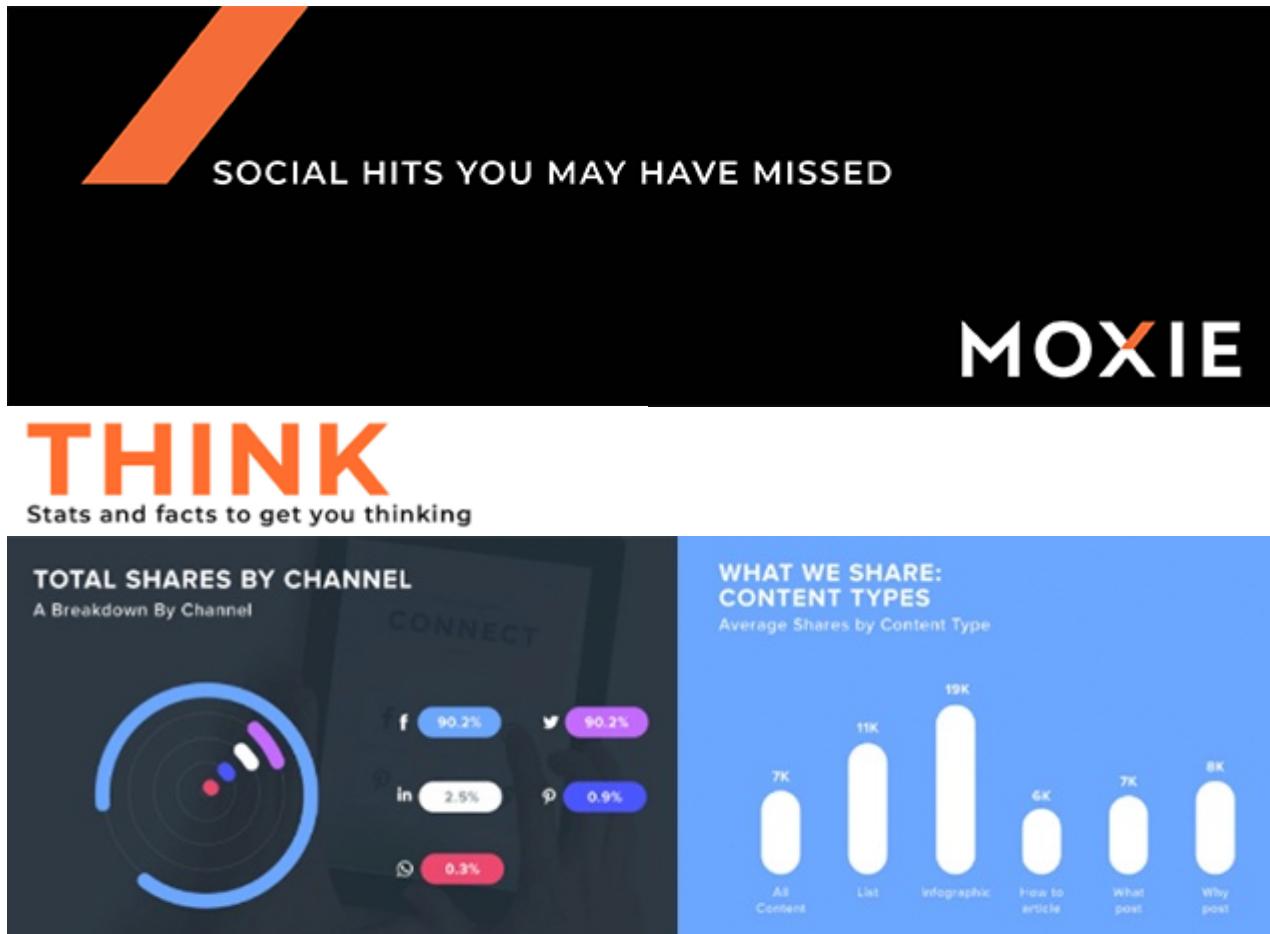


Subject: Social Hits Laura May Have Missed | 8.22.18

Date: Wednesday, August 22, 2018 at 2:06:20 PM Eastern Daylight Time

From: Moxie

To: Laura Branch



The Psychology Behind Social Sharing

Marketers know that social engagement is key, but it isn't always easy to achieve. A [recent infographic](#) breaks down the science – and psychology – behind why users share social content.

The 18–29 age group is driving shares, with 91% of shares on YouTube and 81% of shares on Facebook coming from this group. Unsurprisingly, Facebook and Twitter are the most shareable platforms. Content type also matters; users share infographics most, followed by lists.

Users are also driven by emotions and their perceived identities when sharing. The most popularly shared emotion is Awe, followed by Laughter and Amusement. In terms of identity, 62% of users said they avoid sharing that makes them look bad, and 32% share to maintain an image of themselves. In order to create social content that resonates, brands should consider who shares, on what platforms and why.



User Interests and Marketers Align on How-to Content

According to a [recent survey](#), there is one important area where social media users and marketers have the same priorities: how-to content. Of the internet users surveyed, 59% said they want to see social posts that teach something, and 61% of marketers said they prioritize the same type of content.

That alignment is significant, considering the ways social media users and marketers might differ in their priorities. For example, the users surveyed said they also want to see discounts or sales, whereas only 18% of marketers said they prioritize discount content. When planning social content, marketers should take note of similar survey data, which serves as a reminder that content should be helpful and useful, above all else.

