DISCOVER WHAT INSPIRES YOU

DOWNTOWNWPBARTS.COM

SOCIAL MEDIA PLATFORMS GUIDE

August 2019

by shannon strischek, rowi consulting

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SOCIAL MEDIA PLATFORMS

ARTS & ENTERTAINMENT DISTRICT WEST PALM BEACH

A&E DISTRICT SOCIAL PERFORMANCE: AUGUST 2018 – AUGUST 2019

PLATFORM	FOLLOWER INCREASE	TOTAL POSTS	AVG. CLICKS PER POST	AVG. ENGAGEMENT PER POST	AVG. POST REACH
Facebook	10.7%	911	2.27	13.6	1,081.5
Instagram	39%	552	N/A	91.9	1,196.7
Twitter	13%	1,594	226	295	13,124

**Group Audience Growth**

FOLLOWERS GAINED, BY MONTH

Twitter Facebook Instagram
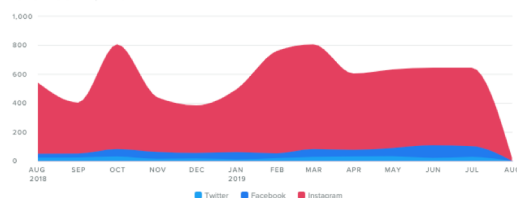
Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	**20,821**	↗ 26.7%
Total Net Follower Growth	**4,496**	
Twitter Net Follower Growth	284	↗ 13%
Facebook Net Fan Growth	589	↗ 10.7%
Instagram Net Follower Growth	3,623	↗ 39%

Total followers increased by
▲**26.7%**
since previous date range

IMPRESSIONS PER MONTH

Twitter Facebook Instagram
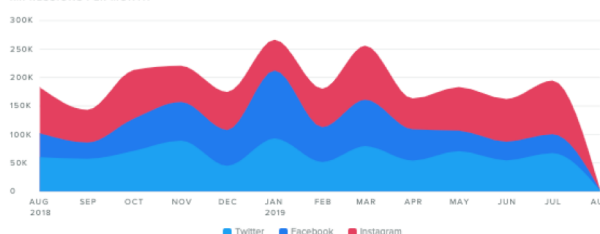
Impressions Metrics	Totals	% Change
Twitter Impressions	789,622	↗ 22.7%
Facebook Impressions	676,462	↗ 0.2%
Instagram Impressions	871,576	↘ 15.7%
Total Impressions	**2,337,660**	↘ 0.6%

Total Impressions decreased by
▼**0.6%**
since previous date range

Group Engagement

ENGAGEMENTS PER MONTH

Twitter Facebook Instagram
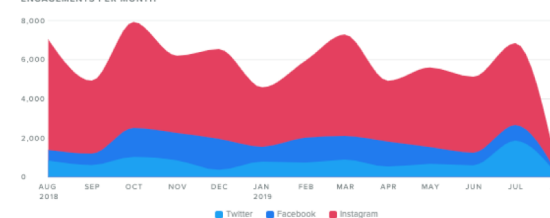
Engagement Metrics	Totals	% Change
Twitter Engagements	9,731	↘ 21.8%
Facebook Engagements	12,398	↗ 39%
Instagram Engagements	50,732	↘ 0.7%
Total Engagements	**72,861**	↗ 0.6%

The number of engagements increased by
▲**0.6%**
since previous date range

WHY TAKE A CLOSER LOOK?

- Many social media platforms are being redesigned due to domestic and international regulations.
  - The updated algorithms prioritize user content (rather than business content).
  - Many social platforms are focusing on user privacy, personal connections, and engagement.
- There is opportunity for us to create platform-specific content that is optimized for the social network and amplifies A&E District messaging.

TO SUCCEED ON SOCIAL, WE MUST:

- Understand user demographics of platform and page
- Understand user behavior (what motivates people to share, engage with platform)
- Understand and create content that works with the algorithm

CURRENT STATE: FACEBOOK

- Even with significant algorithm changes, A&E District KPIs all enjoyed increases in their YoY performance
  - Followers: ↑ 10.7%, Engagements: ↑ 39%, Impressions: ↑ 0.2%,
- Opportunity to verify the content currently being shared matches the A&E District mission statement
- Opportunity to further optimized content for the platform
  - Ex. upload videos of video subtitles, structure content so it invites engagement from users, etc.
- Great opportunity to revisit Facebook strategy to ensure what we're doing is beneficial for the A&E District brand in addition to being effective

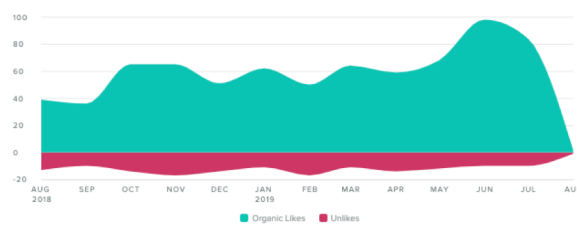## FACEBOOK PERFORMANCE: AUGUST 2018 - AUGUST 2019

PAGE IMPRESSIONS, BY MONTH
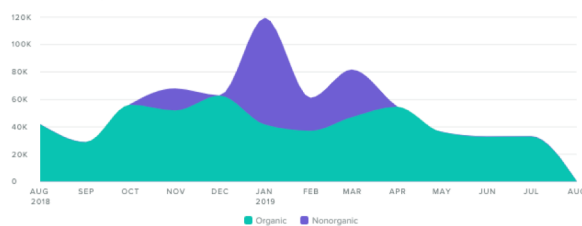
Impressions Metrics	Totals
Organic Impressions	521,781
Nonorganic Impressions	154,681
Total Impressions	**676,462**
Average Daily Users Reached	**1,081.5**

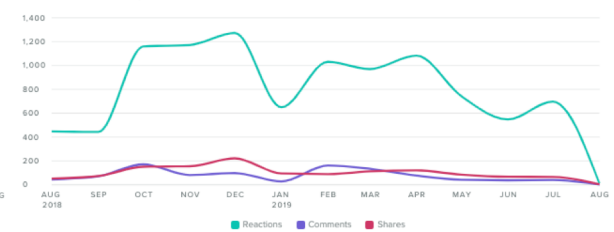Total Impressions increased by
▲0.2%
since previous date range

LIKES BREAKDOWN, BY MONTH

Audience Growth Metrics	Totals
Total Fans	**5,700**
Organic Likes	743
Unlikes	154
Net Likes	589

