


Social Media





Τα social media είναι ευρέως διαθέσιμα, εύκολα προσβάσιμα και κυρίως δωρεάν διαδικτυακά εργαλεία, websites και πλατφόρμες, που επιτρέπουν στους ανθρώπους να δημιουργούν το δικό τους περιεχόμενο και να μοιράζονται αυτό το περιεχόμενο, προκειμένου να αλληλεπιδράσουν, να συζητήσουν, να συνεργαστούν, να ανταλλάξουν απόψεις και εμπειρίες με άλλους ανθρώπους της επιλογής τους.

A young girl with red hair, wearing a green and white striped shirt, is looking intently at a goldfish in a glass bowl. The bowl is filled with water and has a black substrate at the bottom. The background is a blurred kitchen setting with white cabinets and various items on a shelf.

**ΓΙΑΤΙ
SOCIAL
MEDIA;**

Τα social media είναι άμεσα σχετιζόμενα με τις ανάγκες και τα ένστικτά μας



Διασκέδαση, Επιμόρφωση, Ξεκούραση, Έμπνευση, Αίσθημα του ανήκειν, Απόδραση, Σύνδεση, Έλεγχος, Έκφραση



ΣΤΑ **social media** μας ενδιαφέρει ΤΟ **Πόσοι** και **Ποιοι** θα μας δουν

αλλά και το **πόσοι** και **πώς** θα αλληλεπιδράσουν με
το περιεχόμενό μας



A large, curling ocean wave crashing over a rocky shore. The wave is dark blue and white with a lot of white foam. The sky is a pale, hazy blue. The overall scene is dramatic and powerful.


Δημιουργοί

Κριτικοί

Συλλέκτες

Συμμετέχοντες

Ανενεργοί

A photograph showing a smartphone on a wooden table. In the background, there is a bowl of walnuts and some cookies. The text is overlaid on the left side of the image.

80% ελέγχει τον λογαριασμό του μέσα σε 15' από τη στιγμή που θα ξυπνήσει. Από αυτούς, το 62% δεν περιμένει καν 15'.

Μέσα στην ημέρα, ο μέσος χρήστης θα ελέγξει τον λογαριασμό του 14 φορές και συνολικά 30'.

ΑΠΟ ΠΟΥ ΕΝΗΜΕΡΩΝΟΝΤΑΙ ΟΙ ΕΛΛΗΝΕΣ;

CHANGING MEDIA

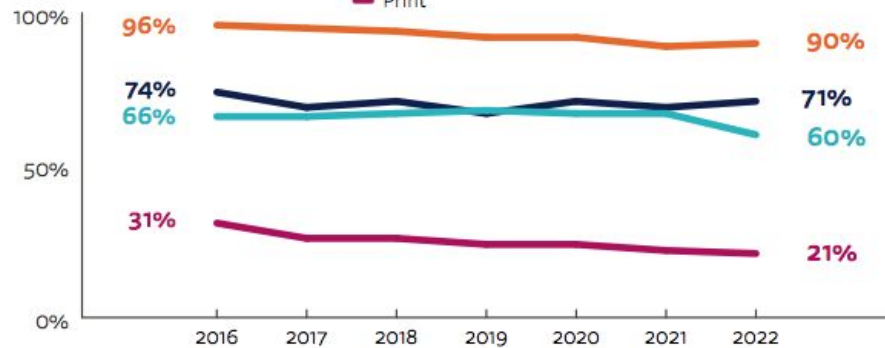
Smartphone use for news has overtaken that of computers in recent years. Use of TV as a news source fell by 7pp during the past year (pre-Ukraine war) partly due to COVID-19 news fatigue. Social media use is still strong.

