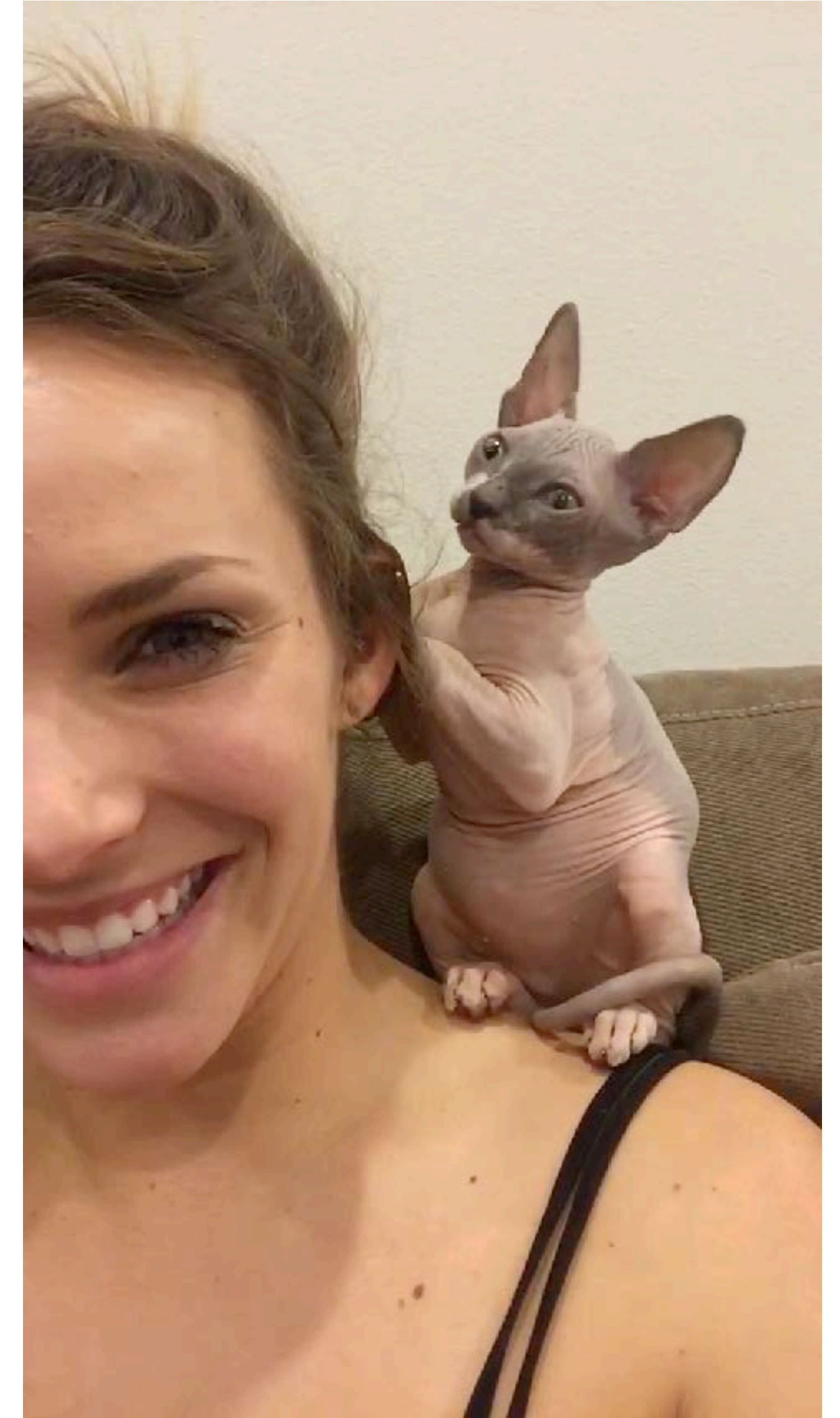
kapnrose @alliemayday you need to look at this account. This little guy is everything.

catknine This is so freaking cute I just exploded 🤔😍👉🐾👉🐾👉🐾

ramadebussy @sofialonsom

teddy_duff @beats_in

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Donnie the Sphinx



cats_of_instagram

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1,331,753 views

5w

cats_of_instagram From
@donniethesphynx: "World's best hair
stylist." #catsofinstagram

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melle8690 @sandrassweetsoap do u want
this cat??

