

**centro**  
WEBINAR

# EMERGING SOCIAL PLATFORMS





Amy Rumpler  
Vice President  
Paid Social

# WHAT WE'RE TALKING ABOUT

- + The COVID Effect on Social Media
- + Emerging Platform Opportunities
- + Strategies to Get You Started
- + A Look Ahead to 2H 2020 and Beyond

# centro®

**IN 2019, WE DELIVERED  
SOCIAL RESULTS FOR:**

**350+** Brands



## **EARNING PREMIUM STATUS AS A FACEBOOK MARKETING PARTNER:**

Top Agency partner with expertise in best practices for campaign management

**CERTIFIED TEAM** of experts specialized in Buying and Strategic Planning

**INNOVATORS** in BETA product testing and measurement implementation, such as Facebook Attribution

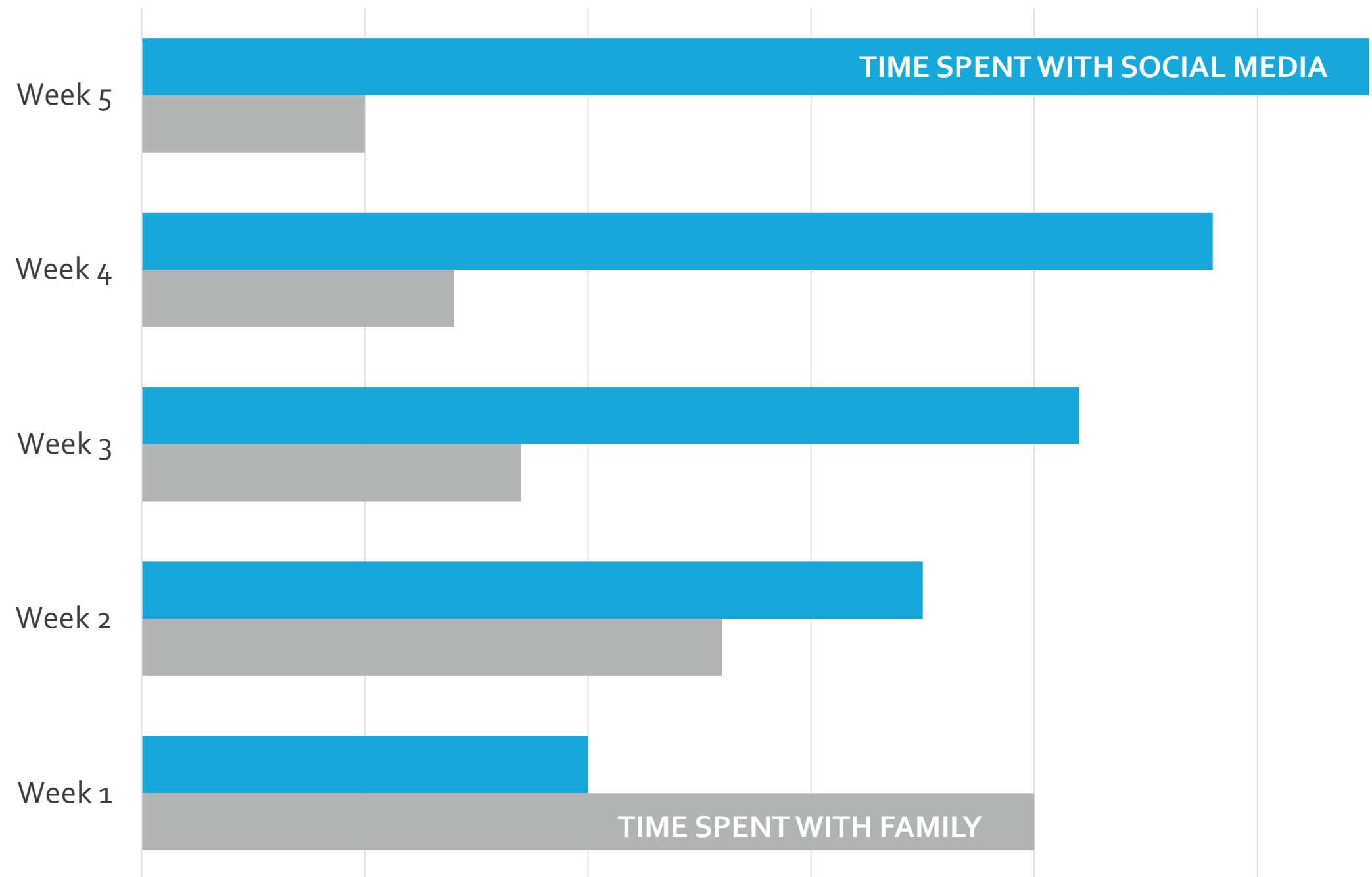
**DIRECT ACCESS** to Facebook Agency Reps, Vertical Reps, Creative Consultations, Measurement Consultations, and Product Updates





# THE COVID EFFECT

WHEN SOCIAL NETWORKS ARE THE ONLY OPTION





# PLATFORM RESPONSE

The image shows a collage of social media search results for 'coronavirus' across four platforms: Facebook, Twitter, LinkedIn, and Pinterest. The Pinterest board is the central focus, displaying various informational pins from the WHO and other organizations.

**Facebook:** Search results for 'coronavirus' showing a profile for 'Amy' and a search bar.

**Twitter:** Search results for 'coronavirus' showing a search bar and navigation options like Home, Explore, and Notifications.

