

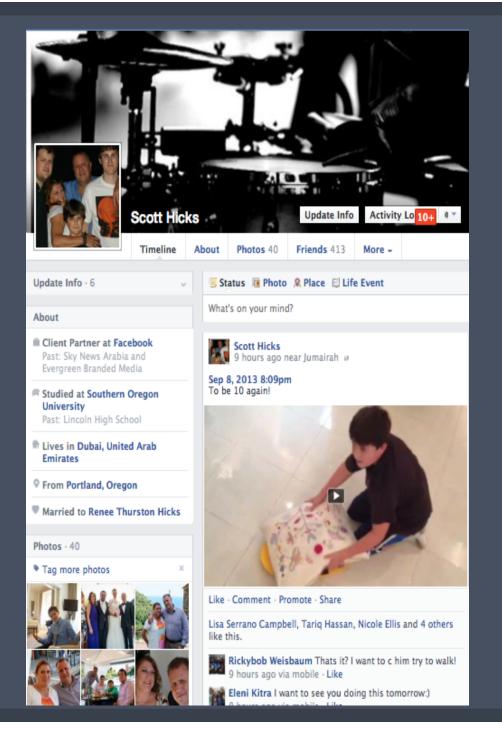


The idea of facebook is not NEW

facebook is not only about TECHNOLOGY

facebook is about PEOPLE

People who Share their AUTHENTIC SEIF







HOW We talk

WHAT we talk About Designing Brands that are

Social by Design

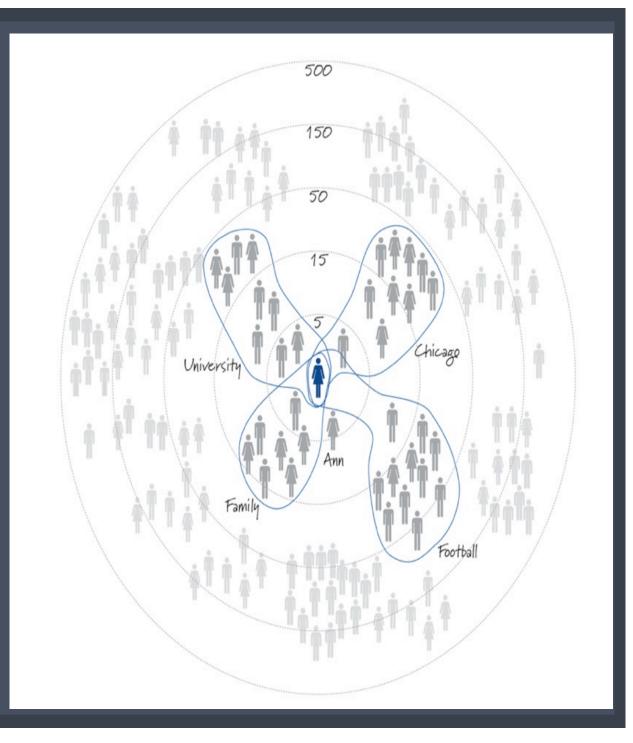
WHO We talk to

WHY We talk



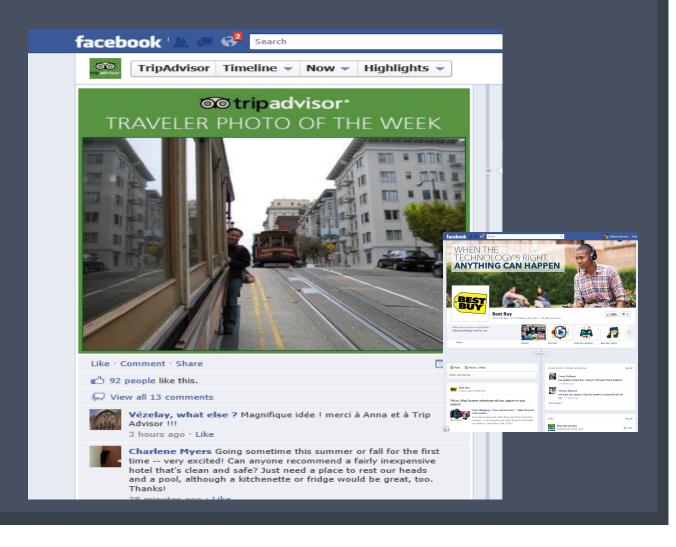
Like Comment Share

We talk most often with the people we're closest to.

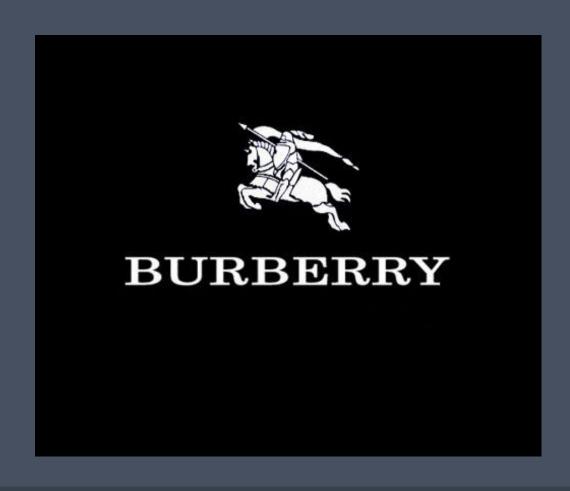


To make my life easier: tips / tricks, advice, discover something new

Brands like
Tripadvisor are using social media to connect people and enable them to share a question / issue in the hope of getting an answer that helps them



To build relationships: reward fans (exclusive access, fan-only promotions, spotlight), entertain fans





To help others: ask for feedback, enable/encourage fans to help each other and their friends



Great content comes from users...