sandrassweetsoap @melie8690 oh yummy
💕 I love this cat 🥰

mattosborne @michbeast

michbeast @mattosborne I need one 😭😭

jacqueabreuu_ La gargola calva se la quiere
comer 🤩🤩 @adriicastl

adriicastl @jacqueabreuu_ pero si es tope
monótono 🥰🥰 te voy a llamar gargola a ti
a partir de ahora 😏

newyorkerwithaseoul @kyungmoose

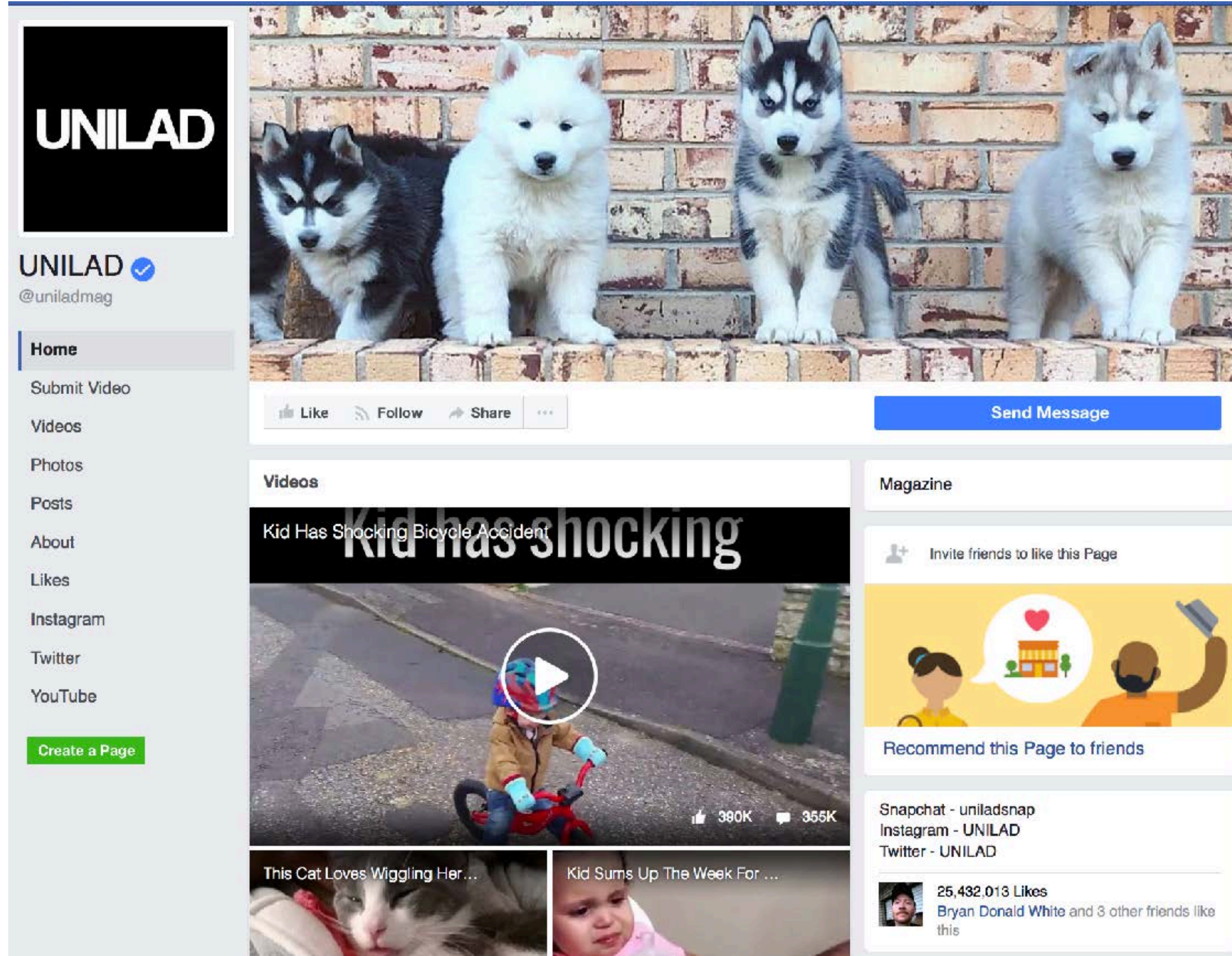
kyungmoose @newyorkerwithaseoul thats
actually kinda cute 💕



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Donnie the Sphinx



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Kid Sums Up The Week For ...