**LinkedIn:** Search results for 'coronavirus' showing a search bar and navigation options like Home, My Network, Jobs, and Messaging.

**Pinterest:** Search results for 'coronavirus' showing a grid of pins. A light blue box at the top of the board contains the following text:

Pins about this topic often violate our **Community Guidelines**, which prohibit harmful medical misinformation. Because of this, we've limited search results to Pins from internationally-recognized health organizations.

If you're looking for medical advice, please contact a healthcare provider.

The pins displayed include:

- Violence Against Women:** COVID-19// VIOLENCE AGAINST WOMEN. During the #COVID19 pandemic, risks of violence increase due to: More time at home with abusers, Rising stress, Isolation from social support networks, Limited access to critical services.
- Violence Against Women:** If you are experiencing violence during COVID-19: Reach out to supportive family, friends or neighbours; Call a hotline or access information online if possible; Seek out local services for survivors.
- Clothes, towels and bed linen:** Do your laundry as you normally would, using detergent or soap. There is no need to use a washing machine or drier, nor extremely hot water. Once dry, make sure you clean your hands before handling and storing your clothes, towels and bed linen.
- Fruit and Vegetables:** Wash them the same way you would in any other circumstance. Before handling them, wash your hands with soap and water. Then, wash fruit and vegetables thoroughly with clean water, especially if you eat them raw.
- Viber:** WHO Coronavirus Info. WHO Coronavirus Info, welcome to the official channel of the World Health Organization on Viber. Here you can find information and guidance regarding the current outbreak of Coronavirus Disease (COVID-19).
- Facebook Messenger:** Have questions about COVID-19? WE HAVE ANSWERS. WHO Health Alert now available on Facebook Messenger. <https://m.me/who>
- Houseflies:** To date, there is no evidence or information to suggest that the COVID-19 virus is transmitted through houseflies. The virus that causes COVID-19 spreads primarily through droplets generated when an infected person coughs, sneezes or speaks. You can also become infected by touching a contaminated surface and then touching your eyes, nose or mouth before washing your hands. To protect yourself, keep at least 1-metre distance from others and disinfect frequently touched surfaces. Clean your hands thoroughly and often and avoid touching your eyes, mouth, and nose.
- Methanol, Ethanol, Bleach:** Methanol, ethanol, and bleach are poisons. Drinking them can lead to disability and death. Methanol, ethanol, and bleach are sometimes used in cleaning products to kill the virus on surfaces - however you should never drink them. They will not kill the virus in your body and they will harm your internal organs. To protect yourself against COVID-19, disinfect objects and surfaces, especially the ones you touch regularly. You can use diluted bleach or alcohol for that. Make sure you clean your hands frequently and thoroughly and avoid touching your eyes, mouth, and nose.
- FACT: Drinking methanol, ethanol, or bleach DOES NOT prevent or cure COVID-19 and can be extremely dangerous.**
- Coins and banknotes:** There is currently no evidence to confirm or disprove that COVID-19 virus can be transmitted through coins or banknotes. However, respiratory droplets expelled from an infected person can contaminate and persist on surfaces. Wash your hands regularly and thoroughly after touching any frequently touched surface or object, including coins or banknotes. Avoid touching your eyes, mouth and nose, if your hands are not cleaned.
- Can COVID-19 be spread through coins and banknotes?**
- Grocery shopping:** When grocery shopping, keep at least 1-metre distance from others and avoid touching your eyes, mouth and nose. If possible, sanitize the handles of shopping trolleys or baskets before shopping. Once home, wash your hands thoroughly after touching any frequently touched surface and storing your purchased products. There is currently no confirmed case of COVID-19 transmitted through food or food packaging.
- How can I grocery shop safely in the time of COVID-19?**
- Looking after your mental health during the COVID-19...:** It is normal to feel fearful and anxious during this time. Talking about your feelings will lessen your distress.
- Frontline COVID-19 Responders:** HELLO! Working on the front lines of the #COVID19 outbreak can be stressful and difficult. It is normal to feel overwhelmed and frustrated. Talking about your feelings with somebody you trust will help.
- COVID-19 PARENTING: Keep calm and manage stress**

# GROWING SOCIAL ENGAGEMENT

REPORTED YEAR OVER YEAR INCREASES OF 61%



MESSENGER CALLS:  
**Increased 50%+**  
in many areas

VIDEO CALLS:  
Doubled

WHATSAPP:  
**40% Increase**  
in Usage



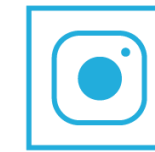
**55% Increase**  
in Engagements  
between  
connections

