

SERVICES FOR  
INTERNATIONAL  
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MARKETING  
CONFERENCE 2016

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Social media marketing in the post-EU referendum landscape

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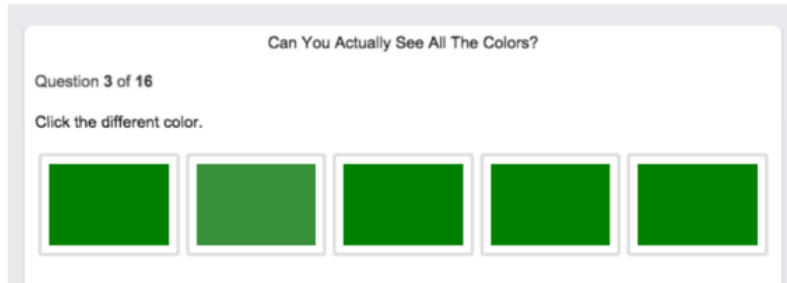
# Competition time! – Do you know your social media?

## 1. Who is this social media star



Zoella – 25 year with 11 million YouTube subscribers, 9 million Instagram fans and true social media star.

## 2. What's this about?



Its about 5 million shares last year! Its the infamous Colour Quiz, a Facebook contest from an business management software company called SocialEyes (sic.) . . .

## Competition Time!

### 3. How many views has this little chap had?



77 million views to date! This video from 2009 is still one of the most shared on social media . . .

### 4. Who is this?



Chewbacca Mom (Candace Payne) – This is the biggest “unboxing” video sensation of the year. This video went viral on Facebook Live, being viewed 150 million times to Date. [If you haven't seen it . . .](#)

## How do these make you feel?



# Social marketing is all about **emotional engagement**

According to research from the University of Indiana, we have six primary emotions that determines emotional engagement:

1. Surprise (the common element in both videos)
2. Fear
3. Joy
4. Sadness (inc natural disasters, VIP deaths etc.)
5. Anger (provocative content – NGOs do this well)
6. Disgust (e.g. Karen Klein, bullied bus monitor)

I would add one more . . .

7. Empathy - This speaks for me, I want to share it with you . . .

**Content that connects on an emotional level will greatly increases the chance of virality, advocacy and brand loyalty . . .**

# Recent content that went viral

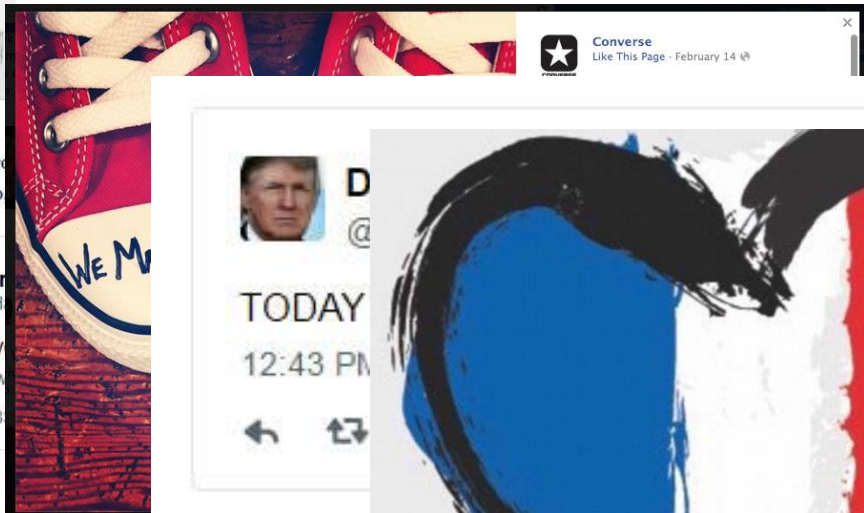


When news bro  
with the group



Har  
@H

All the lov  
View on Tw



# Inspire Your Audience . . .

Brian Solis challenge: “If you can’t inspire your audience to action, then why are you bothering?”

- Who is your target audience? Where do they live? Where do they work? Which social channels do they use online?
- How can you help them personally and professionally? Why do they need you? Can you help them keep their job? Gain promotion? Be happier? Save money? Can you answer their question “What’s in it for me?”
- What is your wow factor? How are you different?

