

[WHITE PAPER]

# THE NEW SOCIAL MEDIA:

THE **HOTTEST** EMERGING CHANNELS -  
**AND WHAT'S IN IT FOR PRS**



To stay relevant in today's increasingly digitalised world, PRs have to be on top of the latest social media and technological changes.

While the traditional approach can still be valuable, younger audiences in particular lie beyond the reach of mainstream media - indeed, they may be redefining the very idea of mainstream media. In an age when short videos and pictures tell a million stories every day on Instagram, Facebook and Twitter, exploring new ways to generate media coverage - in particularly shareable media coverage - is the duty of every PR.



There are challenges, of course. Connecting with your audience in 140 characters or less can be stressful. There's so much pressure to have a visible presence on social media that meaningful content can get lost. And although many benefits come with being able to connect directly with your audiences through real-time channels, making sure that you don't dilute your brand's voice for the sake of a dozen "likes" is crucial.

PRs must therefore be not just creative risk takers, but also experts in new channels and emerging technology. In this white paper, we look at the potential of the newest social channels and how they're being used by cutting-edge PRs - so that you'll have the admiration of your peers, the respect of your colleagues, and the edge on your competitors.

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# SnapChat

## What is it?

Snapchat is a photo messaging application in which users can take photos, record videos, text, draw and send the results to a selected list of recipients. These sent photographs and videos are known as “Snaps” and users can set a time limit for how long recipients can view their Snaps.

## How does it work?

With other social media channels you have to update, tweet or post at strategic times to have the most impact on your audience. SnapChat, gives your content the platform to be seen at the convenience of the viewer.

SnapChat allows its users to send photos and videos but unlike other platforms the user can decide how many seconds the content stays active before vanishing.





Adidas global social media director Dan Bulteel stated that SnapChat acts as a raw and real platform where the brand can offer a look behind the curtains at life in the Adidas family.

## Who is the audience?

According to recent SnapChat statistics 71% of its users are under 34 years old - and roughly 70% are female. And Ireland is the top country for SnapChat usage based on percentage of usage by adults in each market. So, if you are looking to target young women living in Ireland, SnapChat is the channel for you!

## Who's using it?

Since its launch in 2011 SnapChat has been heavily endorsed by celebrities like Miley Cyrus, Lady Gaga and Kylie Jenner setting up their own accounts. Most recently the White House announced that Obama too had joined the platform.

And news titles such as BuzzFeed, Vice, Daily Mail and CNN are also getting in on the action. Online news outlet Fusion, which explores issues such as Islamophobia, transgender rights and diversity in Hollywood with a focus on platforms native to its audience, employs illustrators and three writers to develop original stories specifically for SnapChat.

Adidas global social media director Dan Bulteel stated that SnapChat acts as a raw and real platform where the brand can offer a look behind the curtains at life in the Adidas family. Users can see what it's like to be an insider in football, hanging out with the world's best players or clubs.

## What's in it for PR?

When publishing on your own channel as a PR, you are in full control of the narrative and content, and you can talk directly to the audience who have subscribed to your channel. As a result of SnapChat platforms like Discover where users can read bite-sized news from media outlets like BuzzFeed, it is also a great resource to find out what hot topics young people are talking about.

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# Periscope

## What is it?

Owned by Twitter, Periscope is the new live-streaming video application. Since its launch in March of last year, Periscope has become a favourite with PRs. Barely a year old, it is currently the fastest growing social media platform with 40 million accounts registered within the first four months of the launch.

## How does it work?

While SnapChat is about providing a curated experience of an event, Periscope enables you to live-stream direct from your phone. This enables PRs to create a direct, real-time channel of communication with their audiences, theoretically improving brand loyalty and boosting exposure.



## Who is the audience?

Much like SnapChat, Periscope has a predominantly young audience with a big share in the all-important 16-24 age group. However unlike SnapChat, which has a predominantly female audience, just 29 percent of Periscope audience are women.

