

EDIA 101

LINDSEY VEHLEWALD

**DIGITAL MEDIA PRODUCER (a.k.a.)
internet resident**

A degree in English and a passion for language evolution led Lindsey to the emerging field of social media and she hasn't looked back since.

A communications savant and digital media strategist, she is TOKY's Digital Media Producer and source of all things digital and social. With a background in nonprofits, academia, and marketing, Lindsey has a diverse experience that helps inform her approach to digital strategies for TOKY's unique clientele.



Brand Publishing

from
TOKY
Branding
+ Design

1. THE INTERNET
2. MARKETING
3. DATA
4. BRANDING
5. SOCIAL PSYCHOLOGY
5. HOW-TO



01 the internet

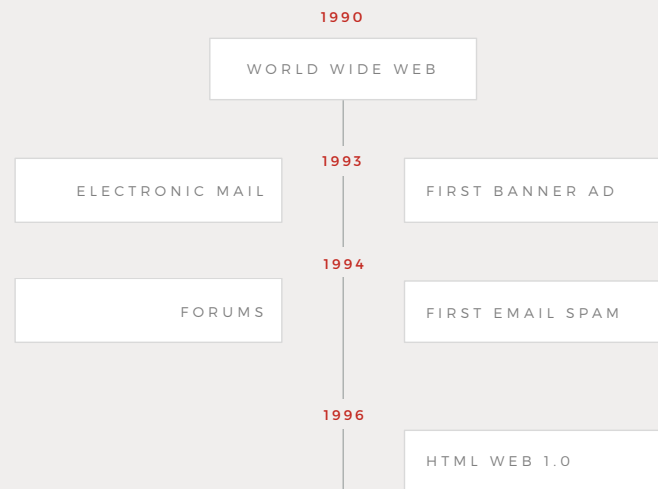
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the era of:
INTERNET 1.0

5

THE INTERNET



the era of:
**SEARCH
EVOLUTION**

SEO

PERSONAL BLOGS

2000 INBOUND
MARKETING

1998

GOOGLE IS FOUNDED

1999

2000

2000 MOBILE
MARKETING

DOT COM BUBBLE
BURST

the era of:
**SELF
PROMOTION**

LINKEDIN, MYSPACE

FACEBOOK

YOUTUBE, TWITTER

GOOGLE ANALYTICS

2003

2004

2005

BRAND BLOGS

1 BILLION INTERNET
USERS

VIRAL MARKETING

the era of:
**SOCIAL
MARKETING**

GOOGLE INSTANT.
REAL-TIME RESULTS

INSTAGRAM.
PINTEREST

GOOGLE+

2007

SMARTPHONES.
APPSTORE

MULTIMEDIA BRAND
PUBLICATIONS

2009

2010

iPADS, TABLETS

EMAIL MARKETING

2011

THE INTERNET ∞

the era of:
ENGAGEMENT

CONTENT
MARKETING

RELATIONSHIP
MARKETING

2012

2013

2014

2016

2.4 BILLION
INTERNET USERS

CLICKBAIT

9

THE INTERNET

marketing 02

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DIGITAL MEDIA IS AN INTEGRAL
PART OF THE MODERN MARKETING
LANDSCAPE.

BUT IT WILL NEVER REPLACE
TRADITIONAL MARKETING ENTIRELY.



Traditional Marketing

Brand defines interactions

Authority

“Push”

One way communication

Interruptive marketing

Value from brand recognition/integrity

Social Media Marketing

Consumer controls the conversation

Relationships

“Pull”

Two way communication

Participatory marketing

Value in brand approachability & peer influence



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WHAT CHANGED?

Traditional Marketing

Relied on the consumer to do the work through search and trust in a brand's authority.
The brand defined Who, What, Where, When, AND Why to consumers who trusted the integrity of a brand's reputation.

Self Promotion

Fledgling social media channels gave brands a new outlet to use. The trial-and-error nature created awkward marketing growing pains.

Social Media Marketing

An increasingly web-savvy public expected to control the conversation. Fact-checking, price-shopping, and brand research empowered consumers to approach brands with "What's in it for me?"

1990

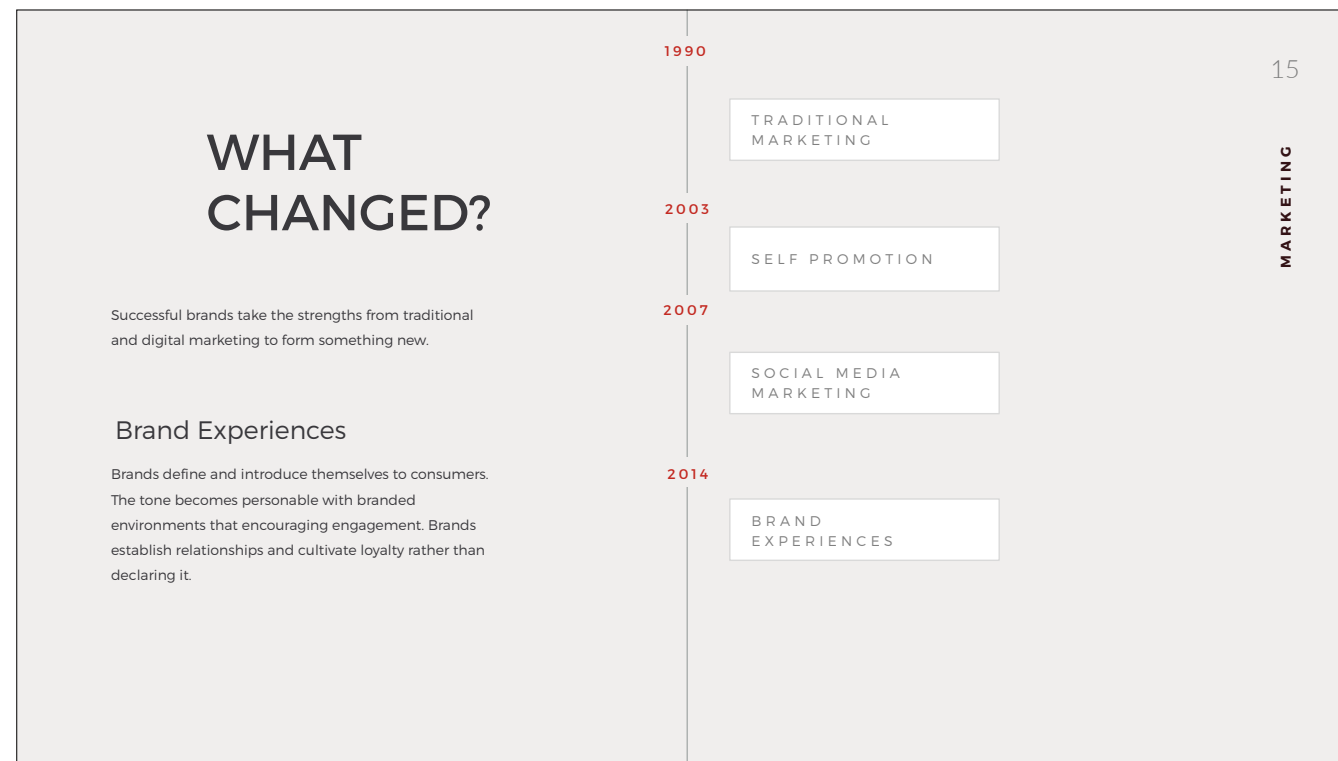
TRADITIONAL
MARKETING

2003

SELF PROMOTION

2007

SOCIAL MEDIA
MARKETING



Traditional Marketing

Relied on the consumer to do the work through search & trust in authority

The Brand defined Who, What, When, Where, AND Why to consumers who trusted the integrity of legacy brands.

