

DIGITAL CONTENT DIRECTION

DGM 733

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Lecture 7



Lecture 6

Conclusion:

(Audiences and Target Audiences)

- * Key Concepts of **Audience** Research.
- * **Audience** Trends in an Era of Media Convergence.
- * Identifying and Reaching **Target Audience**.
- * Audience Analytics.
- * Conclusion.
- * References.

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Digital Content Direction



Social Media in Content Production



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OUTLINES:

(Social Media in Content Production)

- * Which Platform Should a Content Producer Use? When? Why?
- * Social Media Monitoring/Listening.
- * Social Media Strategy.
- * Conclusion.
- * References.

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Which Platform Should
a Content Producer Use?
When? Why?

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Which Platform Should a Content Producer Use? When? Why?

These are not easy questions to answer, not least because social media is dynamic.

The nature and number of platforms, the technology and the devices that support them, and the formats that work best on them, are in continual flux.

TikTok and Snapchat base their content on the ephemeral and the pictorial. Instagram and Pinterest too are largely visual in terms of how they communicate. YouTube is a video streaming platform. Facebook, LinkedIn, Reddit and Twitter use a combination of visual and text-based content, perhaps more closely akin to traditional journalism than other channels.

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Which Platform Should a Content Producer Use? When? Why?

Some forms of social media, such as blogs and podcasts, are relatively passive, in that they require users to search for content on whichever blogging or podcasting platform they use.



Others, such as Facebook, Instagram and Twitter, are more active and are inherently dialogic: if you have the app, you will have content suggestions sent to you 24/7.

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Which Platform Should a Content Producer Use? When? Why?

In recent years, we've seen the rise of platforms such as TikTok and Snapchat, which deal in very short, ephemeral pictures and video, and the reduced screen size of devices such as the Apple Watch.



These platforms have led, in part, to the rise of what is termed 'glance journalism', that is journalism that can be consumed in one brief look at a small screen. the speed at which this kind of ultra-brief news is consumed makes platforms such as Facebook and Twitter seem voluminous and in terms of how much content they provide for the user.

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Which Platform Should a Content Producer Use? When? Why?

Over time, platforms will change as they compete for audience share and to remain relevant in the face of changing technology and the rise of new competitors. As such, any recommendation in terms of exactly what kind of content to produce and why on any platform is likely self-defeating as the key to understanding and working in the social media space is adaptability and a willingness to embrace change, not necessarily knowledge of any particular platform.

There is no one size, one time 'how to' answer;
what is needed is a metacognitive overview approach to
social media that acknowledges its dynamism, is
committed to understanding the modality and
functionality of each platform and how the demographic
makeup of each coincides with a content producer's
target audience(s).

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Which Platform Should a Content Producer Use? When? Why?

Research into the behaviour of those audiences, their wants and preferences is essential, and possible, thanks to the analytics derived from and provided by social media channels.



The major issue that all content producers face when using social media is how to separate the reliable from the unreliable. This is where social media analytics become essential. Choosing which analytics to monitor and via which platform, however, can be confusing.

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Which Platform Should a Content Producer Use? When? Why?



It is important to spend time researching the various options in order to make sure the features and the kind of analytics on offer by a platform or tool, are a good fit for your social media strategy.

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Social Media
Monitoring/Listening

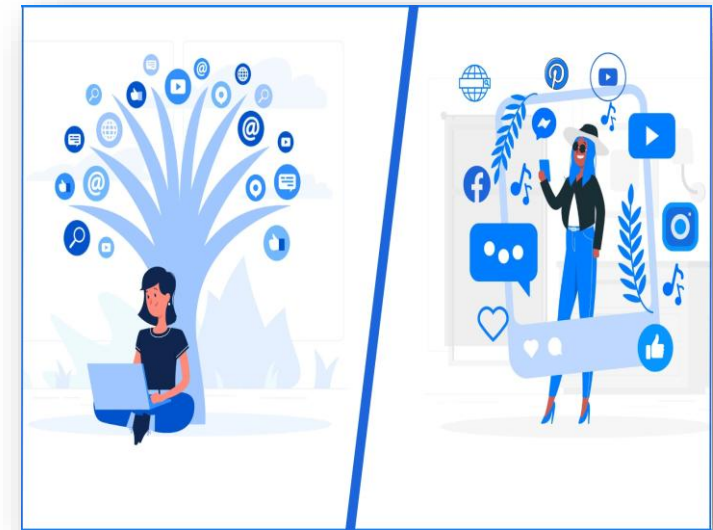


The phrases 'social media monitoring' and 'social media listening' are used somewhat interchangeably to describe the process of gathering, analysing and acting in response to social media analytics. Yet they are different processes, or two parts of the same process. Let's take a look at both terms.

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Social Media Monitoring/Listening

‘Social media monitoring’ encompasses the use of analytics to track likes, clicks, numbers of shares, sentiment, keywords usage, how long users stay on a page, geographical demographics and so forth.





This is a data gathering process and one that is very useful in determining such factors as, the reach of and response to a campaign or post, audience size, age group, and location.

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Social Media Monitoring/Listening

It is important that it is structured carefully and intentionally as good monitoring is comprehensive, in that it looks for mentions not only within a brand's own social media streams, but also on the web more widely; powerful analytical information may not always be where we expect.