Donnie the Sphinx



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@donniethesphynx: "**swat swat swat kiss*
👉👉👉💋" #catsofinstagram

[view all 1,897 comments](#)

marine.pjl @eve_brunelle toi t'aura le rat sans poil de jardiland

briannathehorizon Please kiker 😊
@kikerthebiker

kikerthebiker Nooooo @briannathehorizon

raisapereira Hahahaha a Blue faz isso em mim @bruninhaarce

oliviacoocks @cwaterhouse08

vincenthemylifephotome Hahaha Killer cat

shams4039 Good

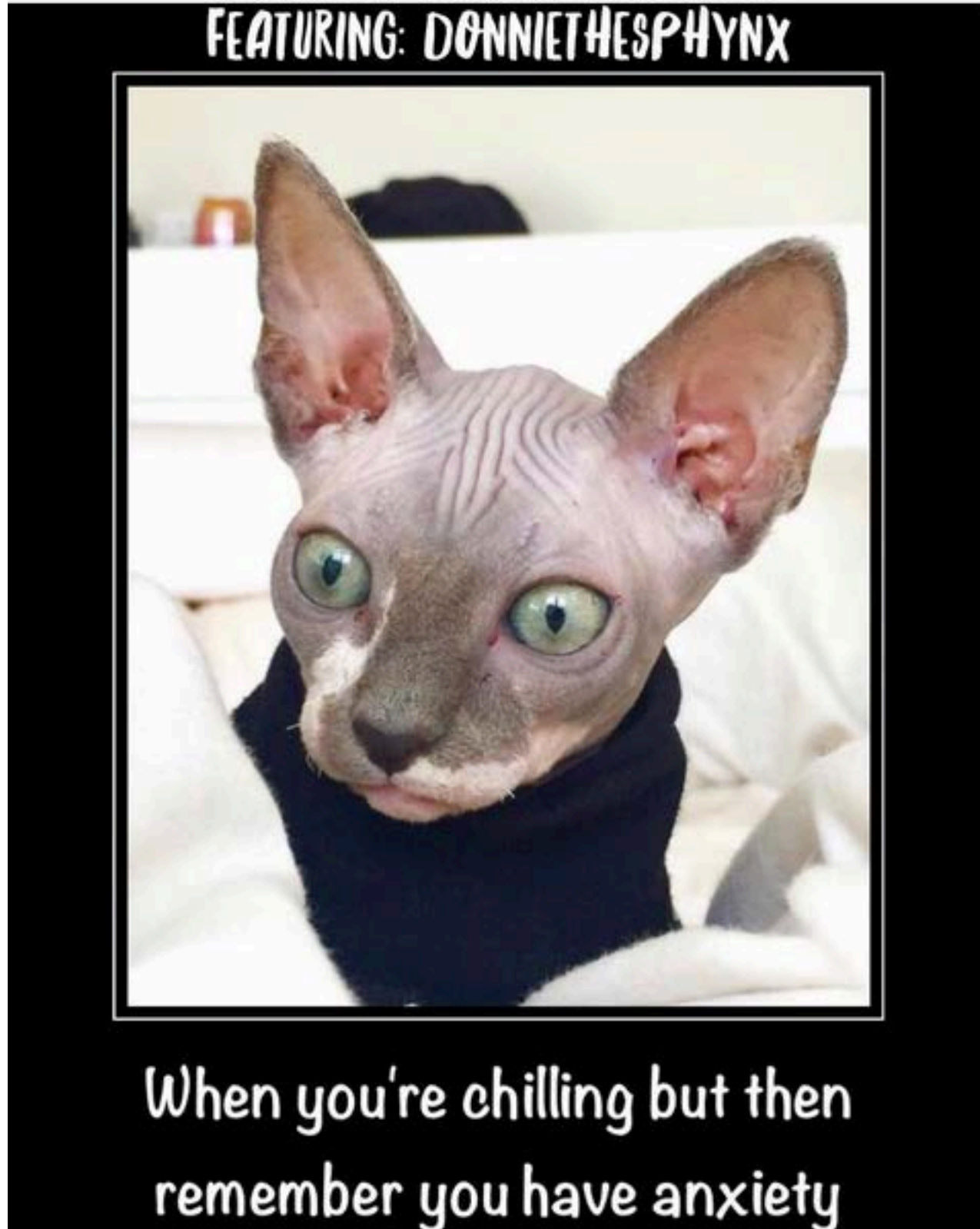
curlygin ❤️❤️❤️❤️❤️


catiemoir @pipertitus

pipertitus @catiemoir I'd get one of these

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Donnie the Sphinx



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151 likes 3w

goofy.pets So true 😂😂 featuring >> @donniethesphynx << make sure to follow! #goofypets #petsoftheday #catsoftheday #sphynxcat #anxiety #memesdaily

donniethesphynx HA!

asiapug Adorable!

katrina2428 🤩🤩🤩🤩🤩🤩

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139 likes 1w

cyartcity look at this adorable sphynx kitten! 🐱
this kitty is donnie. donnie the sphynx. this and more beautiful photos by @donniethesphynx

#cats #kitty #kitten #sphynx #sphynxcat #sphynxkitten #petlovers #animallovers #catsofinstagram #art #artlovers #petdrawing #animalart #animaldrawing #catdrawing #sketch #drawing #sketchbook #catportrait #animalportrait #pendrawing #pensketch

susana_sarmento 🤩🤩🤩🤩

tylercvaughn 🐱

gigamarc That cat's got more followers than I'll ever have.