Self Promotion

Awkward marketing growing pains

Social Media Marketing

Increasingly web-savvy consumers + internet free-for-all + relaxed cultural trends

Audience expects to control the conversation, approaching brands with “What’s in it for me?” and engaging in their own time, usually after extensive research.

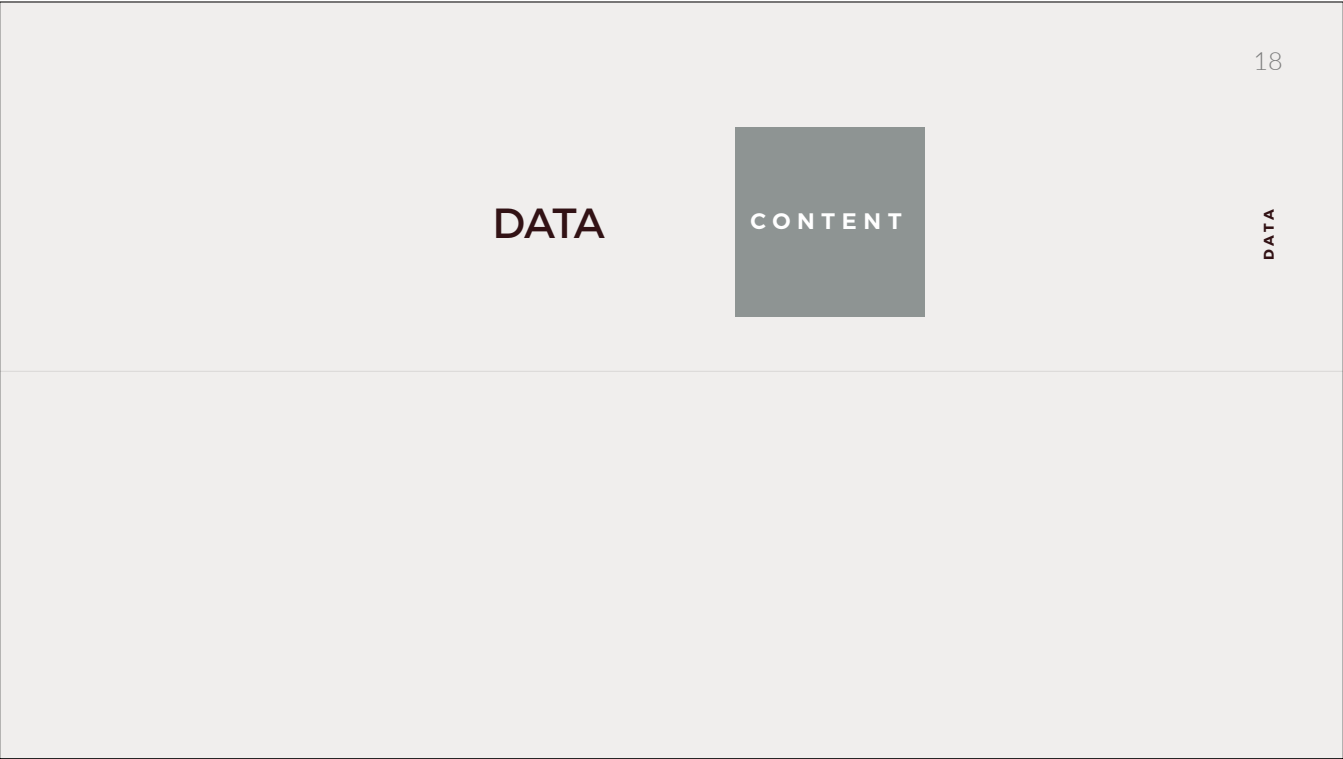
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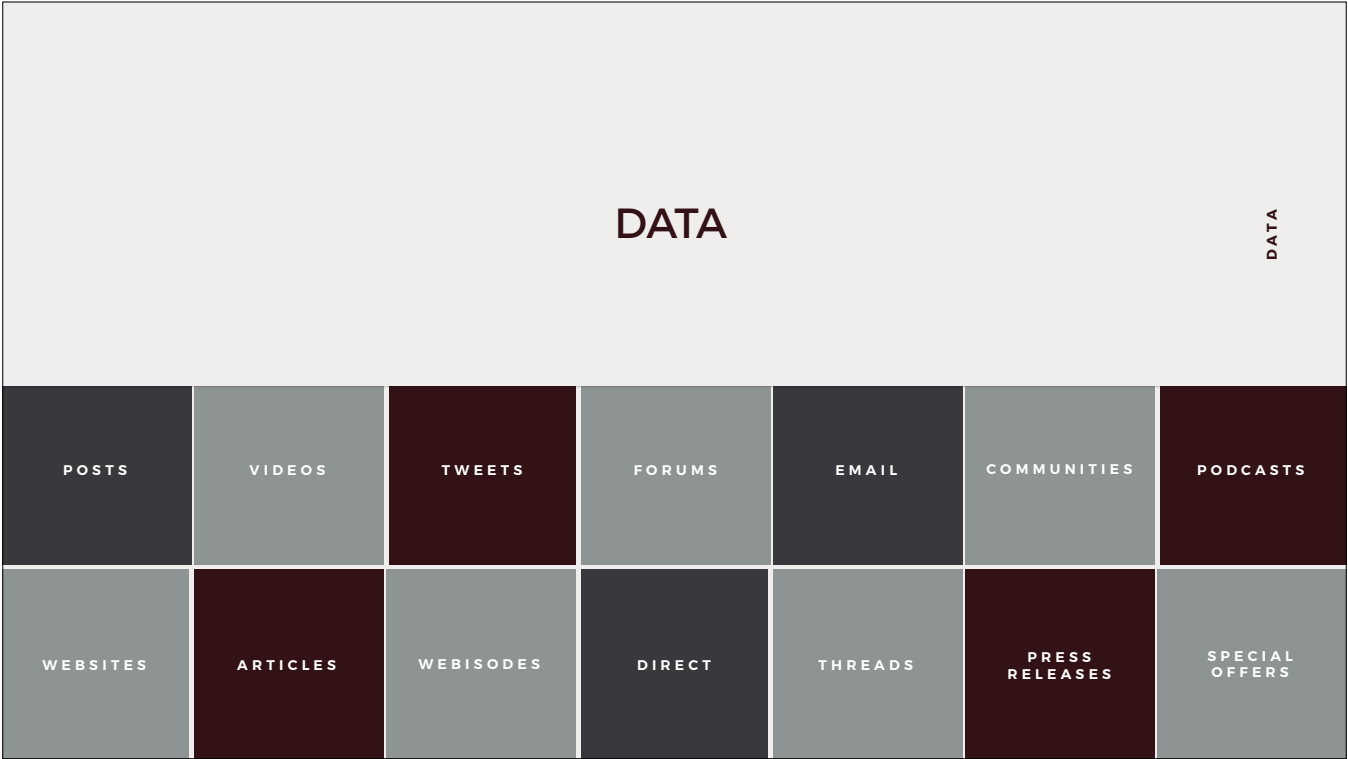
**NEITHER METHOD OF MARKETING
CAN STAND ON ITS OWN. USE BOTH.**

