What's the big campaign idea?

We're going digital.

Facebook

YouTube

A mobile app

Pinterest

What are we going to do in all those channels?

I dunno, we'll figure it out later.
Session take-aways

Photo Credit: Ian Halsey (flickr)
<table>
<thead>
<tr>
<th>15 YEARS AGO:</th>
<th>TODAY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATCHING A MOVIE</td>
<td></td>
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<tr>
<td>CONTACTING PEOPLE</td>
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<td>READING THE NEWS</td>
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<tr>
<td>LISTENING TO MUSIC</td>
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<tr>
<td>WORKING ON STUFF</td>
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<tr>
<td>GOOFING OFF</td>
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</tbody>
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"Tales Of Mere Existence" By Levni Yilmaz  www.ingredientx.com
“Never before in human history have we been this connected, and never before have individuals and organisations alike had the ability to engage directly with so many.”

Something to Tweet About, Dentsu Aegis Network

“Social media is currently the number one reason people all over the world use the internet. It dominates online activity; 27% of time online is spent on social media - that’s more than email, online shopping, or any other type of activity.”

Something to Tweet About, Dentsu Aegis Network
Twitters Audience for Oscars Nearly Matched ABCs

This is the MOST POPULAR TWEET EVER!

Ellen DeGeneres
@TheEllenShow

If only Bradley's arm was longer. Best photo ever.
#oscars

10:06 PM - 2 Mar 2014
Social Media Trends & Predictions of 2014

#1 Social Media is not an Option
Businesses must integrate social media into their marketing plan. It will be expected and will hinder sales if they don’t.

#2 Mobile Growth
- Need a Website that works on both desktop and mobile
- Forbes predicts that by 2017 Mobile Sales will grow by 87%

#3 Google+ needs to be integrated into your Social Media Efforts
- It’s Google...of course!
- Google+ Local is merged with Google Places
- Google Authorship is merged with the Google+ Page
- Google+ Hangouts are merged with Youtube

#4 Images will be used more and more across the internet
- Pinterest and Instagram will continue to grow
- Images will continue to be the top content to grab people’s attention on all social networks

#5 Video
- SEO Benefits of Youtube (Google owns Youtube)
- Google+ Hangouts will grow in use due to the simplification of creating videos with it
- Vine and Instagram videos simplify video creation

#6 Podcasts will continue to grow
- Easy to listen to them
- Easy to multi-task while listening to podcasts

Source:
What you need

HC Link Social Media Starter Kit is a great place to start!

A PLAN:
why, what, who, how

A POLICY
setting up guidelines for proper use
There are over 665 million daily active Facebook users.
Twitter is the fastest growing social network (44% growth between June 12-March 13)
YouTube reaches more US adults (18-34yrs) than any cable network
Every second 2 new people join LinkedIn.
Google+ is the second largest social network (Ages 45-54 are the fastest growing segment on Google+)
45 million photos are uploaded to Instagram each day
The Average pin is more relevant than the average tweet

Source: http://readwrite.com/2013/07/25/mindboggling-facts-that-will-make-you-care-about-pinterest#awesm=ogZfFb8mUP7h1G
Tumblr users spend an average of 14 minutes per visit, that is longer than the average visit for Facebook and Twitter.
Mobile Apps

“The average smartphone user spends two hours a day with apps.”

Other helpful tools

• **Drop box** – a place to store your files, access them from anywhere, and share with others

  [https://www.dropbox.com/install](https://www.dropbox.com/install)

  [Image from: https://www.dropbox.com/tour/3](https://www.dropbox.com/tour/3)

  Video on using drop box on using shared files to collaborate with your team!

  Image from: [https://www.dropbox.com/tour/3](https://www.dropbox.com/tour/3)
Other helpful tools

- **Compfight** – an image search engine

Can also use an advanced google search and [Flickr](http)! Also, don’t forget about using the [snipping tool](http) to grab images off your screen!
Helpful Resources


References

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