THEY START COMPETING FOR THE TITLE

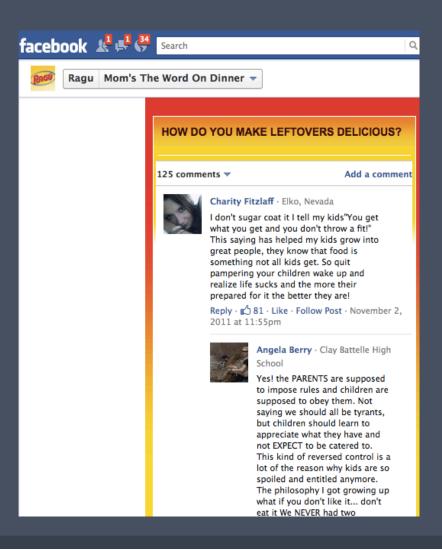
QUEEN OF MEAN

To craft our identity: enable me to express who I am





WHAT PEOPLE TALK ABOUT: Personal Experiences





lagu

QUESTION OF THE DAY: What's your top tip for keeping meal costs down?



Family Meals on a Budget: How Do You Balance Your Dinner Budget?

www.youtube.com

Ragú® wants to know how you feed your family well while on a budget. What are your tips for family meals on a budget -- coupons, meal planning, buying in bul...

Like · Comment · Share · September 20 at 1:32pm · 🚱

95 people like this.

🕝 3 shares

View previous comments

50 of 65



Joyce Taggart #1 Rule is never go grocery shopping hungry...everything looks delicious!

September 20 at 1:39pm · Like · ₼ 4 people



Michelle Chase I do what Katrina does also use your leftovers instead of tossing them

September 20 at 1:40pm · Like · ₺ 2 people



Andrea Hapeman buy in bulk and vacuum seal, grow a garden and can it up



Bonnie Lawson Pasta, Pasta, Pasta

September 20 at 1:47pm · Like · 🖒 2 people

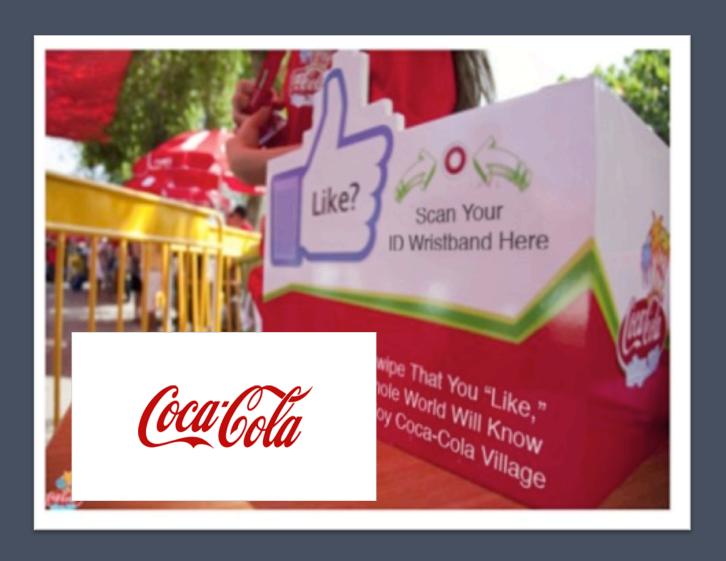
WHAT PEOPLE TALK ABOUT: Other People

Dove 'Beautiful Because' provided a way for fans to talk about their closest friends and what they admire most about them





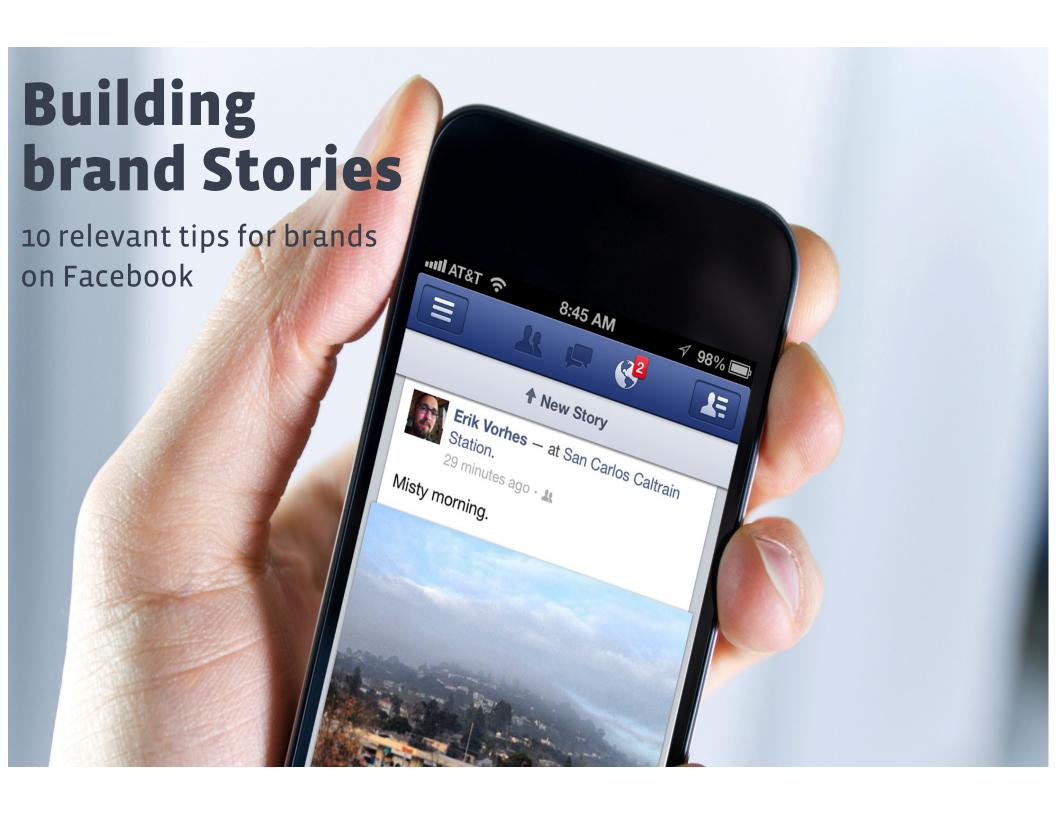
WHAT PEOPLE TALK ABOUT: What's Around Us