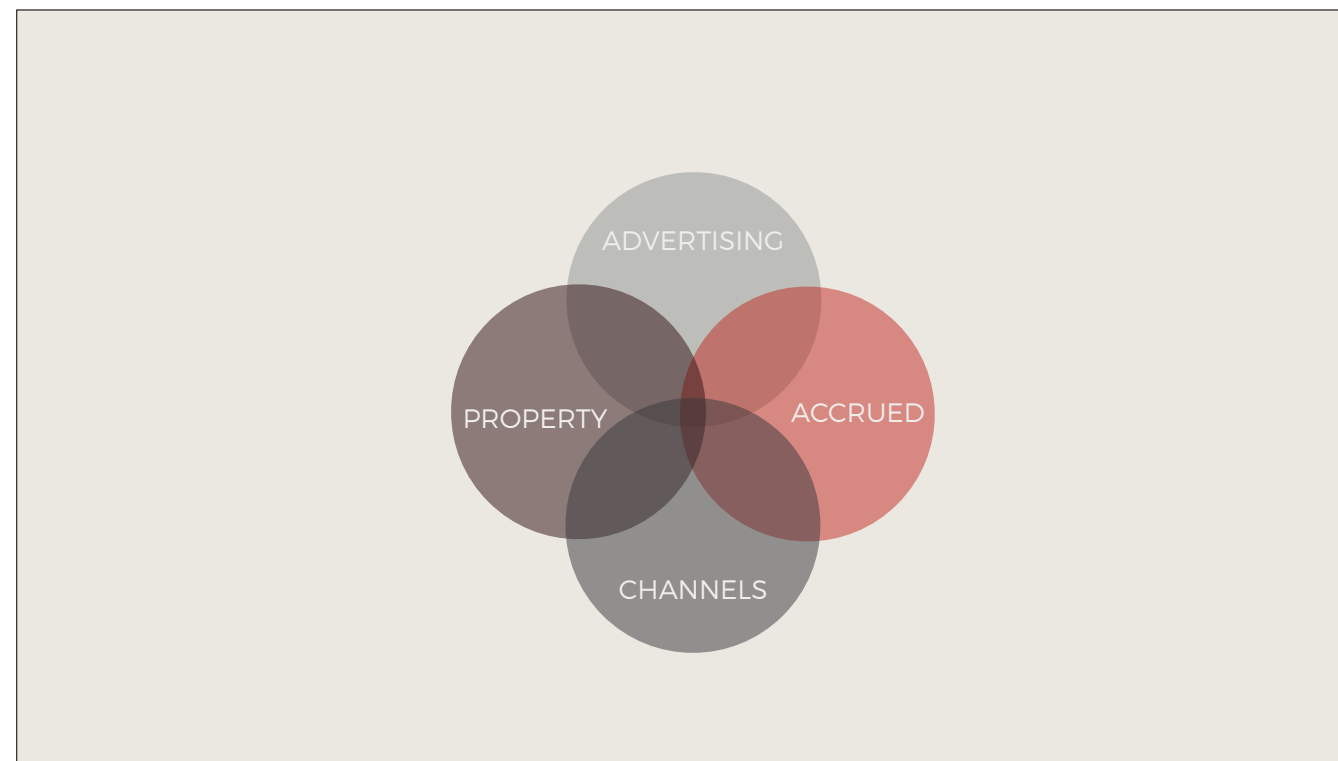
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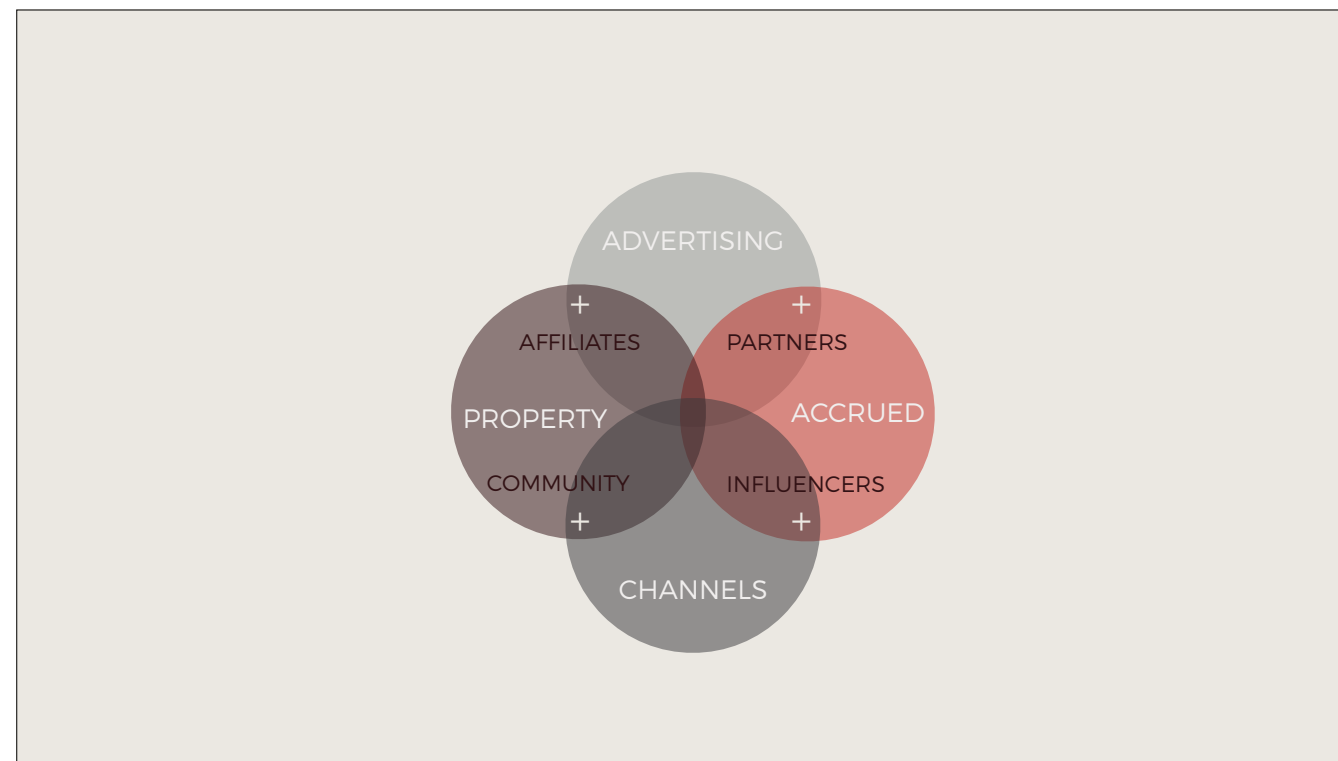