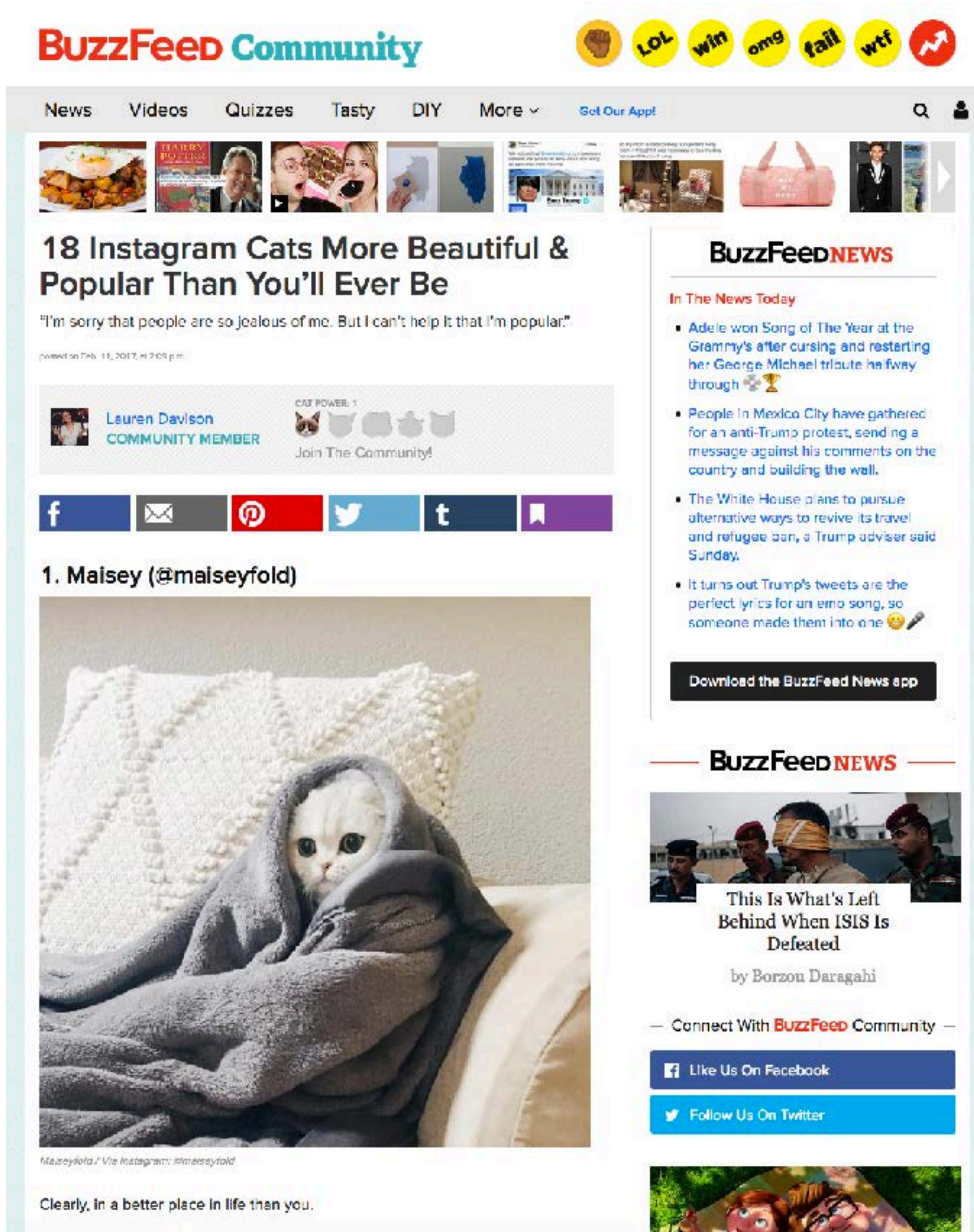
donniethesphynx This is amazing!!!!

donniethesphynx This is so amazing!!

ianayhae oooooOOOH MY GWAD

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Donnie the Sphinx



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powered on Feb. 13, 2017, at 7:05 p.m.