WHAT PEOPLE TALK ABOUT: Feelings not facts





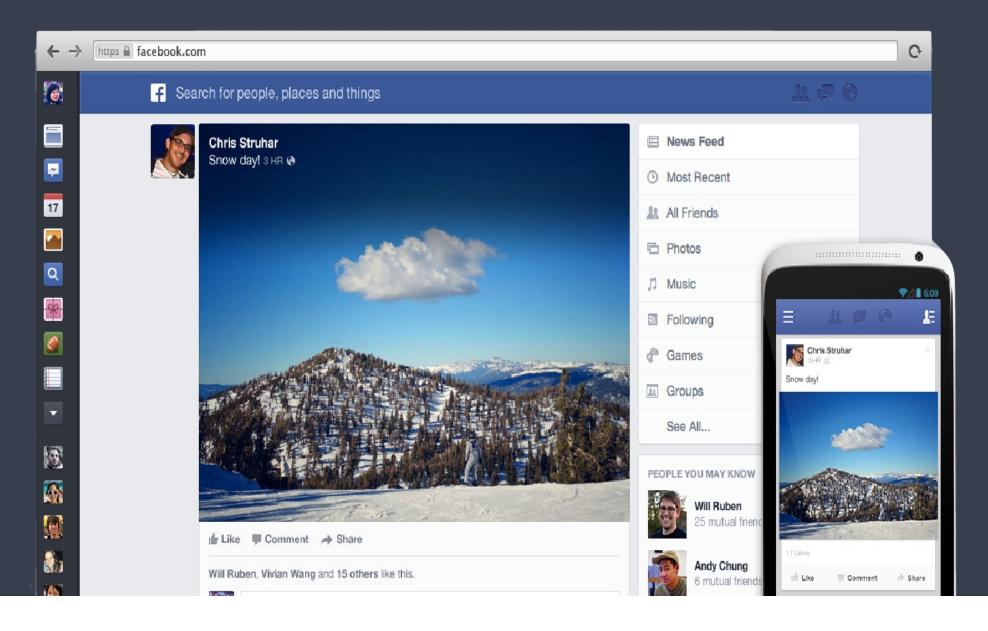


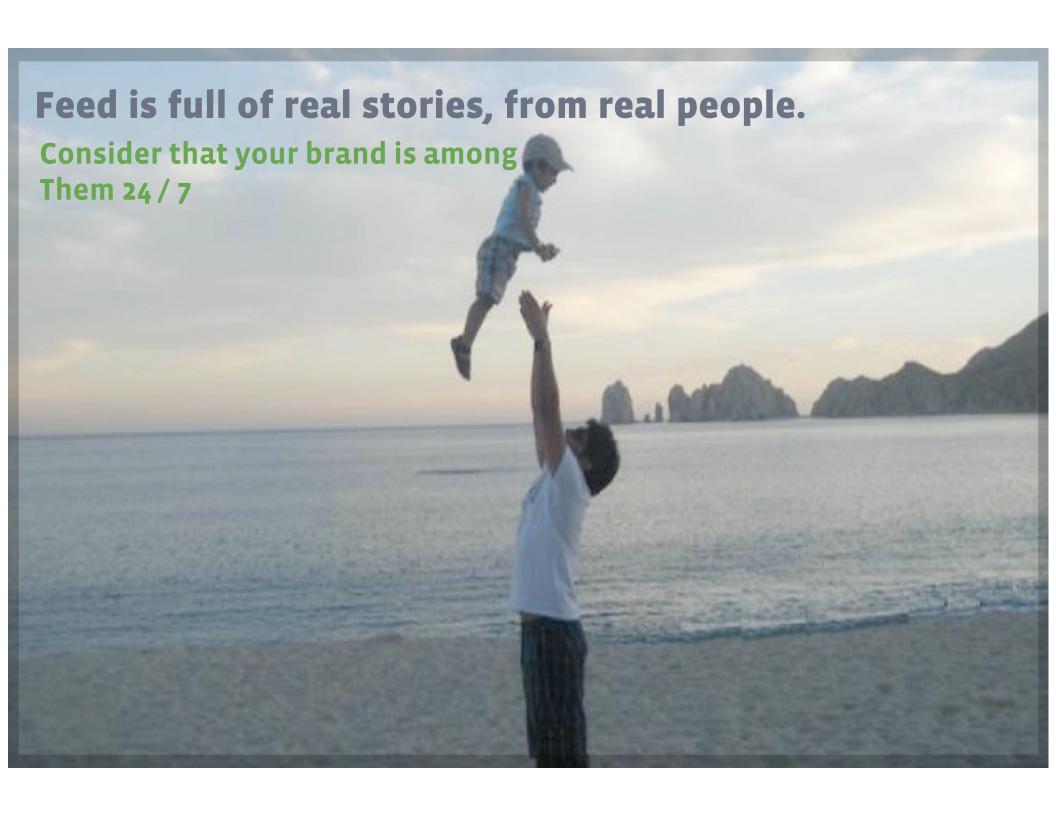


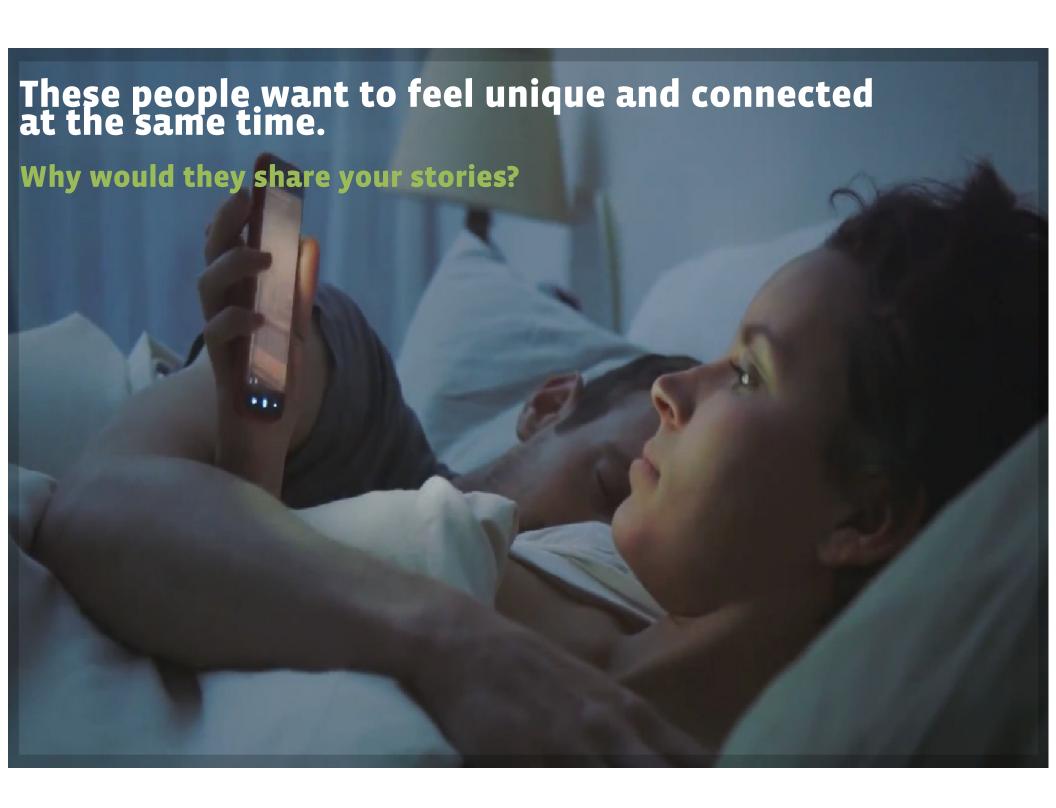
Before we start, 3 important considerations

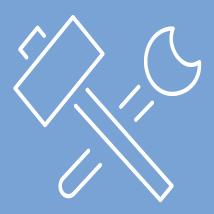
Feed is the most important place on Facebook.

People spend 40% of their time on Facebook on feed.