Paid = Advertising
Online
Traditional
Endorsements
Outreach

Earned = Accrued
Ratings
Recommendations
Reviews

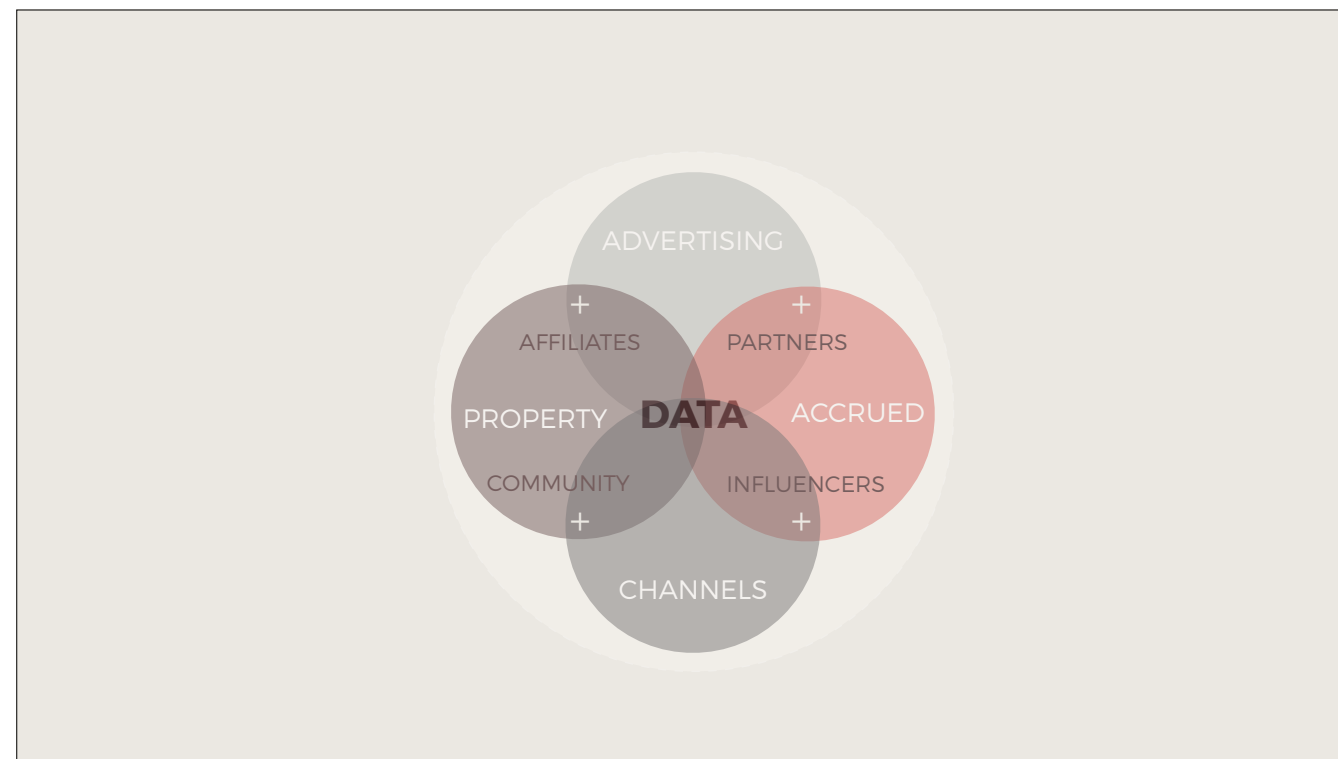
Cultivated = Channels
Facebook
Twitter



Paid = Advertising
Online
Traditional
Endorsements
Outreach

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Cultivated = Channels
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Reviews

Cultivated = Channels
Facebook
Twitter

AUTHORITY

INFLUENCE

CONVERSATION

BRAND

TRUST

INFLUENCE

SOCIAL INTELLIGENCE



branding 04

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ALL PUBLIC SOCIAL MEDIA
PROFILES (FOR BRANDS OR
INDIVIDUALS) SHOULD BE
CONSIDERED “PROFESSIONAL”
PROFILES.

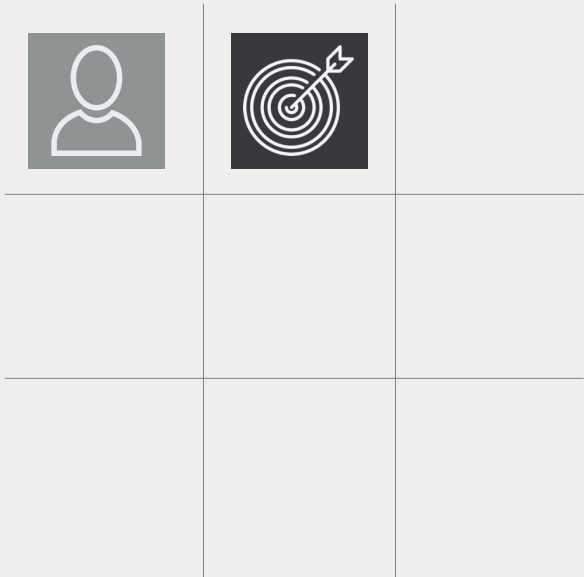
EVERY POST MAKES AN IMPRESSION.



personal branding

INTRODUCE YOURSELF

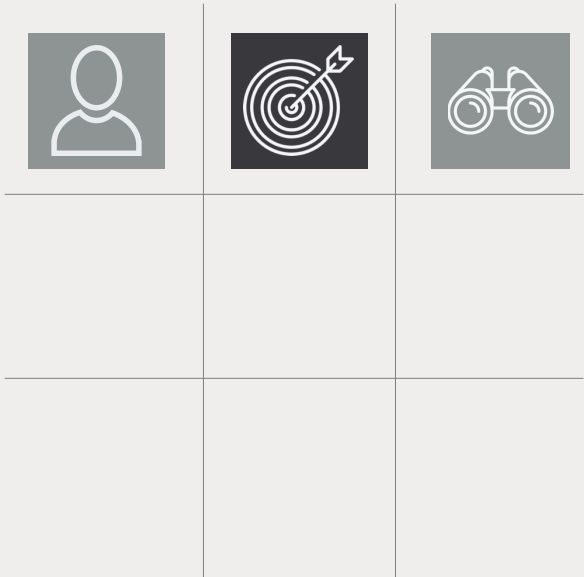
- Who are you?
- Where's your expertise?
- What makes you unique?
- How does your personality influence/inform your "brand"?
- Describe your public persona in five words.
- Do you have a personal mission statement?



personal branding

IDENTIFY YOUR AUDIENCE

- Who are you talking to?
- What do you know about them?
- Who are they?
- How does what you offer demonstrate value to your audience?
- Where do they spend their time online?
- What do they need from you?



personal branding

KNOW THE COMPETITION

- Who's your competition?
- What do you know about them?
- Who are they?
- How do they demonstrate value to their audience?
- How can you define yourself apart from them?
- Make their weakness your strength.



personal branding

BE POLISHED

Balance the personal & private

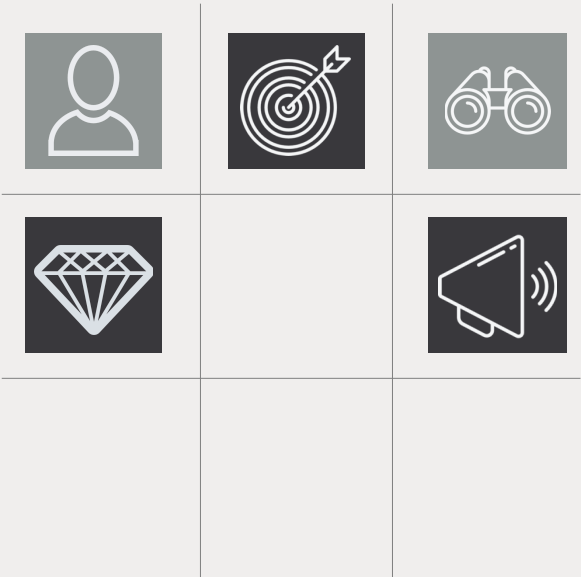
Every public social media profile is a professional social media profile

