

Present and Future States of Social Media

Todd Maycunich

VP, Product Innovation

TMP Worldwide



SOMETIMES
WE HAVE TO BE PROTECTED
FROM OURSELVES



..... PEOPLE APPLY OLD BEHAVIORS

TO NEW MEDIUMS



THE FIRST CINEMA PLAYED TALKING PICTURES

1937

Snow White and the Seven Dwarfs was the first full length cel animated (hand drawn) feature film.

EARLY TV WAS SIMPLY TELEVISED **RADIO & THEATER**

1955


The Mickey Mouse Club, originally a theater production in the 1930's, airs on television for the first time.

Monday July 7, 1997

Disney.com


Disney's **BEAUTY AND THE BEAST**
BROADWAY'S SMASH HIT MUSICAL

Today's Features:


 **Experience** the enchantment of Disney's [Beauty and the Beast](#) onstage! Peek [behind the scenes](#), read and hear the [story](#), and meet the [people](#) who make the magic. You can even find [where it's playing](#).

[One month FREE!](#)
Get new Hercules games, stories, comics, and fun [every day!](#)

[Computing](#), fun [local events](#), [travel](#): all at [Disney's Family.com](#).

 Find a great selection of [CD-ROMs](#) at The Disney Store Online.

Fifteen new winners every week in the [Family Fantasy](#) Sweepstakes! [Enter now!](#)



Where will each star take you today?
Click one of the above and see!

For an overview of Disney.com, see our [Table of Contents](#).

[PLEASE CLICK HERE FOR LEGAL RESTRICTIONS AND TERMS OF USE APPLICABLE TO THIS SITE.](#)
USE OF THIS SITE SIGNIFIES YOUR AGREEMENT TO THE TERMS OF USE.

[PLEASE CLICK HERE FOR DISNEY ONLINE'S INTERNET PRIVACY POLICY.](#)

© Disney. All rights reserved.

EARLY WEBSITES WERE REFERRED TO AS 'BROCHUREWARE'

← It even had a "table of contents" :)

SO WHAT'S INFLUENCING TODAY'S SOCIAL MEDIA BEHAVIOR?



TODAY, THE AVERAGE
FACEBOOK USER IS ELIGIBLE
TO RECEIVE A TOTAL OF
**1500 POSTS
EACH DAY**

FACEBOOK HAS RESPONDED

June 5

Product News

Organic Reach on Facebook: Your Questions Answered

The second reason involves how News Feed works. Rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that's most relevant to them. Of the 1,500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300. To choose which stories to show, News Feed ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.

Facebook helped create a problem they're struggling to solve

Platform building functionality designed to encourage interactions between people & other people, and people & brands



2006

Facebook API

Users can share their information with 3rd party websites and applications



2008

Facebook Platform/ Facebook Connect

Improve the capabilities for 3rd parties inside Facebook and extend Facebook's reach out to 3rd parties



2010

Social Plugins

Like buttons spread mercilessly across the web. After 1 year 100,000 sites had adopted these plugins.



2010

EdgeRank

An algorithm developed by Facebook to govern what is displayed and how high on the News Feed

What is EdgeRank?

An algorithm developed by Facebook to govern what is displayed — and how high — in the News Feed.

$$\sum U_e W_e D_e$$

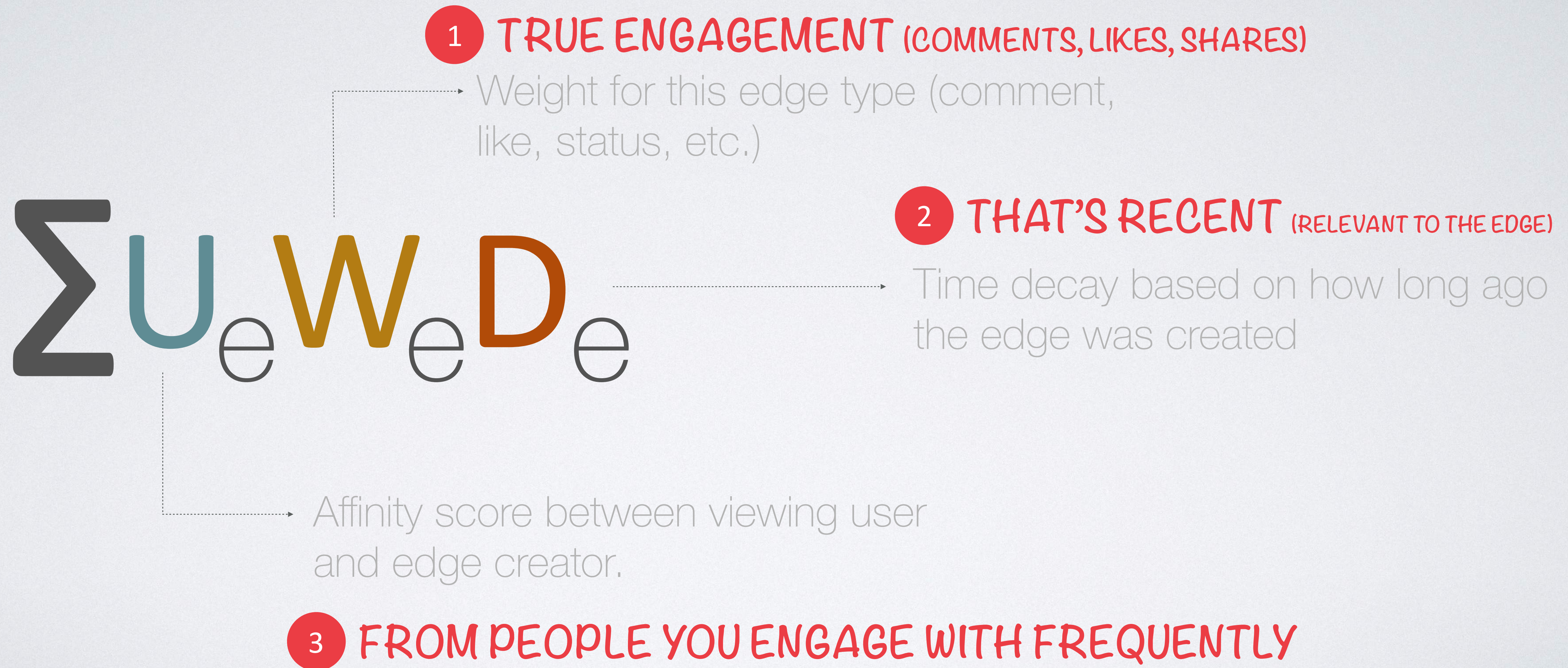
Weight for this edge type (comment, like, status, etc.)