Page and Member  
Posts are  
**up 36% and 32%**  
respectively



DAILY ACTIVE USERS:  
**+23% in Q1**

**85% Increase**  
in time with  
Entertainment  
video content



STORY POSTS:  
**+15% Week**  
over Week

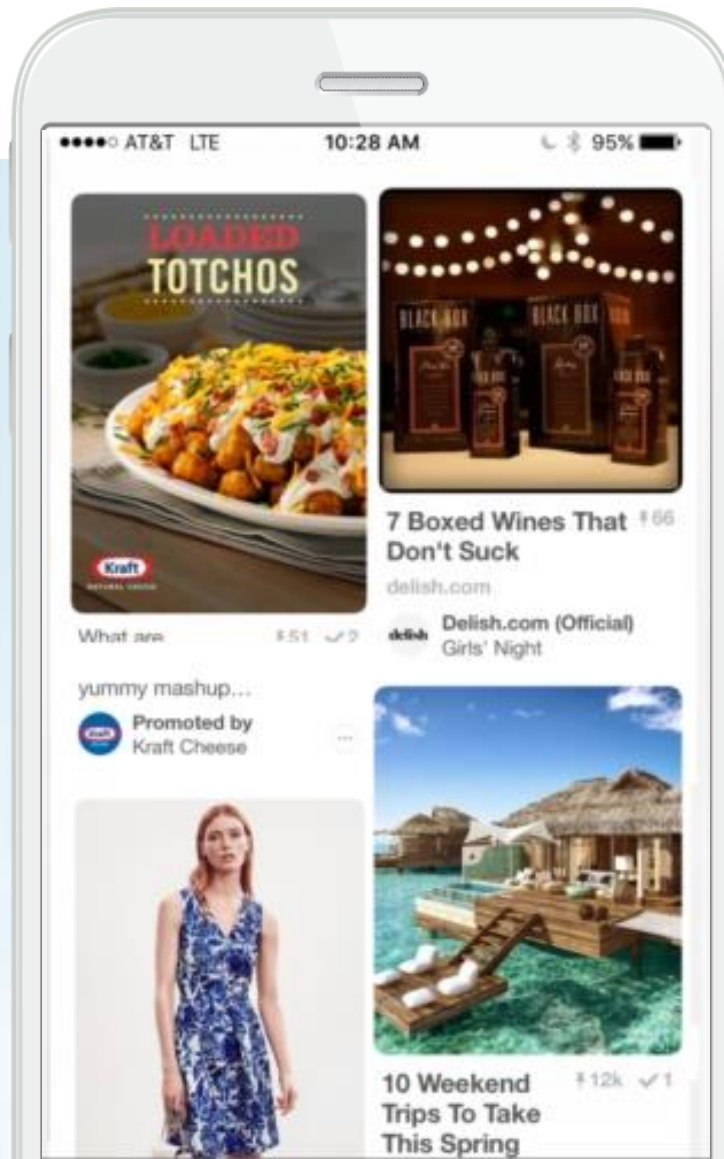
LIVE VIEWS:  
Doubled



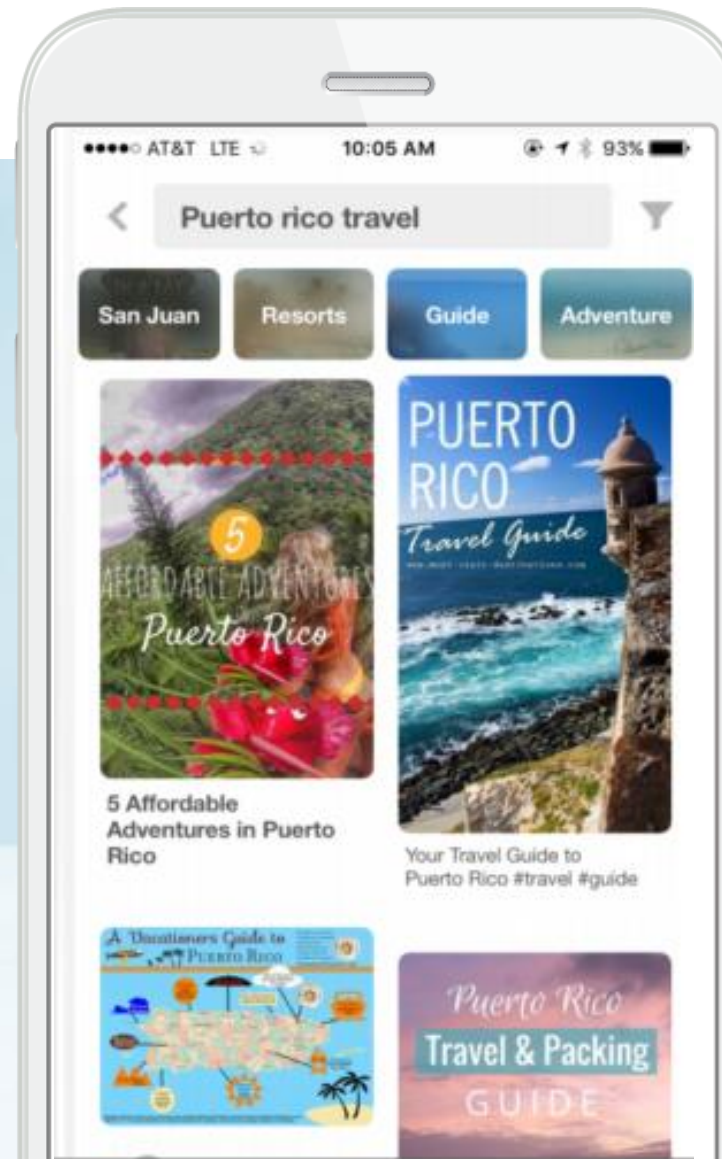


# INTRO TO PINTEREST

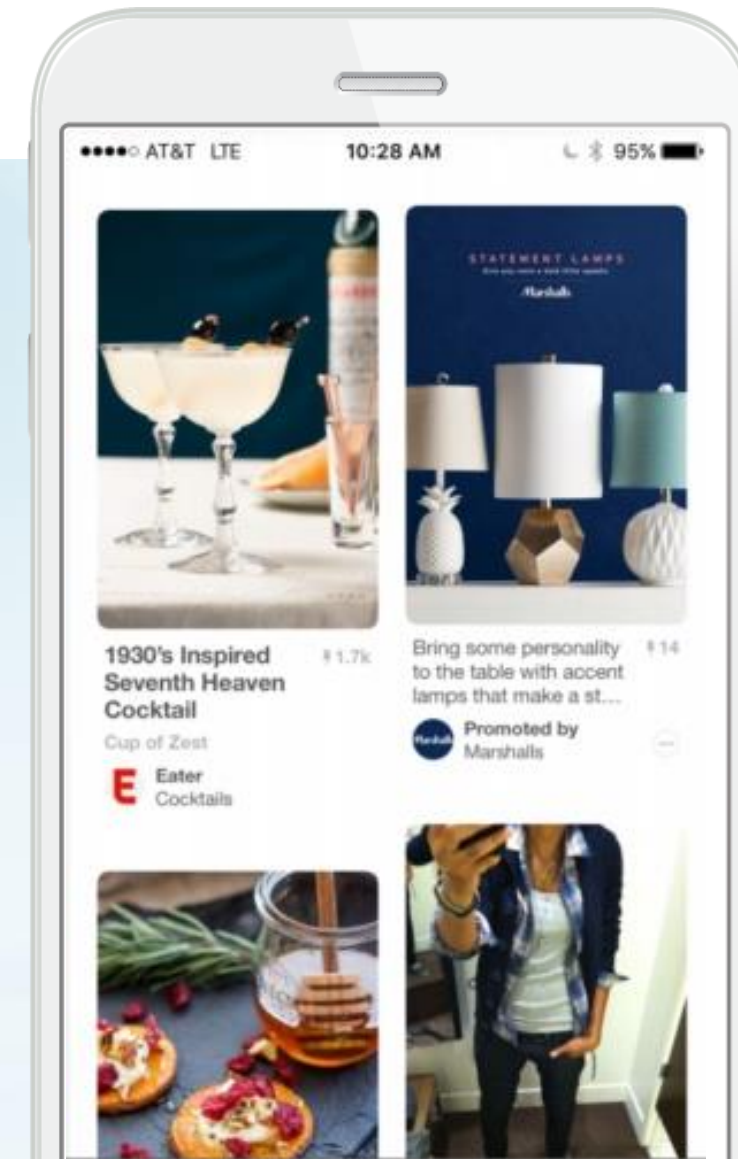
“DISCOVER IDEAS AND INSPIRATION”