Be mindful of tone, content, and interactions

Pay attention to privacy settings and sharing settings

Segment your circles to control who sees what

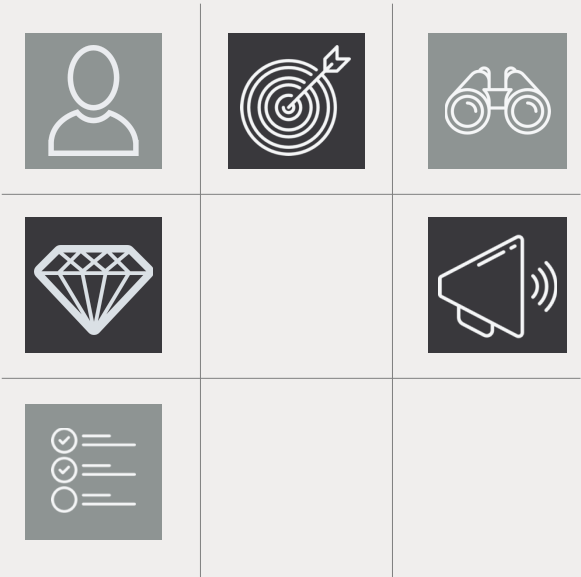
When in doubt, think about Great-Aunt Ruth (don't say anything you wouldn't want her to hear you say).



personal branding

DEFINE YOUR VOICE

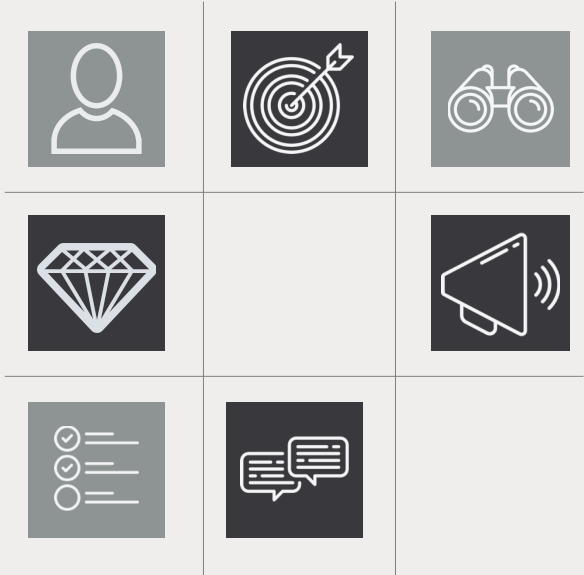
- What to Say and How to Say It
- Are you casual or formal in tone?
- Do you feel comfortable using emoji?
- How will your language support your brand promises?
- Are you speaking on subjects that are relevant to your audience?
- Is your voice approachable?



personal branding

STAY ON TRACK

- Have a strategy
- Define success
- Set SMART goals (Specific, Measurable, Achievable, Realistic, Time-bound)
- Create actionable items
- Develop meaningful connections
- Curate valuable conversations
- Keep true to your Identity and values



personal branding

HONE YOUR ELEVATOR PITCH

Knowing who you are is the core of any brand

The more confident and intimately you understand your brand, the easier it is to explain it simply and succinctly.

You have 30 seconds to win someone over; how would you sell your brand?



personal branding

BE FLEXIBLE

- Make adjustments
- Something not working? Change it.
- Try something new! Innovation makes leaders.
- Build on successes and learn from failures.
- Being human is an asset.
- Social media moves fast, don't let yourself obsess.

GIVE 100%, GET 100%

80% OF CONTENT = RELATIONSHIP BUILDING

20% OF CONTENT = SELF-PROMOTION

EVERY POST MAKES AN IMPRESSION.

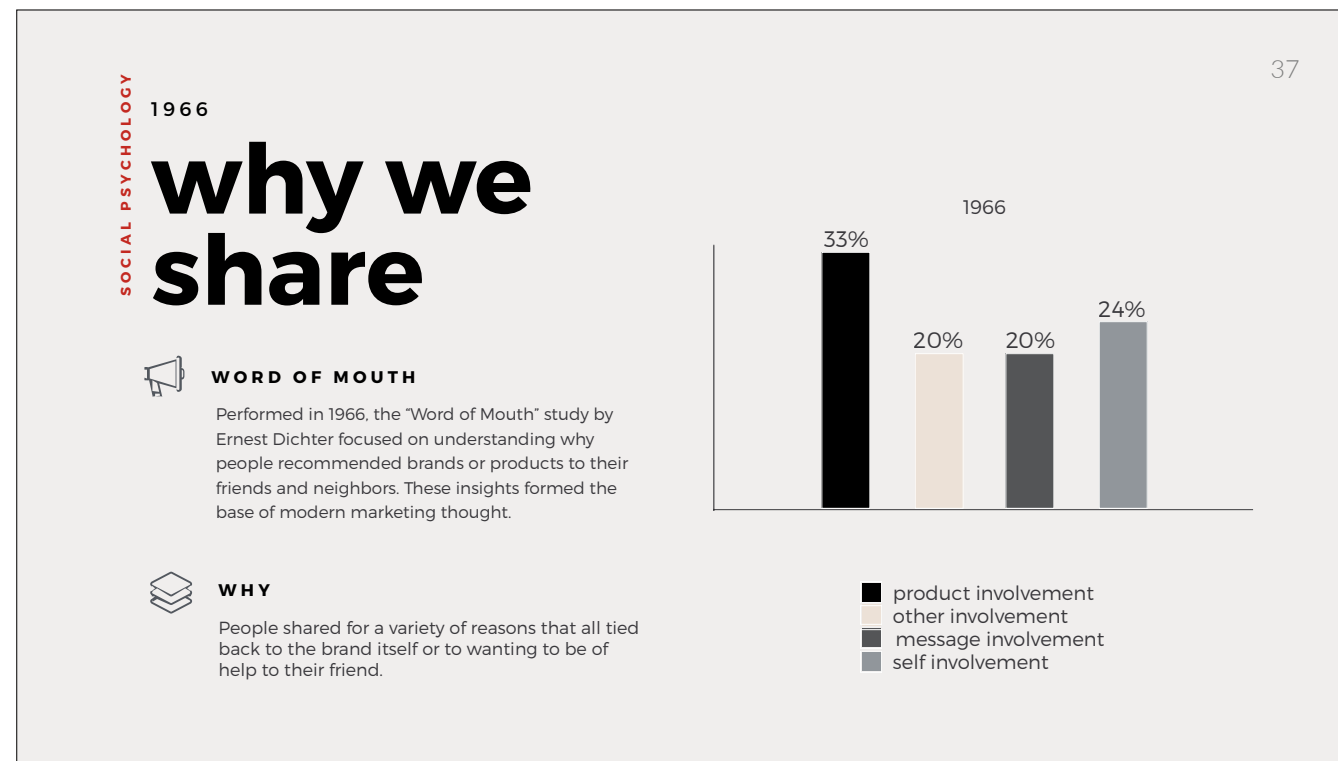
80% of your updates should focus on driving interactions with your followers, such as retweets, replies, and likes. Once you've built some rapport, you can mix in direct offers or promotions that get followers to take actions, such as clicking on a link or making a purchase from your website.

