...what's your **social media** strategy?
...a specialist communications agency
we love difficult stuff

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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

- 65+
  - Watched: 55%
  - Listened: 18%
  - Communicated: 7%
  - Played: 2%
  - Read/Browsed/Used: 18%

- 55-64
  - Watched: 43%
  - Listened: 21%
  - Communicated: 12%
  - Played: 3%
  - Read/Browsed/Used: 20%

- 45-54
  - Watched: 37%
  - Listened: 22%
  - Communicated: 20%
  - Played: 3%
  - Read/Browsed/Used: 18%

- 35-44
  - Watched: 34%
  - Listened: 19%
  - Communicated: 23%
  - Played: 5%
  - Read/Browsed/Used: 20%

- 25-34
  - Watched: 34%
  - Listened: 17%
  - Communicated: 24%
  - Played: 5%
  - Read/Browsed/Used: 20%

- 16-24
  - Watched: 29%
  - Listened: 15%
  - Communicated: 32%
  - Played: 8%
  - Read/Browsed/Used: 16%

- Adults 16+
  - Watched: 39%
  - Listened: 19%
  - Communicated: 19%
  - Played: 4%
  - Read/Browsed/Used: 19%
...video boosts your **reach** to new heights!
#unusualsuspects

**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

11 replies

643 tweets

846 retweets
...bring mundane stuff to life!
take-aways

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