Time decay based on how long ago the edge was created

Affinity score between viewing user and edge creator.

What is EdgeRank?

An algorithm developed by Facebook to govern what is displayed — and how high — in the News Feed.



May 2014

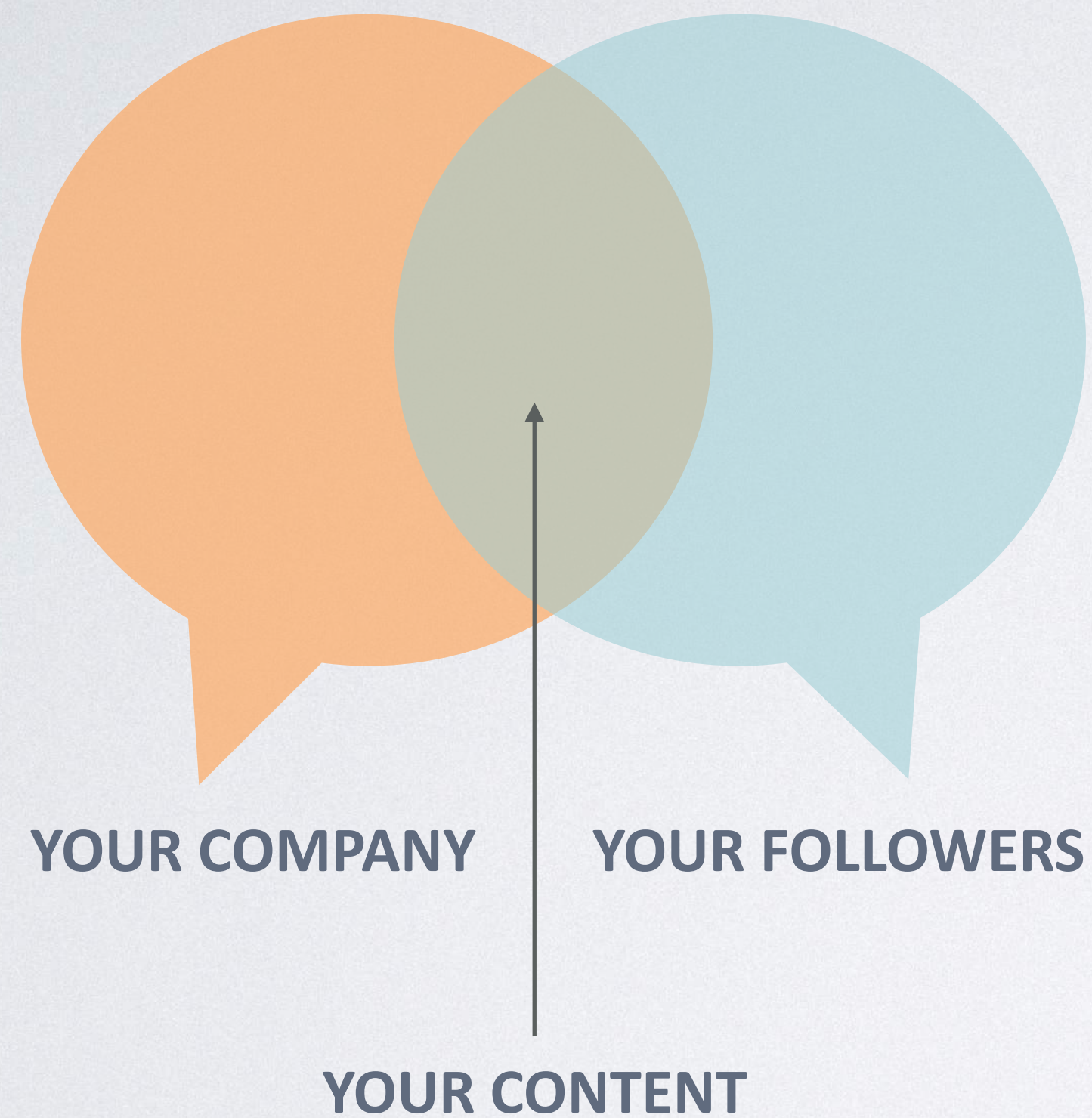
“Mr. Costolo, chief executive of Twitter, said on Wednesday that the microblogging service is experimenting with ways to highlight the tweets most relevant to each person visiting the service, using a combination of human curation and automated algorithms to surface what people most want to read.”