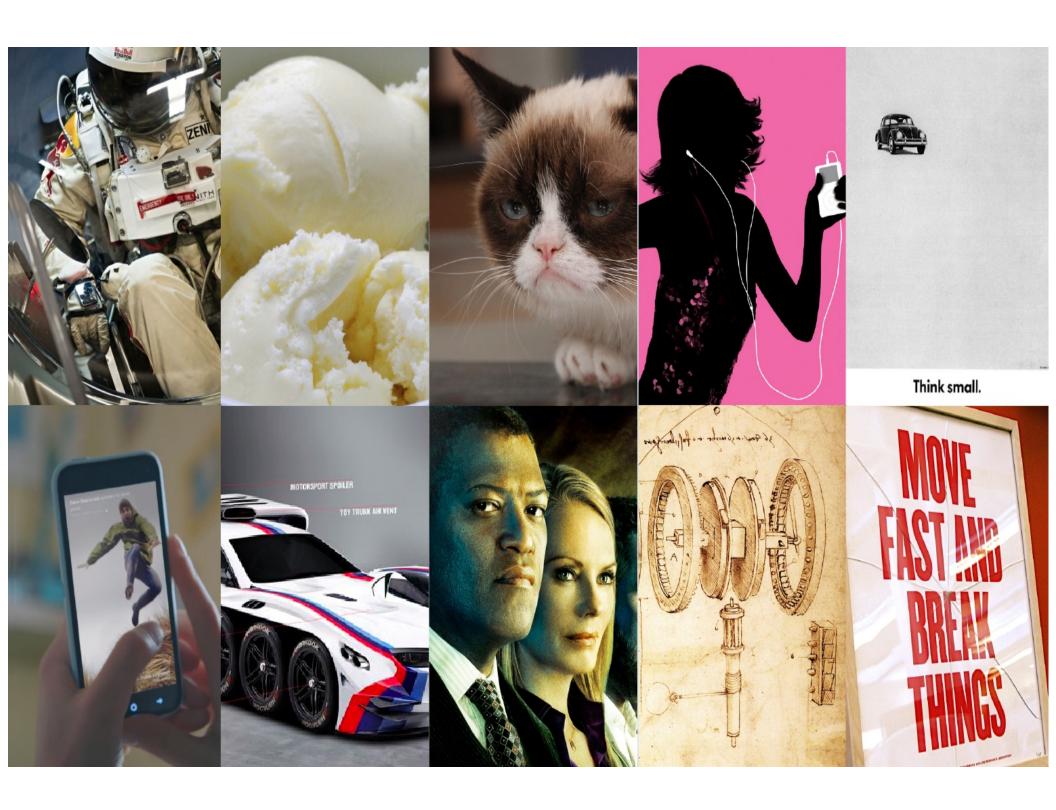








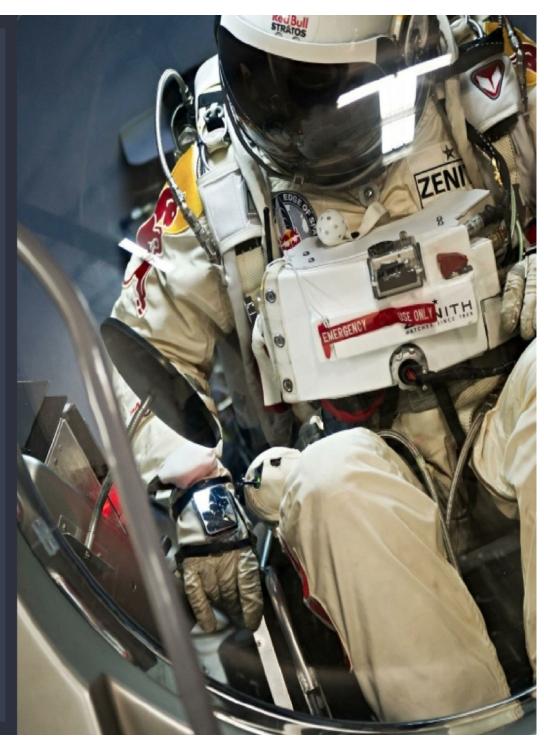
Good creative on facebook is just GOOD CREATIVE



Tell stories,
As well as facts.

Stories that only your brand can tell. Authenticity is the name of this game.

On Facebook, you're among people, competing with your consumer's most relevant friends.







Woohoo! What a cracking end to a fantastic weekend. Well done Murray! - with Jeanne M Creighton and Miriam Eastman.

i Like ■ Comment → Share

4,977 Shares

44,293 people like this.

View previous comments

6 of 390



Bethan Snape Ben More mam more wud love this
10 July at 22:26 via mobile - Like

Helen Duffy I'm with Jane and Catherine too....hate Murray, love Pimmel!! Oh and Wimbledon ended on the first day when lovely Rafa went out xx Helen Duffy I'm with Jane and Catherine 10 July at 22:40 - Like





Sylvia Wright My Pima is from aldi but will raise a glass to Murray 11 July at 06:54 via mobile - Like

Julie Bloom Loveeeeellyyy xx 11 July at 08:58 via mobile - Like

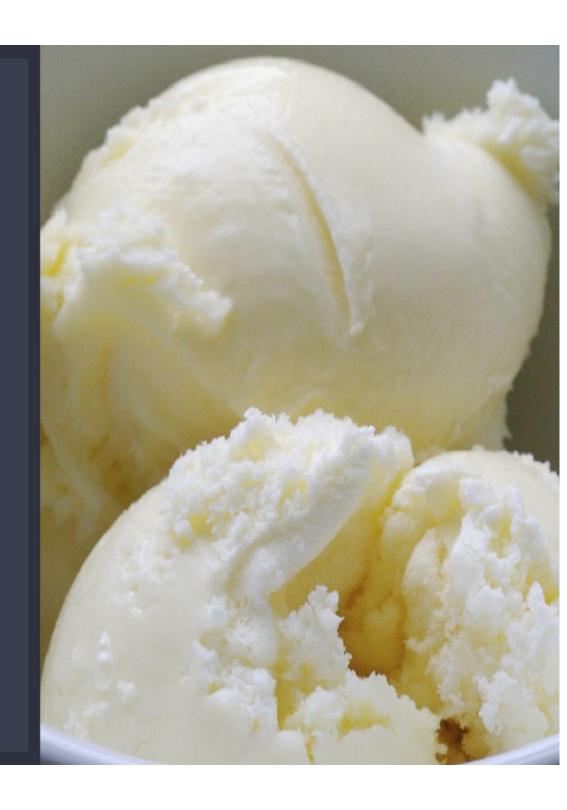
Anita Martin Brilliant !!'
11 July at 20:38 via mobile - Like

Write a comment...

