

VALUE OF SOCIAL STORIES & SOCIAL CARING IN 2018

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**WHO HAS HEARD
OF A WEBSITE
CALLED ...
FACEBOOK.COM
?**



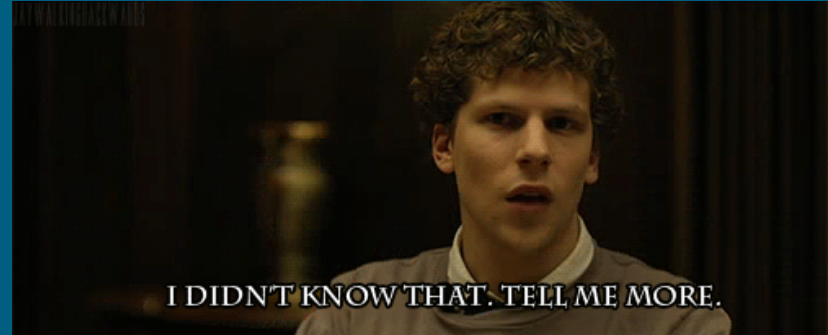


**Facebook has
dictated trends in
2018, but not all
in a bad way...**



Key social trends in 2018:

- Engagement
- Empathy



CONTENT
IS
ENGAGEMENT
T
IS
CONTENT

WHAT'S
NEW?

**CONTENT
FOR
CONTENT'S
SAKE
IS
DEAD**



January's Two Breakthroughs



1. NEWSFEED ALGORITHM CHANGE

**“Meaningful
interactions!”**



“Pages making posts that people generally don’t react to or comment on could see the biggest decreases in distribution. Pages whose posts prompt conversations between friends will see less of an effect.”

2. OBSCURE NERDY STUDY

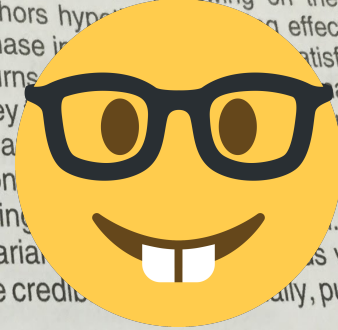


WHAT CONTENT HAS MOST VALUE?

Anatoli Colicev, Ashwin Malshe, Koen Pauwels, & Peter O'Connor

Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media

Although research has examined the social media–shareholder value link, the role of consumer mindset metrics in this relationship remains unexplored. To this end, drawing on the elaboration likelihood model and accessibility/diagnosticity perspective, the authors hypothesize the effects of owned and earned social media (OSM and ESM) on brand awareness, purchase intention, customer satisfaction and link these consumer mindset metrics to shareholder value (abnormal returns). Using vector autoregression models, they analyze daily data for 45 brands in 21 sectors using volume affects brand awareness and customer satisfaction, while ESM positive and negative valence have the largest effects on purchase intention. Interestingly, OSM is more likely to increase purchase intent for high involvement utilitarian products. Finally, purchase intent and customer satisfaction positively affect responsible business lends more credit to firms with higher reputation, implying that running a socially shareholder value.



Keywords: marketing–finance interface, owned social media, earned social media, consumer decision journey, shareholder value

#1

**Brand's
engagement
with positive
comments by
its audience**



#2

Brand's
engagement
with **NEGATIVE**
comments by
its audience



#3

**Brand's
original content**



NEGATIVE IMPACT

Brand's
Sales content





NOW WHAT?

1. ENGAGEMENT

2. EMPATHY

=

3. SOCIAL CARE

4. STORY TELLING

SOCIAL CARE STRATEGY MEANS:

**Strong
brand
voice**

**FAQ
&
workflow**

**Monitor
24/7
365**

**SOCIAL CARE
INCREASES
POSITIVE SENTIMENT**

- 1. Encourages positive conversation**
- 2. Stops negative infrom growing its tracks**

“Customer service is completely based on empathizing with the customer.”

- Gary Vaynerchuk



BOTTOM LINE:

**Reply to everything.
It shows you care.**

**IF THE STORY
IS TOLD
RIGHT, IT
GETS
ATTENTION**



**What
storytelling
means**

**Strong brand
voice across
all channels**

**What
storytelling
means**

**How and why
they do what
they do...**

Digital storytelling tactics on social:

- **Natural keywords in narrative copy**
- **Visual/video behind-the-scenes**
- **Curated content with a POV**



BOTTOM LINE: Facebook
changes, customer expectations
and trends all line up NOW



QUESTIONS

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