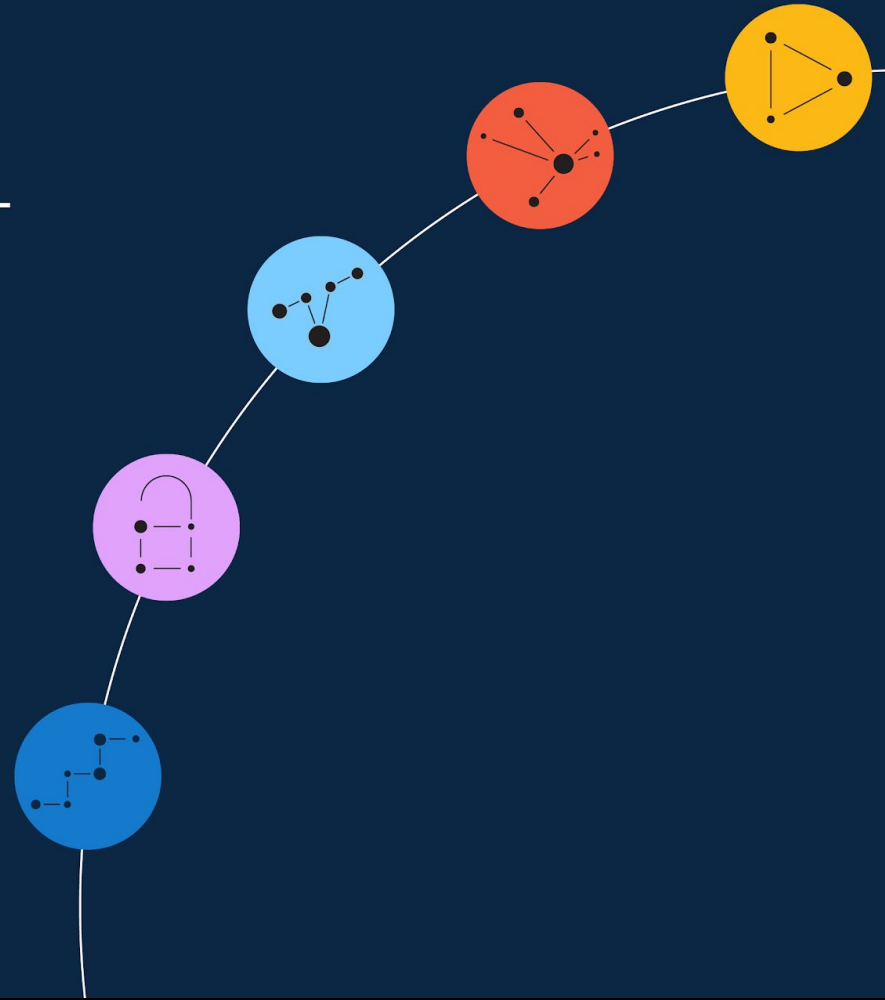


SOCIAL MEDIA TRENDS— WHAT TO LOOK OUT FOR IN THE COMING YEAR AND BEYOND



SPEAKER



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Solutions Consultant,
Hootsuite

@camilledundas



AGENDA

1

Social networks trends

2

Our recommendations

3

Parks Canada insight

4

Q&A

WHAT'S NEXT?



Spearheading the charge to restore trust



Introducing new capabilities and features



Pioneering behavior-changing formats



Providing a safer space for constant engagement with your audience



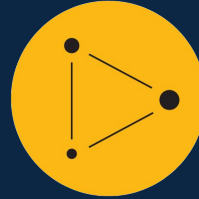
Feeding the growing global appetite for video



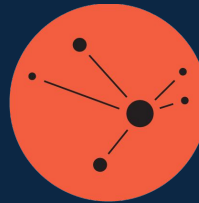
Continuing popularity and relevance with younger demographics



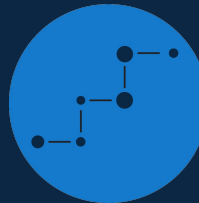
HOOTSUITE 2019 GOVERNMENT RECOMMENDATIONS



01 INVEST IN
VIDEO & VISUAL



02 SOCIAL
ADVERTISING



03 SET
BENCHMARKS





TREND 01

INVEST IN VIDEO & VISUAL

Social media is pivoting from text-based platforms originally designed for desktop use towards bite-sized, visual content that is captured on mobile.



