... Emily Hughes?
The Need to Know:

BUILDING A SOCIAL STRATEGY
• Newsfeed real estate is static but the amount of content is increasing.
Posting Frequency

"IF YOU’RE NOT PISSING SOMEONE OFF ON SOCIAL MEDIA, YOU’RE NOT USING IT AGGRESSIVELY ENOUGH."
EdgeRank = Affinity × Weight × Time Decay

- Affinity score between viewing user and edge creator.
- Weight for this edge type (status, comment, like, tag, etc.).
- Time Decay factor based on how long ago the edge was created.

**Snapped: Olivia at Schiaparelli AW16 Couture**

Photo Credit: Phill Taylor (@philltaylormade) Olivia kicked off her couture week in Paris at the stunning AW16 runway show of Schiaparelli which took place at the lovely Hotel d'Evereux. Here Olivi...

[OLIVIAPALERMO.COM](http://OLIVIAPALERMO.COM)
Twitter

**Tweets** with images get more clicks, favorites and retweets

- +18%
- +89%
- +150%
The Four Stages of Discovery

What should I get my husband for Christmas?  
What do I cook for dinner tonight?

Where should I travel?  
What’s new in fall fashion?
Sausage Ragu with Orecchiette

Serves 6

Get more Pins from goop

This ragu gets better with time, so cook it for as long as you can. We usually try to do at least 2 hours.

Ingredients

Meat
- 1 lb Hot and sweet Italian sausage

Produce
- 1 Carrot, medium
- 1 Celery stalk
- 3 Garlic cloves
- 1 Onion, medium
- 2 Rosemary, sprigs
- 1 28 ounce can Tomatoes, whole

Oils & Vinegars
- 1 tbsp Olive oil

Dairy
- 1 Parmesan cheese

Beef, Wine & Liquor
- 3/4 cup White wine

Other
- 1 pound Orecchiette (or your favorite pasta)

Saved from Clean Plates
Editorial Strategies

- Know your audience.
Editorial Strategies

• Know your voice.
Editorial Strategies

• Know your aesthetic.
Remember...

- Right content for the right audience on the right social network.
Content Creation

- What sources do you curate content from for your Villanova volunteer roles?
- How do you create content?
What Makes Something Go Viral?

- Message
- Shareability
- Social Proof
- Emotion
- Practical Value
What Makes Something Go Viral?

Bonus Factors

• Rich Media
• Trending Topics
• Humor/shock/mystique
• Guest Stars
• Influencer Support
• Paid Reach
• Luck
What Makes Something Go Viral?

- The Ice Bucket Challenge
What Makes Something Go Viral?

• The Running Man
Site Integrations

BEER REPORT

13 TOTALLY PUMPKIN-FREE BEERS TO DRINK THIS FALL
BY CHRIS MAH | SEP 25 2014

TRAVEL & LEISURE

GET IN THE LOUP

Share Bars

Follow Buttons

Widgets
Site Integrations

Embedded Posts
Quote Plug-In
Open Graph Tags

population: teens and young adults.

“With Snapchat, United Way and other nonprofits are targeting a generally untapped population: teens and young adults....”

tweet this

Snapchat helps to broaden their audience with a new demographic, further driving impact with
The Need to Know:

TRENDS IN SOCIAL MEDIA
Pay-to-play Environment

Average Organic Reach of Content Published on Brand Facebook Pages

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, “Facebook Zero” at http://social.ogilvy.com for details.
Pay-to-play Environment
Pay-to-play Environment

- Facebook ads: 87%
- Google ads: 39%
- Twitter ads: 18%
- LinkedIn ads: 17%
- Pinterest ads: 15%
- Instagram ads: 12%
- YouTube ads: 12%
- Sponsored blog posts: 5%
- Slideshare ads: 2%
- Podcast ads: 1%

Source: Social Media Examiner, 2016
Mobile First
"The grandaddy of video content."

"The hottie at the gym looking for attention."
Video Wins – Live Stream

Facebook Live

Periscope

Meerkat
Social Commerce

Pinterest

Instagram

Twitter

Facebook
HOW TO BE SOCIAL ON SOCIAL MEDIA

Partnerships
Influencer Marketing
User-Generated Content
betterhomesandgardens Hi all! I'm @mommyshorts and I'm excited to be taking over the BHG Instagram account this weekend! I promise not to post too many photos of my kids. #BHGTakeover —

Olivia Palermo

Go-to wardrobe pieces that will dress up any look. via The Zoe Report

10 Affordable Staples For Girls On The Go | The Zoe Report

Having a jam-packed schedule from Monday through Friday leaves little room for leisurely contemplating outfits in front of the mirror. Heck, there's never

THEZOREPORT.COM

#STYLECHAT STYLE

15.9k Pins
376.5k Followers

Invite Only — Where our #STYLECHAT friends share their favorite style tips, outfit ideas, shopping guides, and favorite fashion items. NOTE: Pinners are welcome to add up to 3 pins per day. | Members include Need Supply Co., Pique Market, The Zoe Report, top Influencer Myan Duong, Amazon Fashion, Dianne Wider of My Fash Avenue, Nasty Gal, Keep.com, Rent The Runway, & more. This is a SPAM-FREE zone.

Shared Boards

Content Swaps

Instgram Takeovers
Influencer Marketing

themightycompany

❤️ 408 likes
themightycompany The perfect @chrisellelim in her hand-painted Vienne. Make your own masterpiece up on themightycompanv.com 🎁

❤️ eliseozarowski and 327 others
themightycompany @gigihadid + The Provence. If you’ve always wanted a jacket that’s literally made for you, we got you.

❤️ loupdeloo and 140 others
themightycompany @itsashbenzo | The Versailles jacket. Sign up for early access to the Premiere Collection:
• #howisummer
• #VUFanGram
Helpful Tools

Creative/Imagery
- Canva
- Piktochart

Scheduling
- Buffer
- Hootsuite
- Sprout Social
- Overgraph

Reports
- Agora Pulse
- Simply Measured
- Follower Wonk
- Brand24

Monitoring/Listening
- Google Alerts
- Social Mention
- Addictomatic
- twazzup

Curation
- Storify

Influencer Marketing
- Onalytica
- Kred
- Buzzsumo
- Inkybee
The END

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