11%
pay for
ONLINE NEWS

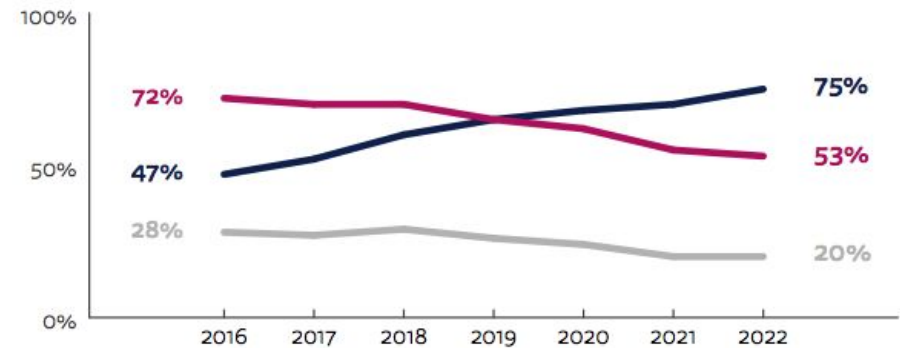


SOURCES OF NEWS 2016-22

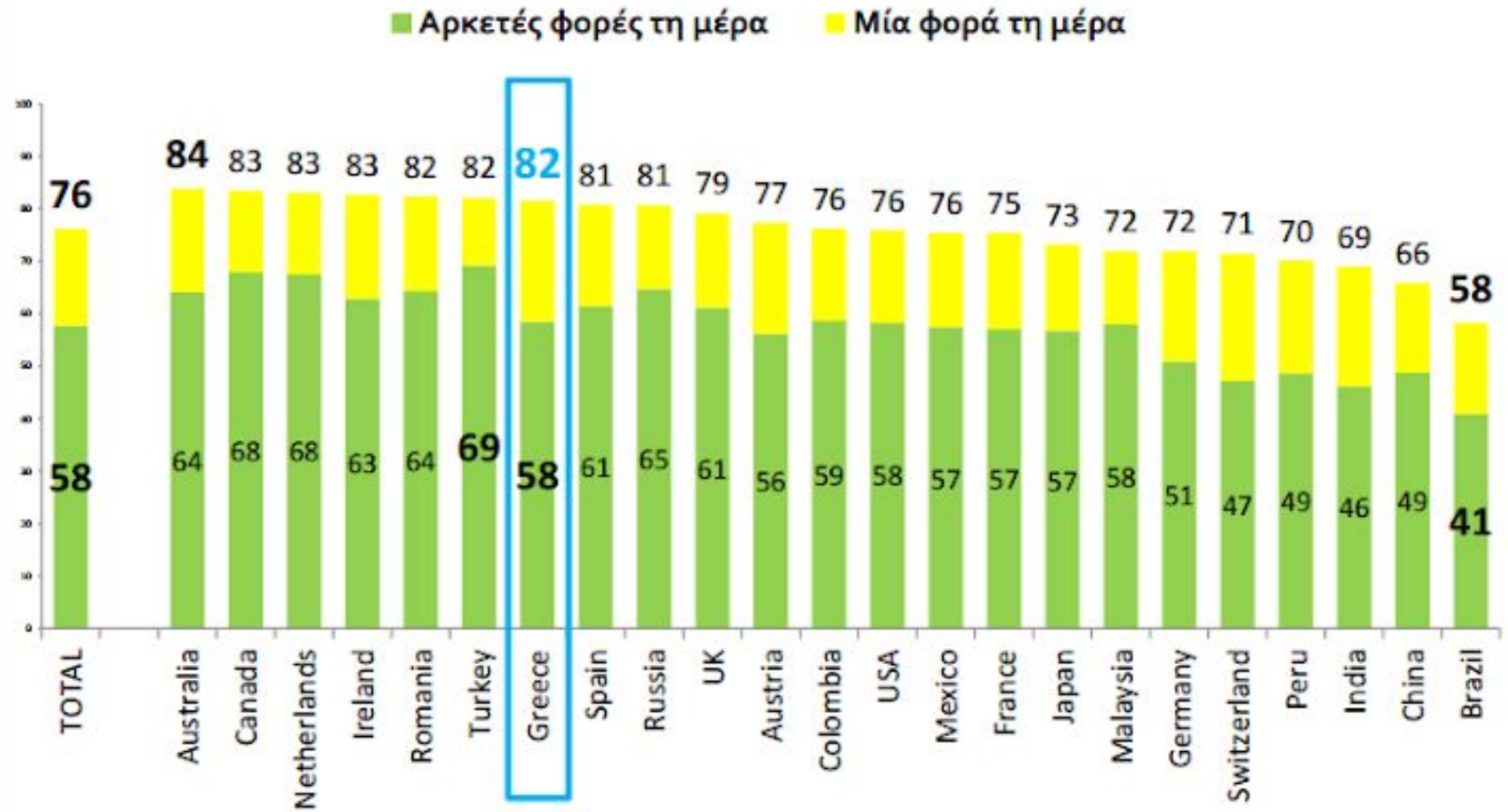
— Online (incl. social media)
— TV
— Social media
— Print



DEVICES FOR NEWS 2016-22



ΚΑΙ ΟΙ MILLENNIALS συγκεκριμένα;



High Engagement

Videos

SWIPE UP

Ποια είναι τα ΚΡΙIs?