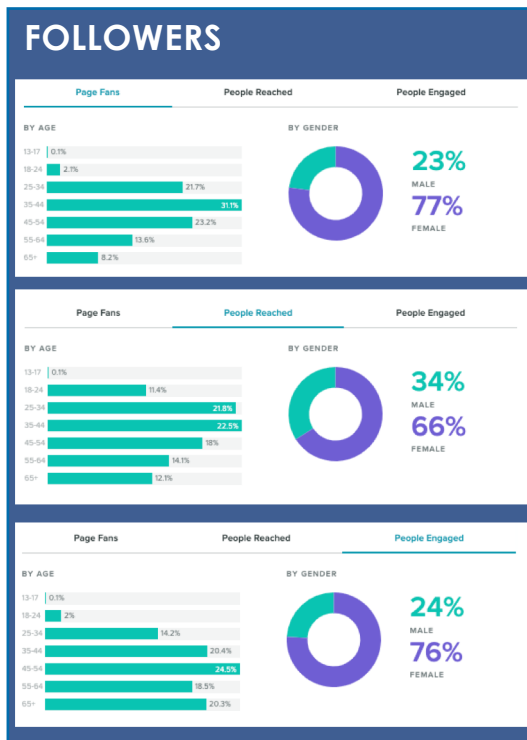Total fans increased by
▲10.7%
since previous date range
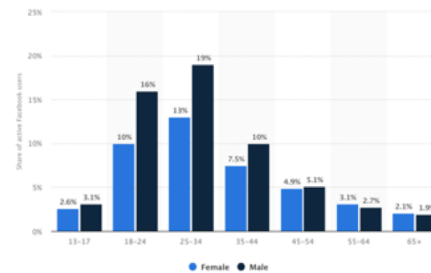
AUDIENCE ENGAGEMENT, BY MONTH

Action Metrics	Totals
Reactions	10,191
Comments	952
Shares	1,255
Total Engagements	**12,398**

Total Engagements increased by
▲39%
since previous date range

5

ARTS & ENTERTAINMENT DISTRICT WEST PALM BEACH

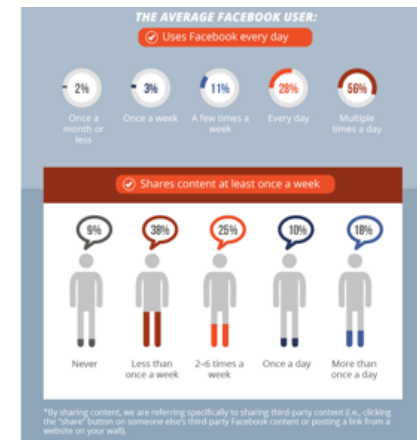## USER DEMOGRAPHICS

USER BEHAVIOR

FOLLOWERS

- Top age group: 25 - 34
- 53% female and 47% male
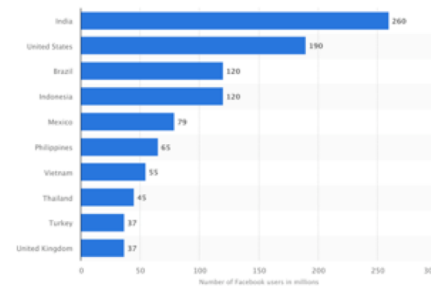
- India leads in audience size
- Roughly 10% of users are American
- US base has declined by 15m this past year
- Growth fueled by Asia and South America

People share information online for five primary reasons:

1. To delight others with valuable & entertaining content
2. To identify and present ourselves to others
3. To foster relationships
4. For self-fulfillment
5. For spreading the word about issues, products & brands

ARTS & ENTERTAINMENT
DISTRICT WEST PALM BEACH

HOW THE FACEBOOK ALGORITHM WORKS

Inventory   Signals   Predictions   Score

"The goal of News Feed is to show people the stories that are most relevant to them."

-Adam Mosseri,
VP of Facebook's
News Feed
Management

There Are Four Factors That Determine Your Content Ranking

1. **Inventory**
   Inventory represents the total stock of all content available that can display to a user on Facebook's News Feed. This includes **everything** posted from friends and publishers.

2. **Signals**
   This represents all the information that Facebook can gather about a piece of content. Signals are the single factor that advertisers have control over: what type of content, the publisher, its age, purpose, and more.
   You want your content to signal to Facebook that it's meaningful and relevant to your target audience.

3. **Predictions**
   Predictions represent the behavior of a user and how likely they are predicted to have a positive interaction with a content piece.

4. **Score**
   Score is the final number assigned to a piece of content based on the likelihood the user will respond positively to it.

HOW THE FACEBOOK ALGORITHM WORKS, cont.

Meaningful Interactions are Heavily Weighted
As advertisers, the only part of the process we have control over are the signals of our content.

They can be divided into two categories: **passive** and **active**.

Passive signals include view time, story type, time posted, and other metrics non-active metrics.

Active signals include likes, shares, comments, and other active events that prompt engagement.

You should tailor your content to promote positive engagement, or what Facebook has defined as "meaningful interactions."

Active signals drive meaningful interactions:
• **Comments**
• **Replies**
• **Likes**
• **Shares**

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FACEBOOK IS…

A&E DISTRICT SHOULD…

FACEBOOK IS…		A&E DISTRICT SHOULD…
Focusing on ephemeral messaging	→	Create and post stories regularly
Promoting "meaningful posts" that prompt user engagement	→	Identify/prioritize content that sparks user engagement and conversations
Demoting the News Feed	→	Time should be spent creating high quality, engaging content
Amplifying Groups and Events	→	Identify appropriate groups to join/engage in and continue utilizing Events product
Building out Messenger	→	Build out ChatBots and develop Messenger strategy

![Arts & Entertainment District West Palm Beach logo]

CURRENT STATE: INSTAGRAM

- Mission Statement: "To strengthen relationships through shared experiences."
- 1B monthly & 500m daily users
- 75% of users take action after looking at a brand's post
- Instagram has the highest engagement rate of any social media platform
- Instagram is expected to account for nearly a quarter of all of Facebook's ad revenue by the end of the year
- Average lifespan of post: 24 hours

INSTAGRAM ENGAGEMENT RATES

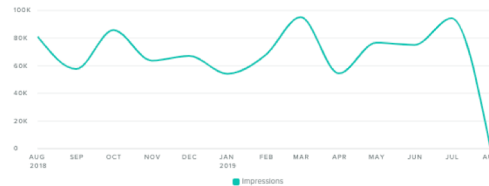| Platform Average	@wpbaedistrict	@downtownwpb	@palmbeachculture	@nike
1.2%	0.56%	0.73%	0.68%	0.46%

