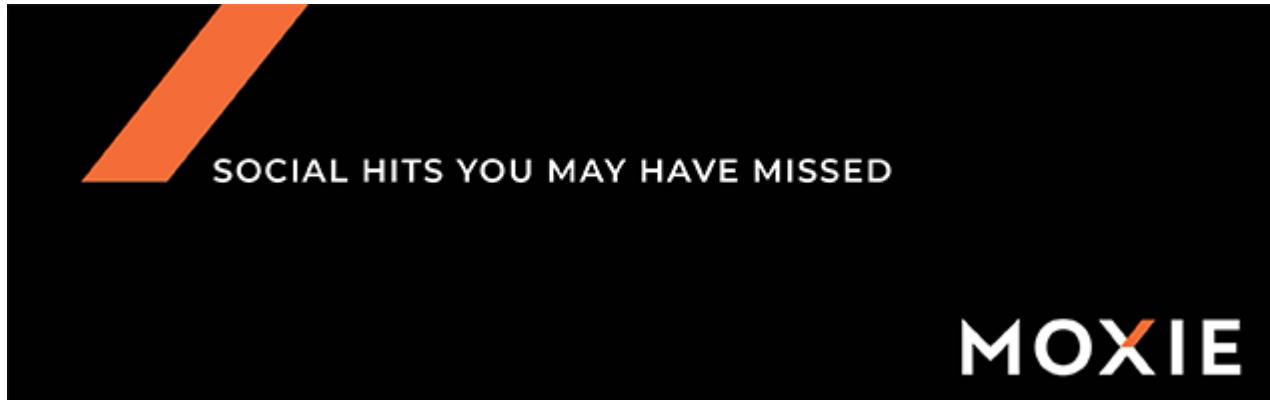


Subject: Social Hits Laura May Have Missed | 8.29.18

Date: Wednesday, August 29, 2018 at 5:02:32 PM Eastern Daylight Time

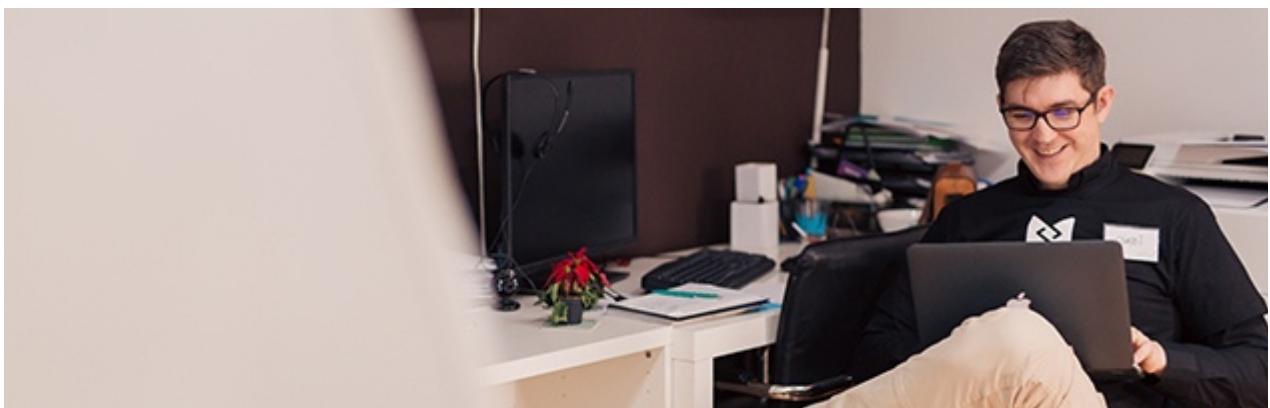
From: Moxie

To: Laura Branch



THINK

Stats and facts to get you thinking



Their Prerogative: Users Willing to Change Minds Based on Social Media Posts

Social media users are [willing to change their minds](#) because of posts they've seen in their feeds. On average across all age, demographic and political groups, 14% of U.S. adults said they had changed their opinion in the last year due to a post they saw on social media.

This news might come as a surprise, given the stories about users being stuck in social media bubbles that reflect their current beliefs. Unsurprisingly, the data showed that young people were more willing to change their minds than older generations; among the youngest group (ages 18 to 29), 23% said they had changed, whereas just 6% of the 65 and older set said they had changed.

In the time of #MeToo and similar movements, it is also notable that young men (ages 18 to 29) were the group who reported having changed their views most, at 29%.



Today's Teens Self-Monitor Screen Time

Modern parents – and teens – are concerned about the amount of time they spend on their cell phones and on social media. In a [recent survey](#), 54% of teens surveyed said they think they spend too much time on their cell phones. Interestingly, only 36% of parents reported being concerned about teens' screen time.

The data also showed that teens seem to feel personally comfortable around how much time they spend in front of screens, but societal pressure makes them feel more obligated to cut back. The survey responses highlight an interesting paradox; while there are links between social anxiety and depression associated with posting on social platforms, today's teens are also interacting on their devices and building social bonds that would have been impossible in the past.