π.χ. Απόκτηση links, Απόκτηση likes, Δημιουργία Awareness



“The hook”

1. Ask a question.



2. Give your audience a reason to return

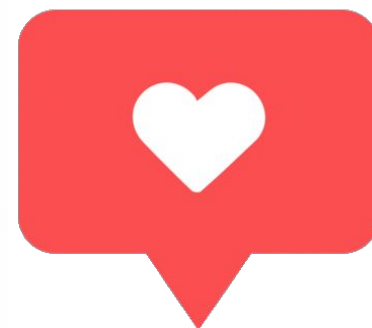
3. Tag people who you know want to see your video:



Karen Jones
LinkedIn Training Specialist

Check this out! @first-name last-name

4. Share success stories.

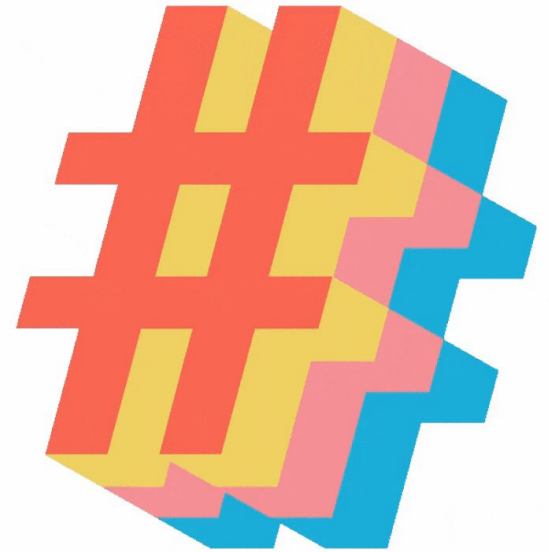


5. Be authentic



Call to action

- Click Like
- Comment "yes"
- Ask for shares through tags in comments
- Include a URL for audience to learn more



Creating and using unique hashtags



- company hashtag
- #CompanyName2020
για συγκεκριμένο
video campaign



Προέλκυση κοινού



Company Page Post

318 engagements | 0.29% Eng. Rate

61,550 imps | 0.21% CTR



Employee Posts

612 Likes | 60 Comments



Sponsored Posts

408 Leads | \$12.15 CPL | 3.11% Eng. Rate

114,302 imps | 1.29% CTR

Παράδειγμα: Korn Ferry
Παράδειγμα:
Korn Ferry



Kotsovolos' "Hellas_Mania"

A summer snapshot
Case Study in
Instagram



01:56



Δημιουργία brand awareness

- Παράδειγμα: International Women's Day



Best Practices



JOIN REALITY DONATE

An advertisement for "Live Earth 24 Hours of Reality". The background is a photograph of a green field with several white wind turbines under a blue sky with scattered clouds. Overlaid on the image is the text "LIVE EARTH 24 Hours of Reality." in white, with "24" in a larger font. Below this, the words "WATCH NOW" are written in a large, bold, white sans-serif font. In the center of the image is a large white play button icon inside a white circle. The entire advertisement is enclosed in a white border with a small close button (an 'x' in a circle) in the top right corner.



Tips για δημιουργία video

1

Stand up.



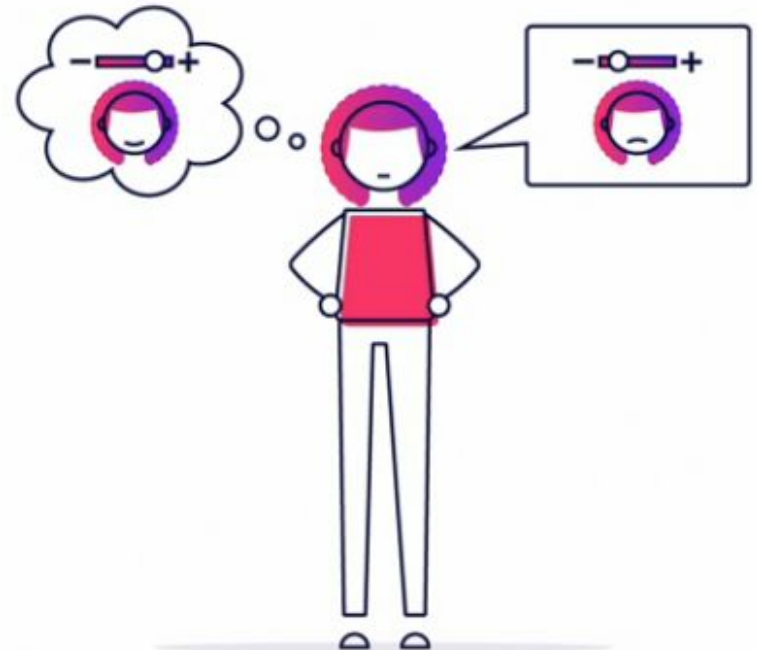
2

Use hand gestures.



