

+  
**Resolving to  
be Relevant.**



**@sorayadarabi**

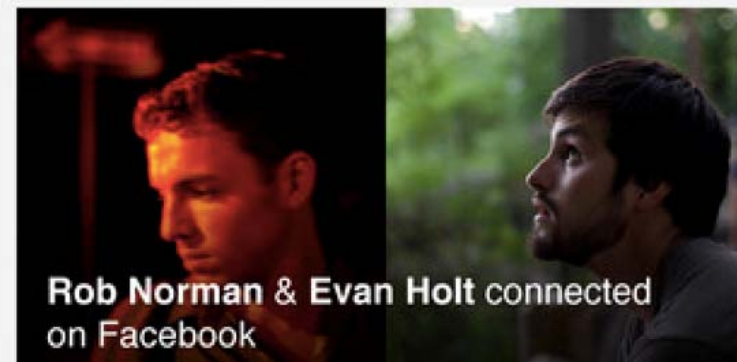
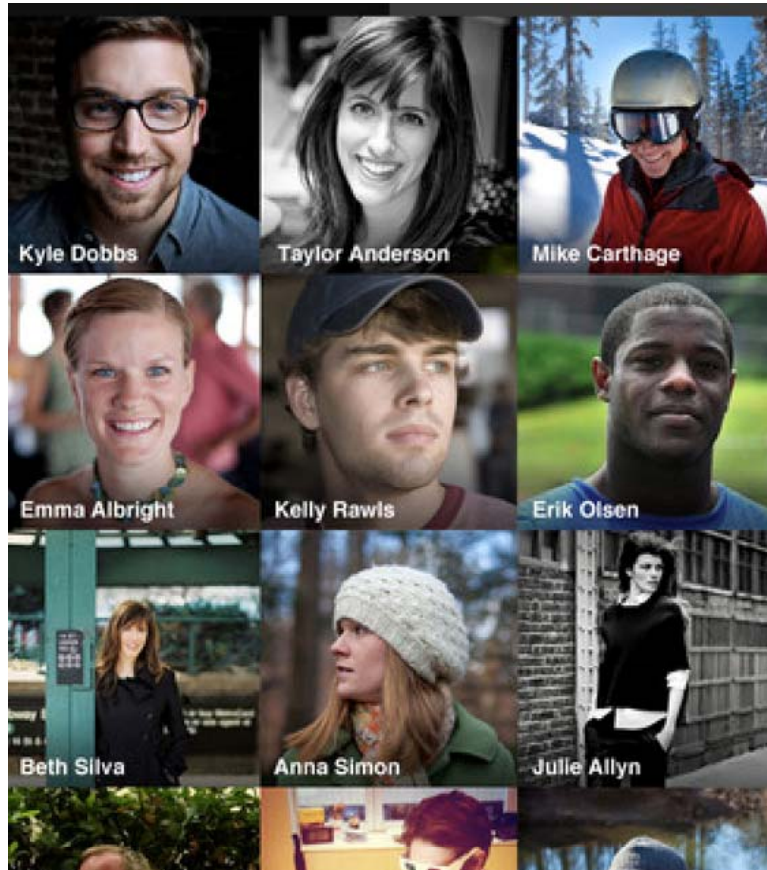