Lauren Davison
COMMUNITY MEMBER

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- Adele won Song of The Year at the Grammy's after cursing and restarting her George Michael tribute halfway through 🏆
- People in Mexico City have gathered for an anti-Trump protest, sending a message against his comments on the country and building the wall.
- The White House plans to pursue alternative ways to revive its travel and refugee ban, a Trump adviser said Sunday.
- It turns out Trump's tweets are the perfect lyrics for an emo song, so someone made them into one 🎸

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This Is What's Left Behind When ISIS Is Defeated

by Borzou Daragahi

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Clearly, in a better place in life than you.

3. Donnie (@donniethesphynx)



@donniethesphynx / Via Instagram.com

You couldn't pull off this f*cking sweater.



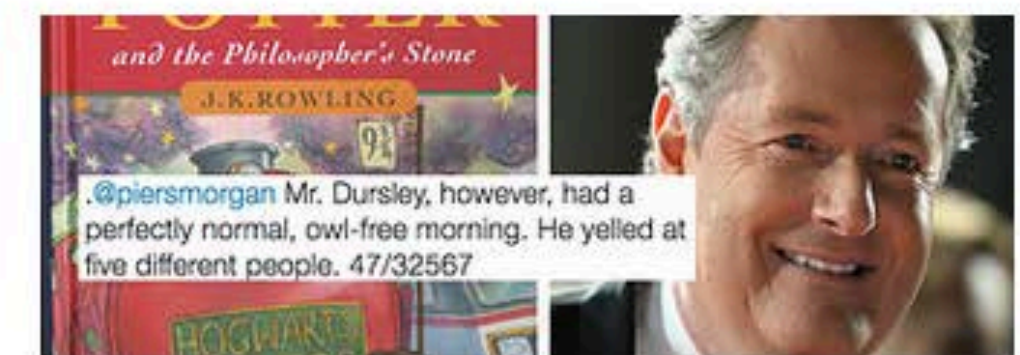
Ed Sheeran Built His Song Live On Stage At The Grammys And It Was Incredible



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18 Ways To Really Piss Off An Australian



A Bookshop Is Tweeting A "Harry Potter" Novel At Piers Morgan After His Beef With JK Rowling

Donnie the Sphinx



donniethesphynx
Portland, Oregon

512 likes

8w

- redcarpetgreendress Nice :) ×
- donniethesphynx I just am addicted to bubbles @redcarpetgreendress ×
- euroluxpatio Lurve! ×
- hausofcats 🐱🐱🐱 ×
- calerodriguez @shhalex_ ×
- lacroixwater We love to share photos of our fans and show them off on our website and in our marketing, including social media, e-mail, in-store and print. We'd love to feature your pic. Olapic Terms of Use will apply. Please review them here <http://www.olapic.com/tos> and if you agree, reply with #Yes2LaCroix. ×
- donniethesphynx Of course, @lacroixwater! I'll get credit, right? #Yes2LaCroix 🐱 ×
- luxurysouq 🐱👍 ×
- rheemrb @sarahemiliadillard ×

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⋮

What does all this
mean?

What does it mean?