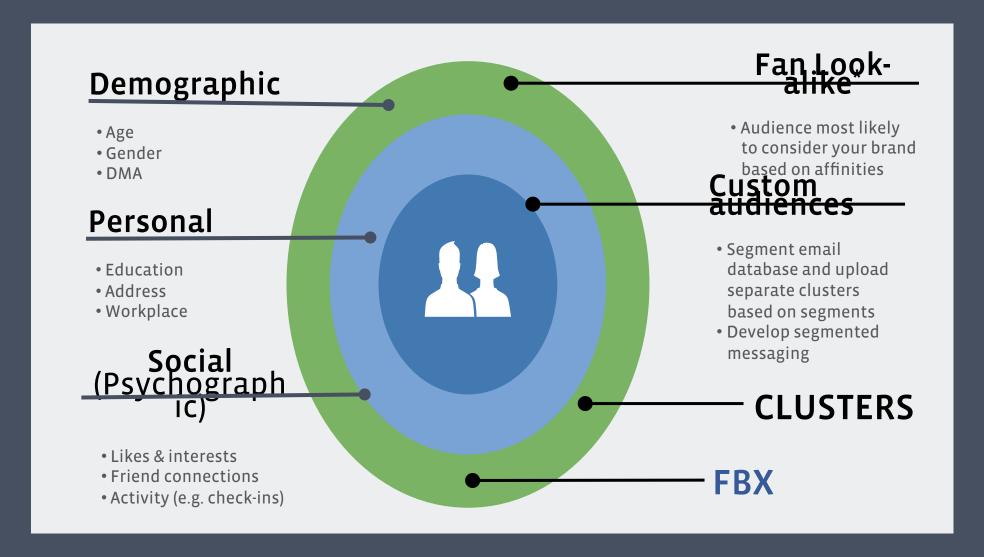
You don't need to Please everyone.

Decide who to talk to and your brand will be recognized even if the name or logo does not appear

When telling your story, make choices, define a point of view, a voice, think of specific audiences.



Targeting: Reach the right audience efficiently



*Saudi women 16-35 with interest in sports / outdoor fitness activities / health & wellness = 220K

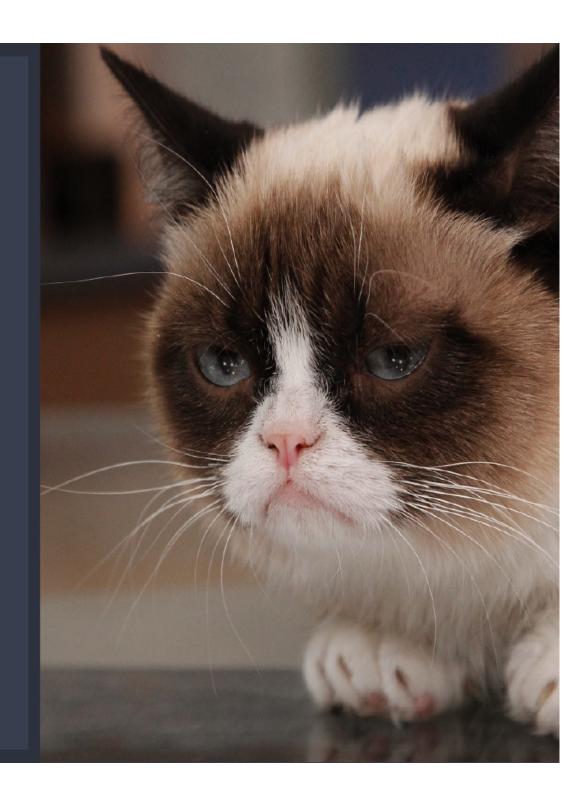


3.

Cats: only use them if You sell cat food.

Your content should help achieve your business Goals.

Escape from the "works for social" adage and forget likes; consider engagement, but with content that sounds authentic in your voice.







MINI

3.4m fans

Someone couldn't wait until Christmas...





As of April 4, 2013



51,217 Likes



→ 11,462 Shares



1,082 Comments



See Original Post

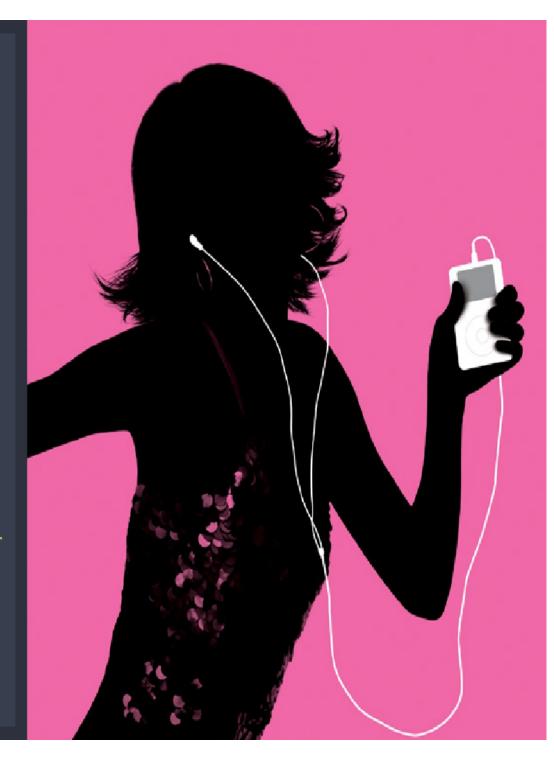


Post by JWT Amsterdam, KKLD

Explore the power Of images.

Worth more than a thousand words, a picture sparks different feelings for different people.

Photos help a brand to be as interesting as the to the individual as their closest friends and family in their newsfeeds. Do not let your content turn itself into a static banner.









Text? Short.

If a person, on average, uses 11 words to tell their stories, why does your brand need more?