Homepage



Search



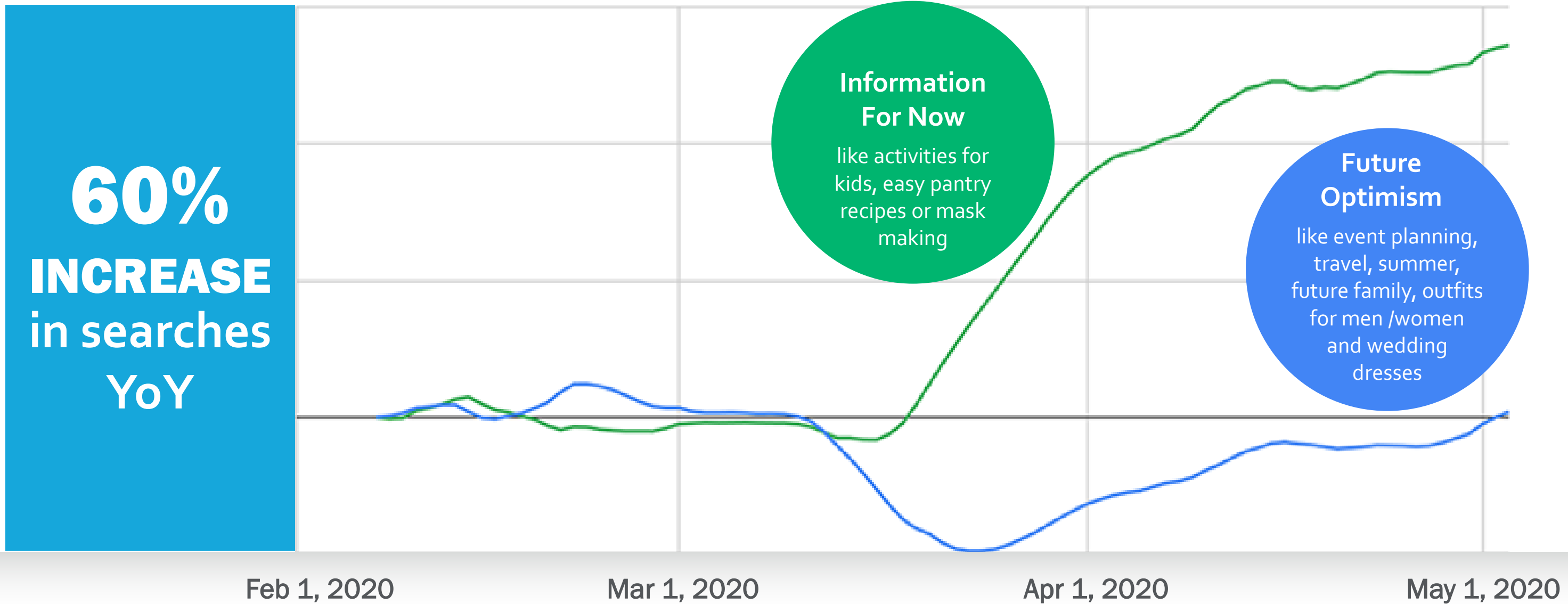
Related Pins





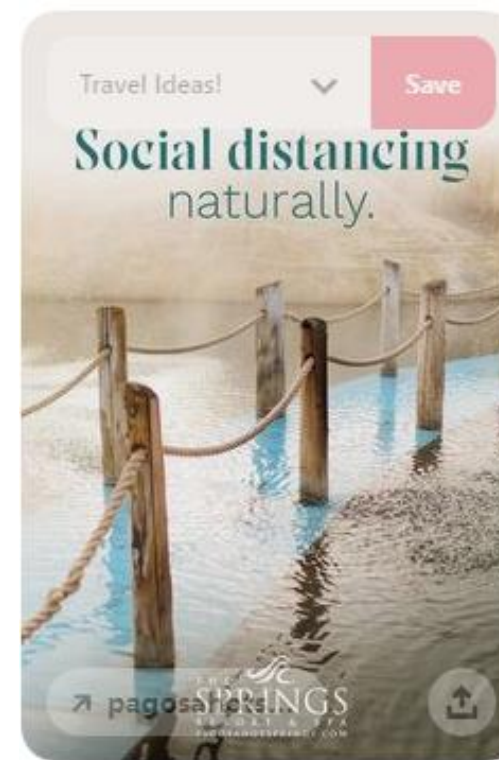
# IDENTIFYING OPPORTUNITY

## INSPIRATION MATTERS



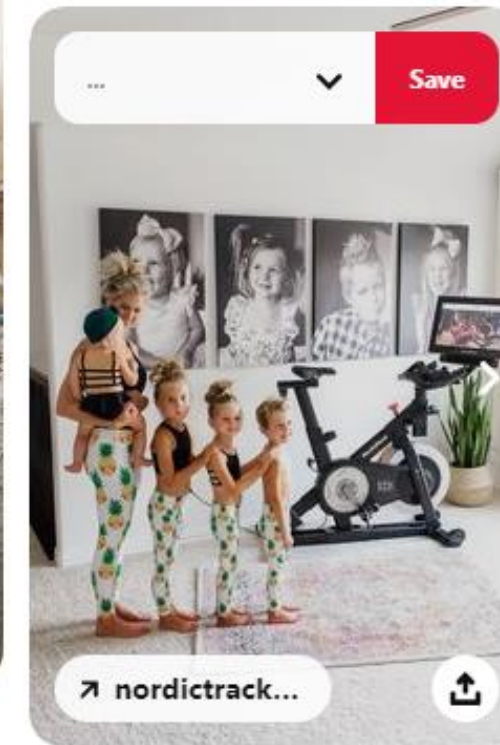


# IDENTIFYING OPPORTUNITY



Escape the city. Head for Pagosa Springs.

Promoted by The Springs Resort & S...



NordicTrack S22i Studio Cycle

Promoted by NordicTrack



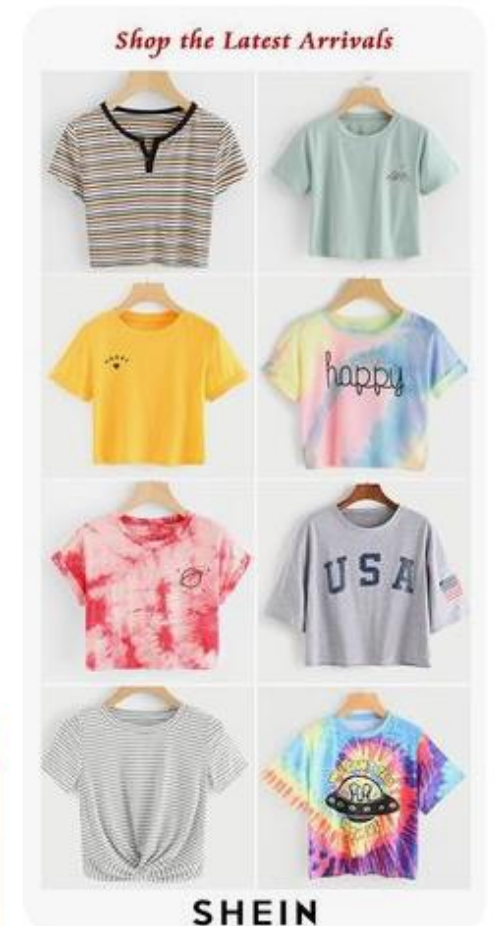
Easy Oven-Baked Chicken Tacos

Promoted by Old El Paso



AT&T Fiber

Promoted by AT&T



Free returns on all orders! Casually Unique Style!