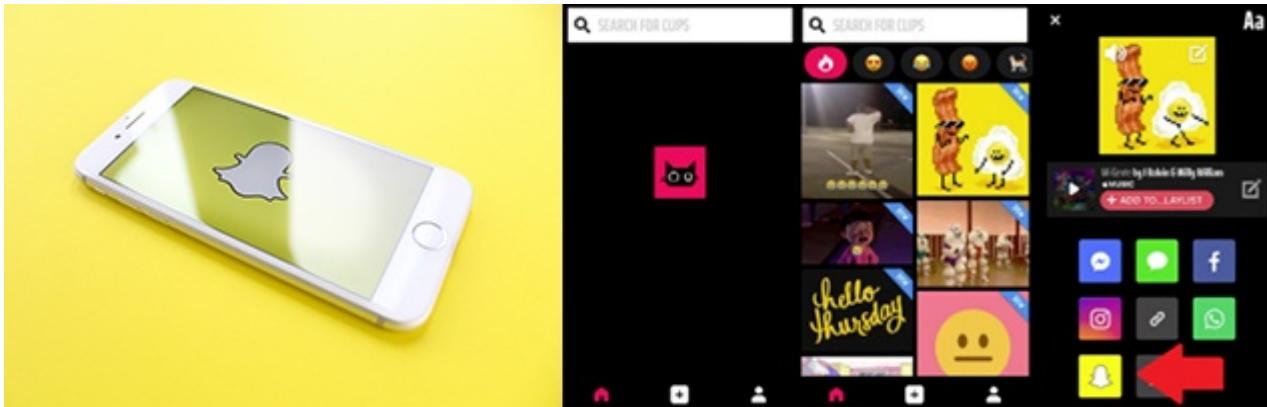


GIPHY Launches Curated Stories

[Giphy](#) is getting into the Stories game. The popular GIF search engine and database recently created its own [version of Stories](#), which are curated on its mobile and desktop sites. Giphy is taking more of a editorial role with its twist on Stories, which are published daily and typically center around a common theme, like the season finale of "[The Bachelorette](#)" or [cat puns](#).

Users can browse current stories on Giphy's mobile or desktop site, which makes the feature more akin to Twitter Moments or the Discover feature on Snapchat than the traditional Story formats on Snapchat or Instagram. Giphy plans to roll out the feature to partners later this year, so stay tuned for future

updates as we learn more about how brands can leverage the immensely popular and engaging Story format through Giphy.



Snapchat GIFs Get Musical

Snapchat just added a [fun new feature](#) to its GIF capabilities. Snap Inc. recently formed a partnership with TuneMoji, which will enable users to send musical GIFS. The GIFS will play a snippet of a chosen song along with the moving image.

The TuneMoji musical GIFs and similar integrations are now possible thanks to Snap [opening up to third-party developers](#) within its Snap Kit platform. The process of using a musical GIF isn't perfect yet – users must have both TuneMoji and Snapchat installed – but it will no doubt be a popular addition to the platform. TuneMoji, founded in 2014, now has 20 million users, most of whom have come this year.

Stay tuned for future "Social Hits" updates on the new capabilities Snapchat continues to add as it seeks to keep users entertained and active on the platform.



Facebook Adds Pinned Comment Feature in Groups

Facebook group moderators can [now pin comments](#) to keep conversations on topic. As we discussed in last week's "Social Hits," there is a [broader trend](#) in social media toward more enclosed, private sharing. As a result, Facebook groups are an excellent resource for brands as they seek to reach highly engaged, relevant audiences.

This new pinned comment feature is one of many that Facebook has recently rolled out around its groups feature. The move appears to be part of an effort to reach the billion-plus Facebook users who are currently active in groups.

By pinning relevant comments to the top of a group, page admins will be able to steer the conversation toward what they want to focus on. Pinning comments that are already engaging will give them more visibility and likely lead to even more engagements – a win for brands trying to spark conversation with fans and consumers.



Thrillist Debuts Always-On Snapchat Discover Channel

Can't get away on vacation this month? You'll now be able to live vicariously through Thrillist's new, always-on travel [channel on Snapchat](#). The lifestyle website recently launched its first Snapchat Discover channel, which will publish from Wednesday through Sunday each week with platform-specific travel content. The channel will include travel-related games, tips and advice on travel deals and destinations.

The channel taps into insights around Gen Z and millennials who are tech-savvy and willing to spend on travel – and willing to share those experiences on social media. In a [recent poll](#), 90% of Gen Z said they were influenced by social media in the initial travel-planning stages. Travel brands could find an advertising opportunity on the channel as they seek to reach millennial and Gen Z social media users who are finding travel inspiration on Snapchat.



Lucky Numbers, a Fortune, and...an Ad?

On August 19, Buzzfeed's Ben Kaufman [tweeted](#) a photo of his fortune cookie from an NYC restaurant which included a Capital One advertisement printed on the slip of paper inside. Social media users had a field day in reaction, including suggesting that Cookie Monster was the Capital One ad buyer behind

the idea.

All jokes aside, Capital One is [not the only brand](#) interested in using fortune cookies to reach consumers. A startup called OpenFortune has spent the past eight years exclusively devoted to helping brands get their messages printed onto the tiny paper slips inside fortune cookies.

Judging from the sentiment on Ben Kaufman's tweet, people seem to find the idea of an ad inside a fortune cookie unwelcome, but the idea has certainly created buzz. It remains to be seen if brands can find a way to play on the format of the fortune cookie slip – perhaps utilizing the lucky numbers for contest entries or to gain access to exclusive content – or if users want ads nowhere near their fortunes, and that's just the way the cookie crumbles.



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