We know that posts with less than 2 lines receive 60% more engagement. The fewer words you use, the more 'negative space' will be left, which will be filled by the imagination and emotions of people.



Think small.









■ Comment

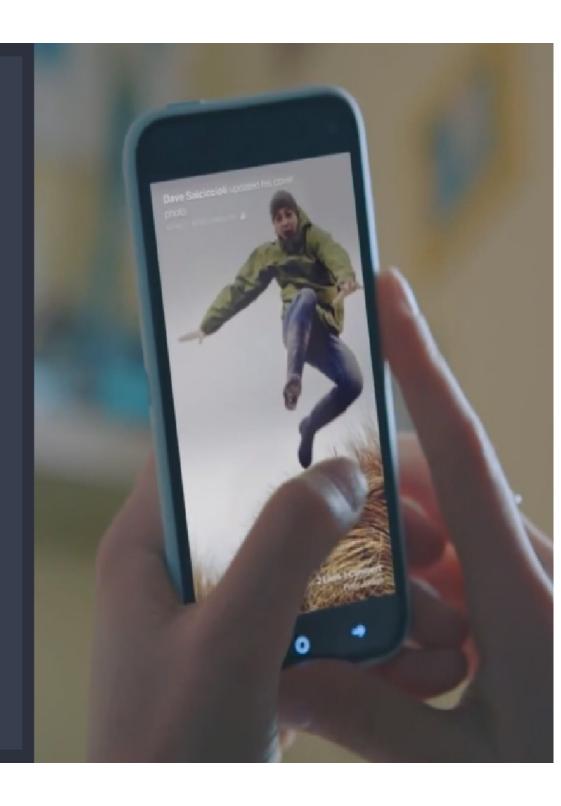
→ Share



Mobile ready? Mobile first.

Everyday, more and more people access Facebook through mobile devices. On these devices, visual content is further highlighted by capturing the reader's attention.

Just remember that no one takes the phone from his pocket to "practice the concept" of your brand.





7. Creator and curator.

Be creative also in the structure that will produce and identify the stories that your brand will tell.

Not all stories need to be generated by an internal team or advertising agency:

Content Partners, celebrities, brandlovers and - especially - your fans can help you in this task. Whenever possible, values your fans and the content they generate.





Cadbury Creme Egg shared Carly CC-Beauty Cunningham's photo.

Creme Egg Season is over for another year. Are these nails a fitting tribute or a painful reminder?

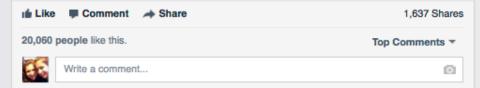


Carly CC-Beauty Cunningham posted a photo to Cadbury Creme Egg's timeline — with Rotherham Tiser and 4 others.

about 5 months ago @



about 5 months ago @

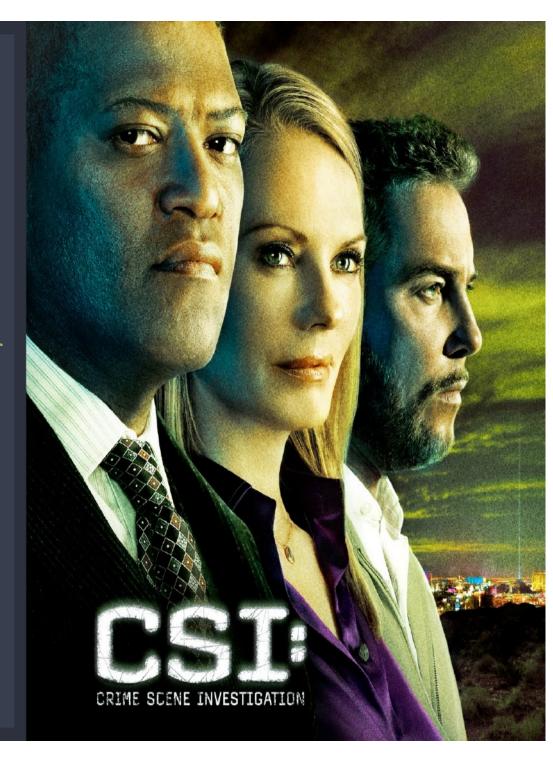


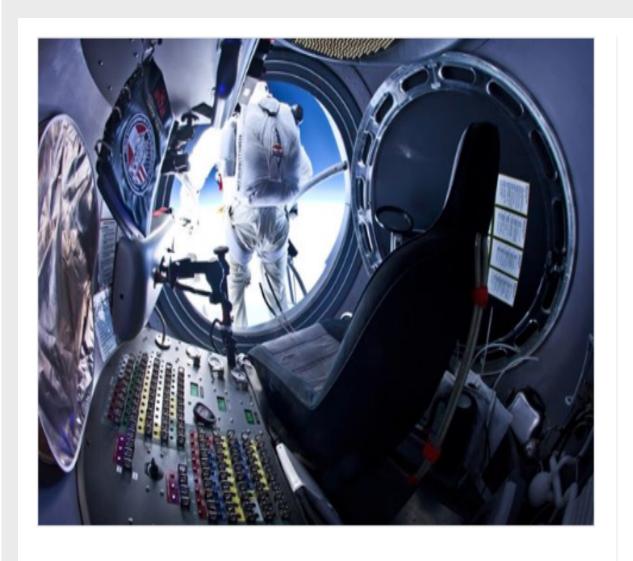




Consistency, consistency, consistency.

