When Spider Webs Unite They Can Tie Up a Tiger By Alicia Van Coillie





Hello!





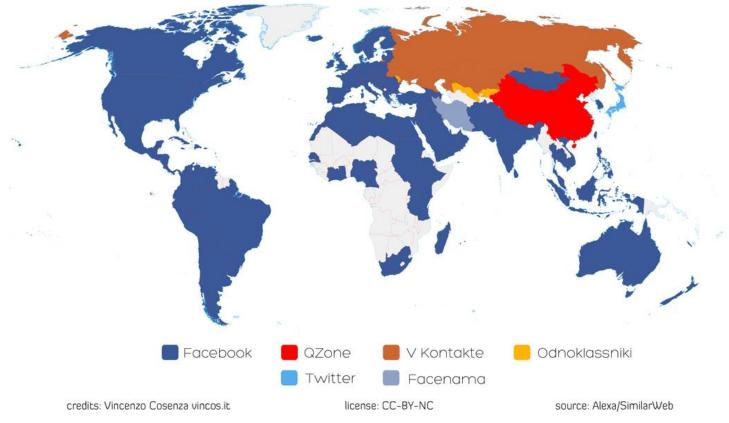
What is social media?

Social Media is a place where people come together to share experience, interests and discover.



Email:	Welcome to Thefacebook!
Password:	[Welcome to Thefacebook] Thefacebook is an online directory that connects people through social networks at colleges. We have opened up Thefacebook for popular consumption at Harvard, Columbia, Stanford, Yale, Cornell, Dartmouth, UPenn, MIT, and now BU and NYU. Your facebook is limited to your own college or university. You can use Thefacebook to: • Search for people at your school • Find out who is in your classes • Look up your friends' friends • See a visualization of your social network To get started, click below to register. If you have already registered, you can log in. Register

WORLD MAP OF SOCIAL NETWORKS January 2016



How does Solve fit in?

- Social media is part of your digital strategy.
- Like the spider webs, think of your global strategy and consider social media as one of the webs
- SEO, SEA, blogs, websites, social media





Case: Asgardia, The Space Nation

Let's build a nation together



#SpaceDemocracy @AsgardiaSpace



9

Asgardia - Space Nation

Asgardia Space Nation was created by Dr. Igor Ashurbeyli

The space nation was initially an intellectual concept that started life on social media as a joke

It was taken to the next step by creating a website with all the information gathered together

Anyone can become a citizen of Asgardia



What can you find on the Asgardia website?

- Information about the elections and petitions
- Laws: declaration of unity, the constitution and decrees
- Information about the government system: head of nation, the supreme space council, NGO's, National Bank etc. ...
- A Map
- The Forum essentially the most important part of the website

The Forum

The forum is one of the most important pages on the website. All input delivered by the public is discussed here.

Subjects that were raised on social media and which became more serious to talk about were moved to the forum





Asgardia - Space Nation

14

They launched their first satellite earlier this week!





What makes Asgardia so relevant to this presentation?

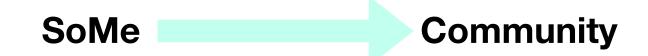
As Asgardia was a concept that started on Social Media, it is a prime example in how to use social media to create a community around a country

 All points of interest to the nation are discussed on social media and the forum





What makes Asgardia so relevant to this presentation?





What makes Asgardia so relevant to this presentation?

How does Asgardia use their Social Media effectively?

They include the community in decisions and the building of the nation.





But let's get back down to Earth...



Case: Become an e-citizen of Estonia



world's most advanced digital society



E-citizen?

In Belgium or France, it can take weeks to start a company.

In Estonia, you can become an e-citizen in a couple of clicks.

This gives you:

The right to use the digital protection of Estonia

The right to make use of the digital infrastructure

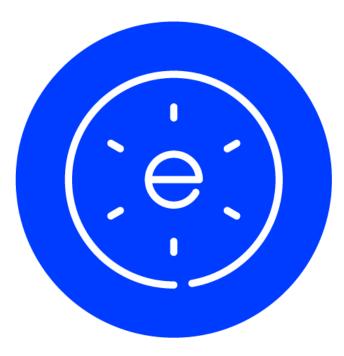
—> they have a state of the art digital structure that even Silicon Valley does not have.



The digital nation of Estonia

The Digital Nation of Estonia is an economical concept. It is the first concept of its kind that has been built on social media (next to its website).

They decided to give any European the possibility of dual nationality.



The digital nation

Unlike in many other countries, every Estonian has a state issued digital identity. Thanks tot his, Estonia is years ahead of countries still trying to work out how to authenticate people without physical contact.

In Estonia, every person can provide digital signatures using their ID-card, Mobile-ID or Smart-ID, so they can safely identify themselves and use e-services.



The digital nation of Estonia

On social media Estonia communicates about how successful their project is. They are mentioned in many blogs and articles and do not fail to communicate.

They are only present on Twitter and Facebook and are definitely worth having a look at!

- Twitter: @e-estonia
- Facebook: e-Estonia



The digital nation of Estonia



Case: Paris 2024





Ville candidate Jeux Olympiques de 2024





Paris 2024 - Facebook

Paris 2024 is more than 6 years away, however this page already consists of

- 322K followers
- A logo
- A video cover image
- Content
- -> a community is already present

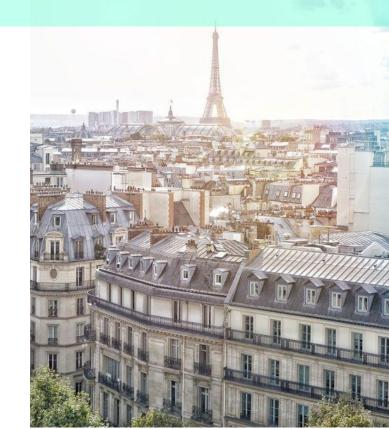
Paris 2024 - Facebook

How was this community created?