## Question Time



What do you want to achieve with your social media marketing efforts?  
Shout out your answers . . .

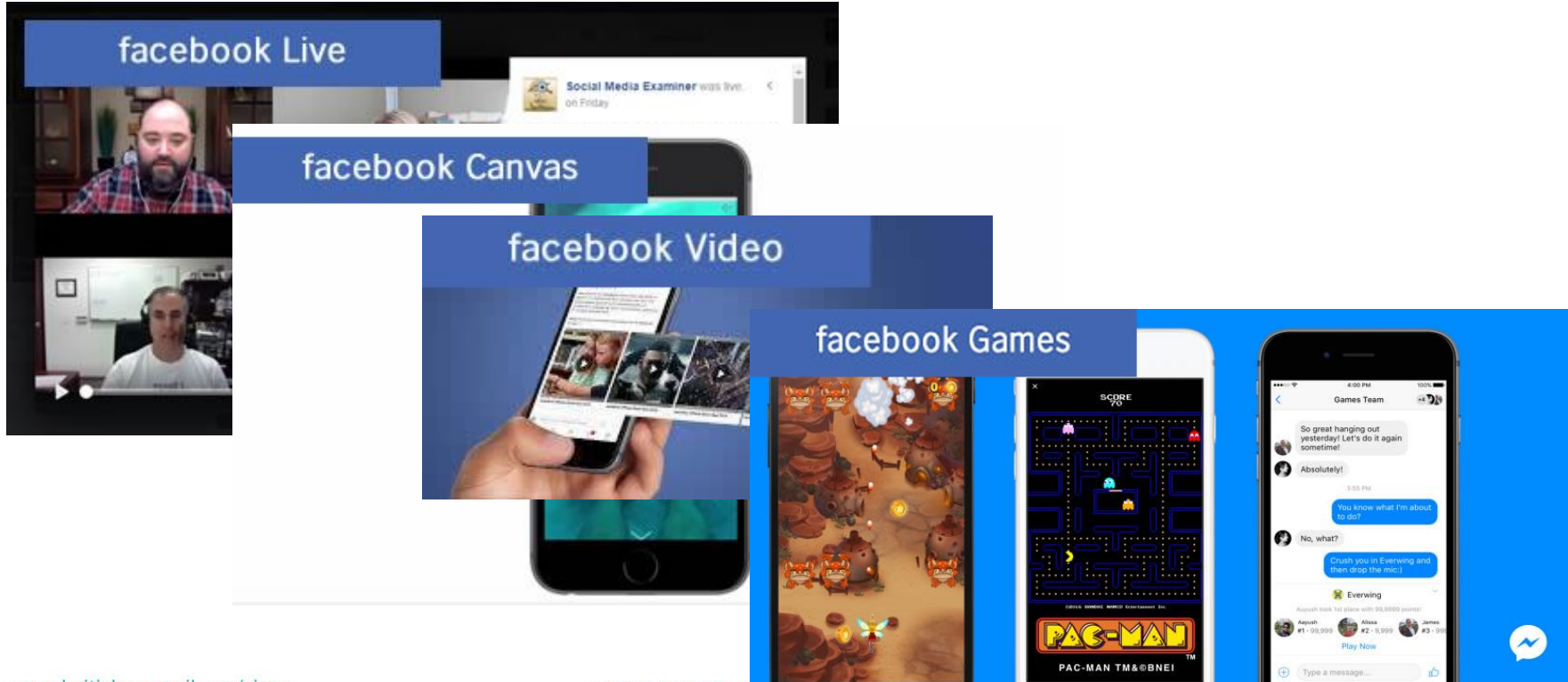
- **Building brand awareness**
- **Increasing likes/reach**
- **Generating leads**
- **Generating sales**
- **Driving traffic to your website**
- **Boosting engagement on your Facebook page**
- **Building trust and authority**
- **Creating advocates for your business**