INSTAGRAM POST PERFORMANCE: AUGUST 2018 – AUGUST 2019

**Net Follower Growth Breakdown, by Month**
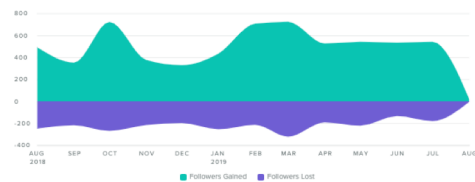
Audience Metrics	Totals	% Change
Followers	12,653	↗ 39%
Net Follower Growth	3,623	↗ 46.3%
Followers Gained	6,299	↗ 26.7%
Followers Lost	2,676	↗ 7.3%

Impressions, by Month

Impression Metrics	Totals	% Change
Impressions	871,576	↘ 15.7%
Average Daily Impressions per Profile	2,381.36	↘ 15.7%
Average Daily Reach per Profile	1,196.7	↘ 4%

Engagements Comparison, by Month
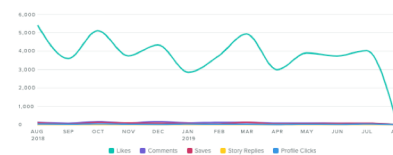
Engagement Metrics	Totals	% Change
Total Engagements	50,732	↘ 0.7%
Likes	48,319	↘ 0.5%
Comments	1,257	↗ 12.1%
Saves	899	↘ 19.5%
Story Replies	8	↘ 100%
Profile Clicks	249	↘ 11.7%
Engagement Rate (per Impression)	5.8%	↗ 17.8%

Story Performance, by Month
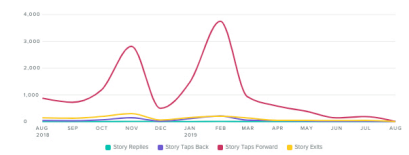
Story Metrics	Totals	% Change
Stories Sent	105	↗
Average Reach per Story	193	—

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USER DEMOGRAPHICS

USER BEHAVIOR

FOLLOWERS

AUDIENCE BY AGE

13-17	0.2%
18-24	8.4%
25-34	36%
35-44	31.2%
45-54	16%
55-54	7.1%
65+	3.1%

AUDIENCE BY GENDER

33% MALE
67% FEMALE
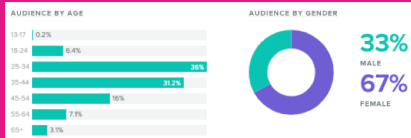
HASHTAGS

Most Used Hashtags

#wpbARTS	437
#westpalmbeach	431
#wpb	426
#palmbeach	423
#palmbeachesfl	413
#lovefl	407
#shadesofculture	406
#visitfl	403
#ilovewpb	401
#sofla	380

Top Hashtags by Lifetime Engagements

#wpbARTS	49,114
#westpalmbeach	49,062
#wpb	48,686
#palmbeach	48,532
#palmbeachesfl	46,986
#ilovewpb	46,156
#shadesofculture	46,017
#lovefl	45,809
#visitfl	45,355
#southflorida	42,630
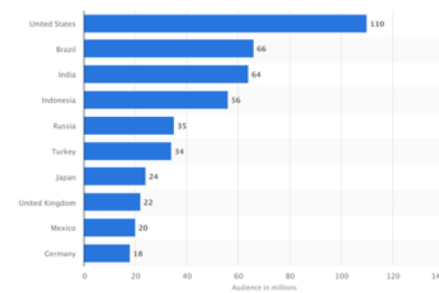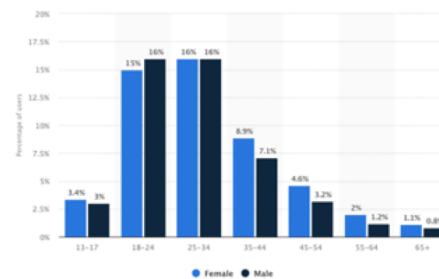
- Over 60% of Instagram users are between 18 and 34 years
- 39% of online women and 30% of online men use Instagram
- America is the leading country audience size but 88% of users are outside the US

Which one do you watch more?
● Photos
● Videos (not Stories)

Which one do you watch more?
● Instagram Posts
● Insta Stories

How much time do you spend on Instagram?
● 1 hour or less
● 1 to 3 hours
● 3 to 5 hours
● More than 5 hours

Do you use Instagram to find things?
● Yes
● No
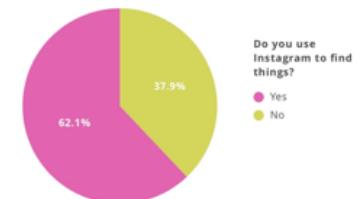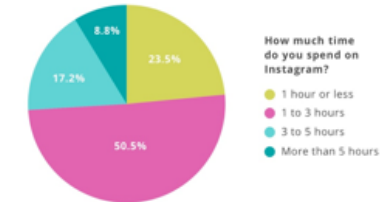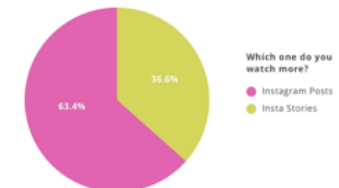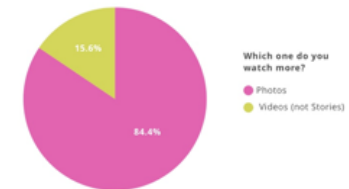
HOW THE INSTAGRAM ALGORITHM WORKS

The Instagram Algorithm's "Big 3"

According to Instagram, three factors principally determine the content in your feed: **interest**, **timeliness**, and **relationship**.

There are three second-tier criteria that determine the ordering of users' feeds: **frequency**, **following**, and **usage**.
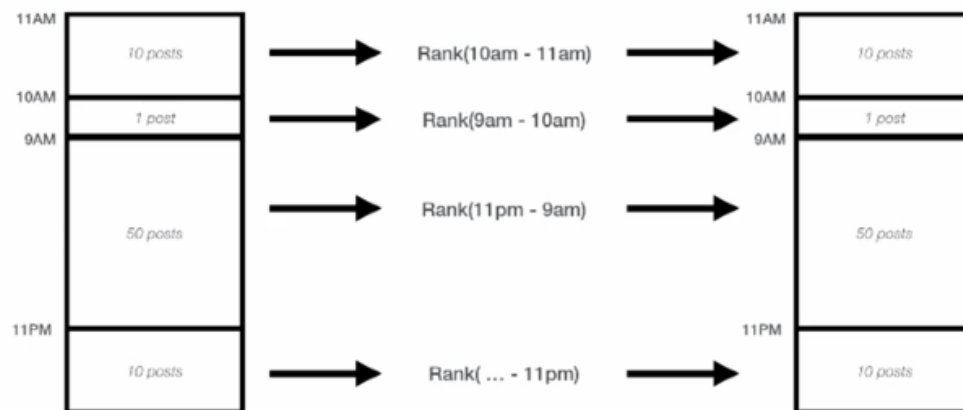
Every time a user opens up Instagram, the algorithm will try to display the best posts since their last visit.