Facebook predicts that Stories will overtake news feeds within the next year. Nearly a billion social media users already turn to Stories to share.

Stories are growing 15X faster than feed-based sharing.



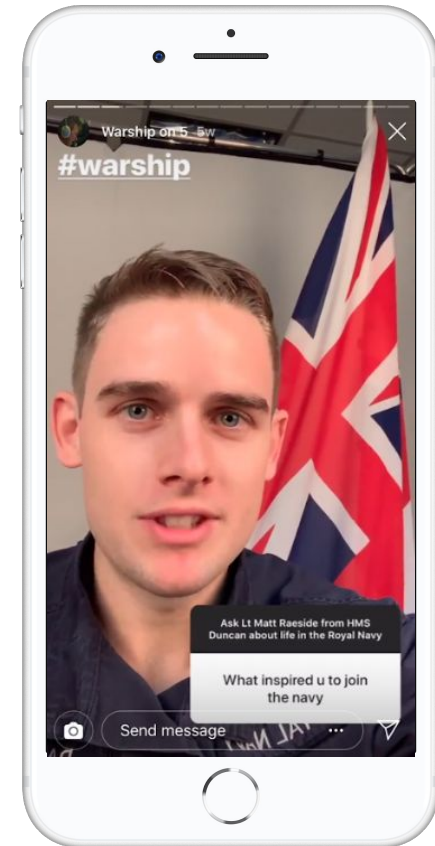
*Sources: TechCrunch, Stories are set to surpass feed sharing;
Block Party, Beyond the Newsfeed*