<http://bits.blogs.nytimes.com/2014/05/28/making-twitter-easier-to-use/>

DICK COSTOLO
CEO, Twitter



**SINCE WE'RE NOT
GOVERNING OURSELVES
THE SOCIAL NETWORKS ARE**



**FOR BRANDS THIS MEANS
IT'S NEVER BEEN MORE IMPORTANT TO CREATE
ENGAGING CONTENT**

3 THINGS

employment brands should consider to improve social media engagement

1

Re-imagine the
content calendar

2

Recirculate your very
best content

3

Grow focused
audiences through
content segmentation

1. Re-imagine your content calendar

SUN	MON	TUES	WED	THUR	FRI	SAT
----- -----	----- ----- -----	----- -----	----- ----- -----	----- -----	-----	-----
----- -----	----- ----- -----	----- -----	----- -----	-----	-----	-----
----- -----	----- ----- -----	NEED CONTENT		----- -----		-----
----- -----	----- -----			----- -----		

There are two ways to facilitate higher overall engagement:

1. Create high engagement content all the time (ummmm, this is hard!)
2. Reduce the amount of low engagement content you publish

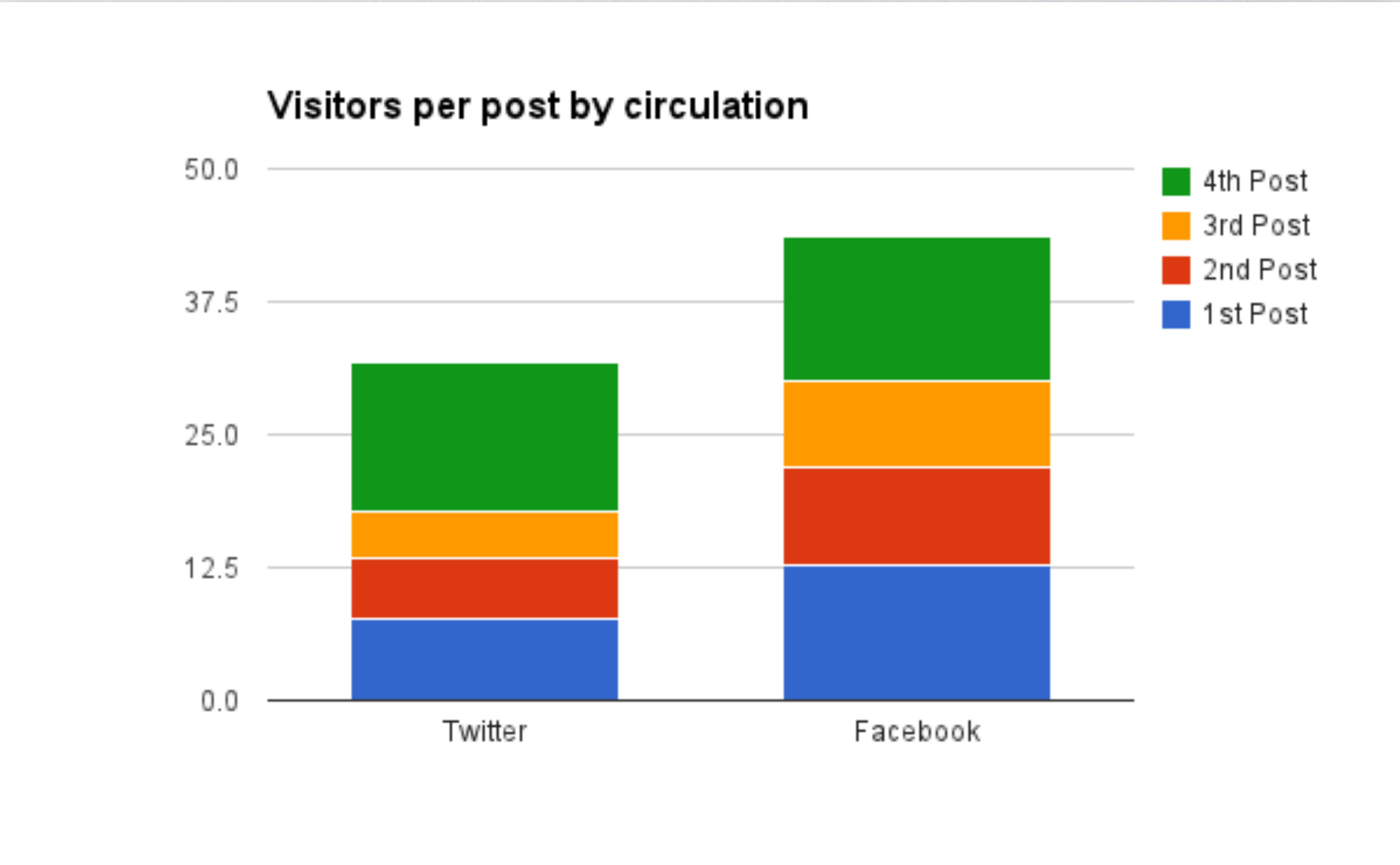
Don't feel the need to fill your calendar. Sharing low-impact content today can inhibit the visibility of your good content tomorrow!