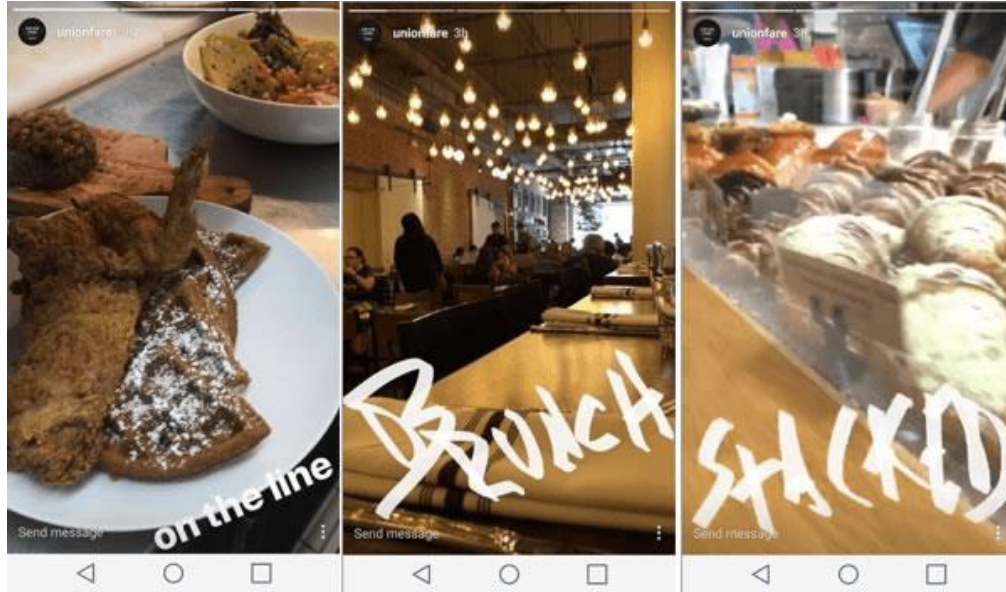
# EU social media landscape



# Mobile trends in social media – Facebook



# Mobile Trends – Stories on Snapchat and Instagram

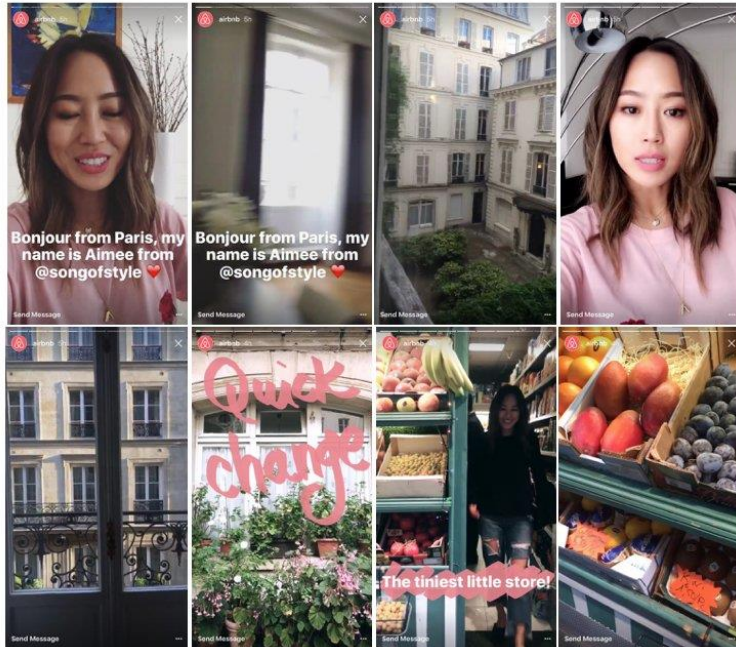


## Stories

New York City restaurant [Union Fare](#) regularly use Instagram Stories to share video from their restaurant's operations using informal captions.

The videos give viewers an inside look at the restaurant and some of the delicious food on their menu.

# Mobile Trends – Stories on Snapchat and Instagram



## Stories:

**What:** AirBnB showcased an AirBnB room with an influencer, [@SongofStyle](#), who visited Paris for Fashion Week. In this story, she gives a quick glimpse of her room and the neighbourhood where she stayed.

**Impact on Buyer's Journey:** This influencer takes AirBnB's audience around the house and out the window, and even on a trip to the neighbourhood shop. This rich and immersive experience is a great example of a brand activating influencers to become **advocates** and **inspire evangelism** among current customers. NB there is no CTA here, which keeps the content non-salesy.