**A CHANGING LANDSCAPE**

# + Paper by Fifty Three



# + Brewster



# + Circa News



# + Why Do We Engage With New Platforms?

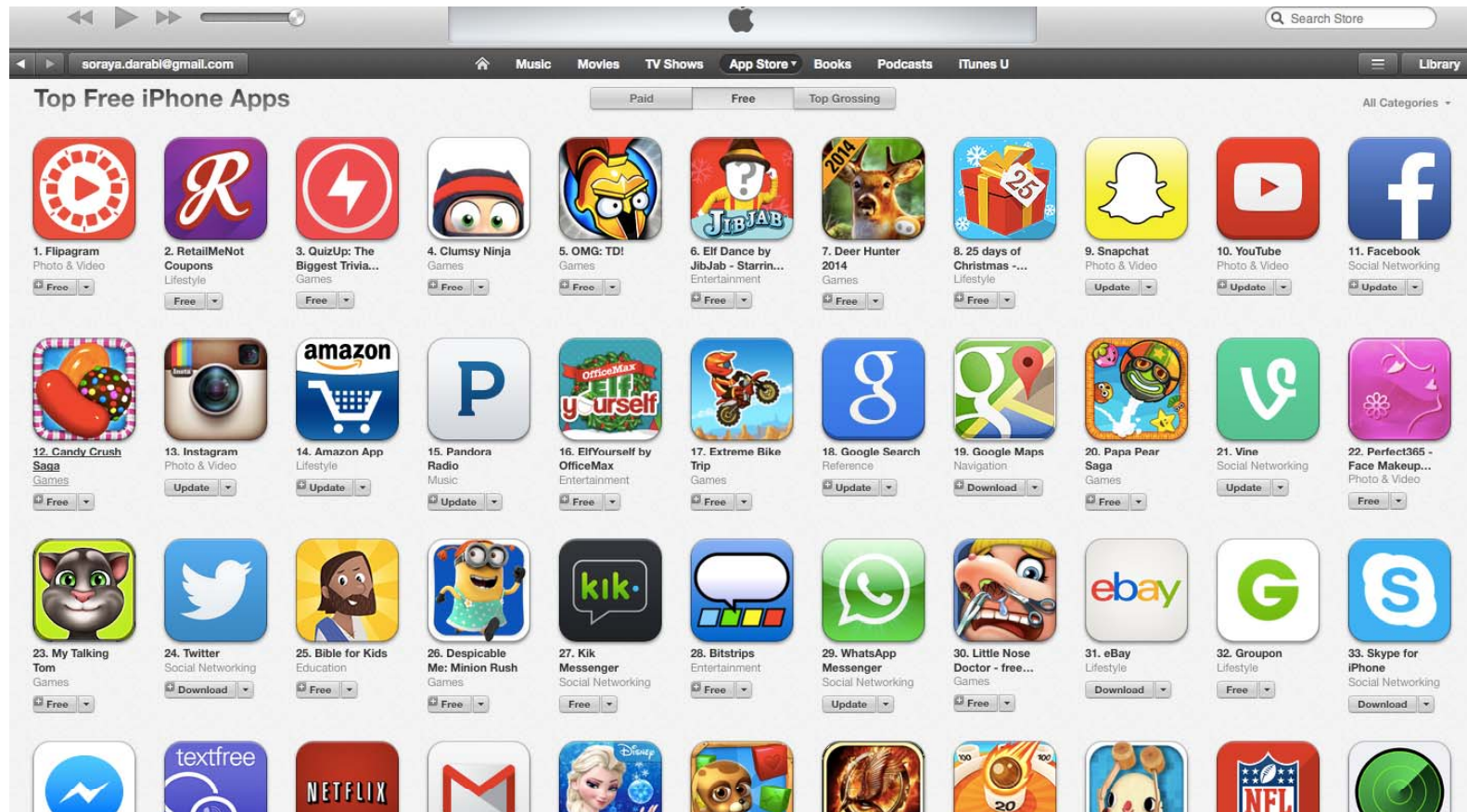


- Understanding Innovation As It Evolves
- Creating Positive Brand Awareness for your Brand
- Reaching new audiences and expanding the desired demographic
- Fresh monetization opportunities
- Giving a platform to key executives who have never before been branded online

# + Three Ways to Up Your Social Game

- At 9 am daily, for 30 minutes, test a new social media application or platform
- The iTunes Store ‘What’s New’ is a cheat sheet to the best new apps on the market.
- Continue to actively engage with core platforms and slowly build an authentic audience by asking questions and responding in real-time; even if it means spending your lunch hour communicating online.
- Work with the youngest members of your team and ask them weekly what they are seeing, using and discovering on mobile and online.