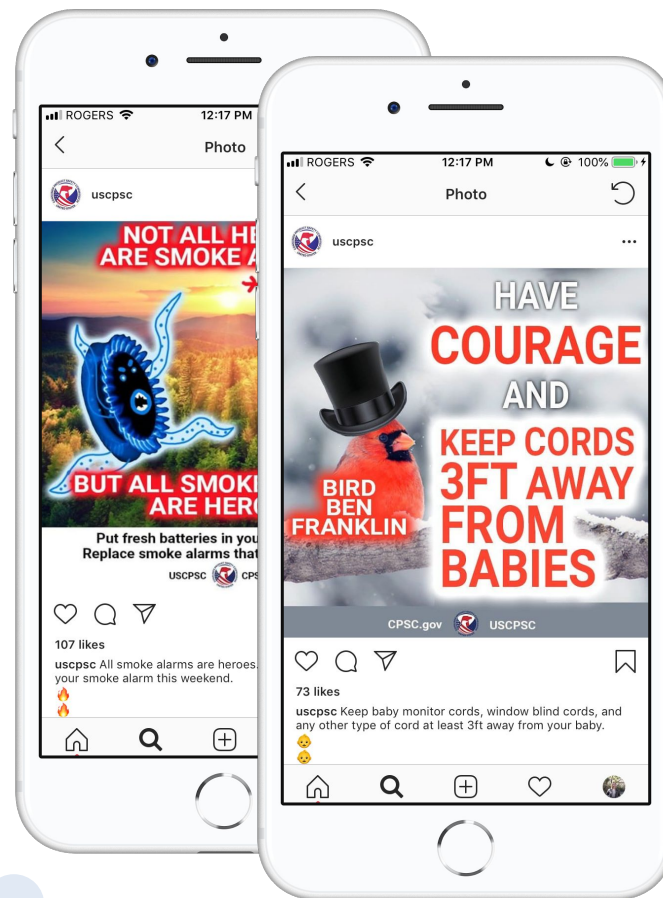
EXPERIMENT WITH
STORIES TO CONNECT
WITH YOUR AUDIENCE



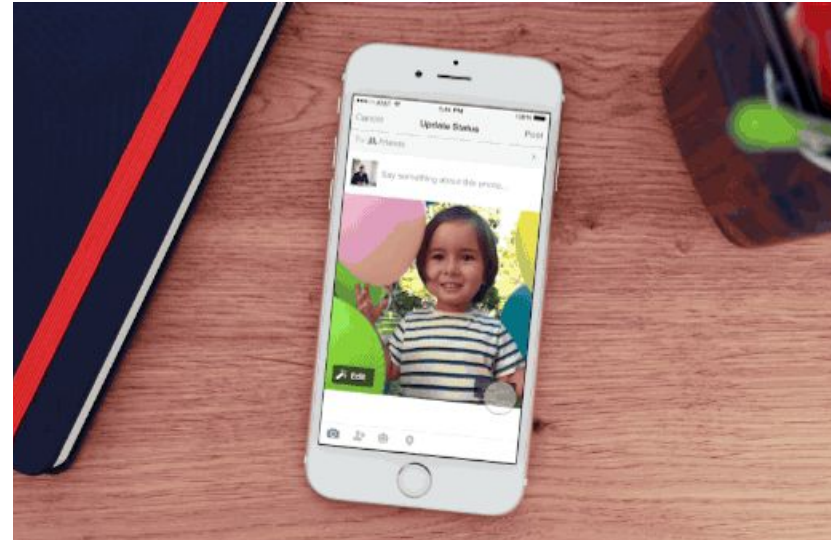
EXPERIMENT WITH STORIES TO CONNECT WITH YOUR AUDIENCE



YOU DON'T NEED
A BIG BUDGET TO
GET RESULTS



EXPERIMENT WITH
"SNACKABLE", LOW BUDGET
CONTENT THAT CONNECTS
WITH YOUR AUDIENCE



HOOTSUITE'S KEY RECOMMENDATIONS



You don't need a big budget to get results.



Experiment with Stories to connect to your audience.



Build winning campaigns with "snackable" video content.





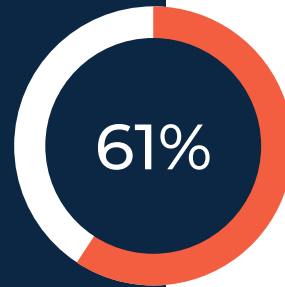
TREND 02

SOCIAL ADVERTISING

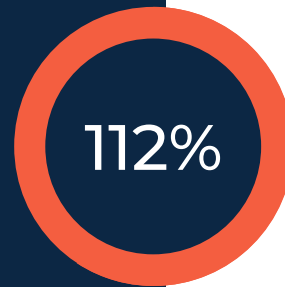
For organizations using social media to promote content, the landscape has changed dramatically in recent years. With organic reach continuing to decline, we've officially entered the "pay to play" era.

More ads create rising costs and competition.

Source: Mary Meeker, [Internet Trends 2018](#)



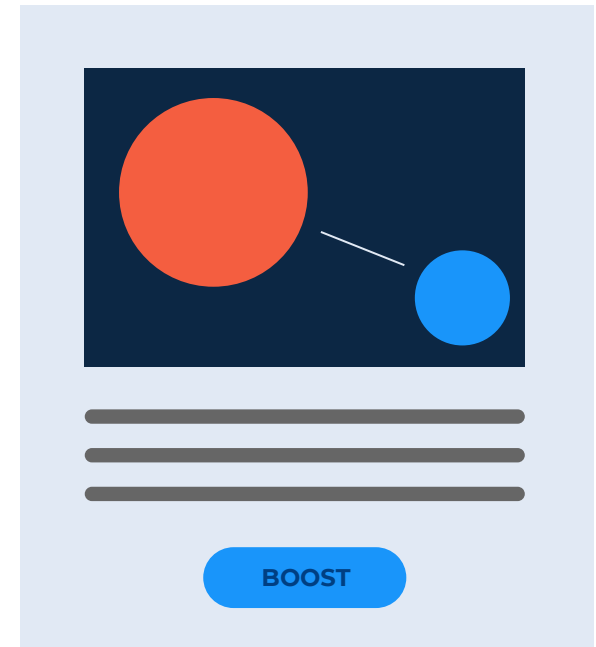
increase in Facebook click-through rate (CTR) costs



increase in Facebook cost per impressions (CPM) costs



ADD POWER TO YOUR POSTING



PARKS CANADA TOP 3 SOCIAL MEDIA TACTICS



2019 Educational Forum and Trade Show

#PROForum19

TIMELY HOOKS

Creating content based on current and relevant trends is key!