# Trends - Contests are still great for engagement . . .

**Set Goals:** If you run a contest without setting goals, you probably won't get the results you want . . .

The screenshot shows a Facebook contest page for Dove. The header reads "Dove | Dove | Real Beauty Should Be Shared" with a "Like" button. The main heading is "Real beauty should be shared" with a Dove logo. Below this, it says "Tell us why your friend represents Real Beauty and you could both be the faces of Dove\* at Shoppers Drug Mart." There is a video player showing two women talking, with the text "Dove - Friends" above it. Below the video are buttons for "View entries", "Submit an entry", and "Winners". At the bottom, there is a "Like" button and a "Share" button. The contest details for a user named Alicia are shown below, including a photo of her and her friend, and the text: "Alicia Toronto My friend Mydaughter has real beauty. She has the most beautiful hairandeyes and I love her verymuch". The Dove logo and "SHOPPERS DRUG MART" logo are also visible.

## Contest

[Dove's Real Beauty Should Be Shared](#) contest on Facebook hit the branding bullseye. They ran a fill in the blank contest, with photos. They asked their Fans to tell them why their friend “represents Real Beauty”, by filling in their friend’s name, and two things that make them beautiful.

## Prize

In keeping with their brand, they did not offer an iPad, or extravagant prizes. The winners will get to become the next faces of Dove.

# Contests are great for reach and engagement . . .

LearnEnglish competitions work very well for the British Council:



The image shows a screenshot of a Facebook post from the 'LearnEnglish - British Council' page. The post features a quiz question and its answer. The question is: "It was \_\_\_\_\_ cold day that I could hardly feel my fingers!" with three options: a) so, b) such a, and c) such. The answer is (b) such a. The post has 1.6k likes, 127 shares, and 1.4k comments. The answer is also visible in a comment from the page.

**BRITISH COUNCIL** LearnEnglish

Do you know the answer? We'll be looking at this grammar and more in Exploring English: Language and Culture, our free online course! It starts 12 September - click here to register: <http://bit.ly/2bfPm3O>

Neil

#FLlearnenglish

Like Comment Share

1.6k Top comments

127 shares 1.4k comments

LearnEnglish - British Council The answer to yesterday's quiz was (b) such a cold day. Did you get it right? We use 'such' when there is an adjective + noun, as in 'such a cold day', and so + adjective when there is no noun - 'it was so cold'. Find out more here... See more

Write a comment...

# Community trends – Be brave, collaborate with influencers



# Influencers and Social Media Intelligence



Who uses social media analytics tools? Which ones do you use?  
Shout out your answers . . .

