

Subject: Social Hits Laura May Have Missed | 9.12.18

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From: Moxie

To: Laura Branch



THINK
Stats and facts to get you thinking



It's all About Trust: Data-Backed Ways to Build Trust on Social

According to a [recent report on brand trust](#), social media is the key channel where consumers fall in and out of love with brands. When asked about where they discover new brands, those surveyed ranked social media above traditional media, search, owned and online media.

Consumers also highly value direct communication with brands. Thirty-nine percent of those surveyed said they were unlikely to become emotionally attached to a brand unless they were interacting and communicating with it via social media. In the same vein, 59% of those surveyed said they believe a brand is telling them the truth when the brand is in direct communication with them, whether it is over email, social media or instant messaging.

Consumers also have high expectations when it comes to the quality of communication from brands. When ranking attributes that are most important in deciding whether or not to trust content they see on social media, respondents placed the highest value on the quality of the writing or visuals.



Hispanic Consumers Over-Index on Social Media Time and Online Purchases

[Recent research](#) shows that 52% of Hispanics spend at least one hour per day on social media, as compared to 32% of non-Hispanic whites. In addition, the Hispanic consumers surveyed share social media content five times more than non-Hispanic white consumers.

In addition to using social media more often and being more likely to share, Hispanic consumers also favor the internet as their go-to tool for making purchasing decisions. Eighty-two percent of Hispanics say that the internet is one of the best ways to gather product and service information, and 78% say the internet is a great way to make purchases. Hispanics are also more likely to read online reviews before buying a product, and 38% like reviewing and rating products online.

Marketers hoping to reach Hispanic consumers should take note of this recent research when deciding how and where to reach their target audience on social media and other digital platforms.

MAKE

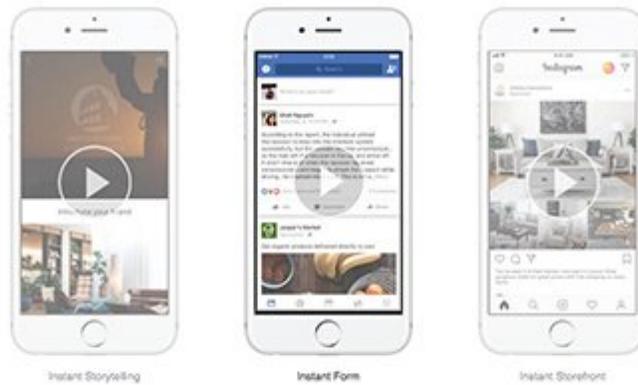
Platform updates that drive ingenuity



Twitter Unveils Audio-Only Live Streams

If you've ever wanted to post your voice on social media without the potentially awkward video of your face, Twitter has a [new feature](#) for you. This week, [it announced](#) the roll-out of audio-only live streams, first on iOS, with Android to follow shortly. According to the platform, audio-only streaming has been a highly requested feature. In fact, some users have been creating makeshift audio-only live streams already by simply covering the camera.

While video is still the most popular format for digital content, audio-only is increasingly popular, especially considering the [rise of podcasts](#) in recent years. The audio-only option opens a new door of opportunity for brands that are looking for unique ways to engage with consumers. In the case of audio the barrier to entry is low, and the nature of Twitter and Periscope allows for easy engagement and feedback from consumers.

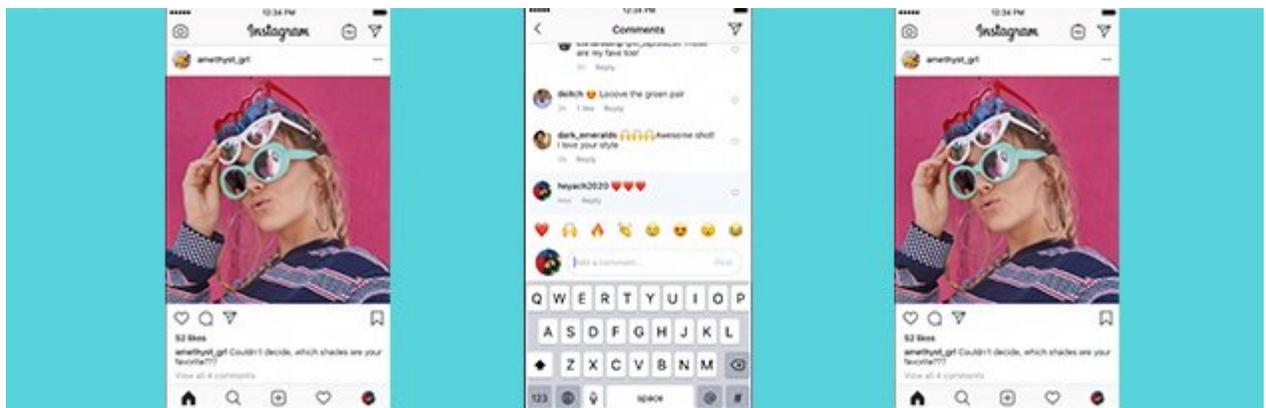


Facebook Renames and Revamps Canvas Ads

Facebook announced an update to [its Canvas ad format](#), starting with a new name – “Instant Experience.” According to the platform, the new name is a more accurate reflection of the opportunity the format affords to advertisers.

