

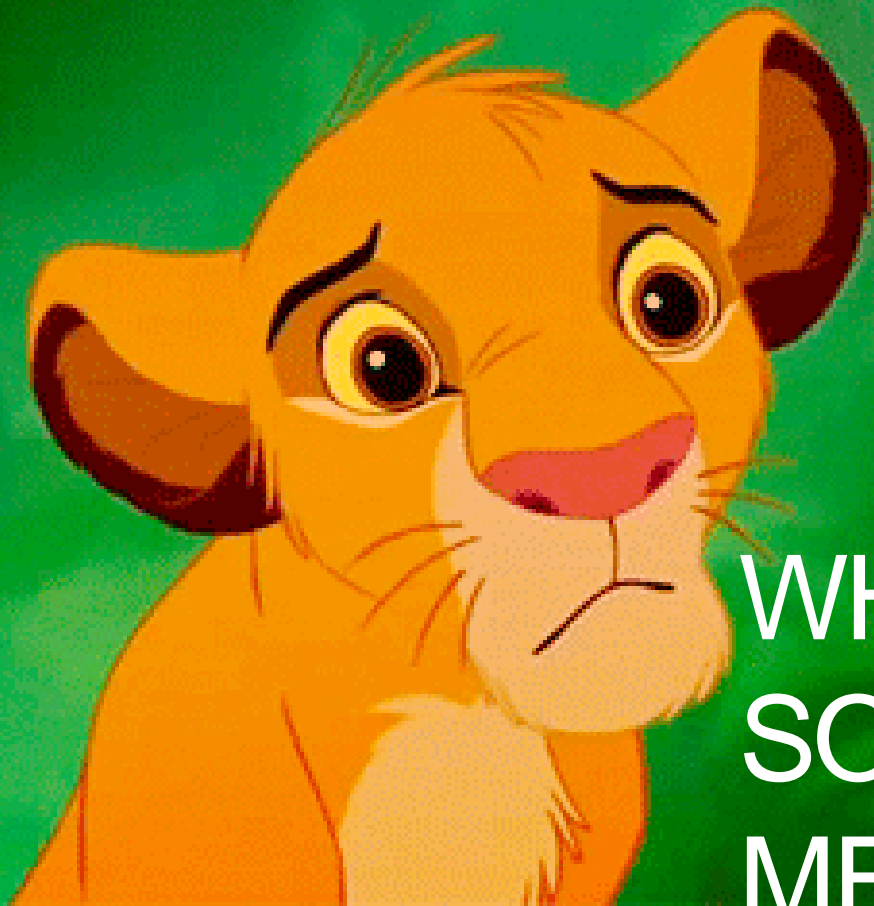


THE AGE OF SOCIAL MEDIA

Ben Rissman
Senior Vice President
Weber Shandwick

April 14, 2015





WHAT IS SOCIAL MEDIA?


In simple terms

AN ONLINE
CHANNEL WHERE
INFORMATION IS
SHARED



de4ctivate // tumblr

Dialing...



Network power

NEW PLATFORMS FOR CONNECTIVIT Y

Today's Landscape

6 THINGS YOU NEED TO KNOW



Massive scale

IF FACEBOOK
WERE A
COUNTRY,
IT WOULD BE THE
3RD MOST
POPULOUS ON
EARTH

Daily routine

70%+ USE
SOCIAL
NETWORKS
EVERY DAY



A close-up photograph of a person's hand holding a dark-colored smartphone. The phone is held vertically, with the top edge towards the right. The background is a soft, out-of-focus light blue. The text is overlaid on the left side of the image.

Mobile is a key driver

**DOUBLED
INTERNET
USAGE OVER
THE PAST
5 YEARS**

Content makes it
interesting (and useful)

ALMOST
1 BILLION
TWEETS
ARE SENT
EVERY DAY





Visual storytelling

DYNAMIC VISUAL CONTENT AND VIDEO RISING

Not just for kids

79% OF
PEOPLE AGES
30 - 49
USE
FACEBOOK



The background of the slide is a blurred photograph of a meeting room. Several people are seated around a large table, and a whiteboard is visible in the background. The text is overlaid on the left side of the image.

WHY IS IT IMPORTANT FOR BUSINESSES?



Connecting professionals
**NETWORKING
AND LEAD
GENERATION**

Linked  TM

Real time news

BECOMING THE DEFAULT CHANNEL FOR NEWS UPDATES

Thought leadership

DRIVING THE CONVERSATIO N WITHIN YOUR INDUSTRY

A close-up photograph of a person's hands holding a black smartphone. The person's fingers are visible, interacting with the screen. The background is a blurred retail environment with shelves of products and bright overhead lights, creating a bokeh effect.

Changing behaviors

75% LOOK TO
SOCIAL MEDIA
TO GUIDE
THEIR
PURCHASE
DECISIONS

Reputation matters

WORD OF
MOUTH IS
IS MORE
POWERFUL
THAN
ADVERTISING



Winning in social media

5 TIPS TO FOLLOW

Start with a plan

DEFINE YOUR OBJECTIVES



See what others see

GOOGLE
YOURSELF!

Google

A close-up photograph of a hand with a finger pointing at the Google logo on a tablet screen. The logo is rendered in its characteristic multi-colored, 3D font. The background of the screen is a light, slightly textured grey.



Storytelling

CRAFT THE MESSAGE YOU WANT TO SHARE

Advanced targeting

PICK YOUR CHANNEL



Incite advocacy

**ENCOURAGE
SHARING**



THANK YOU

Ben Rissman | brissman@webershandwick.com



weber
shandwick
engaging, always.