

...what's your **social media** strategy?

Kent Resource Partnership - 22 Sept 2016



...a **specialist** communications agency

we love difficult stuff

- - - -

Our job is to make **complex** information accessible to all audiences, ensuring communication is more effective.

Not your typical communications agency... not by a **mile**.

what we will cover

- - - -

- social media trends
- examples
- take-aways

trends

- - - -

- live feed is growing FAST!
- app/mobile-friendly web is a must
- rich content campaigns/promoted posts the new norm

...we are media **multi-tasking** beasts

Time spent on media & comms

UK adults squeeze 10h 52m of media and comms activity into 8h 45m on a typical day

Media and comms time has increased among those aged 55+, but decreased for under 35s. But the youngest adult age group (16-24s) remain the most active users

Media multi-tasking

A fifth of all media and comms time is spent doing more than one activity at the same time

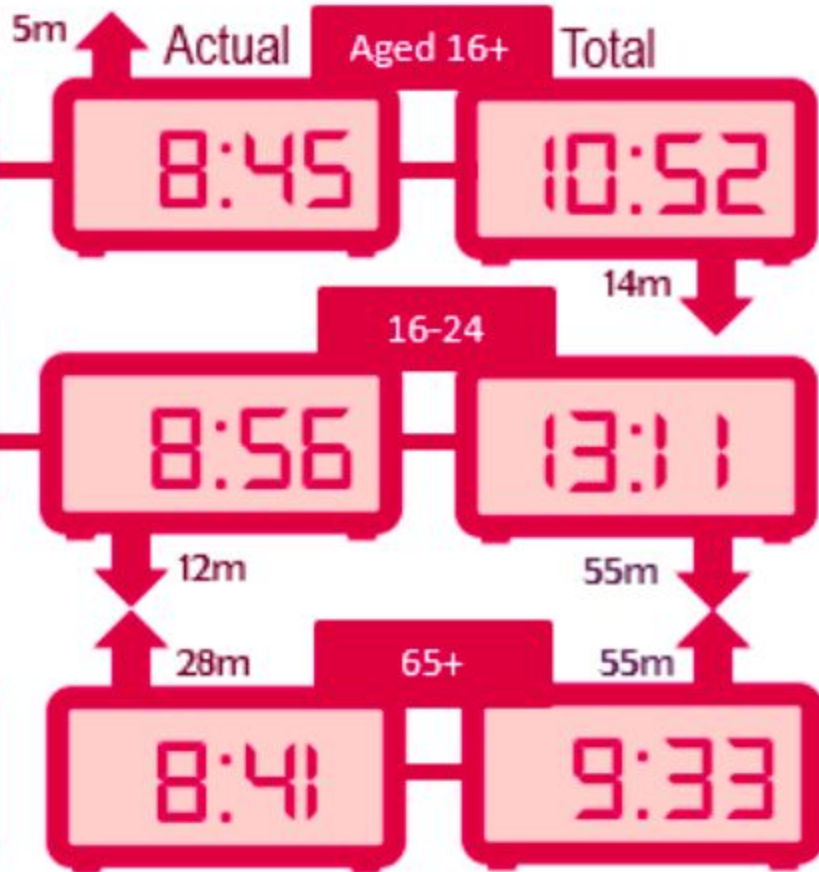
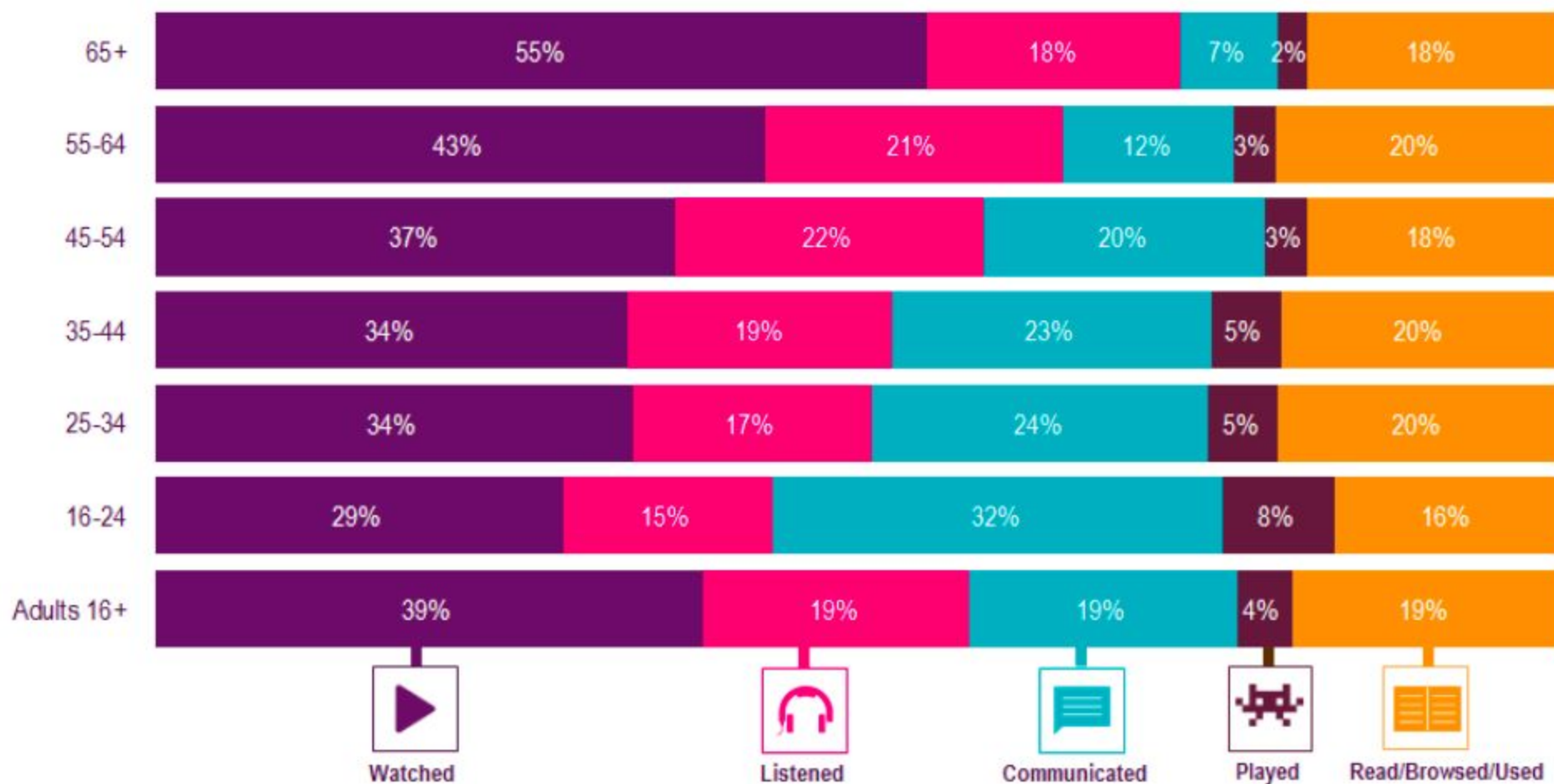