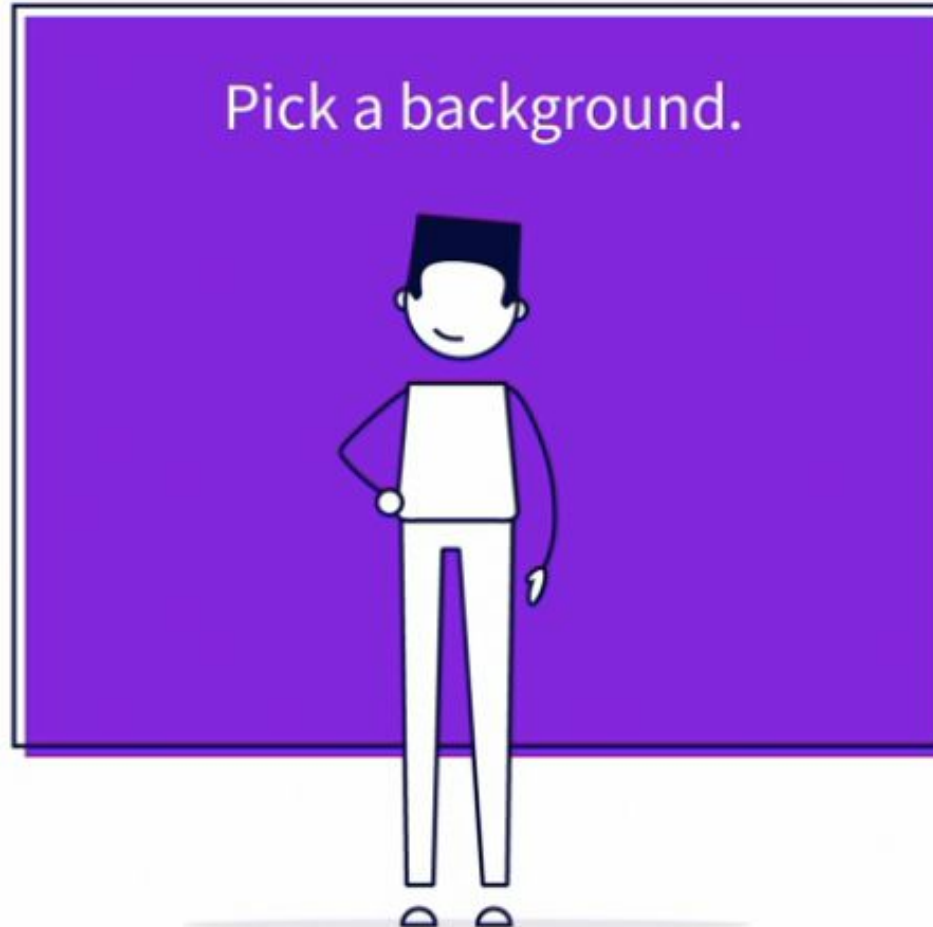
3

Smile.



Tips για δημιουργία video

4



Tips για δημιουργία video

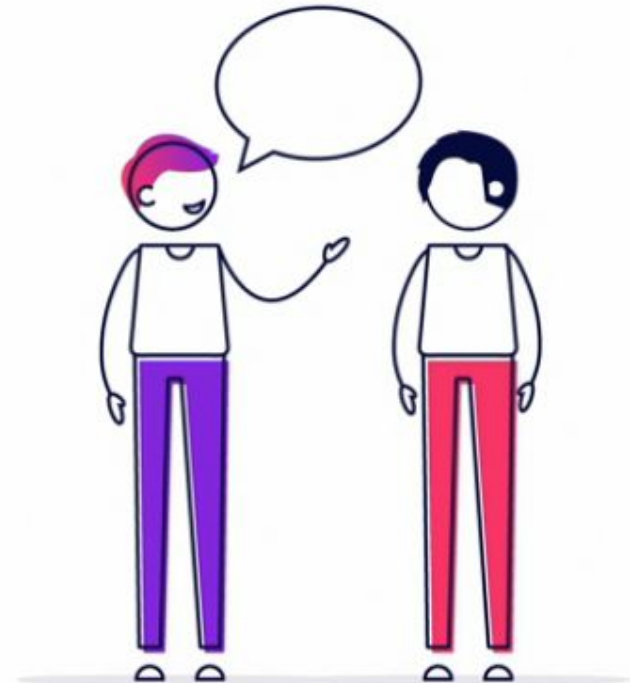
5

Use captions.



6

Buddy up.