social psychology

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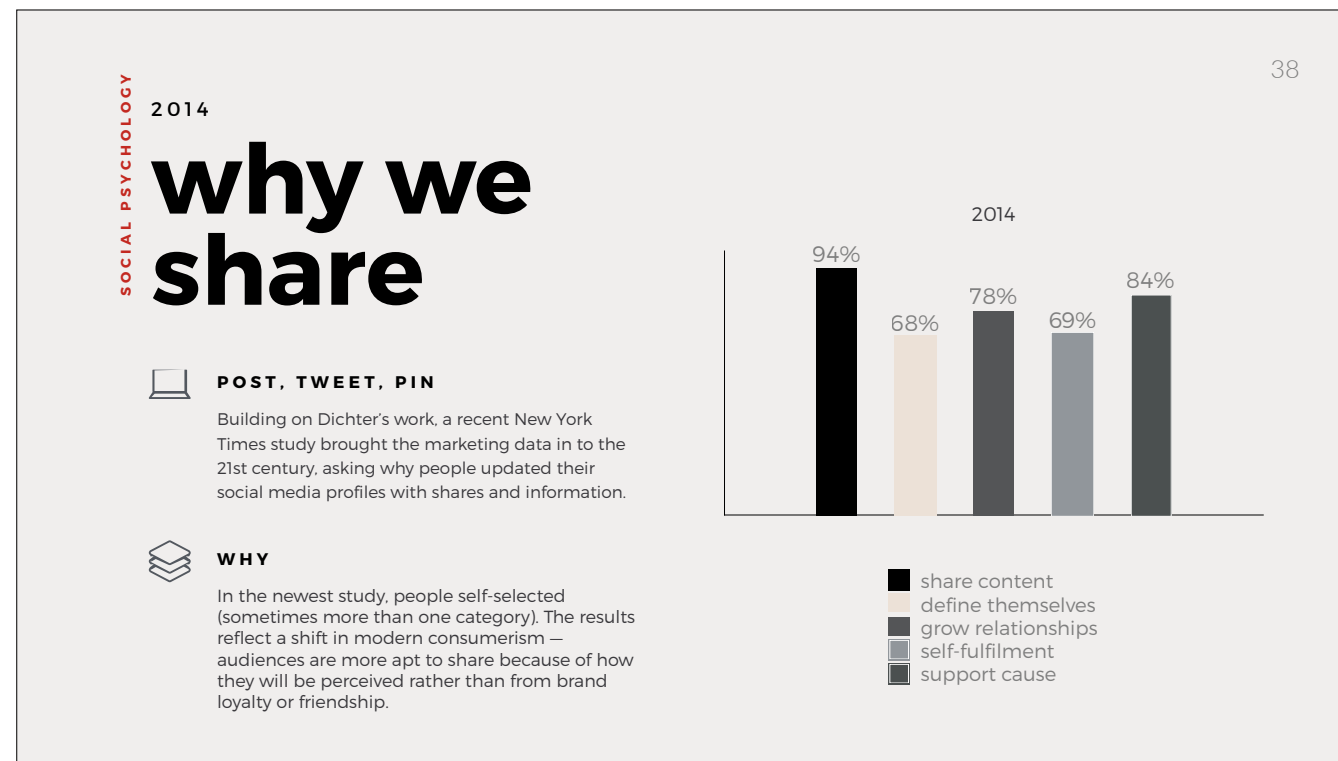
1966 study by Ernest Dichter called "Word of Mouth": 64% of sharing is about the sharer themselves

33% shared when they had a great product experience

24% shared because it gained them attention, or made it seem that they had inside information

20% shared for external reasons, like lending a helping hand, or a show of friendship

20% shared to engage with humor or information



A recent NYTimes study split the motivations down into 5 main categories:

To bring valuable and entertaining content to one another.

A significant 94% of respondents carefully consider how the information they share will be of use to other people

To define themselves to others.

68% of respondents said they share to give others a better sense of who they are and what they care about.

To grow and nourish our relationships.

78% of respondents said they share information online because it enables them to stay connected to people they may not otherwise stay in touch with

For self-fulfilment.

69% said they share information because it allows them to feel more involved in the world.

To get the word out about causes they care about.

84% of respondents share because it is a good way to support causes or issues they care about.

types of social sharers

The study also identifies six personas that share content. These personas can be defined by their emotional motivations, desired presentation of self and how valuable it is to the individual be the first to share.



ALTRUIST

helpful, reliable, thoughtful,
connected, use email to share



CAREERIST

intelligent business networkers,
most likely to share on LinkedIn



HIPSTER

creative, young, & popular,
consume & share content to
define & consume cutting edge



BOOMERANG

shares information to get a
reaction and to feel validated



CONNECTOR

creative, relaxed, thoughtful,
planner, uses FB & email



SELECTIVE

resourceful, careful, & thoughtful,
shares informative content

how-to 06



NOT ALL SOCIAL MEDIA IS CREATED EQUAL

There are many different platforms out there,
but not every channel is right for what you
need.

I like coffee!
Let's grab a latte
sometime.



HAVE A CUP OF COFFEE WITH

Facebook



Facebook is the equivalent of catching a coffee with your best friend. You're comfortable, you might order that salted caramel mocha and not skimp on the whip.

Brands on Facebook position themselves for relationship marketing and ease of consumer brand recognition. It is not a main lead-generating platform for most.



WHO

71% of adult internet users



WHY

Keeping in touch with real-life relationships with friends & family



HOW

Brand voice should be casual & friendly



WHEN

Brands use it for relationship marketing & brand recognition

Drinking an
amazing new
roast right now!
It's going to be
HUGE. #coffee



HAVE A CUP OF COFFEE WITH

Twitter



Twitter is dishing the latest on that hot new coffeehouse opening down the street. Breaking news happens here, and if you're the first to have it, you earn some social cachet.

Twitter is excellent for attracting audiences with news, specials, and leadership.



WHO

25% of adult internet users



WHY

Staying current on emerging news, conversations, & trends



HOW

Brand voice should be witty, brief, & innovative



WHEN

Brands use it for consumer engagement & product information

I am REALLY
good at drinking
coffee.



HAVE A CUP OF COFFEE WITH

LinkedIn



LinkedIn is the opposite of coffee with friends. LinkedIn is more along the lines of those conference brunches where everyone's in a suit and trying to juggle looking pressed and professional with a stack of business cards and a slightly stale croissant.

LinkedIn has seen the least growth and evolution of all social media channels.



WHO

28% of adult internet users



WHY

Virtual networking conference & resumes



HOW

Brand voice should be proud, reserved, & confident



WHEN

Brands use it to showcase awards, news, jobs, & leadership

My fair-trade
organic roast
inspired me to
live to the fullest.
#blessed



HAVE A CUP OF COFFEE WITH

Instagram



Imagine Instagram as the hipster coffee collective around the block. If it were staffed and decorated by Anthropologie. It's that faux-bohemian-authenticity that makes it both attractive and hard for many traditional brands to wrap their heads around.