INSTAGRAM IS…

Prioritizing "timely content" with a focus on ephemeral, urgency-creating content

Exploring ways to increase user time spent on platform

Displaying content with which users engage most often

A&E DISTRICT SHOULD…

Create and share stories on a regular basis

Stories and Post Strategies should complement one another

Add and regularly update Story Highlights

Prioritize visual storytelling within each image and throughout profile

Share posts that encourage views, likes, and comments

Gradually expand content mix so it integrates with high-performing content

CURRENT STATE: TWITTER

- Mission Statement: "Give everyone the power to create and share ideas and information instantly without barriers."
- 126m daily users, 336m monthly users,
- Twitter estimates 48 million of its active users are actually bots
- 10% of users send 80% of tweets
- 85% of SMB Twitter users say providing customer service there is important
- Average lifespan of tweet: 15-20 minutes

TWITTER PERFORMANCE: AUGUST 2018 – AUGUST 2019

ORGANIC IMPRESSIONS, BY MONTH
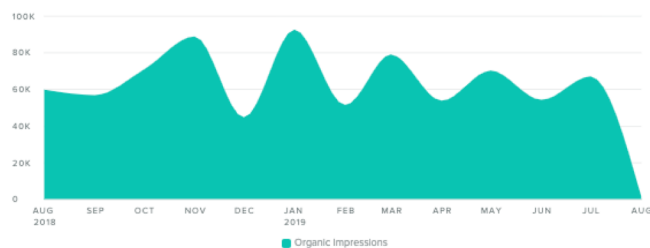
Impressions Metrics	Totals
Average Organic Impressions per Day	2,157.4
Total Organic Impressions	**789,622**

Organic Impressions increased by
-22.7%
since previous date range

FOLLOWERS GAINED, BY MONTH
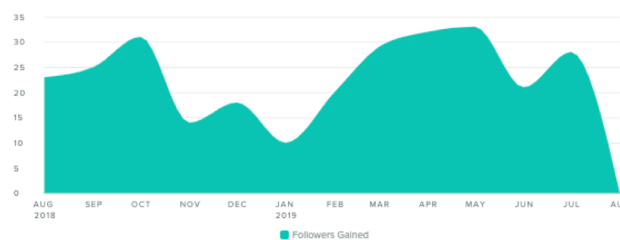
Follower Metrics	Totals
Total Followers	**2,468**
Net Follower Growth	284
People that you followed	2

Total followers increased by
-13%
since previous date range

ENGAGEMENT COUNT
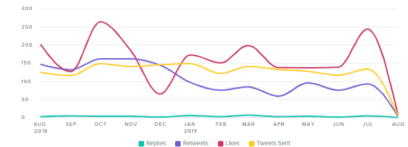
Engagement Metrics	Totals
Total Engagements	**9,731**
Replies	36
Retweets	1,321
Retweets with Comments	82
Likes	2,020

The number of engagements decreased by
-21.8%
since previous date range

Engagements per Follower	3.94
Organic Impressions per Follower	319.94
Engagements per Tweet	8.1
Organic Impressions per Tweet	495.37
Engagements per Organic Impression	0.01

The number of organic impressions per Tweet increased by
-25.9%
since previous date range

HOW THE TWITTER ALGORITHM WORKS
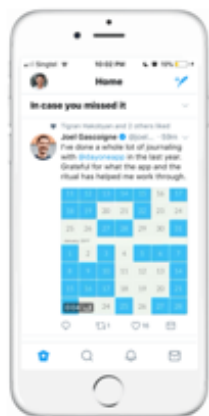
THE TWITTER
TIMELINE ALGORITHM

1. Ranked tweets

2. "In case you missed it"

3. Remaining tweets in reverse-chronological order

Every time a user opens the Twitter app or visits twitter.com, the algorithm will study all the tweets from accounts being followed and give each of them a relevance score based on several factors:

- **The tweet itself:** its recency, presence of media cards (image or video), and overall engagement (including retweets, clicks, favorites, and time spent reading it)
- **The tweet's author:** user's past interactions with this author, the strength of the connection to them, and the origin of the relationship
- **Users:** tweets the user found engaging in the past, how often and how heavily these Twitter

Then, Twitter will put the tweets that it thinks would be engaging to the user in the first two sections — **ranked tweets** and "**In case you missed it**." After the two sections, the rest of the tweets from followed accounts will display in reverse-chronological order.

FOLLOWER DEMOGRAPHICS

USER BEHAVIOR

FOLLOWERS

FOLLOWERS BY AGE

18-20	0.5%
21-24	3.8%
25-34	27.2%
35-44	28.3%
45-54	28.8%
55-64	9.2%
65+	2.2%

FOLLOWERS BY GENDER

52% MALE FOLLOWERS

48% FEMALE FOLLOWERS
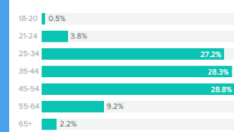
TOPICS

TOPICS FREQUENTLY MENTIONED
with @WPBAEDistrict

location	3
recording filming placing	
world	2
love looks unconditionally developed met	
palmbeachculture	2
filming placing begun	
creator	1
love looks unconditionally	
sufis	1
love looks unconditionally	
lover	1
love looks unconditionally	

HASHTAGS

HASHTAGS FREQUENTLY MENTIONED
with @WPBAEDistrict

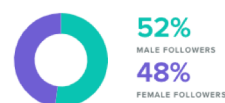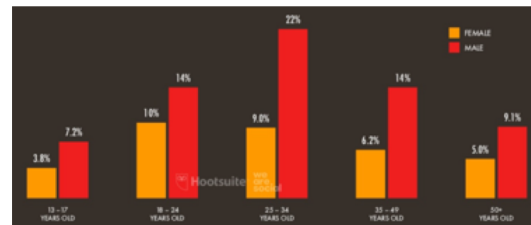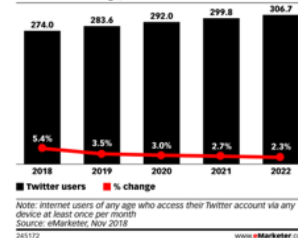| #westpalmbeach	2
charting year round palmbeachculture begun d...	
#arts	1
charting year round	
#summertime	1
charting year round	
#nature	1
cupcakes thanks deserves latest	
#photography	1
cupcakes thanks deserves latest	
#careersource	1
lot filming palm beach county palmbeachculture gr...	