Too much content for not enough eyeballs

Hyper-targeting does not work without micro-content

Use “unusual” data to learn about your customers

Build new segmentation models

Use new content distribution models

Don't miss the boat on new content formats

Thank You

Martin Stoll

martin@sparkloftmedia.com

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Bonus Stuff



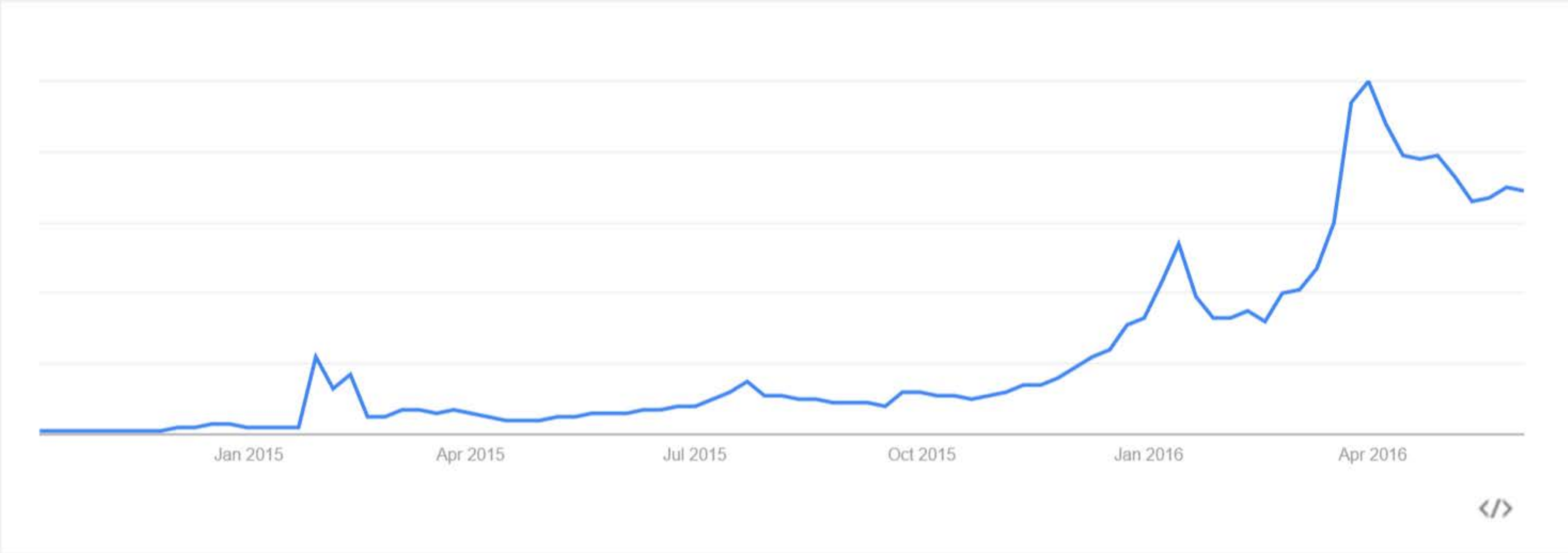
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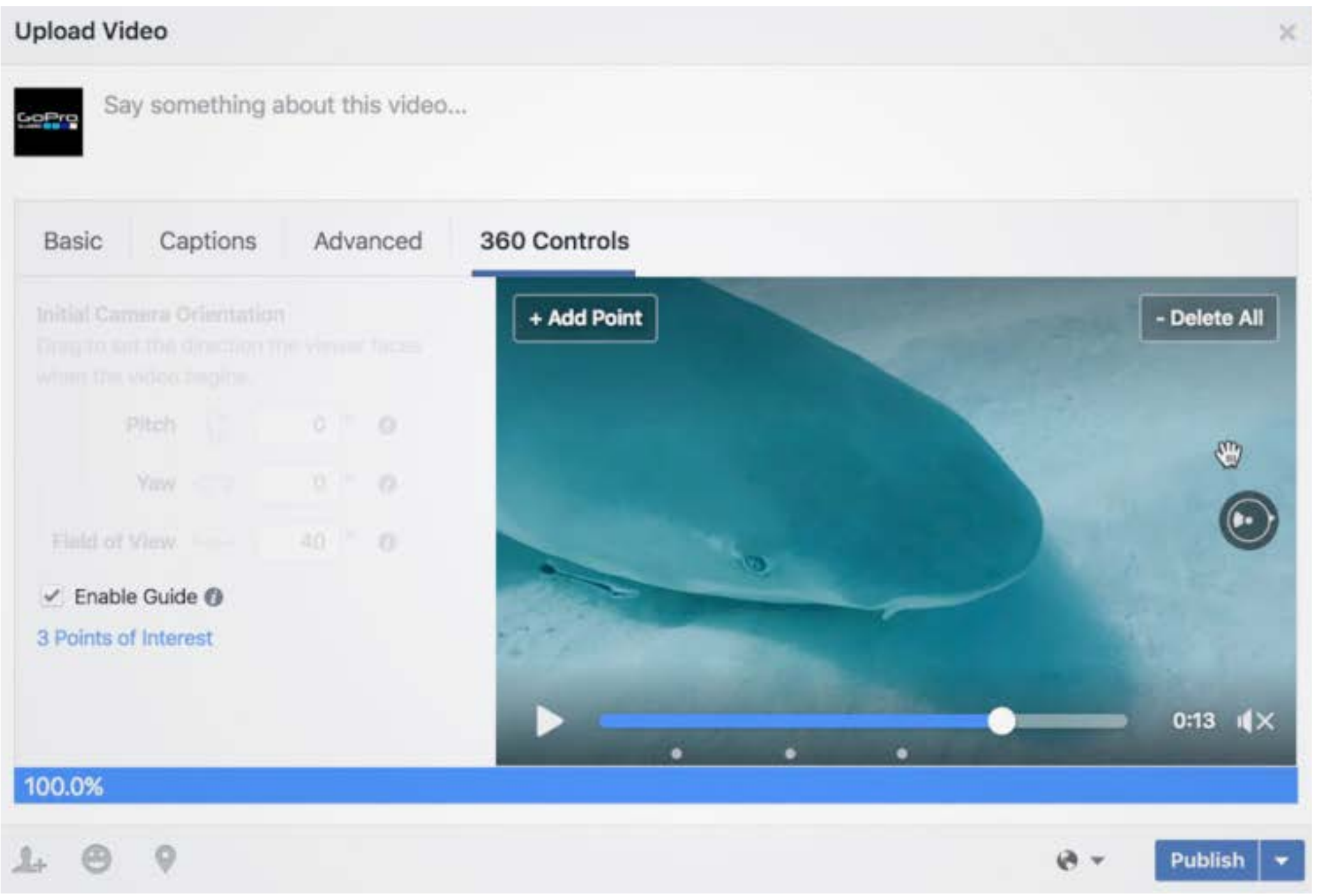
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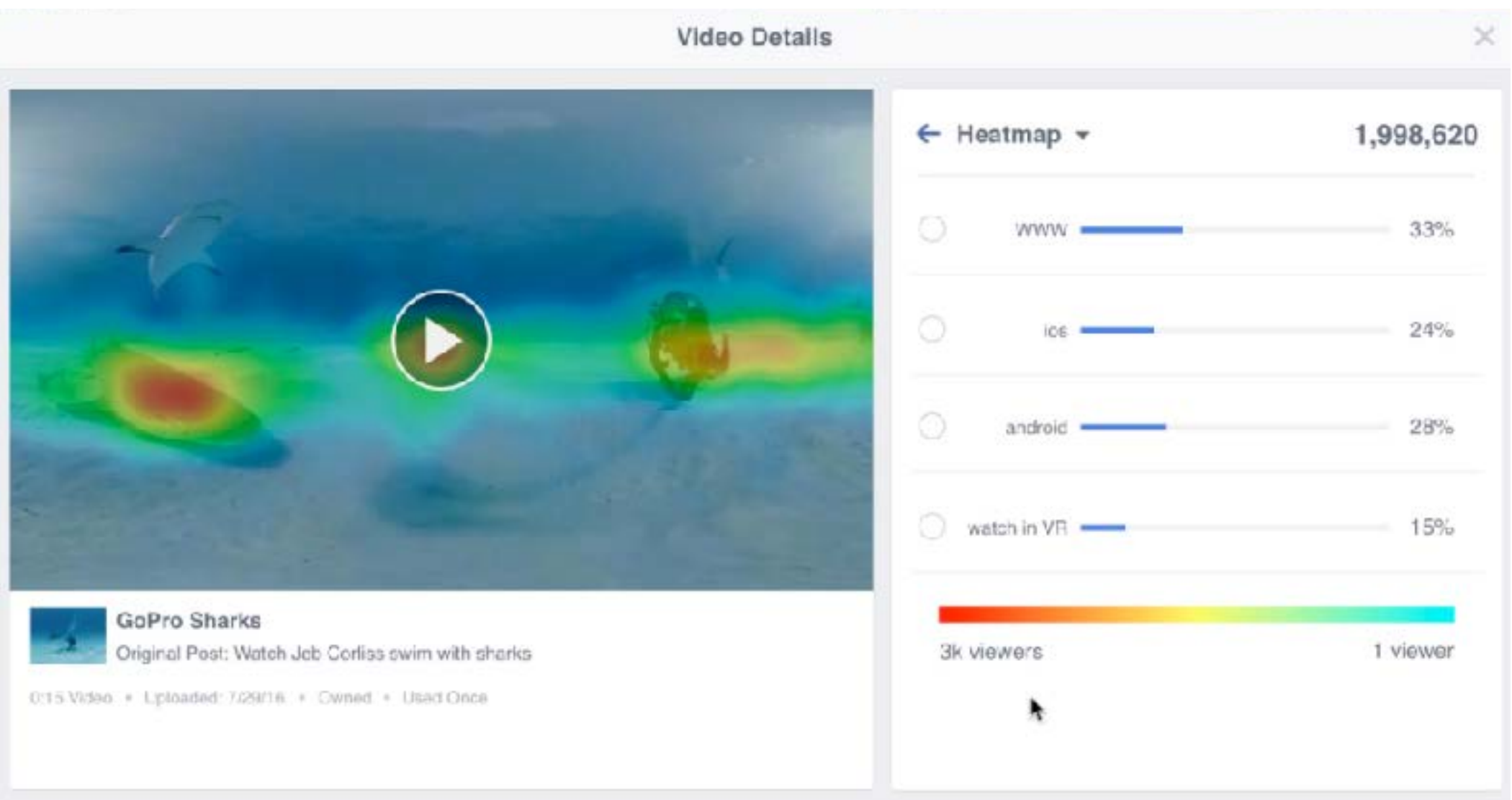