## What's in it for PR?

Periscope can be used to offer exclusive content, or give people a first look at forthcoming releases. It can also be a great perfect platform for responding to PR disasters, allowing immediate response to breaking news or a PR crisis without the filter of traditional media. If an issue needs to be clarified, an apology made, or customer service issues addressed, live video can be an efficient, engaging channel.

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For brands like Doritos, Periscope is an easy channel to showcase their products using the app in real-time, and get instant feedback on their products.



## Who's using it?

Cat food brand Purina One used Periscope for 16 hours over two days last summer to reach a global audience of cat-loving consumers with an expert Q&A, in which, using the hashtag #OneCatCamp, the audience asked Purina veterinarian Deborah Greco and behaviorist Sandra Lyn about the average amount of protein a cat needs and why cats should be served food in flat dishes.

Although the Periscope channel notched up 10,000 views, the campaign was part of a wider PR push involving traditional and other social media. Even when cats are involved, it seems, Periscope alone is not enough.

Other recent campaigns that have created a buzz using streaming video include the #DoritosRoulette contest, in which the snack brand teamed with Periscope to launch its product of the same name last year. For brands like Doritos, Periscope is an easy channel to showcase their products using the app in real-time, and get instant feedback on their products.

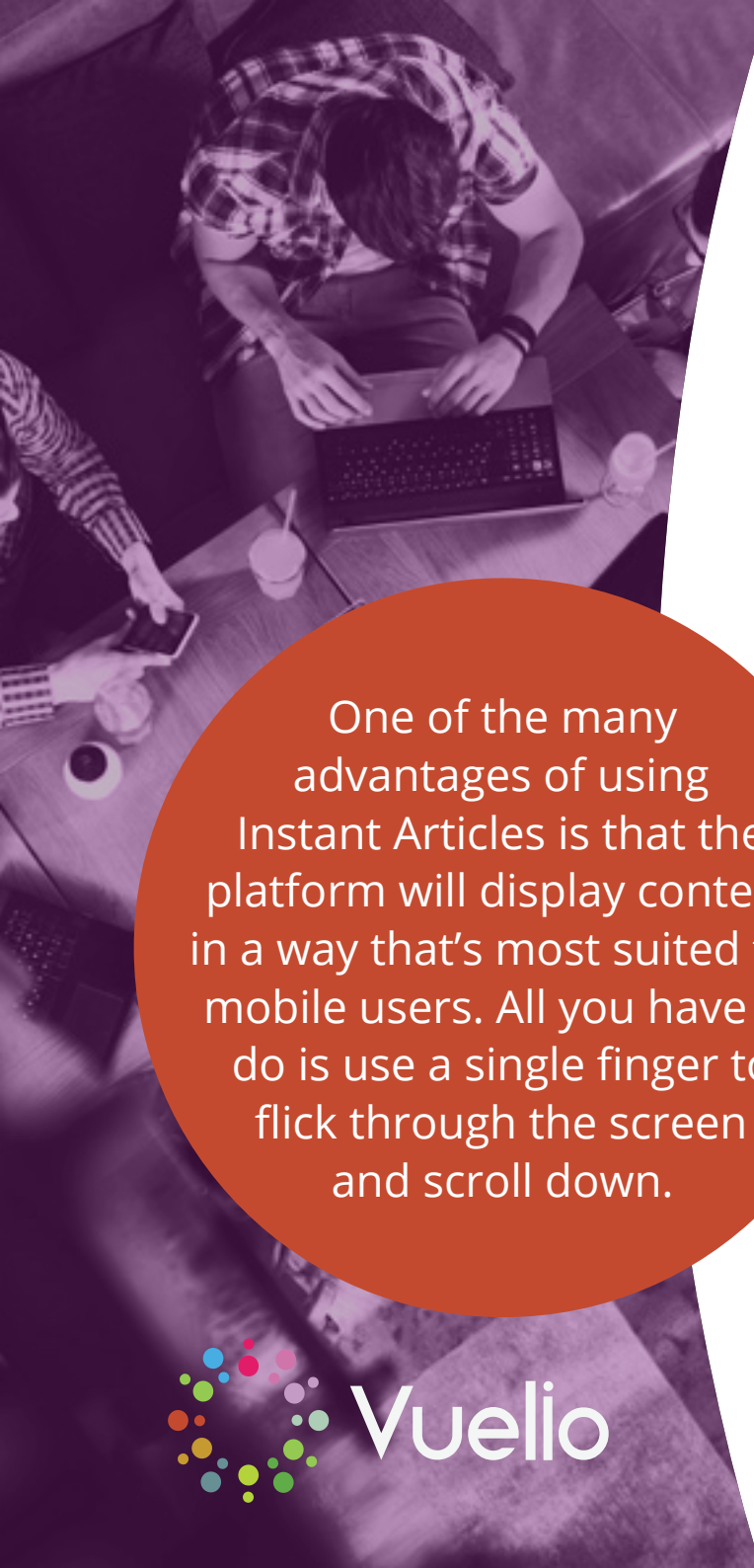
# Facebook Instant Articles

## What is it?

Facebook's new Instant Articles is a tool that allows selected publishers to put out their articles via Facebook in a form optimised for mobile. Instant Articles gives publishers the resources they need to nurture successful publishing businesses - at least, that's what Facebook says.

Meeting the need for speed and efficiency, certainly Instant Article makes it easier and faster for people to access news articles. Media titles such as National Geographic, BuzzFeed, the Guardian and the BBC are all now creating interactive content that is simpler and faster to read on Facebook via a mobile device.