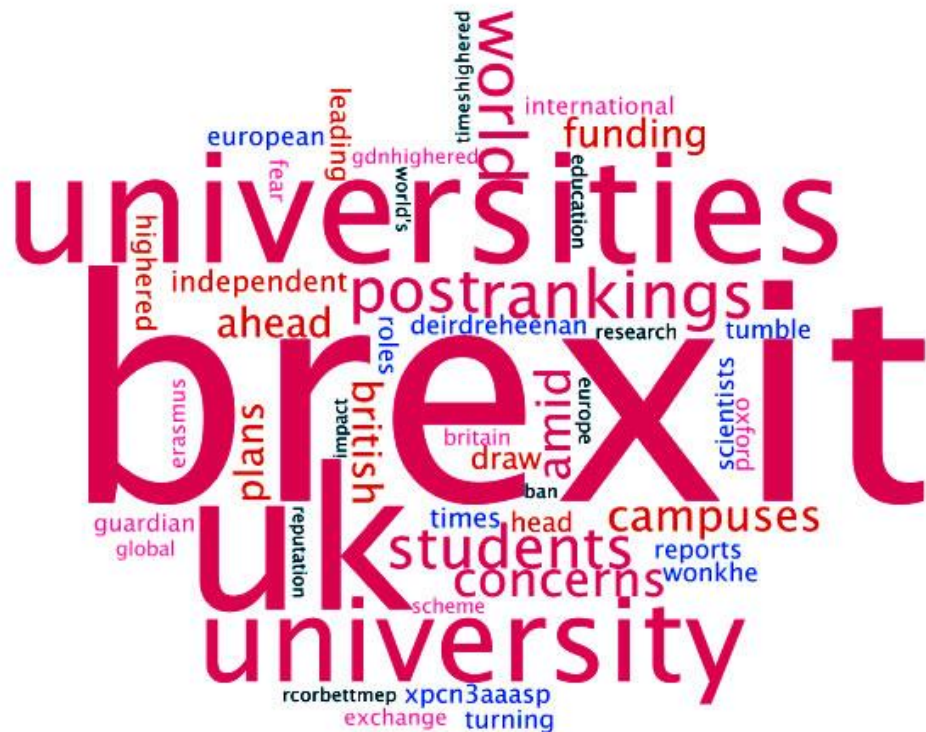




# HE Social Media Intelligence – Post EU Referendum



# EU Post Referendum Social Media Intelligence



## Context of the study . . .

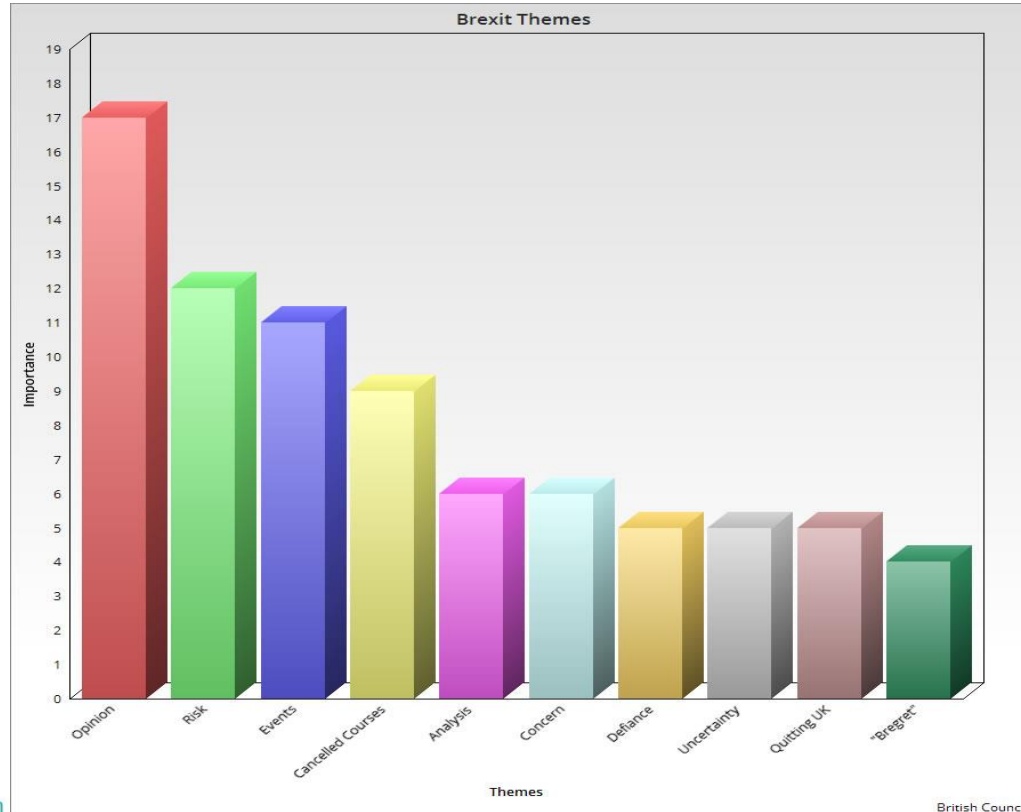
### What did we look at?