2. Recirculate your very best content.

SUN	MON	TUES	WED	THUR	FRI	SAT
----- -----	-----	----- -----		----- -----	----- -----	-----
----- -----		----- -----	----- -----		-----	-----
----- -----	----- -----	----- -----	----- -----	----- -----	-----	-----
----- -----	----- -----	----- -----		----- -----	----- -----	

Recirculate your very best content

Choose your very best content and share it multiple times over the course of the month. This helps you round out your calendar with the content most likely lead to meaningful actions.



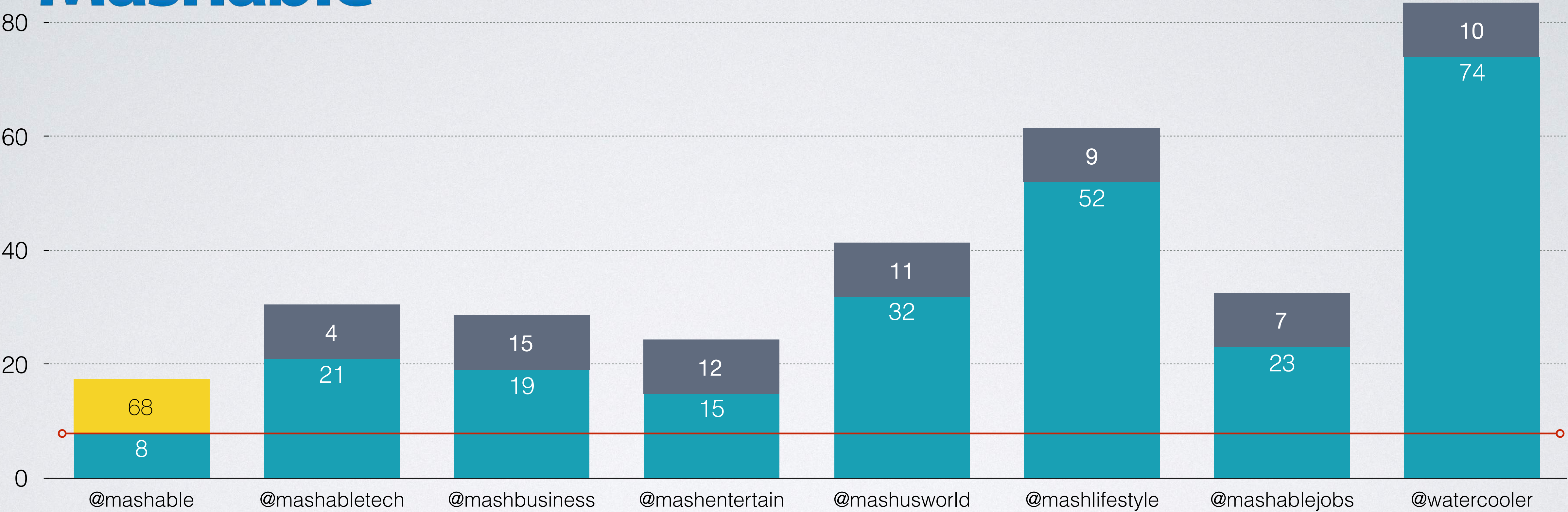
Recirculated content generated 149% more traffic from Twitter and 145% more traffic from Facebook versus content that was only shared once.

3. Grow focused audiences through content segmentation

Mashable

Account	Topics	Followers	Tweets per day	RT+FAV/100 Followers
@mashable	News, resources, inspiration	3,622,626	68	8
@mashabletech	tech and gadgets	134,512	4	?
@mashbusiness	small biz advertising and marketing news	117,882	15	?
@mashentertain	music, film, gaming, tv	26,565	12	?
@mashusworld	social good' & politics	5,777	11	?
@mashlifestyle	family/health	6,180	9	?
@mashjobs	Job board	41,081	7	?
@watercooler	web culture/what's trending	3,043	10	?