Instagram is a rapidly growing tool for brands to showcase products and promote brand values.



WHO

26% of adult internet users



WHY

"Lifestyle content"



HOW

Brand voice should be aspirational, visual, creative, & thoughtful



WHEN

Brands use it for brand recognition and to create tableaus depicting their products "within reach"

Here's a great
coffee recipe
(that happens to
use our product).



HAVE A CUP OF COFFEE WITH

Pinterest



It's easy to write off Pinterest as an espresso-fueled Martha Stewart with way too much time on her hands. HOWEVER, consider what Ms Stewart is worth. Pinterest is a potential powerhouse that is rapidly positioning itself to be a goldmine for product marketing.

Pinterest is the tool to watch for brands. The user-fueled nature creates rapidly viral content.



WHO

28% of adult internet users



WHY

Crowdsourced viral marketing



HOW

Create branded assets that are clever & practical, yet relate to your brand or product



WHEN

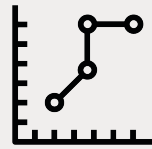
Brands use it for aspirational marketing, product awareness & demonstration

KNOWING WHICH PLATFORM TO USE STEMS FROM YOUR BRAND.

Decide which audience, function, and needs
are best addressed by each social media tool.



LISTS



INFOGRAPHICS

IMAGES & VIDEO



GUIDES



types of content to share

MULTIMEDIA RULES

Take a cue from the covers of magazines in the check-out line to understand the types of content that can go “viral”.

Think about ways to craft content, showcase your expertise, & demonstrate your brand value that engage the audience on more than one level.



1. Linking to content elsewhere (say, your website for some awesome, original content) generates traffic, showcases your thought leadership, AND keeps a constant stream of fresh content for your social media profiles
2. Add a photo - FB should pull a photo from the link. If you're not sharing a link, or if a photo doesn't auto-populate, upload one manually. Images catch people's eye and increase engagement.
3. Keeping the post copy itself to 40 characters or fewer snags the viewers' attention and presents your hook in an easily (and quickly) digestible nugget
4. If you post content at off-peak hours, your post will have less competition and stay in viewers' timelines longer, increasing the chances people will actually see it
5. Share consistently - 3 to 7 times a week if you can swing it. Consistency really matters on Facebook
6. Check out what's trending in the news and see if anything you offer relates (optional)



1. Front load the copy - keep the important part of your CTA or takeaway at the beginning so it's not lost
2. Take a number - Leading with a number (list or statistic) increases engagement
3. Use humor - WHERE APPROPRIATE, and if in line with your brand identity, humor can be an awesome tool
4. Make it sharable - Adding a custom shortlink and action verbs inspires action in your readers
5. Include a photo - like FB, images on Twitter are great for both illustration and engagement
6. Keep it short - Twitter limits you to 140 characters. Keep in mind that images and links take up 20 characters each, so practice writing strong messages that only use 20-40 characters to get your message across
7. No clickbait - we've all seen it, and for a while, it worked. Now everyone (marketers AND consumers) are sick of it. Just don't. Respect your brand and your audience enough to leave clickbait for the used car salesmen and bad internet memes.
8. Hashtag yourself - Hashtags serve as a shorthand way to curate and search news or related items on Twitter. Using these judiciously can help group your messages with similar experts and position yourself as a leader online.

CREATING POSTS FOR



LinkedIn

- Headlines matter
- Include a photo
- Keep it evergreen
- Create a strong profile
- Cater to your audience

Hewlett-Packard The Next Big Thing Blog: HP Fellow Charlie Bess discusses the Internet of Things and the foundational shifts in skills, laws, and trends CIOs will need to stay relevant:
<http://owl.li/wfzTt>.



Xerox

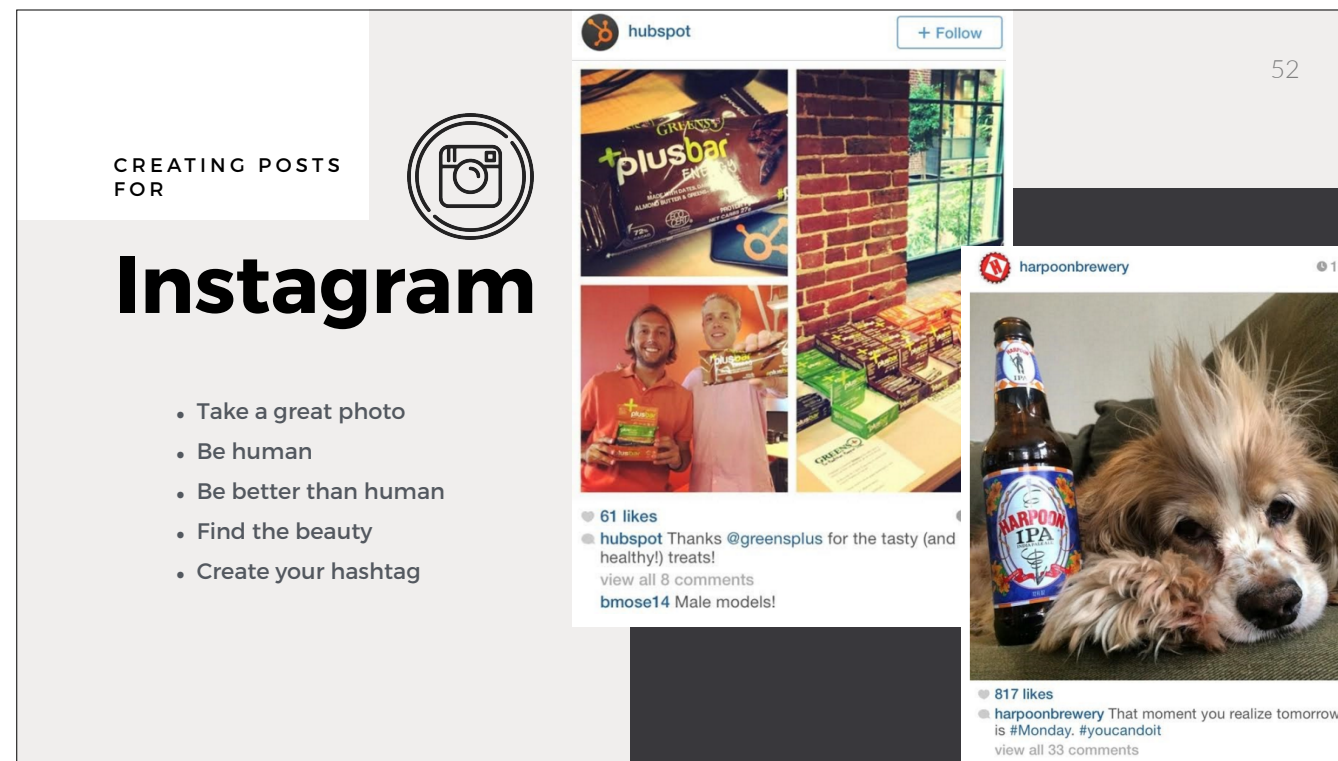
Does your resume convey these five things? <http://xerox.bz/1U8PUUp>