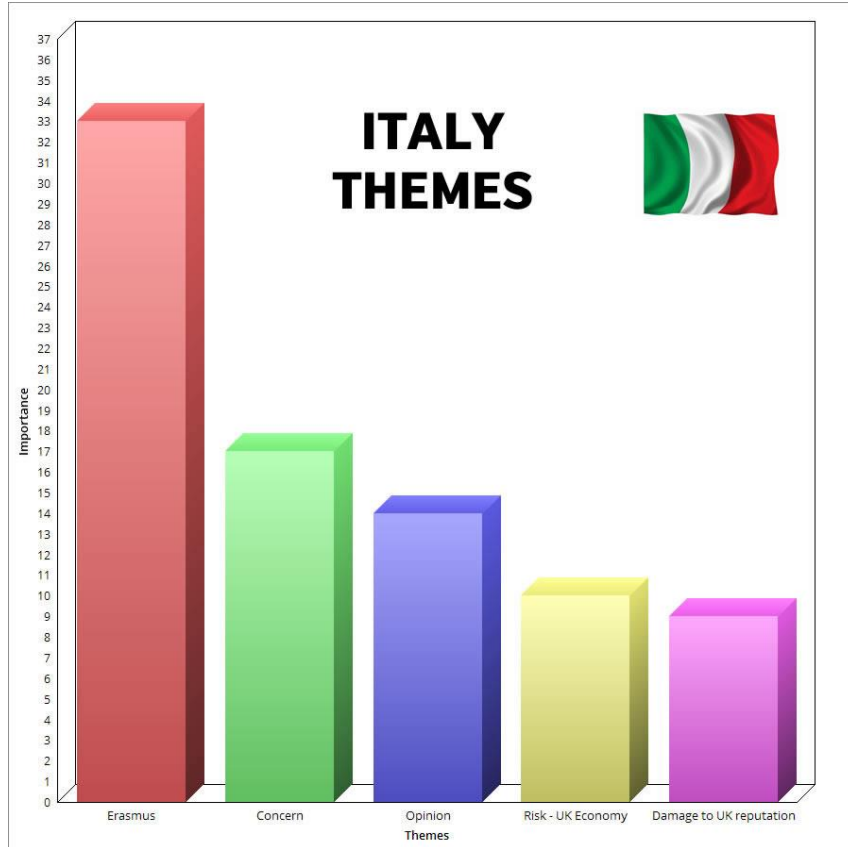
- **Three months of conversations on social media following the Brexit vote**
- **Six EU countries: France, Germany, Italy, Poland, Romania and Spain**
- **2,500 posts and tweets analysed in local languages and English**

## Headlines . . .

- **The top theme across all countries is “opinion”**
- **Each country has a different top theme focus. E.g. Italy is worried about Erasmus, France sees Brexit as an opportunity**
- **Only 7% of 2,500 conversations see a positive side to Brexit**
- **There are recurring themes across all countries: e.g. worry, uncertainty and anger . . .**
- **There’s a surprising new emerging theme called “Bregret”**

# All Countries – English posts and tweets

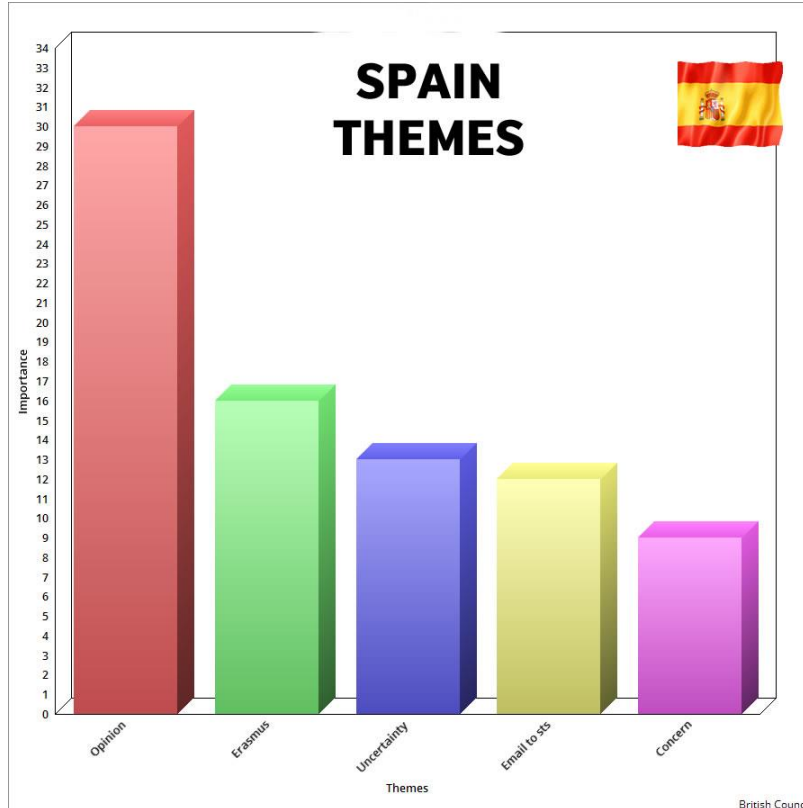




## HEADLINES . . .

- Worry about Erasmus had more than double the conversations of 2<sup>nd</sup> placed theme *Concern*
- Two UK-based themes are 4th and 5th placed
- Quite a few conversations about Brexit meaning a lost opportunity for the UK.