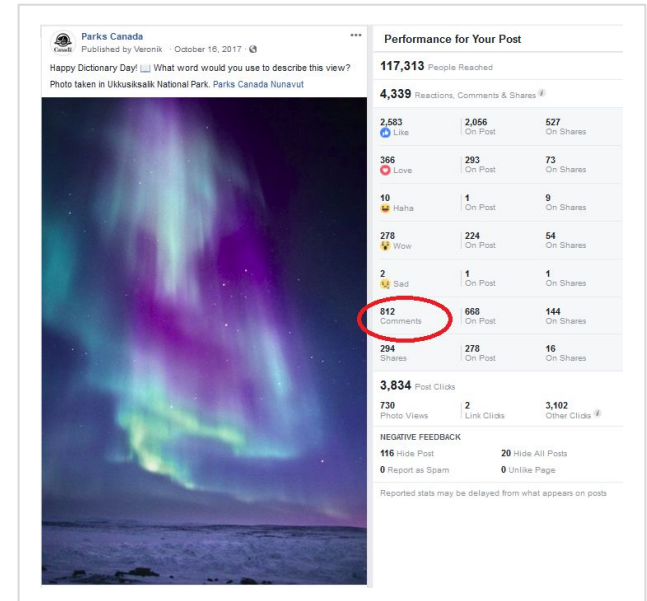
Using strategic hooks, such as unofficial holidays or trending hashtags, is a great way to keep content timely, interesting, and shareable.

***QUICK TIP: Keep your ear to the ground and be sure to verify your scheduled content daily.*

Examples of daily hashtags Parks Canada uses:

#MotivationMonday
#TravelTuesday
#WildlifeWednesday
#Throwback Thursday

#FunFactFriday
#SubscriberSunday
(promote their YouTube channel)



ENGAGEMENT

it's why we call it "social" media

Canada Parks' Social media goals include:

- brand awareness
- building relationships and trust with their audience

The most important KPI = engagement.

- Over **10k people engage** with their 10 national accounts every day.
- They answer/like/comment on over **200 posts every day.**
- Their Facebook response rate is 96%.

***Especially important with the recent changes to the Facebook News Feed*



Turn your followers into brand ambassadors!

USER GENERATED CONTENT

85% of social media users find visual user generated content **more persuasive** than brand photos or videos.

- *Social Media Today*

Park Canada Instagram account:

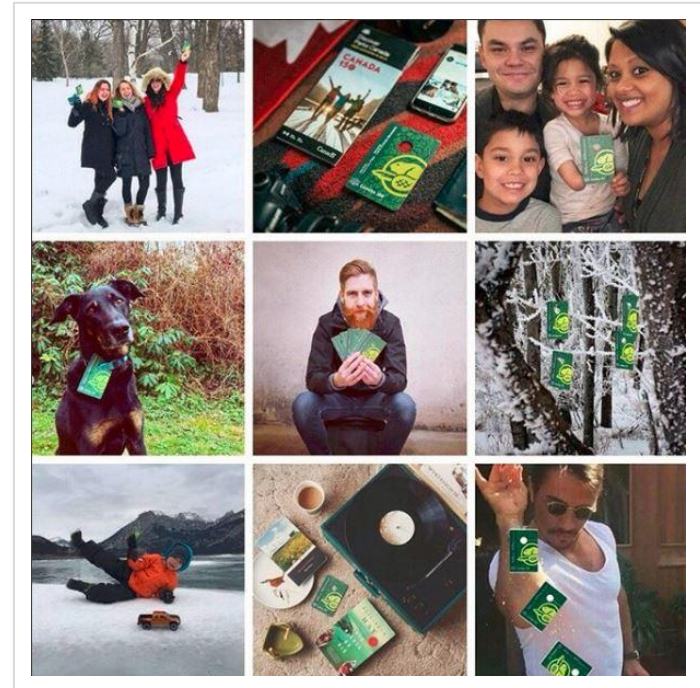
Dec '16
LAUNCH

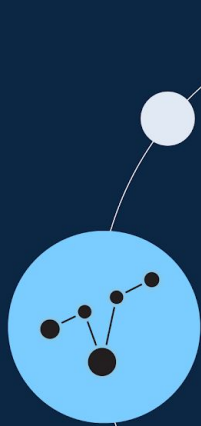
100k
FOLLOWERS
IN 14MO.