When analysing this page, you see that they use the city of Paris as an attraction for people to like the page.

The city of Paris is a relevant subject to the brand as well as to the people who might be interested.

They are using Paris as a common point of interest - video's and views of Paris combined with official Paris 2024 events.



Paris 2024 - future

What happens to this page after the 2024 Olympics?

This page will most likely become a testimonial to the 2024 Olympics.

A place for people to share memories or come back to for information on a later date.

Still want to go on social media?



TELL STORIES!



What is your KPI?

- Never see SoMe as a purpose.
 See it as a means to a goal
- Define your goal/what you want to achieve/KPIs: sales, generate reputation, boosting a region, making an event sexy, ...
- Then, look at a natural flow to achieve or practically solve this mission





Find people who will listen

34

- Create awareness through social
 make it human & relevant for your audience
- Once you get traction, canalise everything to a website or blog





Yes, but how about my project?

- Do not create social media pages per project, create pages per department.
- Use these pages to communicate about your projects and send traffic to the relevant websites and information.
- Create a community around your work and around relevant subjects to your projects.
- Make it fun, make it approachable, keep it light.

You don't need 1000's of followers...

- If you come to me and say "I want a lot of followers" then I would say no.
- It is better to have a small engaged community than thousands of followers who do not care about your brand
- Facebook's algorithm makes it so only people who engage with your brand will see your content (organically) easier.



You need engagement!

Make it about your community. Create content that will bec

- Engagement is the most important social media KPI.
 - Sharing (most valuable)
 - Commenting
 - Reaction (least valuable)
 - (video views, link clicks)

-bla +♡

Social media is all about human contact

On social media, people like to talk about... themselves.

Create a community that communicates about your project but make it about the people!



Facebook

Facebook is the perfect place to create a community around your project.

Don't forget! Facebook is a place people go to relax, to take a break.

Combine your project's relevant points to something people can relate to.



F	acebook profile	Facebook Page	Facebook Group
	For real people	companies, organisations	Individual basis, for everyone
Have	e to accept each other	User decides if they "like" the page	User asks for access, sometime automatic, sometimes approval is needed
Not	supposed to be used commercially	Can be used commercially	Could be but is not suitable for commercial needs



Facebook

Facebook is the most flexible platform when it comes to formats. On Facebook help you can find all possible formats and help but here are a few:

Facebook: video

Facebook video is on the rise. What do you need to know?

- make sure your video is watchable without sound. Use subtitles if necessary.

- Upload locally, do not use YouTube links.
- Do not make it too long.
- Do not force other CTAs than to watch the video



Facebook: image

Image is the most popular / most used format.

An image should be recognisable, worth stopping scrolling down your feed for.

- make it colourful and relevant

make sure the copy gives enough context but is not too long

- With an image you are free to use more CTA's than with video

- Make sure your image is square. This size makes sure the fans can see the image and the copy at the same time



Facebook: carousel

A carousel is a format which allows your fans to scroll. This format is perfect for generating traffic to a website.

Each image, when clicked, will open a web page which you can insert when creating the carousel.

- Try not to exceed 5 images
- Try to tell a story
- It is important to create a flow between the images

- Video can also be used for this, it is always fun when these also have a flow

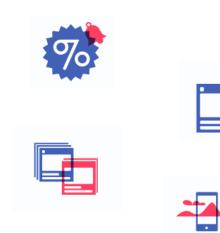


Facebook: ad formats

You also have:

- offer ads
- like ads
- collection ads (shopping)

-canvas ads



Facebook: ad targeting

You can target your ads in the following areas:

• Demographics

Location

Interests

Behaviours

Twitter

Twitter is not a reach platform.

Twitter is and always has been a discussion platform.

Use hashtags to stay relevant, create discussions and raise important topics.

Since recently: 280 characters!



Twitter

What is a hashtag?

Twitter and Instagram are the only platforms which use hashtags productively.

Hashtags are keywords that collect content that is relevant to that hashtag under one page.

How are they useful? They can be used for campaigns, when you ask for UGC or when creating discussions arouns a topic or theme.

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LinkedIn

Nothing is B2B only. If you want to be relevant on a business point of view, you will touch people who also have a personal point of view.

So LinkedIn becomes a B2C - Business to Community - communication tool.

LinkedIn is good for awareness within businesses but mainly used for sharing tips and tricks for work as well as professional articles and job hunting.



Do's

- Create a whole digital strategy within which social media is included.
- Make sure you don't post the same content on each platform.
- Think about what your KPIs are and strive for that goal; see social media as a means, not as a destination.
- Look at what your competition is doing.
- Don't hesitate to interact with your audience as to create a community.
- Do create a content calendar each month. Stick in any necessary lastminute information if needed but create always on content.

Don'ts

- Don't use hashtags on Facebook.
- Don't hesitate to post regularly. Keep up the pace.
- Don't make your content too "dry" (especially on Facebook). Keep it light, fluffy, fun. Touch on points that are relevant to your project but which could also interest anyone. Look at "top tips for visiting this region" or "did you know you can find rare birds in this region?" etc. ...
- Don't forget to go for CTA' which is audience friendly.
- Don't forget to define what you want to reach with your post/content before creating it.

It's not about the person asking the question, it's about the audience reading it.



Thank you!