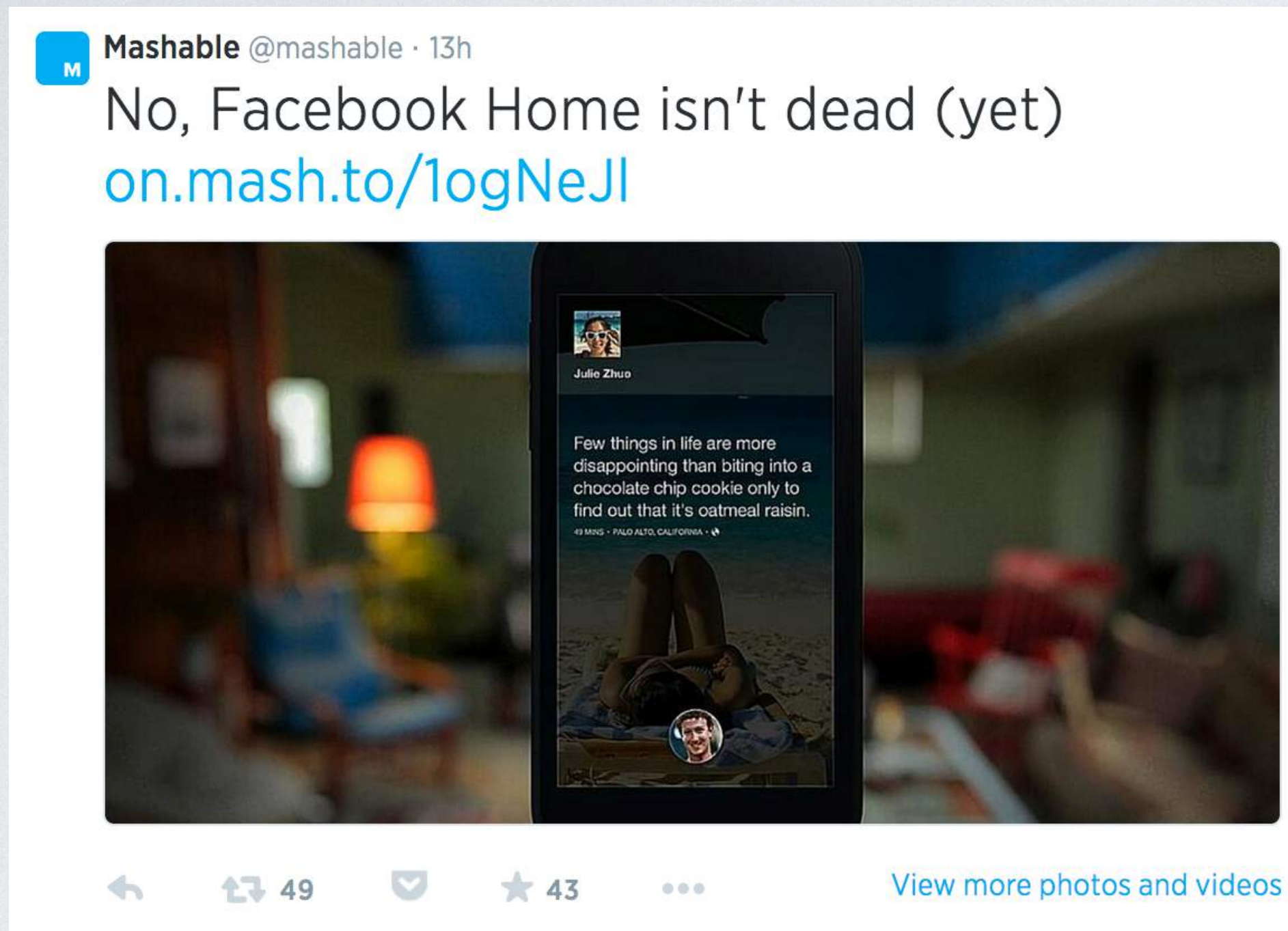
Mashable



Engagement (retweets + favorites) per 100 followers

Average tweets per day

Tweet sent by @Mashable



Tweet sent by @Mashabletech

ENGAGEMENT RATE

+368%

CLICK-THROUGH RATE

+74%

MOST GOOD

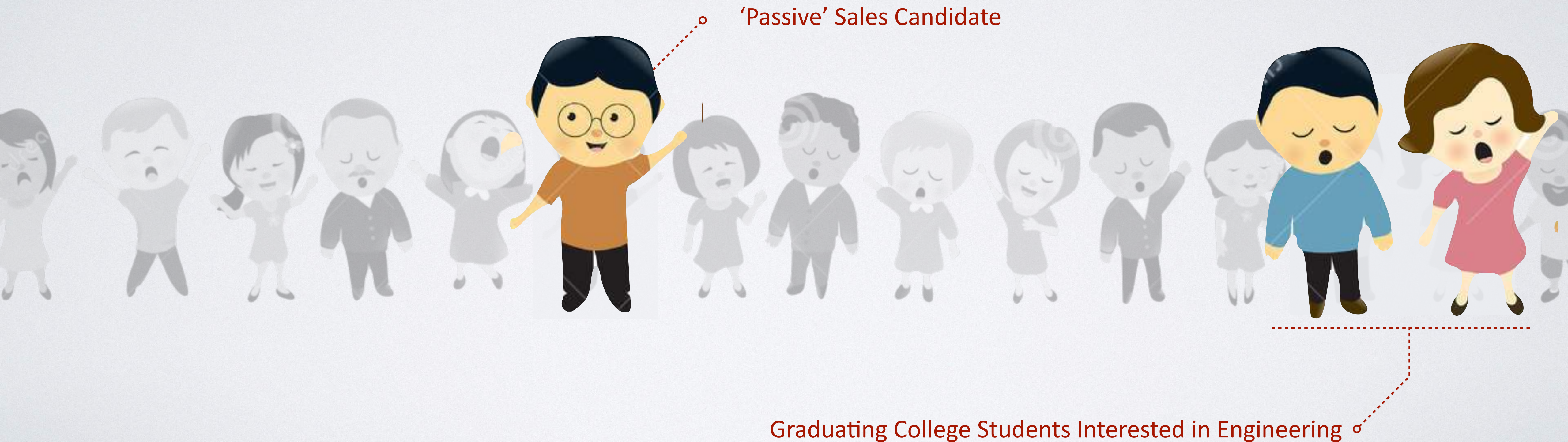
SOCIAL CONTENT STRATEGIES
HAVE CONTENT DESIGNED TO:

- ✓ Inspire
- ✓ Educate
- ✓ Convince



WHAT WILL HELP

- ✓ Inspire
- ✓ **Educate**
- ✓ Convince



WHATS RELEVANT TO SOME OF YOUR AUDIENCE IS LIKELY IRRELEVANT TO THE REST OF IT



..... IF YOU WANT YOUR CONTENT TO

BE SEEN AND SHARED
IT HAS TO BE RELEVANT TO
TO THE AUDIENCE YOU'RE BROADCASTING IT TO



TO BETTER UNDERSTAND
SOCIAL MEDIA
WE HAVE TO UNDERSTAND
SOCIAL BEHAVIOR

10 THINGS.
TIME TESTED.

WHY DO WE TALK?