Social media monitoring is often described as the first stage of social media listening, which takes those analytics and works out what to do next, how to maximise opportunities and respond to crises and reputational issues. Such listening might reveal the effectiveness, or otherwise of particular platforms, the existence of unexpected audiences, or that a particular post is going viral.

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Social Media Monitoring/Listening

Social media listening maximises the usefulness of analytics, by using them not simply as a snapshot of a particular campaign, post or issue, but as a tool that allows for the monitoring of trends and for forward thinking and planning.

Social media management apps, such as Hootsuite (insights.hootsuite.com), Buffer (buffer.com), Loomly (loomly.com) and Sendible (sendible.com), to name a few of the more popular options, allow users to schedule and post to multiple social media accounts, and to monitor various platform analytics, from one central dashboard.

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Social Media Monitoring/Listening



This is especially useful for
organisations running campaigns
across various social media channels
who want to be able to compare how
each is faring as part of their social
listening strategy.

Knowing an organisation or a client's **social media strategy** and what they hope to achieve from it is key to identifying the kind of social media listening platform that will work best for their needs and budget.

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Social Media Monitoring/Listening

It pays, also, to stay abreast of developments in this field as differing clients may have different monitoring needs and perhaps, as importantly, information that may only previously have been available through a pay for service platform may now be free elsewhere.

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Social Media Strategy



How do your social media sites and platforms work together to support your aims?

Each platform offers a different set of affordances. It's important these are clearly understood, so that each might be used appropriately.

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Social Media Strategy

For instance, podcasts, YouTube accounts and blogs should be viewed as storehouses of information. These platforms are Not dialogically proactive; users must actively seek out content stored on them.

Conversely, platforms such as Twitter, LinkedIn, Facebook and Instagram post directly into a user's app and so can be used as a shop window to promote content housed on more passive platforms.

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Social Media Strategy

Understanding what kind of content to post and when **is essential**, but social media success requires producers to do more than post in the right format and at the most opportune time.





Social media works best when it is viewed as social and dialogical; as a conversation, not just a selling opportunity. Making every post about you and your news/products will not endear you to your audience, nor the wider field in which you work.

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Social Media Strategy

Simply A social media strategy is a well-thought-out plan that indicates when, how, and what content to share on multiple socials of a brand. It helps you use resources efficiently and reach your target audience.

Steps to Create a Social Media Strategy:

1- Define your goals

If you want to develop a winning strategy,
determine your primary objectives. Together with
metrics, they will help you evaluate the success of
your strategy.

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Social Media Strategy



2. Research your target audience

Before creating an offer, you should understand your audience and know what they want to see on socials. After researching your target market.

3. Conduct competitive analysis

Since 58.4% of the world population now uses social platforms, the odds are that your rivals already have profiles on Instagram, Facebook, and Twitter. So you should create appealing profiles to attract followers. Your competitors will help you develop a successful strategy. To take advantage of your rivals, conduct a competitor analysis to reveal their strengths and weaknesses.

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Social Media Strategy

4. Run social media audit

A social media audit is the process of a business reviewing its key metrics to assess the performance of its social media strategy. The audit covers every social media channel and environment, sentiment, challenges, and opportunities for each of them. Once you finish the audit, you'll understand the desires of your target audience.

5. Develop a social media content calendar

Social media calendar is **an outline of your upcoming publishings on socials, organized by date.** You can create a calendar manually with a spreadsheet or leverage a special tool.

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Social Media Strategy

6. Create engaging content

Having a huge social media audience doesn't guarantee your business' success. If you struggle to generate the interest of your target audience and gain attention on socials, you should create engaging content.



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Social Media Strategy

7. Leverage social media management software

Social media management tools empower you to handle several social media from one place, build relationships with followers, and develop an editorial calendar to publish posts on time. In addition to increased engagement, such platforms enable you to track and analyze social performance.

8. Provide support with chatbots

According to statistics, bot-only chats receive an 87.58% satisfaction rate. Chatbots imitate human conversation and allow your company to provide 24/7 support.

Once social media users have inquiries, they can send you a direct message and receive an instant auto reply on common questions.

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9. Use advertising to expand the reach

Companies should run ads on social media to expand their reach, generate new leads, drive traffic to their websites, and increase sales volume and revenues.

10. Analyze social media metrics and adjust your strategy

Creating a profitable social media strategy is challenging, so it can't be perfect on the first try. However, you can always improve it. To do it, look at the performance metrics to see what's missing in your strategy. Pay attention to reach, engagement, impressions, conversions, referrals, and response rate.

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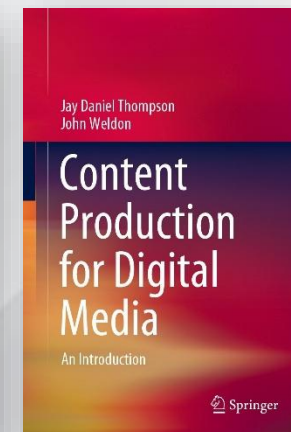
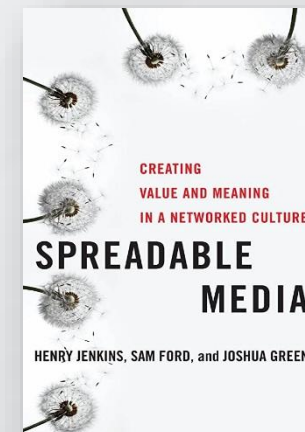
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Intro

Recommended Reference





Thank You

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