# + iTunes Developer Leads & Top Free Apps





# + What Do The Next Wave of Social Sensations Look Like?

- Multiplatform is the name of the game:
  - Successful social media companies of the future will execute perfectly on desktop, tablet and mobile.
- Simplicity is key for scale
  - Instagram: Photos with filters
  - Snap Chat: Disappearing messages
  - Twitter: Short Form Communication
- Location is everything:
  - They will reach users where they are, when they need the brand most.



# + How To Begin Helping Your Brand Succeed? → Start with Yourself

- Performing Well on Social Media is Easy
- Think like a journalist and act like a marketer
  - Create quality content.
  - Leverage education
  - Ask questions.
  - Stay curious.
  - Respond with authority.
  - Fact check
  - Cite other users when you source information from them.
  - Repost actively.

## + Pop Tips



- According to PopTip.com: in 2012 fewer than 30% of Fortune 500 C-Suite Executives actively engaged with social media publically.
- Those who did engage used Facebook, Twitter most frequently and admitted in a survey to being late adopters to mobile applications like Instagram.
- Result? Top level executives are late to the band-wagon. They signal to their employees what is expected and encouraged. Employees are slow to adopt and innovate.
- Tip: Act like a start up. Brand ambassadorship and willingness to innovate begins at the top of the food chain.

# + 4 Simple Ways to Win at Social

- Test Everything
- Create Content as Marketing (Contently.com)
- Educate Your Audience (Khan Academy)
- Produce Original Video (Maker Studios)
- Syndicate Your Story Widely (Tumblr, Pinterest, YouTube)



# + Test Everything



# + Content as Marketing



Empowering And Connecting Quality Writers And Brands

# Contently

## Journalists

THE CONTENTLY NETWORK



*Build a beautiful portfolio site in seconds; showcase your work and amplify your personal brand.*

*Get easy access to quality freelance gigs.*

**BUILD YOUR *free* PORTFOLIO SITE**

## Publishers

THE CONTENTLY PLATFORM



*Connect and commission work from top writers in your industry.*

*Manage your writer teams and content strategy from one place.*

**KICKSTART your CONTENT STRATEGY**

# + Education as Marketing

**KHANACADEMY**

## The Golden Ratio

**twitter** Search Home Profile Messages Who To Follow

**Maria Popova**  
**@brainpicker** Brooklyn, NY  
Interestingness curator and semi-secret geek obsessed with combinatorial creativity. Editor of @brainpickings. Bylines for @WiredUK @TheAtlantic @DesignObserver  
<http://brainpickings.org>

44,366 Tweets 290 Following 125,755 Followers 8,420 Lists

Recent images - view all

You and @brainpicker  
You follow accounts that follow @brainpicker - view

Similar to @brainpicker - view all

- flavorpill** Flavorpill - Follow  
Evan Marshall, @evanmarshall, David Stella, Mar...
- iA** iA Oliver Reichenstein - Follow  
Designer
- tcarmody** Tim Carmody - Follow  
I write about technology & media for Wired.com's Egn...

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**brainpicker** Maria Popova  
So you know, who drives on what side of the road – a global map [j.mp/AeCbYq](http://j.mp/AeCbYq)  
18 minutes ago