# Spain



## HEADLINES . . .

- 50% of the conversations on Spanish social media was *Opinion*
- 4th place theme was about Spanish Unis reassuring sts of continued co-operation with UK unis. (e.g. Granada)
- Spain, like Germany, had quite a few posts about Brexit-inspired events such as debates, lectures, interviews etc.

# France

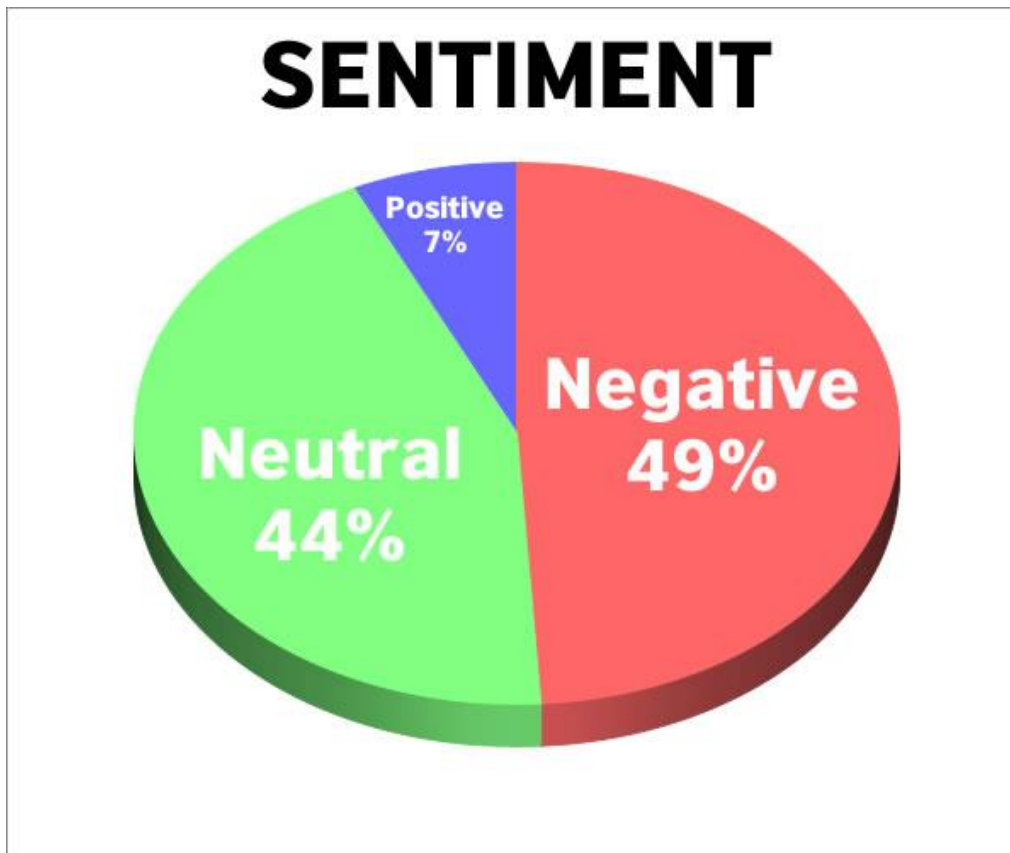


## HEADLINES . . .

- *Opportunity* is the top theme in France, with many people taking the position that the UK 's loss will be the EU's gain.
- France has the biggest positive sentiment score of all countries (16%)
- Erasmus makes the top five, although less of an impact than in Italy and Spain.



# Brexit sentiment score



# What's the word?

## Some of the most retweeted Tweets

The Times reports leading scientists turning down roles in UK Universities post Brexit.