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Pamela Dickson These cameras are amazing!!
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Ron van Osenbruggen So exited in exactly in one we will be at the studio, see you next week Friday

360 Video =
Organic Reach

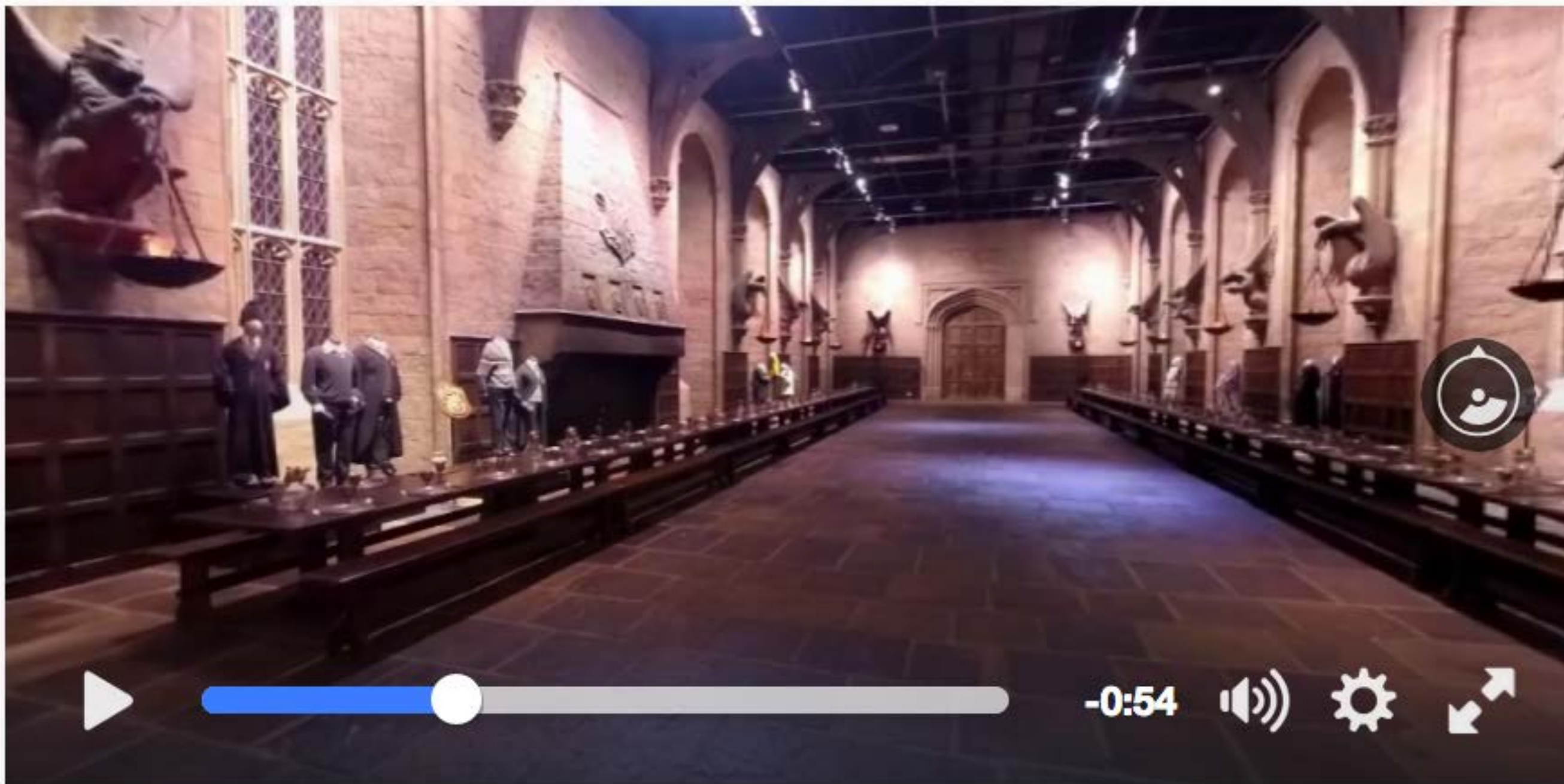


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👍❤️😮 11K

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THE SORTING HAT





Metrics

- ◆ 1.6 million video views (more than 1 million in 24 hours)
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- ◆ 6.3k comments
- ◆ 2nd highest number of conversations with lowest CPC rate

Averages

- ◆ 7.1 million reach per video
- ◆ Nearly 5.3 million views (four videos)
- ◆ Nearly 30% completion rate (80 sec length)

Coming next



Thank You

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