In addition to a new moniker, the ad format also has some back-end updates in store as well as creative templates. These updates might make Canvas, or “Instant Experience,” ads more accessible and functional for brands to implement. The back-end updates have reportedly improved load speed for the units, which are now loading “15X faster than standard mobile websites.”

The templates, which include some new additions, are intended to allow businesses with a variety of objectives to easily leverage the format. “Instant form,” for example, allows Facebook users to share their contact information within the ad. “Instant storefront” is exactly what it sounds like – a grid-like format for selling products. In addition, the platform announced that it’s now possible to integrate Facebook pixel or third-party pixels into the Instant Experience format to glean more insight and data about users’ progression from interacting with the ad to completing a purchase.



At Your Fingertips: Instagram Adds Emoji Shortcuts to Keyboard

Instagram commenting just got even faster. The platform added a [new feature](#) to its most recent update allowing users to see the most frequently used emoji on their keyboard when they comment on a post.

Instagram has been reportedly testing the emoji shortcuts since May but made them available to all users [this week](#) via the latest app update.

The platform appears to be capitalizing on the insight that many Instagram comments are solely made up of emoji, so the new update will make commenting with your favorite emoji even faster and easier. When you go to comment on a post, you'll see a bar pop up above your keyboard with your most frequently used emoji.

The implications for brands are unclear because the shortcut bar will not appear anywhere else where users utilize the keyboard in the app... yet. We'll update future Social Hits with any inspiration for brands or hacks for playing with the functionality of the new feature.

MOVE

Innovations that move brands forward



Adidas Prereleases Sneaker on Snapchat Show – and Sells Out

Adidas recently became the first [brand to launch a product on a Snapchat show](#) that was integrated with mobile commerce support. The athletic [apparel brand prereleased](#) – and promptly sold out of – its new Falcon W sneaker on the Snapchat show “Fashion 5 Ways.”

Users viewing the show could swipe up to buy a pre-release of the Falcon W sneaker, which a fulfillment company would deliver to them by Sept. 6. According to Snapchat, millions of users viewed that particular episode of “Fashion 5 Ways,” and 70% of the audience were women ages 13 to 24 – the demographic Adidas was trying to reach with the sneaker release.

The sold-out launch, in addition to a similar Nike and Snapchat AR activation, shows Snapchat’s power in the social commerce space. As the platform aims to retain and entertain its 188 million users, brands looking to reach a younger audience should also note the success of partnerships like this.



No Movie Glasses Required: How Big Brands Are Using Facebook 3D

If you want to create interactive content, Facebook 3D is an exciting place to explore. The feature allows Facebook users to interact with and explore 3D images, objects and videos directly in their News Feeds.

In order to better understand the opportunity for brands, we'll dig into [how three big brands](#) have used the feature. [Wayfair](#), the online homeware retailer, used Facebook 3D to allow users to look at a product from all angles and even visualize how it might look in their homes.

[Jurassic World](#) created a spin on user-generated content by letting fans use a 3D image of Blue, a raptor from the films, and add it to their own photos and videos. Users posted their own content featuring Blue [perched in their bathrooms](#), [playing with their kids](#) or even roaring.

[Coach](#), the luxury design house, took fans behind the scenes from the beginning to end of creating a fashion show. Users could self-guide the camera as they watched people building the runway, models lining up backstage or front-row guests grabbing their seats.



GUESS #InMyDenim Campaign Launches on TikTok

The fashion brand GUESS recently launched the [first-promoted hashtag challenge in the U.S. on TikTok](#) with its #InMyDenim campaign. During the promotion, users who opened the app were directed to the #InMyDenim challenge, which encouraged them to post videos using the hashtag.

The fashion brand chose TikTok, the short-form mobile video platform that merged with and replaced Musical.ly, in an apparent effort to reach young adults and teens who share images of their personal style on social media. GUESS' partnership with TikTok may be one of many that we begin to see as TikTok gains momentum as a competitor to other platforms favored by teens, like Snapchat and

Instagram. In fact, TikTok was the most-downloaded iOS app in Q1 of this year.

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