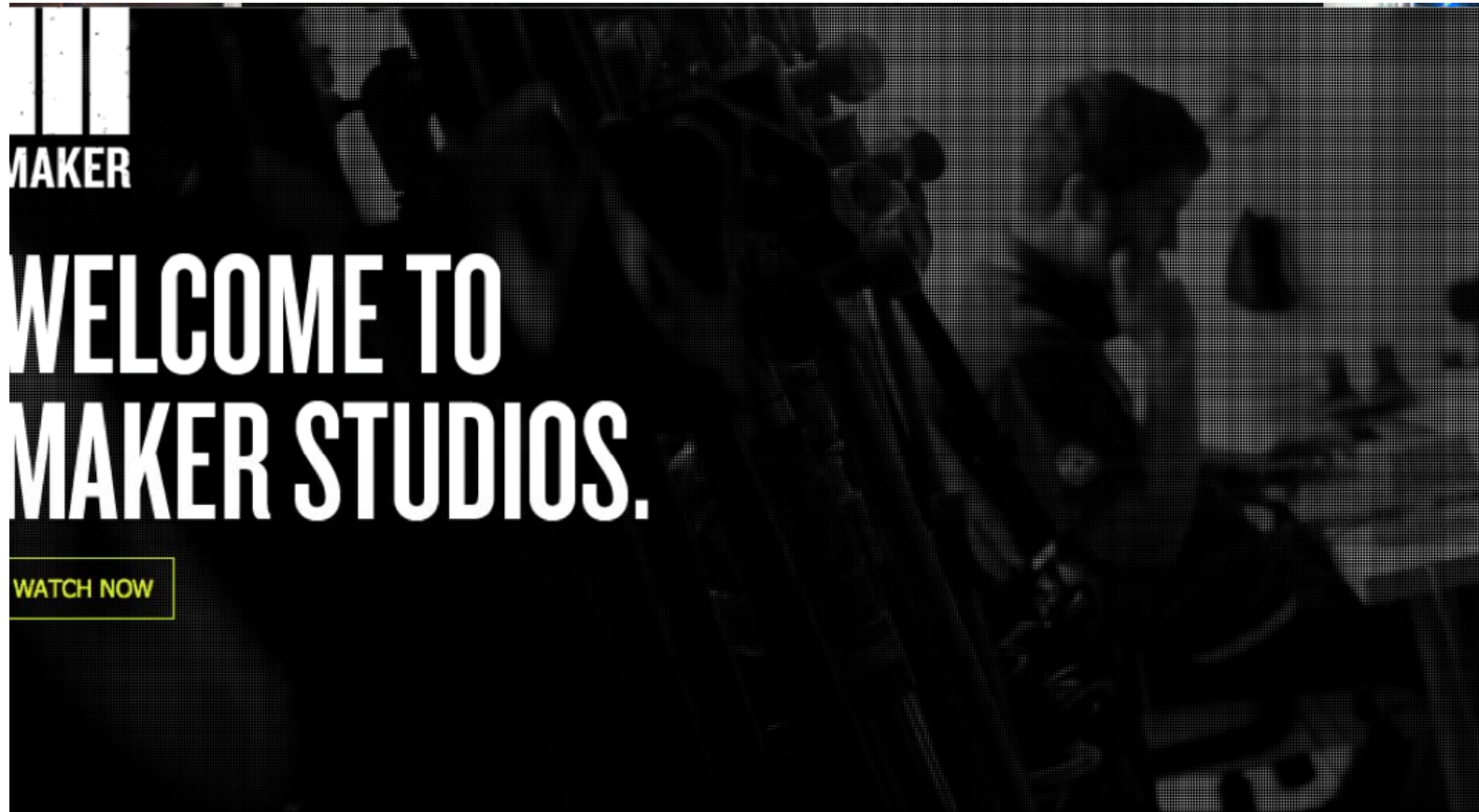
**brainpicker** Maria Popova  
"It's the right thing to do." Washington State governor Christine Gregoire introduces same-sex marriage bill [j.mp/yVp8H](http://j.mp/yVp8H)  
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The bicycle as a canvas for art? You bet [j.mp/y79VoG](http://j.mp/y79VoG)  
45 minutes ago

**brainpicker** Maria Popova  
Past Imperfect – @maudnewton reminded me of how excellent @SmithsonianMag's history blog is [j.mp/x5G7YX](http://j.mp/x5G7YX)  
1 hour ago

**brainpicker** Maria Popova  
3 classic fairy tales – Rapunzel, Baba Yaga, Jack and the Beanstalk – examined through the lens of architecture

# + The Power of Original Video





# + Syndicate Widely



# + Final Step: Own a Social Network (It's never been easier to try).

2006: Conde Nast acquired Reddit when it had 10 million users.  
Today: Reddit reports 1 billion impressions a month.

2013: IAC incubates dozens of applications and one of them sticks. In 8 months it evolves to 5 billion active engagements, 5% day over day growth (Forbes).



+ Thank You.