95%
USER
GENERATED
CONTENT

#SHOWUSYOURPASS

9,307 Instagram Posts 7,043 Twitter Posts





TREND 03

SET BENCHMARKS

Limited budget is a reality for many government social media teams, and this lack of investment compounds the widespread issue of a lack of skill and resource.

A **skills gap** and **lack of training** is the largest barrier to success for social media teams working in government.

Hootsuite Social Government Benchmark Report 2018



ADD SOCIAL MEDIA TACTICS TO EXISTING CAMPAIGNS



900k
VIEWS ON FACEBOOK

13%
CONVERSION RATE FOR
ORDERED BUMPER STICKERS



HOW TO RESPOND TO CRITICISM ONLINE



Don't rise to the
bait



Apologize and
empathize



Take the
conversation
offline



Offer more
information



Don't hit delete



HOOTSUITE'S KEY RECOMMENDATIONS



Connect your social media goals to organizational objectives.



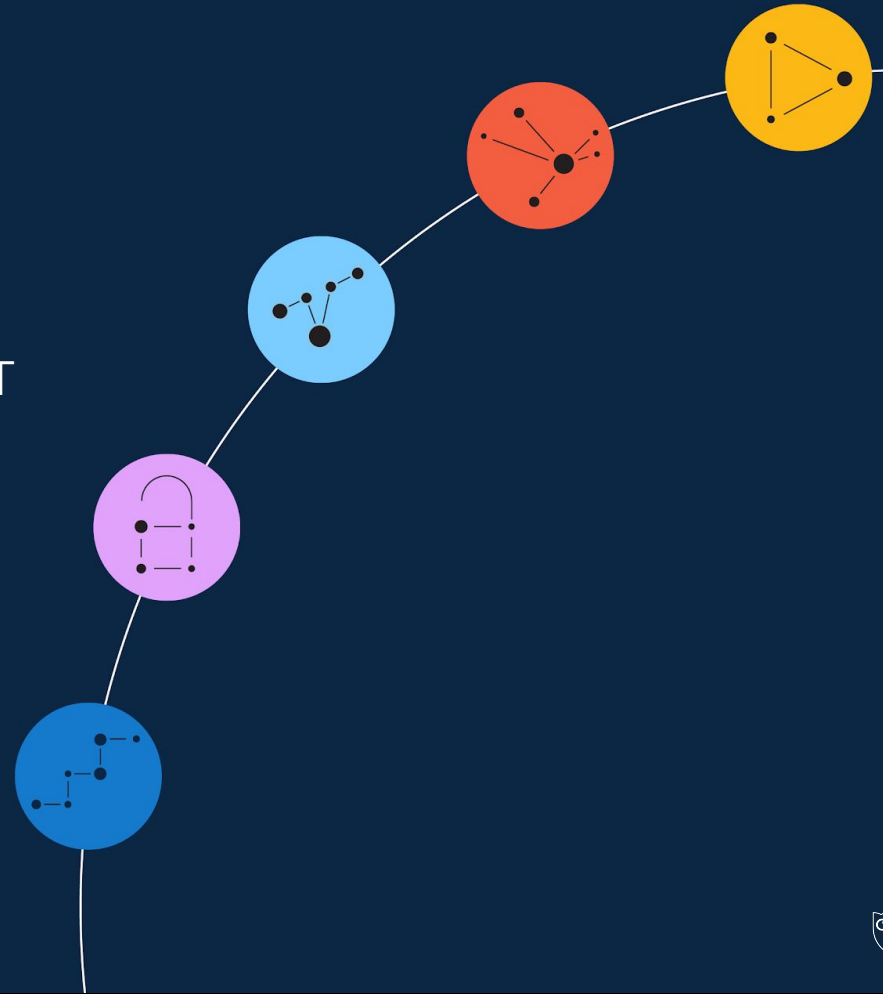
Showcase real-world results to increase agency investment.



Be prepared to respond to criticism to build credibility long term.



WANT MORE?
VISIT [HOOTSUITE.COM/GOVERNMENT](https://hootsuite.com/government)



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