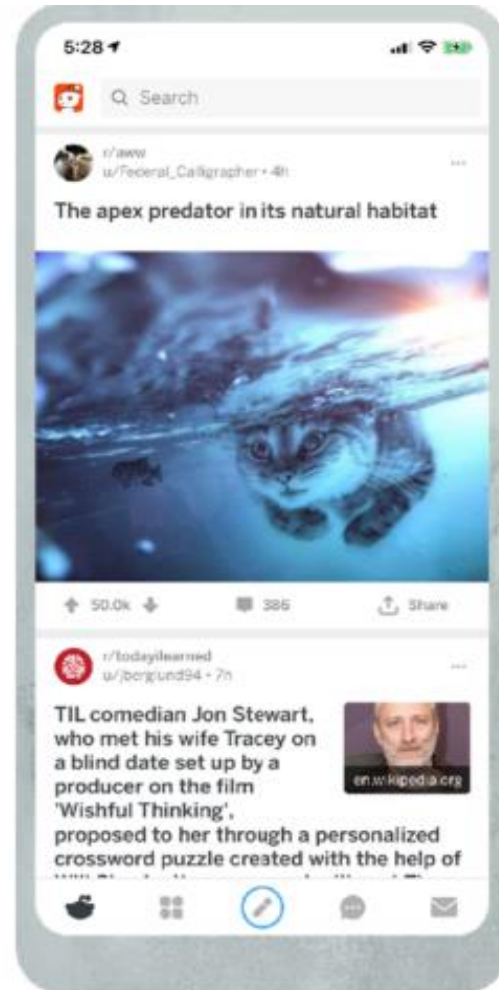
Promoted by SHEIN





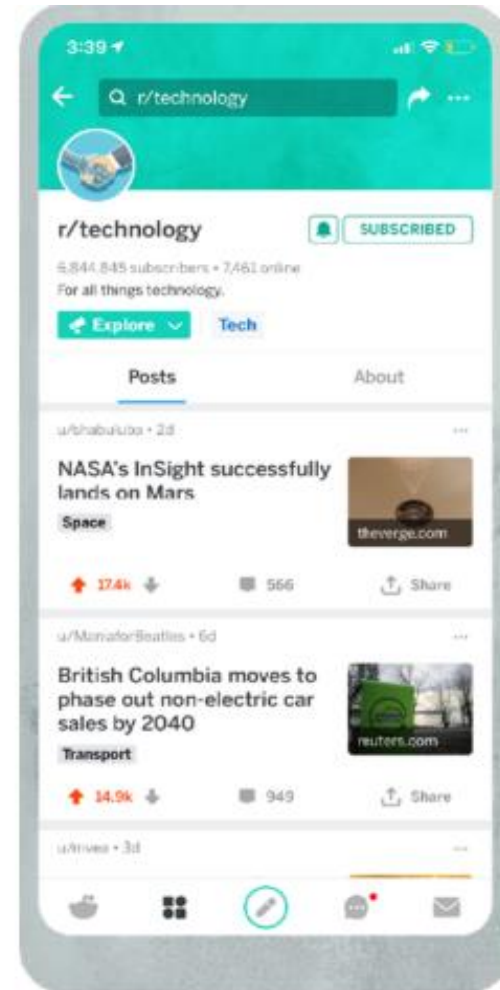
# INTRO TO REDDIT

“THE FRONT PAGE OF THE INTERNET”



## Home

Top posts from your favorite communities.



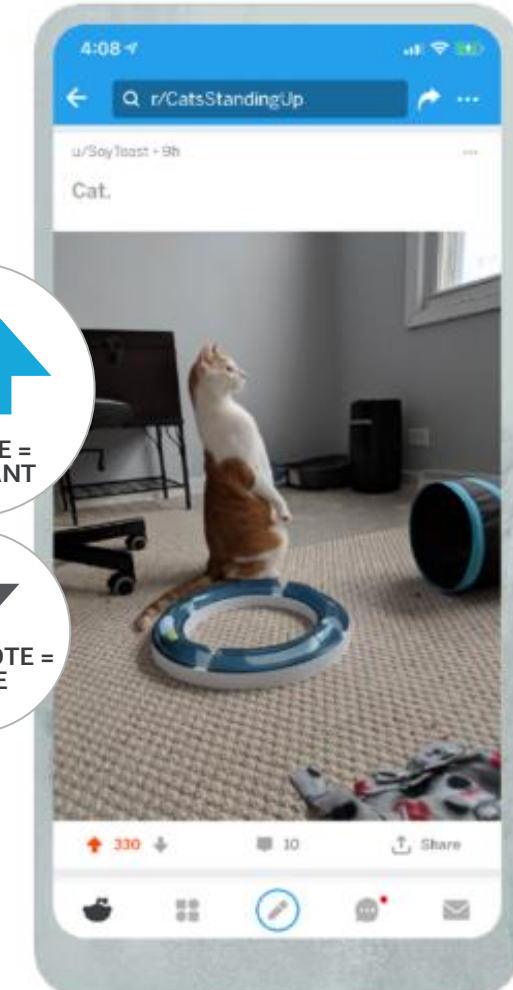
## Subreddits

Interest-driven communities with their own rules.



## Posts

User-submitted photos, videos, gifs and more.