[@Wonkhe](#)

<https://t.co/xpCn3AAaSp>

30 Jul 2016 by Deirdre Heenan [↗](#)



[View Tweet Life](#)

28% of academic staff in UK universities are non UK nationals (31k, 16% from EU) [@royalsociety](#)

#EURefResults #Brexit

<https://t.co/bKEZf87iMm>

28 Jun 2016 by Phil Baty [↗](#)



Huge uncertainty for universities as Britain votes to leave EU

<https://t.co/8eYSwJJDUU>

#Brexit

<https://t.co/LD5mmmXklj>

24 Jun 2016 by TimesHigherEducation [↗](#)



[View Tweet Life](#)

Universities face uncertainties on research, fees & hiring staff.

<https://t.co/8eYSwK1fju> #brexit

#eurefresult <https://t.co/vGdfWGvrDB>

24 Jun 2016 by TimesHigherEducation [↗](#)



# What's the word?



Dennis Hillemann  
@DHillemann



Follow

#Brexit  
EU Stud



melissa  
@elektranxtchio



Follow



6:05 PM - 8 Jul



brexit just focking hate k

LIKES

2



6:20 AM - 24 Jun 2016



1



Authentic Wm. Gibson  
@AuthenticWmGibs



Follow

University College London grad student expelled after arguing in seminar that someone can both like Roxy Music and vote for Brexit.

RETWEETS

7

LIKES

13



10:30 PM - 8 Jul 2016



1

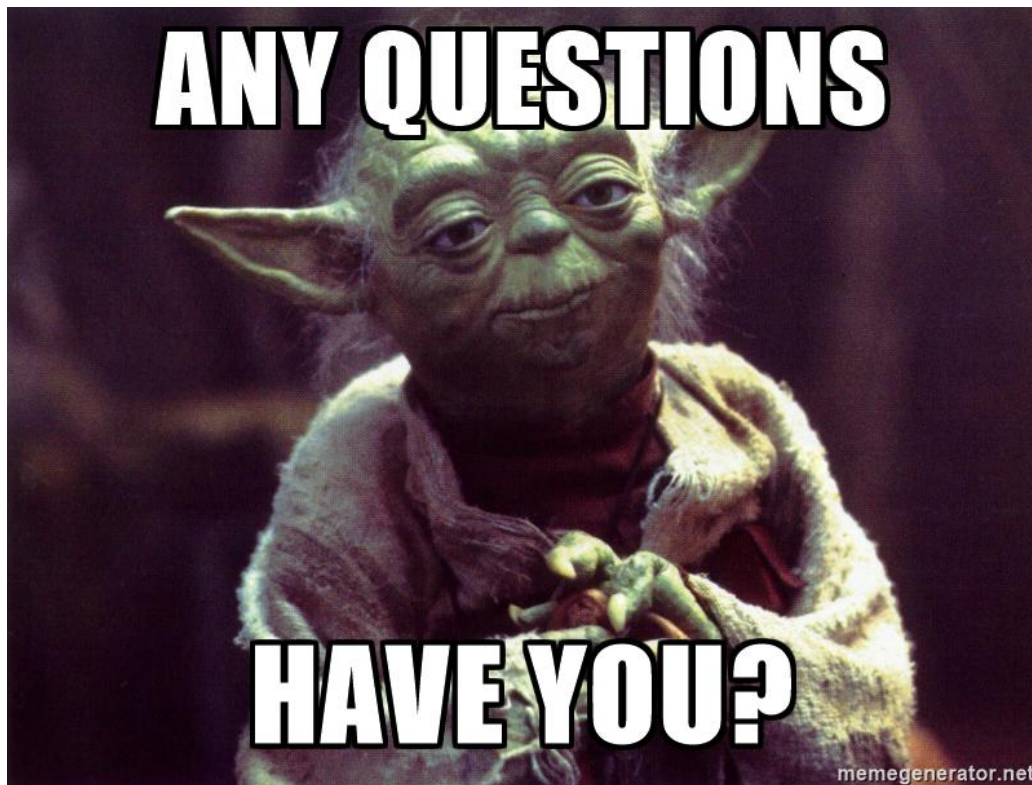


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13





*Thanks  
for  
your  
time!*