Social Media Strategy

A written document that maps out how your organization plans to use different social networks

Strategic Goal

- Meaningful
- Easily understood
- Measurable



Common Goals

- Improving customer engagement
- Generating more leads
- Growing sales



Common Goals

- Increasing traffic
- Expanding reach
- Enhancing brand perception



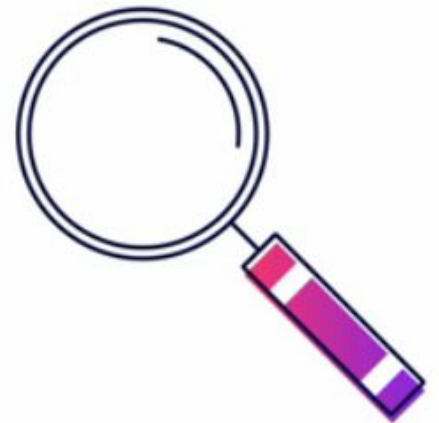
Customer Personas

- Semi-fictitious profiles
- Represent ideal customers
- Based on your experience and research



Research Resources

- Observation
- Website
- Social media
- Retail location
- Customer relationship management (CRM)



- 1.** Organize customers by group.
- 2.** Assign demographics and behaviors.

Παραδείγματα: Customer Personas



Millenials



Working parents



Retirees



“Mindful” parents

- Age range
- Profession
- Education level
- Family life
- Personality traits
- Preferences



“Mindful” parents

- Personal goals
- Pain points
- Preferences

Use a smart mix of social media

Finding the Right Channels

- 1.** Research the channel's audience.
- 2.** Review research studies.
- 3.** Discover how channels are distinct.



Larger networks increase the chance
of higher customer activity.



Facebook

- 2.4 billion active users
- Wide variety of features and use cases

Instagram

- 500 million active users
- Visually based—images and videos

Twitter

- Top social messaging platform
- Ideal for joining trending conversations

LinkedIn

- Top professional networking site
- Ideal for connecting with industry experts
- Great for targeting other businesses
- Ideal for recruiting and highlighting work culture

YouTube

- Top video sharing site
- Businesses and influencers can create their own channel
- Content can be monetized

Chat-Based Social Media Apps

- Free
- International
- Enhanced features



Facebook Messenger

- Used to send relevant ads to a user's inbox

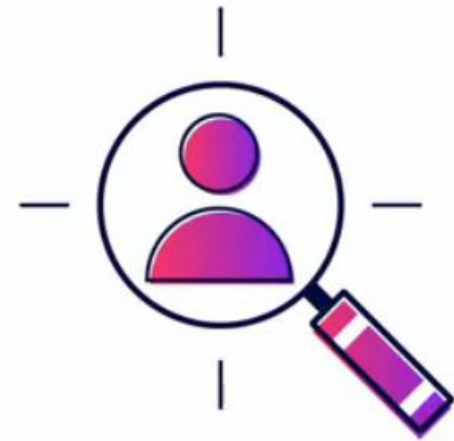
WhatsApp

- Often used to provide customer service at scale

Tik Tok, Pinterest & Yelp

Niche Social Networks

- Less competition
- Higher change to make an impact
- High user activity
- Caters to a particular demographic



Niche Social Networks

Pinterest	Search engine for product and design recommendations
Tik Tok	Users share and consume trending short videos and stories
Quora	Question-and-answer-focused platform
Tumblr and Medium	A mix between a social network and a blogging platform
Reddit	News aggregator / vote promoted content
Yelp	Crowd-sourced review forum and business directory service
GIPHY	Database and search engine fo GIFs and other looping video formats