Female / Male age bar chart (Hootsuite)

How Many People Worldwide Use Twitter?
millions and % change, 2018-2022

	2018	2019	2020	2021	2022
Twitter users	274.0	283.6	292.0	299.8	306.7
% change	5.4%	3.5%	3.0%	2.7%	2.3%

Note: internet users of any age who access their Twitter account via any device at least once per month
Source: eMarketer, Nov 2018
245172   www.eMarketer.com

- 57% of global Twitter users are men, while 42% are women
- 73% of Twitter users are younger than 50

Number of active Twitter users in millions:
United States 49.45, Japan 18.35, United Kingdom 14.1, Saudi Arabia 10.19, Russia 9.93, Brazil 8.57, Turkey 8.56, India 7.86, Mexico 7.09, Spain 6.34
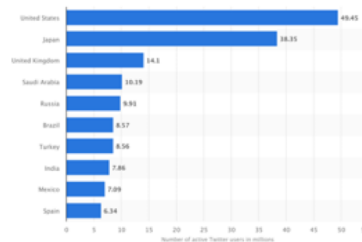
- About 80% (262 million) of all monthly active users live outside the U.S.
- The top countries on Twitter outside the U.S. are Japan (50.9 million users), the United Kingdom (18.6 million users), and Saudi Arabia (13.8 million users)

Twitter Marketing Stats

326 Million monthly active users
As of quarter 3 of 2018, Twitter has

1 Minute of the day on Twitter
Users spend an average of

80% of Twitter users access the network on mobile platforms

74% of Twitter users say that they utilize the network to get their news

85% of SMB Twitter users say Twitter is essential for customer service

93% of Twitter video views happen on mobile devices

TOP 5 ACTIVITIES ON TWITTER, GOOGLE+ AND FACEBOOK
% of active users who did the following last month

Twitter Active Users

Read a news story	42%
Looked at the trending topics	36%
Logged in to see what's happening without posting / commenting	35%
Tweeted a friend	34%
Retweeted a friend	33%

ARTS & ENTERTAINMENT
DISTRICT WEST PALM BEACH

TWITTER IS…

Considered a news app

Observing a decrease in the global attention span

Increasing the importance of combining copy and visuals

Seeing an increase in users connecting with companies through direct messaging

Experiencing an increase in the use of Customer Care as marketing

A&E SHOULD…

Continue sharing news & upcoming events

Determine which topics are most well-received on Twitter

Consider restricting tweets to topics and/or positions that are relevant to followers and platform users.

Create engaging content and more visual assets (e.g. images, videos, etc.)

Research and identify opportunities for Chatbots

Explore possibility of engaging in conversations on Twitter

If possible, implement community management tactics

SUMMARY

PLATFORM-BASED STRATEGY

	f (Facebook)	**Instagram**	**Twitter**
Posting Cadence	• 1-3 posts per day • Post/engage regularly in groups	• 1 post per day • 1-2 stories per week	• 3-5 Tweets per day
Primary Brand Goals for Social Media	Organic: • Create emotional connection • Encourage followers to discover what inspires them in the A&E District Paid: • Increase website visits • Grow brand awareness		
KPIs	• Post Engagements • Clicks	• Engagement (Comments, Likes) • Engagement Rate	• Reach • Clicks
Primary Focus **(2-3 posts per week)**	• Events (with UGC asset) • Murals • A&E District News	• Events (with UGC asset) • Murals	• Events • Murals • A&E District News
Secondary Focus **(Up to 2 posts per week)**	• A&E District Partner focus • Inspirational quote	• A&E District News • A&E District Partner focus • Inspirational quote	• A&E District Partner focus • Inspirational quote
Tertiary Focus **(Up to 1 post per week)**	• City-sponsored events (e.g. *Screen on the Green, Sunday on the Waterfront,* etc.)	• Events (with flyers) • City-sponsored events (e.g. *Screen on the Green, Sunday on the Waterfront,* etc.)	• City-sponsored events (e.g. *Screen on the Green, Sunday on the Waterfront,* etc.)

APPENDIX

ARTS & ENTERTAINMENT
DISTRICT WEST PALM BEACH

CURRENT STATE: LINKEDIN

- Mission Statement: "To create economic opportunity for every member of the global workforce."
- 630m members, 260m monthly users, 104m daily users
- 70+% of users live in 200 other countries and territories around the world
- Top platform for B2B lead-generation
- 90% of users open to new opportunities
- Average lifespan of post: 24 hours

USER DEMOGRAPHICS
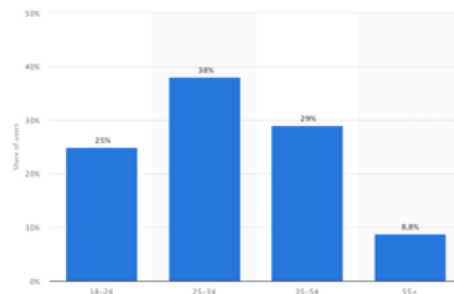
- LinkedIn users are 57% male and 43% female.
- 57% of LinkedIn use is on mobile.

USER BEHAVIOR
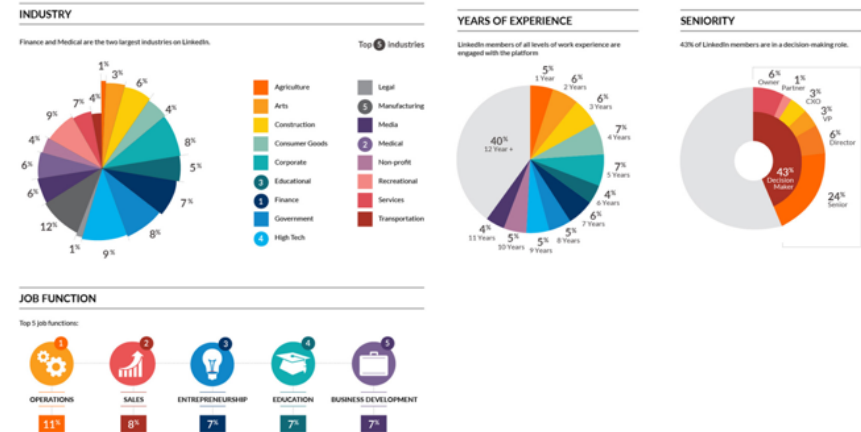
HOW THE LINKEDIN ALGORITHM WORKS

3 signals determine what content displays in a user's LinkedIn feed:

- **Identity**
    - o Who are you? Where do you work? What are your skills? Who are you connected with?
- **Content**
    - o How many times was the update viewed? How many times was it "liked"? What is the update about? How old is it? What language is it written in? What companies, people, or topics are mentioned in the update?
- **Behavior**
    - o What have you liked and shared in the past? Who do you interact with most frequently? Where do you spend the most time in your news feed?

algorithm

bad post

good post
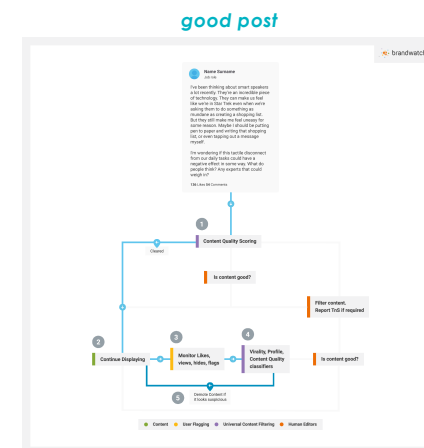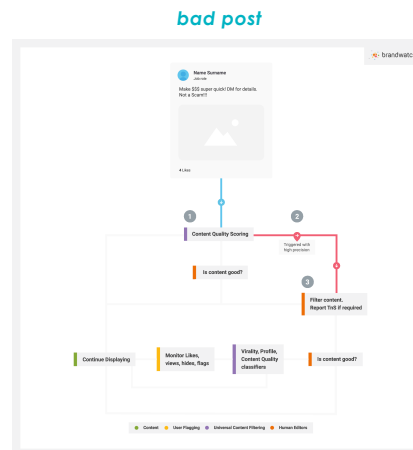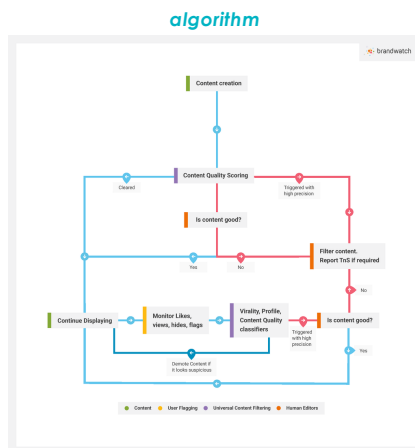
LINKEDIN IS…

Continuing to grow global user base and platform engagement

Pushing towards true customer-centricity

Increasing importance of sharing content that is beneficial to the user

COMPANIES SHOULD…

Expand company page with LinkedIn products (e.g. Showcase Pages, etc.) to educate new followers

Diversify content offerings

Create content that is optimized for Linked-In users

Explore LinkedIn products that would further understanding of LinkedIn audience

Work with LinkedIn to identify best target audiences to reach on platform

Begin focusing content on specific audiences and identify professional content

CURRENT STATE: YOUTUBE

- Mission Statement: "To provide fast and easy video access and the ability to share videos frequently."
- 1.9B monthly active users, 30m daily active users
- Services 90+ countries in 76 languages (95% of all internet users)
- Considered the second largest search engine in the world
- 4x as many people prefer watching video on YouTube rather than on social media platforms.

USER DEMOGRAPHICS

YouTube Viewers, by Country
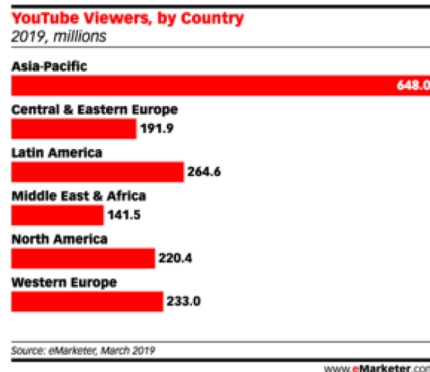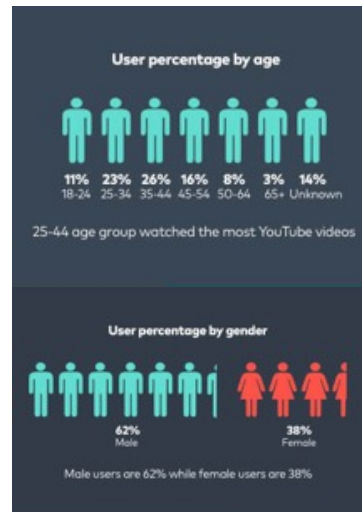2019, millions

Region	Millions
Asia-Pacific	648.0
Central & Eastern Europe	191.9
Latin America	264.6
Middle East & Africa	141.5
North America	220.4
Western Europe	233.0

Source: eMarketer, March 2019
www.eMarketer.com

User percentage by age

| 11% 18-24 | 23% 25-34 | 26% 35-44 | 16% 45-54 | 8% 50-64 | 3% 65+ | 14% Unknown |

25-44 age group watched the most YouTube videos

User percentage by gender

62% Male   38% Female

Male users are 62% while female users are 38%

- 60% of individuals aged 18-29 are binge-watching
- 70% of views are on mobile

USER BEHAVIOR

Motivation/Mindset Description	
Relaxation	To relax at the end of the day/during free time
Appointment	I have planned to watch alone
	I have planned to watch with others
Spontaneous	I stumble-upon or get pulled into watching
	To spontaneously view/share with others
	To catch up on popular/viral videos
Escapist	To take a break during the day
	To pass time while traveling
Educational	To learn a new skill
	To help me with a project/task
Informative	To get ready for the day

Interactive Advertising Bureau (IAB) conducted a study to see how consumer digital viewing habits (motivations, mindset) impact their receptivity to advertising

Ad Relevance				
Contextual Relevance	Mindset/ Motivation Relevance	Behavioral Relevance	Demo Relevance	General, Untargeted

HOW THE YOUTUBE ALGORITHM WORKS

The algorithm affects the six different places your video can surface on YouTube:

- In search results
- In the recommended streams
- On the YouTube homepage
- In trending streams
- In channel subscriptions
- In notifications

"The goals of YouTube's search and discovery system are twofold: help viewers find the videos they want to watch, and maximize long-term viewer engagement and satisfaction. Get a better understanding of how the system works, where your content is surfaced, and what you can do to give your videos the best chance for success."