- ★ We talk to make our lives easier
- ★ We talk to build relationships
- ★ We talk to help each other
- ★ We talk to craft our identity

HOW DO WE TALK?



We talk by listening.

We talk by using many lightweight interactions.

WHAT DO PEOPLE TALK ABOUT?

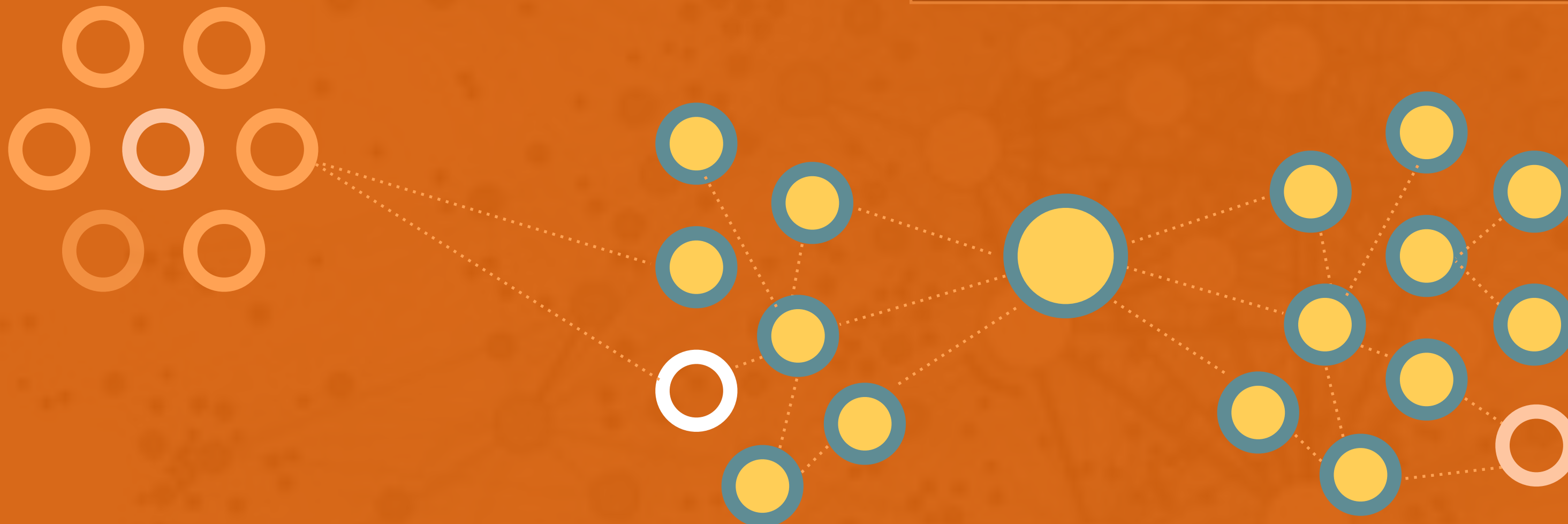
- ★ Personal experiences
- ★ Other people
- ★ What's around us
- ★ Feelings, not facts

WHO DO WE TALK TO?

4-6 groups of people with less than 10 people in each group.

80% of our conversations are with the same 4-5 people.

We talk most often to people like ourselves.



RECAP:

WHY? ★ We talk to make our lives easier
★ We talk to build relationships
★ We talk to help each other
★ We talk to craft our identity

HOW? ★ We talk by listening and responding through many lightweight interactions

WHAT? ★ We talk about personal experiences
★ We talk about people
★ We talk about what's around us
★ We talk about feelings, not facts