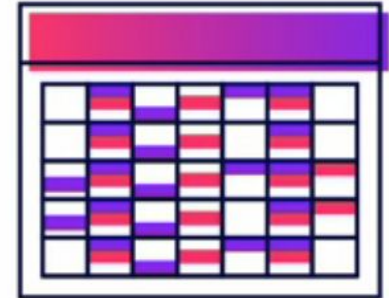
Posts on Social Media

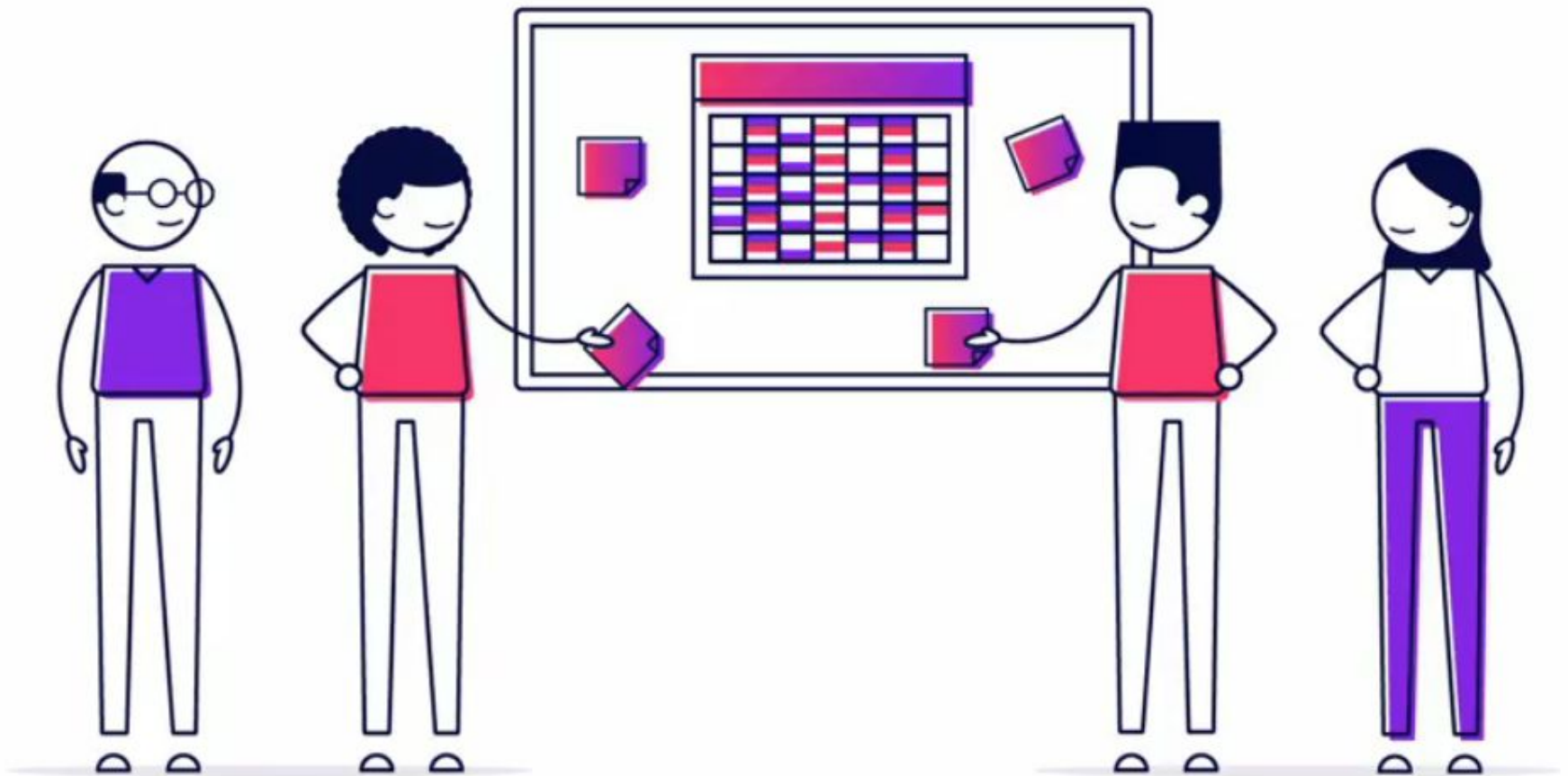
- 1.** Introduce entertaining, educational, and value-driven elements to your topics.
- 2.** Choose topics relevant to your customers.
- 3.** Topics should be complementary to what your company does and knows.

Editorial Calendar

A document that coordinates your marketing message releases

It keeps your social media efforts goal-focused and organized





Tools you can use:

- Google Sheets
- CoSchedule
- Trello
- CoSchedule
- Hootsuite

Το Facebook είχε πάνω από 67 δισ. τζίρο το 2019.

Paid Advertising

- Exposure to a certain customer
- Preferred placement on social media



Posting Organically

- Shared content on social media without paying

Crafting the Right Ad

- Know how networks target
- Align the ad with the goal
- Know which audience you want to target
- Decide on the campaign goal



Ad Budgeting

- Start with what makes you and your company feel comfortable
- Test different campaigns and platforms
- Monitor progress and adapt for future campaigns



Identify which topics your customers
are passionate about.



Αλληλεπίδραση με τους χρήστες

Community on Social Media

A group or account run by your organization where people can come together over a common interest to share their perspectives, discuss a topic, and support each other

Community Benefits

- Demonstrate support
- Educates customers
- Shows empathy
- Encourages a safe exchange of ideas





“A person’s sense of membership on social media can have a positive effect on their brand loyalty.”



— Ling Tung

Τα Social Media είναι διάλογος



**Ask them
directly**



**Respond to
feedback**



**Feature
their input**

Net Promoter Score drops 43% when comments go unanswered

- Adweek



Social-first customer service

Serving Customers

- Facebook
- Instagram
- Twitter

Social Media Monitoring

- Utilize Keyhole and Mention
- Look manually on each network

<https://keyhole.co/> and
<https://mention.com/en/>

Handling the Complaint

- Publicly acknowledge
- Move to private forum
- Keep on same network
- Answer within 24 hours



Influencer

An individual that's built a loyal audience on social media, a podcast, an email newsletter, a blog, or elsewhere

63% of consumers trust an influencer over brand claims.