–YouTube Creator Academy

According to YouTube, the following user behaviors are part of what guides the algorithm's choices:

- What people watch or don't watch (a.k.a. impressions vs plays)
- How much time people spend watching your video (watch time, or retention)
- How quickly a video's popularity snowballs, or doesn't (view velocity, rate of growth)
- How new a video is (new videos may get extra attention in order to give them a chance to snowball)
- How often a channel uploads new video
- How much time people spend on the platform (session time)
- Likes, dislikes, shares (engagement)
- "Not interested" feedback

ARTS & ENTERTAINMENT
DISTRICT WEST PALM BEACH

YOUTUBE IS…

COMPANIES SHOULD…

Focused on viewer retention	→	Audit YouTube channel and develop a YouTube strategy
Prioritizing content by big brands (rather than creators), helping them reach their audiences, and driving business impact	→	Determine which types of videos are of interest to viewers
		Add title and end cards, improve descriptions for SEO optimization
Favoring longer videos (10+ minutes)	→	Storyboard (and create) videos that could be 10+ minutes in length on YouTube and cut down for other channels

TOP POSTS: FACEBOOK

Post		Reactions	Comments	% Users Engaged	Reach ▾
	West Palm Beach Arts & Entertainment District Our very own #sandsational Sandi the Holiday Sand Tree was featured on Matador Network! You can watch #SandiTreeWPB perform her "truly one-of-a-kind" holiday celebration every night from 6-9:30pm through December 31 in @downtownwpb. Visit https://bit.ly/2AYr0Y4 to learn more! #wpbARTS #Ilovewpb (Post) December 11, 2018 4:40 pm	502	66	6%	16,782
	West Palm Beach Arts & Entertainment District Once upon a time, people journeyed to the A&E District to discover what inspired them. And they lived happily ever after. ✨ #wpbARTS #Ilovewpb #TellAFairyTaleDay (Post) February 26, 2019 1:00 pm	19	0	0.6%	12,385
	West Palm Beach Arts & Entertainment District Are you an artist and want to be a part of a community project? Apply TODAY to create the mural which will be placed on the Taylor Moxey Library - the 3rd library of its kind is coming to West Palm Beach. Show us what you got: http://bit.ly/MoxeyWPB (Post) November 8, 2018 6:21 pm	295	17	6.4%	6,446
	West Palm Beach Arts & Entertainment District **Calling All Artists** Create a mural for the new Taylor Moxey Library coming to The City of West Palm Beach. Deadline to apply is Wednesday, November 21. This project connects the community to the arts through education with a range of reading materials for all ages to enjoy More Info: http://bit.ly/MoxeyWPB (Post) November 15, 2018 3:43 pm	83	9	3.2%	5,365
	West Palm Beach Arts & Entertainment District Spend a relaxing evening on the Waterfront while enjoying the soothing sounds of the Palm Beach Symphony at the 4th annual Harmony: An Exhibition of the Arts, a #FREE open-air family friendly concert at Meyer Amphitheater. Will you join us? #wpbARTS #HarmonyWPB (Post) March 1, 2019 1:06 am	2	0	0.8%	4,816

ARTS & ENTERTAINMENT
DISTRICT WEST PALM BEACH

TOP POSTS: INSTAGRAM

By Lifetime Engagements

wpbaedistrict
Sun 3/24/2019 7:18 am PDT

Are you discovering what inspires you in the A&E District? Use #wpbARTS for a chance to be featured on our social

Total Engagements	763
Likes	717
Comments	16
Saves	30

wpbaedistrict
Sat 8/11/2018 5:10 pm PDT

Good Evening! Where in the A&E District do you discover what inspires you? 📷: Tanvina (@tanvina_r_all) 📍

Total Engagements	518
Likes	486
Comments	8
Saves	24

wpbaedistrict
Sun 12/23/2018 11:45 am PST

Make it a #SundayFunday with @sanditreewpb! Watch #SandiTreeWPB perform her "truly or

Total Engagements	484
Likes	411
Comments	67
Saves	6

10

TOP POSTS: TWITTER

Tweet	Potential Reach	Responses	Clicks	Retweets
WPBAEDistrict More than 60 works featuring the inventive & whimsical words of Forbes are insightfully illustrated with Searle's joyful watercolor illustrations in this exciting exhibition at The Society of @FourArts: https://t.co/X5jktlaEG5 #wpbARTS #NAHM #ShowYourArt #ArtOnThePage https://t.co/H1SZuH9xl1 (Tweet) by Shannon S. October 30, 2018 12:00 pm	174,449	5	4	5
WPBAEDistrict Our very own #sandsational @sanditreewpb was featured on @MatadorNetwork! Watch #SandiTreeWPB perform her "truly one-of-a-kind" holiday celebration every night from 6-9:30pm through December 31 in @downtownwpb. Visit https://t.co/oy2vyuMpcU to learn more! #wpbARTS #ilovewpb https://t.co/uZ2MUxIcTK (Tweet) by Shannon S. December 11, 2018 2:30 pm	101,286	11	56	11
WPBAEDistrict 'Tis the season for... #TheNutcracker! A holiday treat for the whole family, @balletpalmbeach's production will delight the young and the young-at-heart from 11/30-12/1. To learn more & to purchase tickets, visit https://t.co/JlyjEOlDln. #wpbARTS https://t.co/1UfVfhfPNU (Tweet) by Shannon S. November 28, 2018 2:30 pm	96,309	3	3	3
WPBAEDistrict In 2016, 34,000 people enjoyed making #music with the #MusicalSwings in @downtownwpb. Were you among them? #wpbARTS #NAHM #showyourart2018 https://t.co/WgJEVxx6dK (Tweet) by Shannon S. October 15, 2018 12:00 pm	89,410	7	0	7
WPBAEDistrict The 2019 @SunFestFL lineup is here! This 4-day festival will return to @downtownwpb starting May 2nd & will be packed with #music chart-toppers, #art & more. Learn more & purchase 🎟 here ➡ https://t.co/IvVbyDMxQJ 🎤🌞🎨 #wpbARTS #SunFestFL https://t.co/BWJnmR4dso (Tweet) by Shannon S. March 14, 2019 12:00 pm	84,322	4	0	4

WPBAEDistrict
@WPBAEDistrict

Our very own #sandsational @sanditreewpb was featured on @MatadorNetwork!
Watch #SandiTreeWPB perform her "truly one-of-a-kind" holiday celebration every night from 6-9:30pm through December 31 in @downtownwpb.
Visit bit.ly/2AYr0Y4 to learn more! #wpbARTS #ilovewpb

Made entirely of SAND!
0:42 282 views

WPBAEDistrict
@WPBAEDistrict

More than 60 works featuring the inventive & whimsical words of Forbes are insightfully illustrated with Searle's joyful watercolor illustrations in this exciting exhibition at The Society of @FourArts: bit.ly/2yDdZnM
#wpbARTS #NAHM #ShowYourArt #ArtOnThePage