## Voting

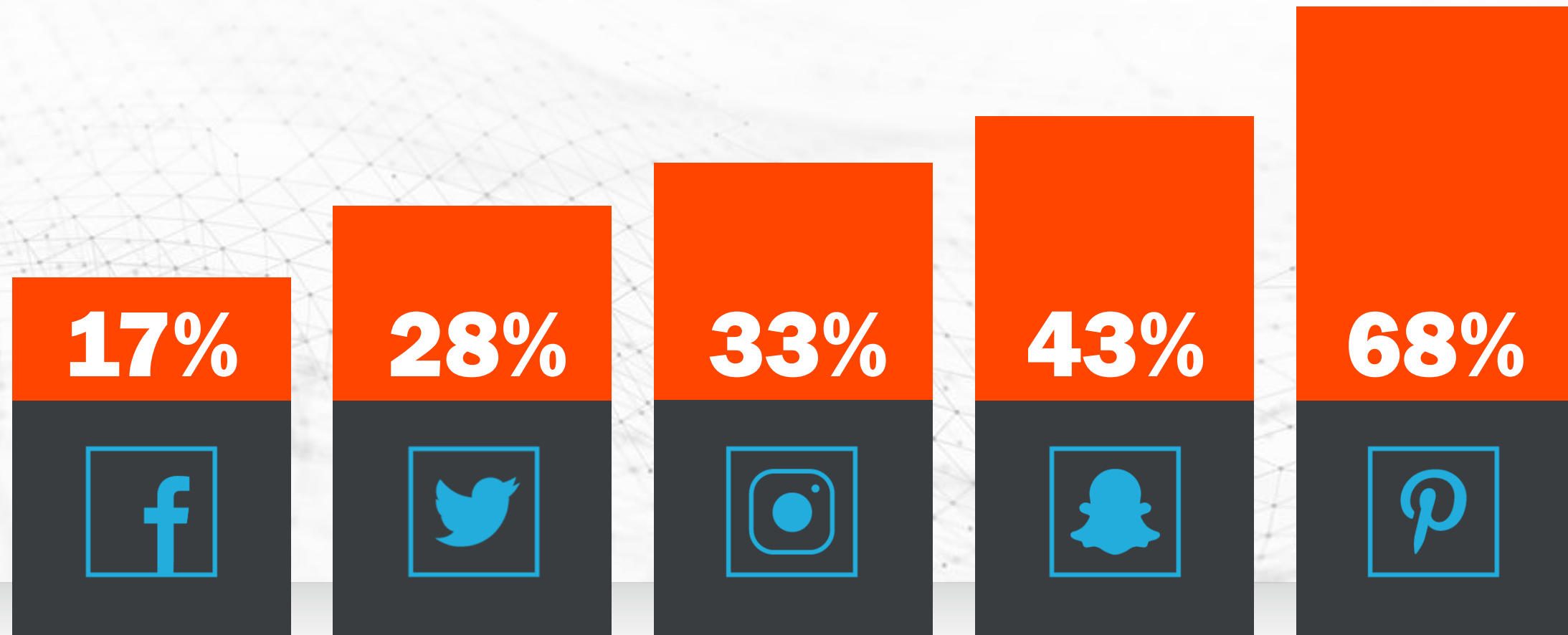
Voting brings the most popular content at top.





# IDENTIFYING OPPORTUNITY

**50%  
INCREASE  
in traffic on  
subreddits**




UNDUPLICATED U.S. AUDIENCE



# IDENTIFYING OPPORTUNITY

**PROMOTED**  
u/SamsungUS • SAMSUNG.COM

Time inside is a good time to stream, play and stay connected. We've got new ways you can reach friends and be entertained. Sign up and login to redeem offers.




SAMSUNG.COM [LEARN MORE](#)


↑ Vote ↓ Comment Share

**PROMOTED**  
u/AudibleUS • apple.com

Free Bedtime Stories & Guided Meditations. Soothing meditations, stories, sound baths, ASMR, soundscapes, and more.



NEW & FREE  
Get better sleep, especially now.

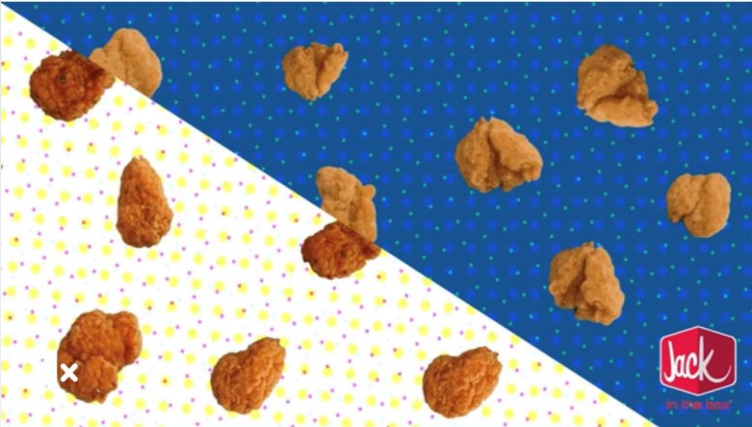
Free sleep tracks 

apple.com [DOWNLOAD](#)

↑ Vote ↓ Comment Share

**PROMOTED** • u/therealjackbox • jackinthebox

Turning r/popular into r/POPular




jackinthebox.com [LEARN MORE](#)

↑ Vote ↓ Comment Share

**PROMOTED**  
u/xfinity • reddit.com

Hey Reddit! It's Clint Bowyer, NASCAR Cup Series Driver. I'm live with an AMA in r/NASCAR right NOW, thanks to my friends at Xfinity, Proud Premier Partner of NASCAR. I'm taking over u/Xfinity so Ask Me Anything! I'm ready to wave the green flag on race week at Darlington Raceway!



reddit.com [VIEW MORE](#)