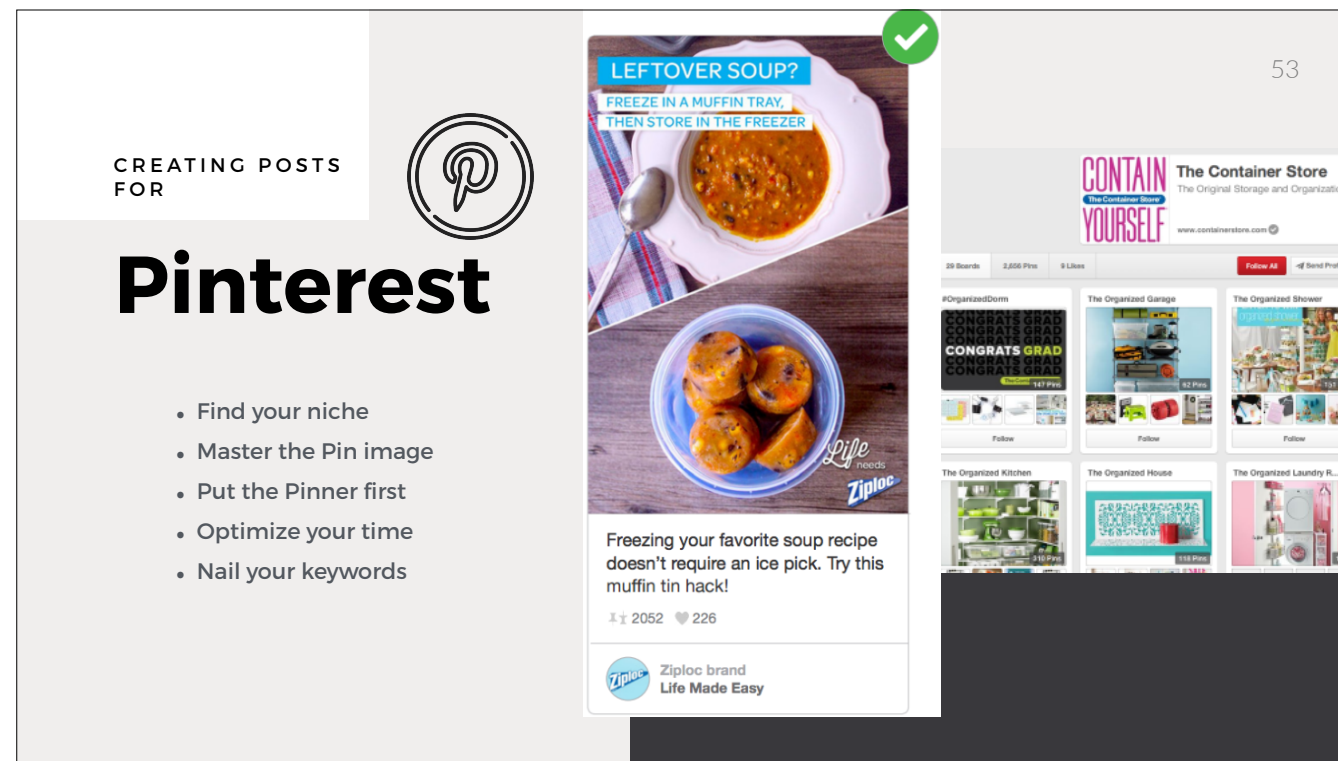
Five Things Your Resume Must Convey In 10 Seconds

xerox.bz · If you pitch your resume into Black Hole recruiting sites, you'll be resting your job-search hopes on a keyword-searching algorithm. That's why I don't recommend that approach to job-seekers, no matter how closely a job-seeker's...

1. Headlines matter - more than other social, LinkedIn articles need journalistic headlines to describe and engage
2. Include a photo - While an image should pull from an external article, writing one within LinkedIn means that you'll need to add an image that illustrates your concept
3. Keep it evergreen - unlike other social media, LinkedIn content lasts longer. Creating content that can be relevant all the time means that you can maintain a library of useful and informative articles for your LinkedIn profile
4. Create a strong profile - Make sure your entire LinkedIn profile is filled out. If you're posting great articles within the platform, people are going to check you out! Link back to your employer, keep your skills current, and have an approachable and professional headshot of yourself. Make sure you also join relevant professional networking GROUPS within LinkedIn to give yourself additional ways to publish and promote your articles.
5. Cater to your audience - Keep in mind that LinkedIn's audience is professionally driven. Keep the memes, humor, and "fluff" pieces for other social media sites. Focus on leadership content, innovation, awards, and other well-groomed items that make your brand and your employer look incredible.



1. Take great photos - IG is a very visually driven platform. Composition, lighting, cropping, and content all need to be on point. If your photo is weak, your brand will be, too. Don't be afraid to edit and fine-tune the image in a more powerful program before uploading it to IG itself.
3. Be human - IG is a more intimate community and thrives on direct engagement. Find ways to relate to your audience and be human.
5. Be better than human - Brands that can give audiences something to strive for ("Aspirational content") tend to do well on IG. Audiences like images that make the beautiful, simple life seem within their reach - even if the photo took an hour to compose and a lot of editing to look just so.
7. Find the beauty - Everything has a good side. Even if you feel your brand is mundane, that shouldn't stop you from trying to find the best angle to showcase. Look at things with new eyes, from odd angles, or in terms of arrangement to find a way to make something ordinary look stunning.
9. Create your own hashtag - branded hashtags have a life of their own on IG. Providing your community with one that helps them rally gives you another way to engage and cultivate your visual identity.



1. Find your niche - the most popular types of pins on Pinterest are food/drink, crafts, and health/fitness. If your brand is none of these, that doesn't mean you can't find a way to make your brand relevant. A grocer sharing recipes makes sense, but what about a realtor sharing interior design inspiration or DIY how tos? Think tangentially outside of your box to creatively establish your expertise. Build your identity around this and expand your boards.
2. Master the Pin image - Create a strong visual (that's the right size!) with overlaid text that describes your image increases your pins and shares while supporting your larger brand identity. Items like instructables, infographics, and how-to perform exceptionally well! Again, go back to a program like Canva or PicMonkey to take the guesswork out of correct sizes and elegant overlays! Brand it - Add your brand, name, or website to the image or description copy again reaffirms your brand and serves as free marketing when others share it.
3. Put the Pinner first - Always keep in mind how your audience is using Pinterest. Consider what they care about and tailor your content to address what they want most from you. Make it simple to pin things from your website. Write helpful pin descriptions. Curate clever and interesting boards.
4. Optimize your time - Post frequently during the peak times for your audience. Unlike other social media, Pinterest reaches the widest audience during evenings and weekends.
5. Nail your keywords - Pinterest has a hefty embedded search feature which helps users find the content they want. Be positive, helpful, informative, and use words that you want aligned with your brand.

presented by

TOKY **Branding + Design**

elegant digital solutions

LOGIC IS BEAUTIFUL

TOKY has developed a national reputation for solving complex client communication issues elegantly, intelligently, and cohesively across all media. We couple clarity of brand message storytelling with a mastery of well-crafted design and detail-oriented production. TOKY has developed world-class brands, integrating breakthrough brand positioning, award-winning design, and best-in-class websites.

WE BELIEVE THE WORLD CAN BE A BETTER PLACE

Through our strategic design and communications work, we create distinct, beautiful design for organizations that cultivate a better existence. We believe that a deep, logical understanding of your audiences, brand, and goals leads to the best strategy, and in turn, to distinct, beautiful design that cuts through the clutter.