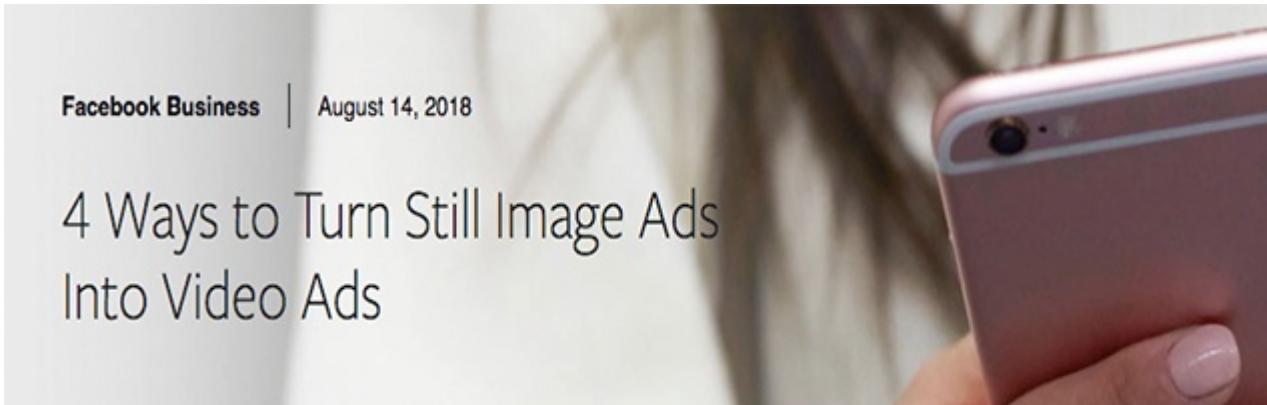


Privacy Please: Instagram Adds Polls to Direct Messages

In [another move](#) aimed at augmenting features for its direct messaging services, [Instagram announced](#) that users can now send polls privately in Direct. [Recent reports](#) have noted a trend in social media toward private networks, as opposed to public sharing. The latest addition to Direct by Instagram appears to be in line with this movement, as the platform continues to offer more services for those looking to engage with one another privately.

While the addition of polls to Direct doesn't directly impact brands, its implications are worth considering, as social media moves toward more private sharing. For instance, brands could create Instagram groups of top followers or brand advocates and use Direct to share exclusive content with

them.



Facebook Offers 'Create to Convert' Tool

In a [recent blog post](#), Facebook detailed how advertisers can use its Create to Convert tool to add motion to still images. While most marketers know that video is one of the most engaging formats, many brands are priced out of creating their own video content.

Create to Convert is a production tool that Facebook hopes will make it easier for advertisers to add motion to their still ads and to create more effective direct-response ads. Facebook has found success with the tool; 69% of brands that used Create to Convert saw a positive outcome with ads created using the tool.

Not only does the tool add light motion, but it aims to make it easier to add a CTA to an ad, making the next step to conversion easier for users and advertisers alike.



Leveraging Facebook Groups to Reach Your Audience

It has been hard to miss reports in recent months and years about the tightening of Facebook's organic News Feed algorithm. As a result, brands are having an increasingly difficult time breaking through and reaching fans, especially if they don't have big budgets for paid ads on the platform.

While Facebook Groups are nothing new, there are [ways to leverage them](#) that many brands are not taking advantage of. Marketers can "cheat" the algorithm by using Facebook Groups to collaborate with and receive feedback from their target audience. Brands could create a new group for a niche audience or to drive excitement for a product launch or join an existing group to talk to an existing audience.

Brands should avoid blatant advertising in Groups and, instead, focus on discussions, answering

questions or providing behind-the-scenes content fans can't find elsewhere. Updates in Facebook Groups don't get buried in the News Feed – they pop up in users' notifications, as long as they have them turned on. Brands will have to provide value if they choose to participate in Groups, but for a free tool, the possibilities for engagement might outweigh the low risk involved.



Social Buzz + “Crazy Rich Asians” Success

[Social media buzz and a blockbuster hit](#) are a match made in Hollywood heaven with the successful opening week of “Crazy Rich Asians.” The film earned \$5 million on its opening day (August 15), and the hashtag #CrazyRichAsians also topped the charts as the most popular movie-related hashtag on social media last week, with 73,100 mentions.

In addition to the standard social media buzz, the film also earned the support of a group of wealthy Asian-American businesspeople in Silicon Valley who aimed to create a cultural phenomenon by supporting the film. They started the #GoldenOpen hashtag and rented out dozens of movie theaters for screenings of the movie and to boost excitement around its opening week.

Social media support doesn't guarantee a film's success, but it can be a part of the perfect storm when combined with good reviews and a social movement for greater diversity on the silver screen.



Adidas, Twitter Gear Up for “Friday Night Stripes”

Adidas recently [announced](#) a partnership with Twitter to livestream high school football games in a series called “Friday Night Stripes.” The brand created a specific Twitter account, @adidasFballUS, in

order to cover the games. The livestreams will include game-calling by traditional ESPN and SEC Network announcers, in addition to sideline reporting by YouTube personality Cameron "Scooter" Magruder and appearances by special guests from the sports and entertainment world.

The announcement appears to signal an effort by Adidas to reach a younger audience – one who streams sports on mobile apps. Especially as viewership of the NFL declines among the 18–34 age group (down 17% in 2017 from the previous year), brands and partners are seeking new ways to reach those sports fans where they are – on social and mobile.



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