WHO? ★ We talk to small groups of people, often like ourselves

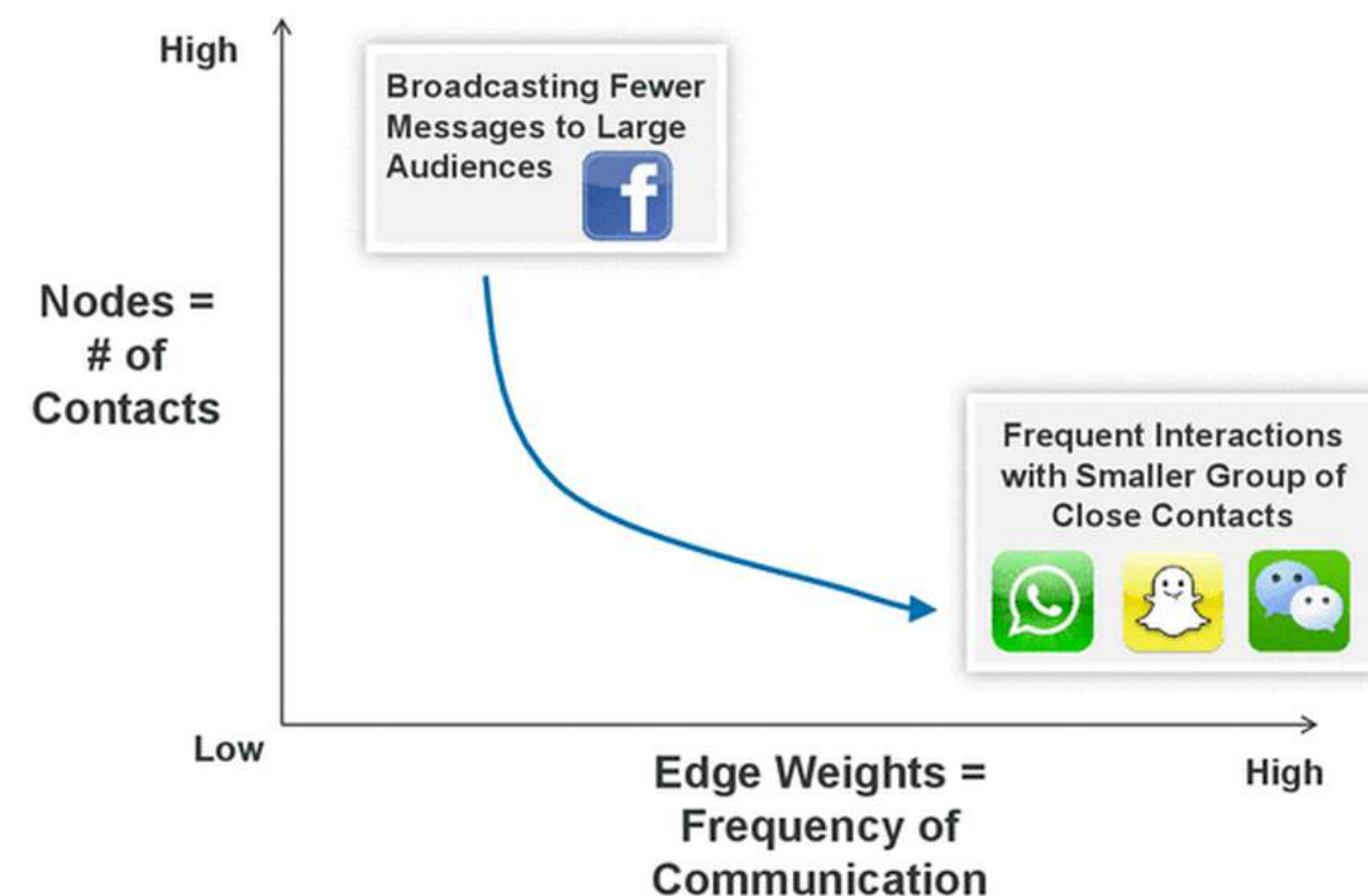


SIMILARITY
BREEDS CONNECTION
AND MAKES
COMMUNICATION &
AND RELATIONSHIP FORMATION
MUCH EASIER

Mary Meeker

Partner at Kleiner Perkins Caufield & Byers
& author of annual trends presentation

Evolution of Messaging → New Social Graphs Edges = Potentially More Value than Nodes



@KPCB

Source: Anjney Midha, KPCB Associate; Jared Morgenstern, KPCB Entrepreneur Partner.

37

<http://www.kpcb.com/internet-trends>

HOW DO WE TALK?



We talk by listening.

We talk by using many lightweight interactions.

Facebook

Smaller nodes; more privacy; ephemeral; and secretive.



Dec 2013

Instagram Direct

Private sharing for photos
and videos

Feb 2014

WhatsApp Acquisition

Worlds fastest growing
private messaging platform

Jun 2014

Facebook Slingshot

Private, ephemeral
messaging app



SIMILARITY
BREEDS CONNECTION
AND MAKES
COMMUNICATION &
AND RELATIONSHIP FORMATION
MUCH EASIER

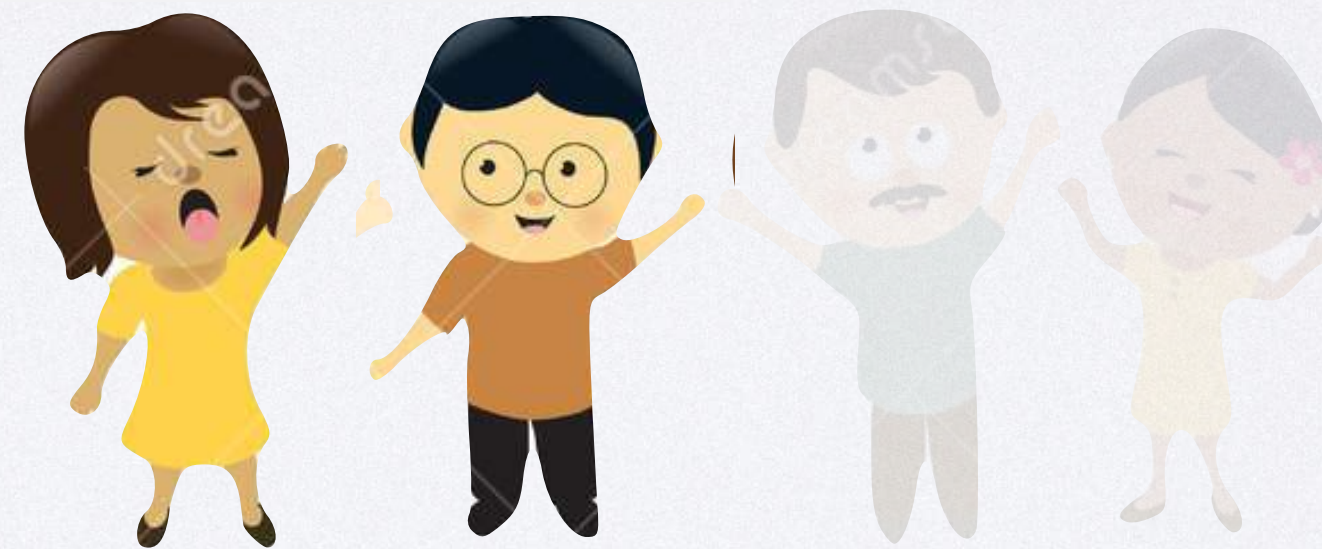
NOW WHAT?