- Edelman Trust Barometer Report

Influencer Partnerships (Sponsored)

Paid endorsement of product or service

Influencer Partnerships (Review)

Company sends free products for review

Influencer Partnerships (Co-Branded)

Influencer and company cooperate on product marketing



Measuring Success

Third-Party Analytics

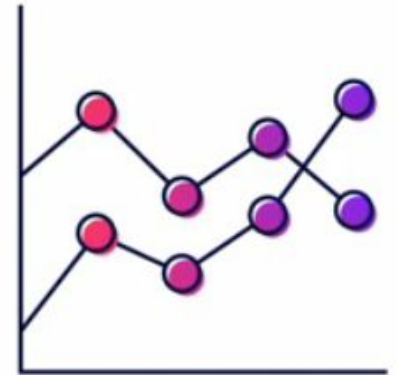
- Google Analytics
- Mixpanel
- Matomo

Social Media Tools

- quintly
- Keyhole
- Sprout Social
- Agorapulse

Native Analytics

- Instagram
- Youtube
- LinkedIn
- Twitter



Για να παραμείνετε updated

Social Media Subscriptions

- Digiday
- Marketing Dive
- Social Media Today
- Social Media Examiner

Πηγές:

- Nina Blankenship, Digital Marketing Manager at LinkedIn
- Brian Honigman, Marketing Consultant, <https://www.brianhonigman.com/>

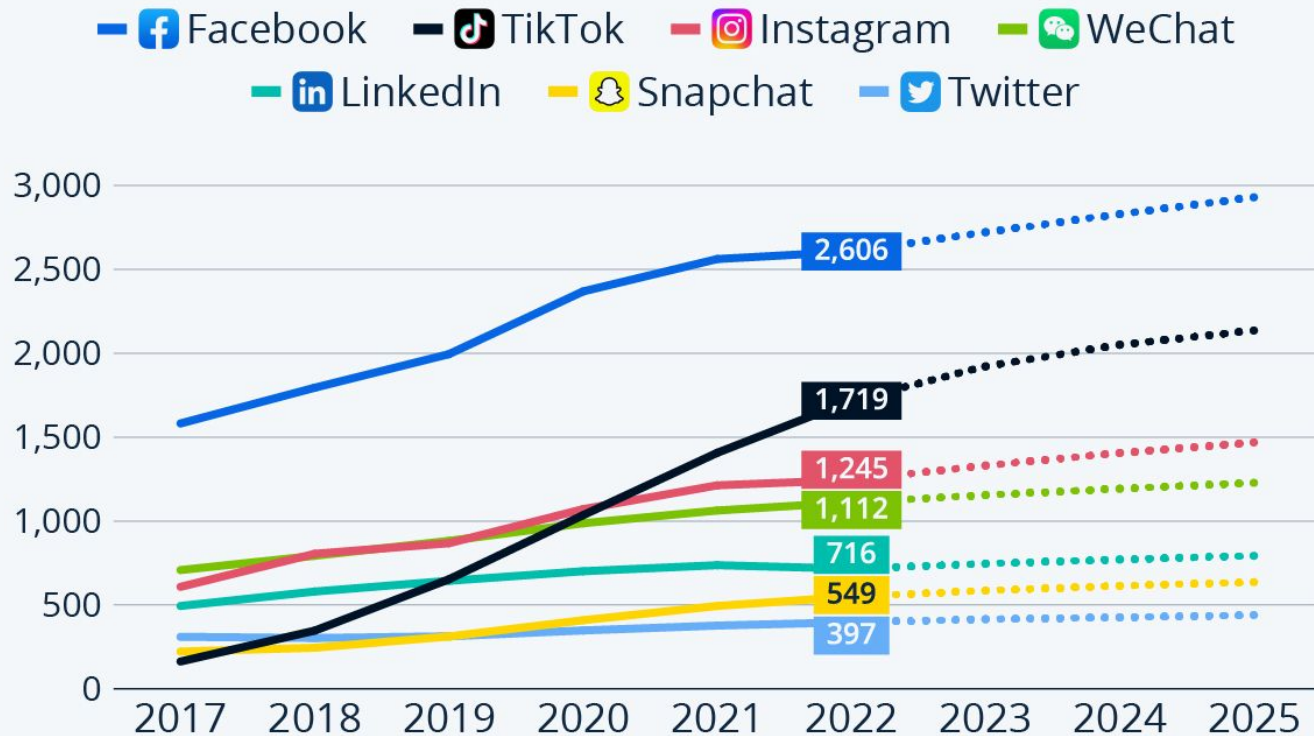
TikTok

On TikTok the goal is to produce short videos from 10 - 30 seconds, with a special focus on the first 2 seconds.