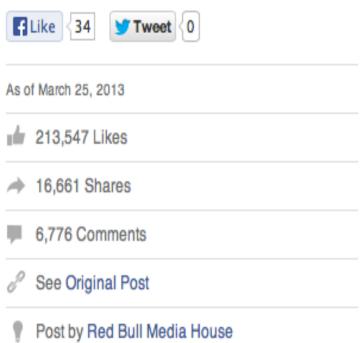
The perception of a brand is built over time, one story at a time. Each post should make sense in isolation but, when added to all others, the story of your brand will be more interesting.







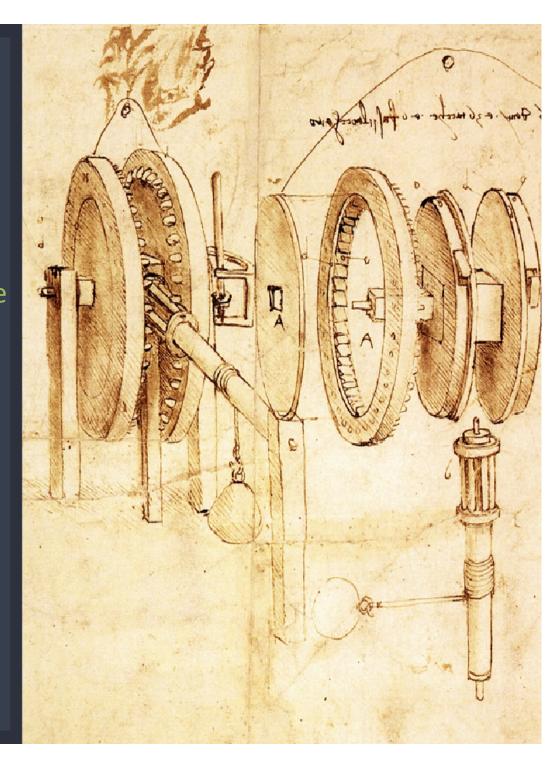
The countdown is on for Red Bull Stratos. RSVP to be alerted when it happens. win.gs/stratosRSVP



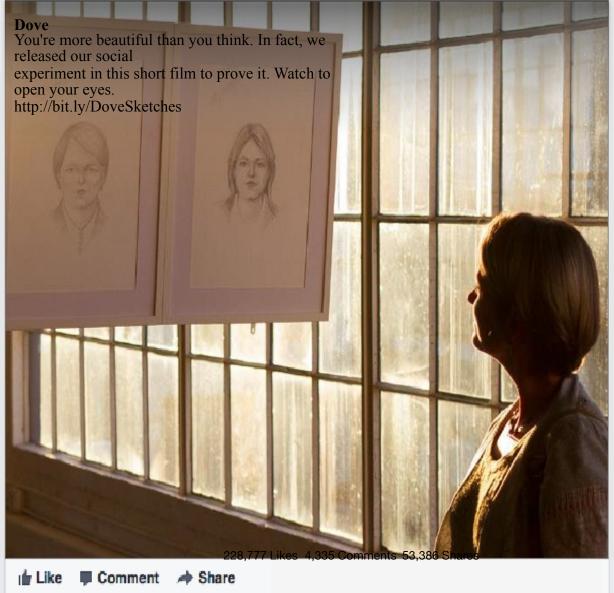
Art + science

There is no recipe for success, but YOUR recipe for success. The software you run on your computer no longer comes in boxes annually, is updated every day - or more than once per day.

Learn from start-ups - build, measure, learn – and prepare to be wrong. If everything goes well, amplify.







Move fast, Still being relevant.

Be prepared to move quickly when an opportunity happens, but when you do, your content should still be the best a consumer will see that day.

Give your post the same care you give your Press ad, it can be seen by as many people.





Oreo
Power out? No problem.



YOU CAN STILL DUNK IN THE DARK







ı Like

■ Comment

→ Share





Richard Neill ▶ Bodyform

October 8 at 4:30pm via mobile • @

Hi , as a man I must ask why you have lied to us for all these years . As a child I watched your advertisements with interest as to how at this wonderful time of the month that the female gets to enjoy so many things ,I felt a little jealous. I mean bike riding , rollercoasters, dancing, parachuting, why couldn't I get to enjoy this time of joy and 'blue water' and wings !! Dam my penis!! Then I got a girlfriend, was so happy and couldn't wait for this joyous adventurous time of the month to happenyou lied !! There was no joy , no extreme sports , no blue water spilling over wings and no rocking soundtrack oh no no no. Instead I had to fight against every male urge I had to resist screaming wooaaahhhhh bodddyyyyyyfooorrmmm bodyformed for youuuuuuu as my lady changed from the loving , gentle, normal skin coloured lady to the little girl from the exorcist with added venom and extra 360 degree head spin. Thanks for setting me up for a fall bodyform , you crafty bugger

Like · Comment

[®] 84,219 people like this.



We loved Richard's wicked sense of humour. We are always grateful for input from our users, but his comment was particularly poignant. If Facebook had a "love" button, we'd have clicked it. But it doesn't. So we've made Richard a video instead. Unfortunately Bodyform doesn't have a CEO. But if it did she'd be called Caroline Williams. And she'd say this. http://www.youtube.com/watch?v=Bpy75q2DDow

Bodyform Responds : The Truth

Hi Richard. We loved your post on our Facebook page. (https://www.facebook.com/Bodyform/posts/10151186887359324). We are always grateful for locust from our u...



Unlike · Comment · Share

€ 10,324 □ 996 □ 5,213