DECENTRALIZE THE DISTRIBUTION (AND EVEN CREATION OF CONTENT)
TO YOUR PEOPLE WHO ARE TALKING ABOUT
PERSONAL EXPERIENCES AND EACH OTHER
AND THE THINGS HAPPENING AROUND THEM

YOUR SALES PERSON



THEIR FRIENDS
OTHER SALES PEOPLE

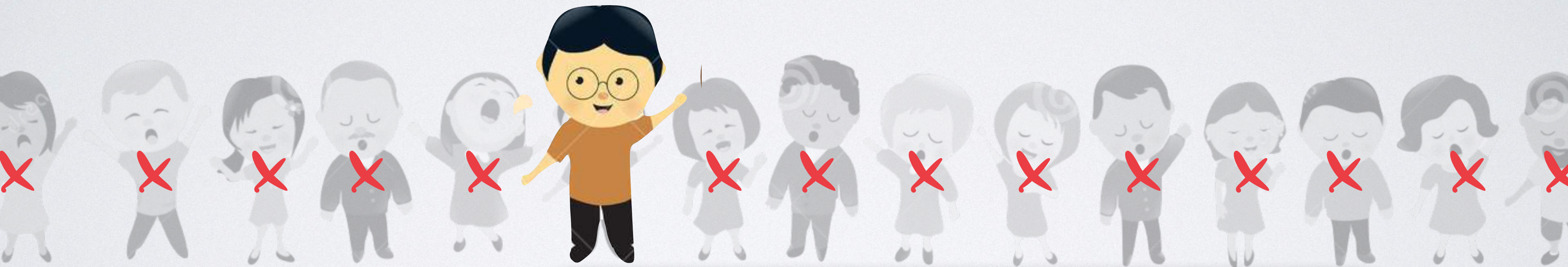


THEIR FRIENDS, FRIENDS



Your sales employees **broadcast** their story to their friends who in turn **share** that story with their friends

INSTEAD OF BROADCASTING A NARROW MESSAGE TO A BROAD AUDIENCE



We just had our biggest year yet. Find out how VP of Sales built his team <http://jobs.clarity.com/>!

ENCOURAGE YOUR EMPLOYEES TO SHARE THEIR STORY TO SMALLER, LIKE-MINDED AUDIENCES



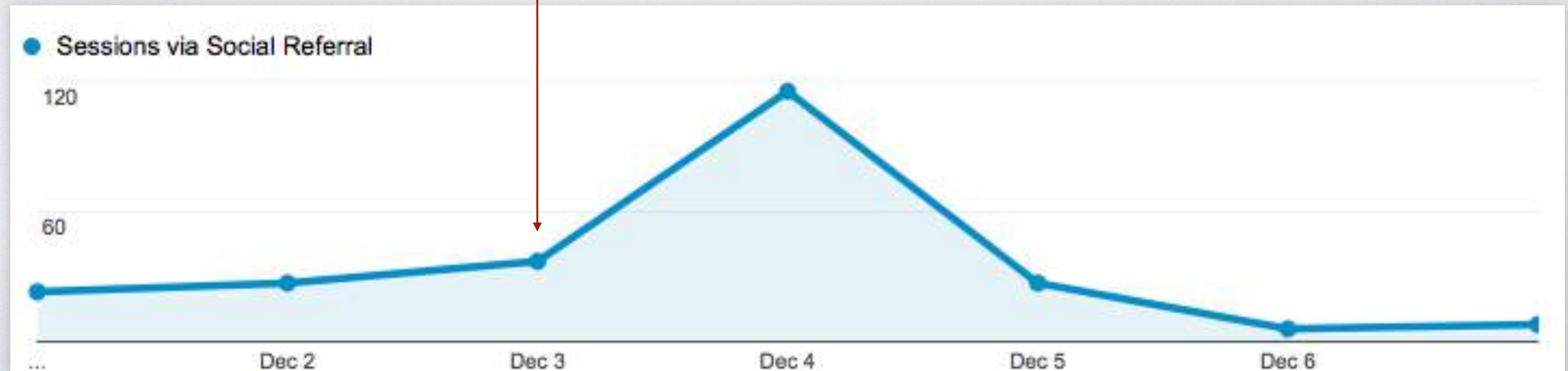
I built an incredible, record breaking team this year and plan to expand it even more. Join me?
[http://jobs.clarity.com/!](http://jobs.clarity.com/)

HOW DO I DO THIS?

First off, ask your employees.

As needed, our recruiters ask employees in each office to share our open positions, **in that office**, through social media. The email includes links to each of those positions.

The last email was sent on December 3rd.



HOW DO I DO THIS?

Second: Invest in software.

Deliver content to your employees and recruiters designed for simple social sharing and gamified results.



Jobvite



Social network focused venture capital transactions

Smaller nodes; more privacy; ephemeral; and secretive.



Thank you!
Happy Holidays.

To follow-up with TMP. On twitter [@tmpww](https://twitter.com/tmpww) and on Facebook “[tmpworldwide](https://www.facebook.com/tmpworldwide)”