Figure 1.11 Proportion of time attributed to activity types, by age group



...video boosts your **reach** to new heights!

WANTED
FOR RECYCLING

THE UNUSUAL SUSPECTS

3'0"
2'6"
2'0"
1'6"
1'0"



#unusalsuspects

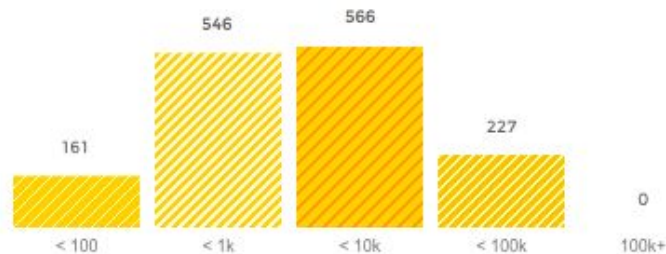
ESTIMATED REACH

1,758,021

ACCOUNTS REACHED

EXPOSURE

7,183,342 IMPRESSIONS



Bars show number of tweets sent by users with that many followers

ACTIVITY

1,500

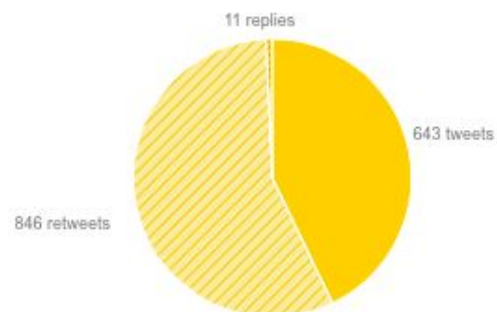
TWEETS

678

CONTRIBUTORS

9

DAYS



...bring mundane stuff **to life!**



EDMONTON

take-aways

- - - -

- integrate and upskill
- increase frequency/improve targeting
- incorporate video & image content



environmental communications

www.env23.co ✱ hello@env23.co ✱ [social @env23co](#) ✱ tel 07841 632761