WPBAEDistrict
@WPBAEDistrict

In 2016, 34,000 people enjoyed making #music with the #MusicalSwings in @downtownwpb. Were you among them? #wpbARTS #NAHM #showyourart2018

0:07 419 views

PLATFORM SUMMARIES

FACEBOOK

- Mission Statement: "Give people the power to build community and bring the world closer together."
- Largest social networking site in the world with 1.56B daily active users
- World's third most visited site
- Global penetration: 22.9% (India has the highest number of Facebook users)
- Average organic reach: 6.4% of Page Likes

FACEBOOK MESSENGER

- Mission Statement: "Make Messenger the best place to communicate with all the people and businesses in the world."
- 1.3B users (64% of Facebook monthly users use Messenger)
- Leading messaging app in 25 countries
- Nearly 20m pages use Messenger
- Focus: Conversational commerce and driving sales

INSTAGRAM

- Mission Statement: "To strengthen relationships through shared experiences."
- 1B monthly & 500m daily users
- 88% of users are outside the United States
- 75% of users take action after looking at a brand's post
- Instagram has the highest engagement rate of any social media platform

LINKEDIN

- Mission Statement: "To create economic opportunity for every member of the global workforce."
- 630m members, 260m monthly users, 104m daily users
- 70+% of users live in 200 other countries and territories around the world
- Top platform for B2B lead-generation
- 90% of users open to new opportunities

PLATFORM SUMMARIES

SNAPCHAT
- Mission Statement: "We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate."
- 300m monthly users, 186m daily users
- Core user group of Snapchat are Millennials and Generation Z
- 63% of Snapchat users visit Snapchat daily
- 92% of people that view a Snap from a brand story view the entire video
- Interest in gamifying the platform

TWITTER
- Mission Statement: "Give everyone the power to create and share ideas and information instantly without barriers ."
- 126m daily users, 336m monthly users,
- Twitter estimates 48 million of its active users are actually bots
- 80% of Twitter's users aren't American
- 85% of SMB Twitter users say providing customer service there is important

WHATSAPP
- Mission Statement: "Started as an alternative to SMS. Behind every product decision is our desire to let people communicate anywhere in the world without barriers."
- 1.5billion active users in over 180 countries, 300m daily users
- 3 million companies using WhatsApp Business app
- Has s a presence in 180 out of 193 countries in the world, which is the largest share among all messaging and social networks.
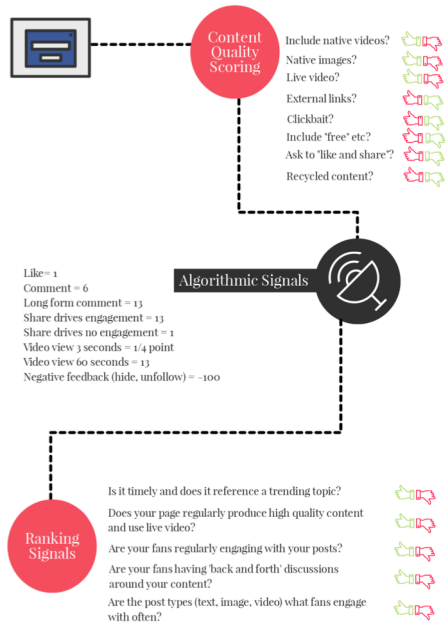
YOUTUBE
- Mission Statement: "To provide fast and easy video access and the ability to share videos frequently."
- 1.9B monthly active users, 30m daily active users
- Services 90+ countries in 76 languages (95% of all internet users)
- Considered the second largest search engine in the world
- Four times as many people prefer watching video on YouTube rather than on social media platforms.

ARTS & ENTERTAINMENT
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Facebook Algorithm

Content Quality Scoring

Include native videos?
Native images?
Live video?
External links?
Clickbait?
Include "free" etc?
Ask to "like and share"?
Recycled content?

Algorithmic Signals

Like = 1
Comment = 6
Long form comment = 13
Share drives engagement = 13
Share drives no engagement = 1
Video view 3 seconds = 1/4 point
Video view 60 seconds = 13
Negative feedback (hide, unfollow) = -100

Ranking Signals

Is it timely and does it reference a trending topic?
Does your page regularly produce high quality content and use live video?
Are your fans regularly engaging with your posts?
Are your fans having 'back and forth' discussions around your content?
Are the post types (text, image, video) what fans engage with often?

For list of sources go to: https://sted.es/algorithms

Instagram Algorithm

Content Quality Scoring

Post frequently?
Established community?
Actively engaging?
Using location?
Using hashtags?

Sent to select followers

Does it get a lot of engagement?
Do people spend a lot of time on it?
Is it being shared in the DMs?

Algorithmic Signals

Further Ranking Signals

Is the post recent?
Is the post's content relevant to the viewer?
Do users look at your profile often?

For list of sources go to: https://sted.es/algorithms

LinkedIn Algorithm

Content Quality Scoring

Image?
Video?
Long form post?
External links?

Like = 1
Comment = 6
Share = 3
Velocity = 5

Select group of connections

Ensure your contacts are related to your field of work or you know them personally. The more your content resonates with them, the more likely they are to engage with it.

High engagement = high quality

Post sent to LinkedIn editors for further analysis

Low engagement = low quality

Post demoted

LinkedIn editor decides:
Post should be sent to more people
Post should go no further

For list of sources go to: https://sted.es/algorithms

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Twitter Algorithm

Content Quality Scoring
- Credible profile?
- Native images or video?
- Using the character limit?
- External links?

Select group of relevant Twitter accounts

Followers online?
Do they regularly engage with your content?
Do you regularly engage with your followers' tweets?

Algorithmic Signals
Like = 1
Reply = 2
Retweet = 3

Further Ranking Signals
- Is the tweet receiving a lot of engagement?
- Are people spending a lot of time reading the tweet and replies?
- Is the attachment the type users tend to engage with?
- Is the tweet author's engagement higher than usual?

For list of sources go to: https://sted.es/algorithms

YouTube Algorithm

Content Quality Scoring
- Thumbnails optimized?
- Titles/tags optimized?
- Around 15m in length?

Over the course of 1hr, YouTube analyzes algorithmic signals:
- Total Watch Time (TWT) + 3pt
- Audience Retention (AT) + 1pt
- Number of watchers + 1pt

Select group of subscribers

Further Ranking Signals

Do you have over 200k subscribers? YES | NO

Do you post 2 to 3 times per week?
Does your channel have a high TWT?

For list of sources go to: https://sted.es/algorithms