The Rapid Rise of TikTok

Number of active users of selected social networks worldwide (in millions)



Estimations as of June 2022. Projections from 2023 until 2025.

Source: Statista Advertising & Media Outlook



Examples of Successful content



https://www.tiktok.com/@tanner.leatherstein/video/7149289373077409070?is_copy_url=1&is_from_webapp=v1&lang=el-GR



https://www.tiktok.com/@cedricgrolet/video/7145134171277495558?is_copy_url=1&is_from_webapp=v1&lang=el-GR

Examples of Successful content



https://www.tiktok.com/@haleyybaylee/video/7168543116838849834?is_copy_url=1&is_from_webapp=v1&lang=el-GR

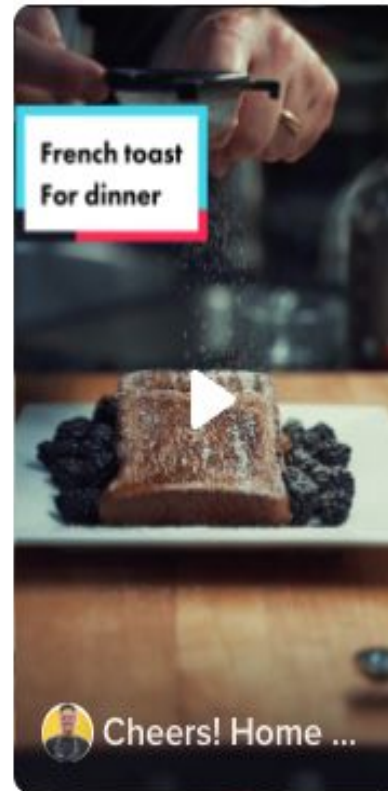


https://www.tiktok.com/@haleyybaylee/video/7168543116838849834?is_copy_url=1&is_from_webapp=v1&lang=el-GR

Examples of Successful content



https://www.tiktok.com/@danielerossichef/video/7158792590014352646?is_copy_url=1&is_from_webapp=v1&lang=el-GR



https://www.tiktok.com/@cheersindeed/video/7101427579093060906?is_copy_url=1&is_from_webapp=v1&lang=el-GR



https://www.tiktok.com/@abir.sag/video/7042702648071556353?is_copy_url=1&is_from_webapp=v1&lang=el-GR

Examples of Successful content

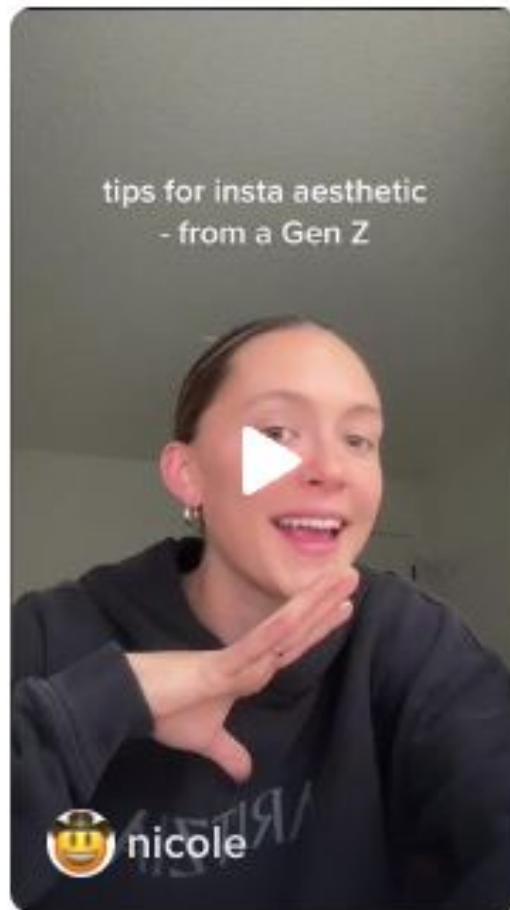


https://www.tiktok.com/@bbc/video/7185173972802194694?is_copy_url=1&is_from_webapp=v1&lang=el-GR



https://www.tiktok.com/@bbc/video/7184020933131193606?is_copy_url=1&is_from_webapp=v1&lang=el-GR

Tips for better aesthetics



https://www.tiktok.com/@tanner.leatherstein/video/7149289373077409070?is_copy_url=1&is_from_webapp=v1&lang=el-GR

Tools for mobile video editing



<https://www.capcut.com/>



<https://inshot.com/>



<https://play.google.com/store/apps/details?id=com.frontrow.vlog&hl=en&gl=US&pli=1>