One of the many advantages of using Instant Articles is that the platform will display content in a way that's most suited for mobile users. All you have to do is use a single finger to flick through the screen and scroll down.

## How does it work?

According to Facebook news articles load immediately on a phone. The news that the reader is viewing will immediately fill the screen, with a number of extras such as photos you can 'like' individually, embedded videos that autoplay, pop-out charts and maps.

## Who is the audience?

With something like one-and-a-half billion people using Facebook, and 75% percent of smartphone users accessing mobile internet services on the move, there is undoubtedly a huge audience for Instant Articles.

## Who's using it?

Right now, big publishers. One of the many advantages of using Instant Articles is that the platform will display content in a way that's most suited for mobile users. All you have to do is use a single finger to flick through the screen and scroll down. For publishers, it's a chance to quickly deliver articles to their followers and maximize publicity - although in return, Facebook will pocket more advertising revenue.

## What's in it for PRs?

At the moment, the Instant Articles platform is very much targeted at the established publishing world. Should it prove successful - and with the likes of the Guardian and the BBC already working with Facebook, why wouldn't it? - Facebook may well open up the platform to content marketers.

But even now it represents an opportunity. Understanding where people go to get their online news fix is pretty important for PRs - and for millions, of course, the answer is Facebook. With the social media giant making it even easier for people to access news articles, and traditional publishers having little choice but to play along, the likely upshot is more traditional media content on more Facebookers' phones.

While this may or may not be good news for the publishers, it's certainly good news for traditional PR, as working with journalists in time-honoured fashion can now create content with the potential to go much, much further.

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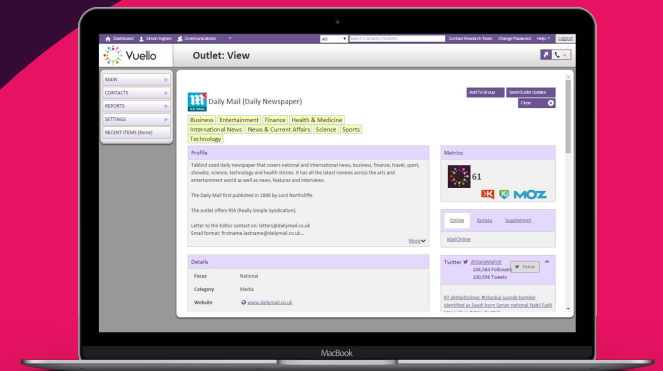
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