↑ Vote ↓ Comment Share



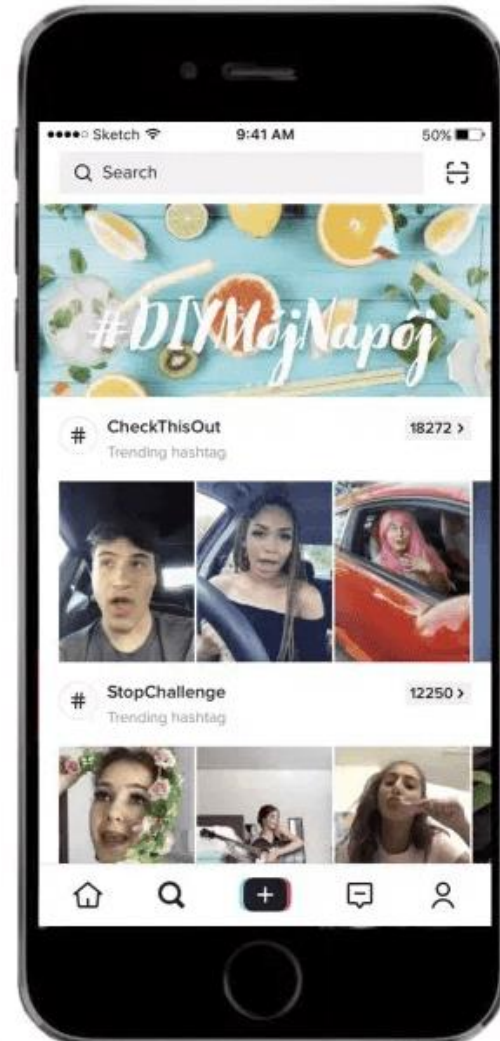


# INTRO TO TIKTOK

“THE DESTINATION FOR SHORT-FORM MOBILE VIDEOS”



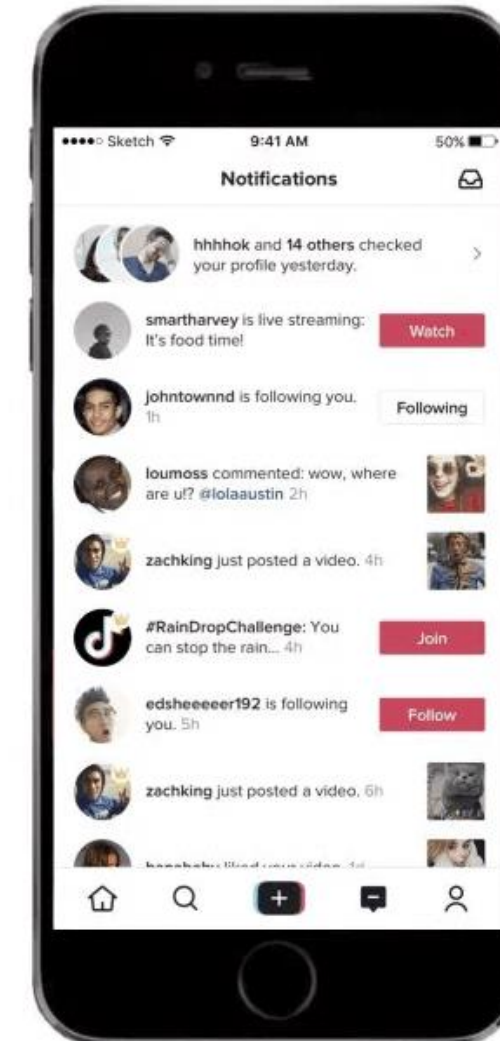
Homepage



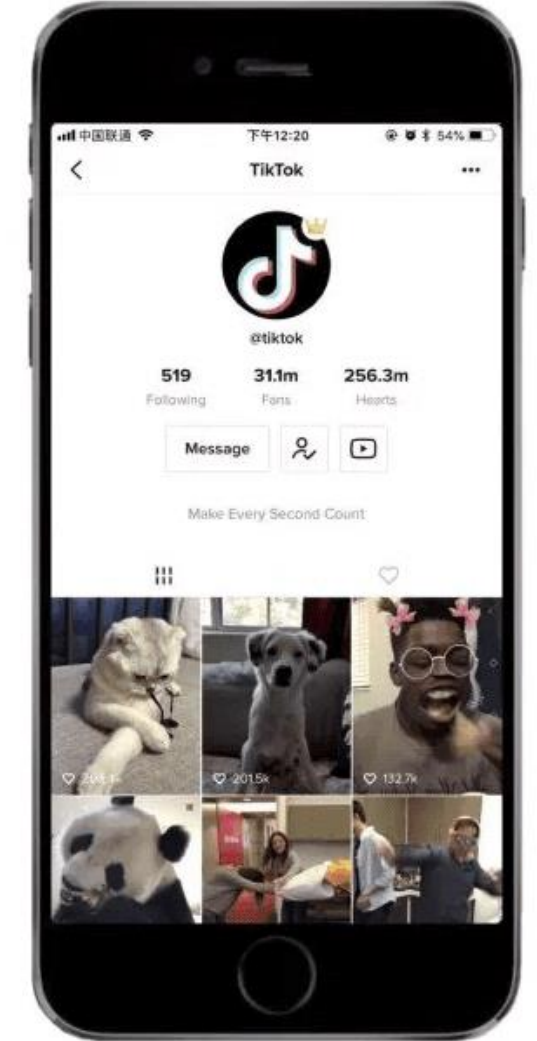
Discover Page



Video Shooting



Notification



Profile

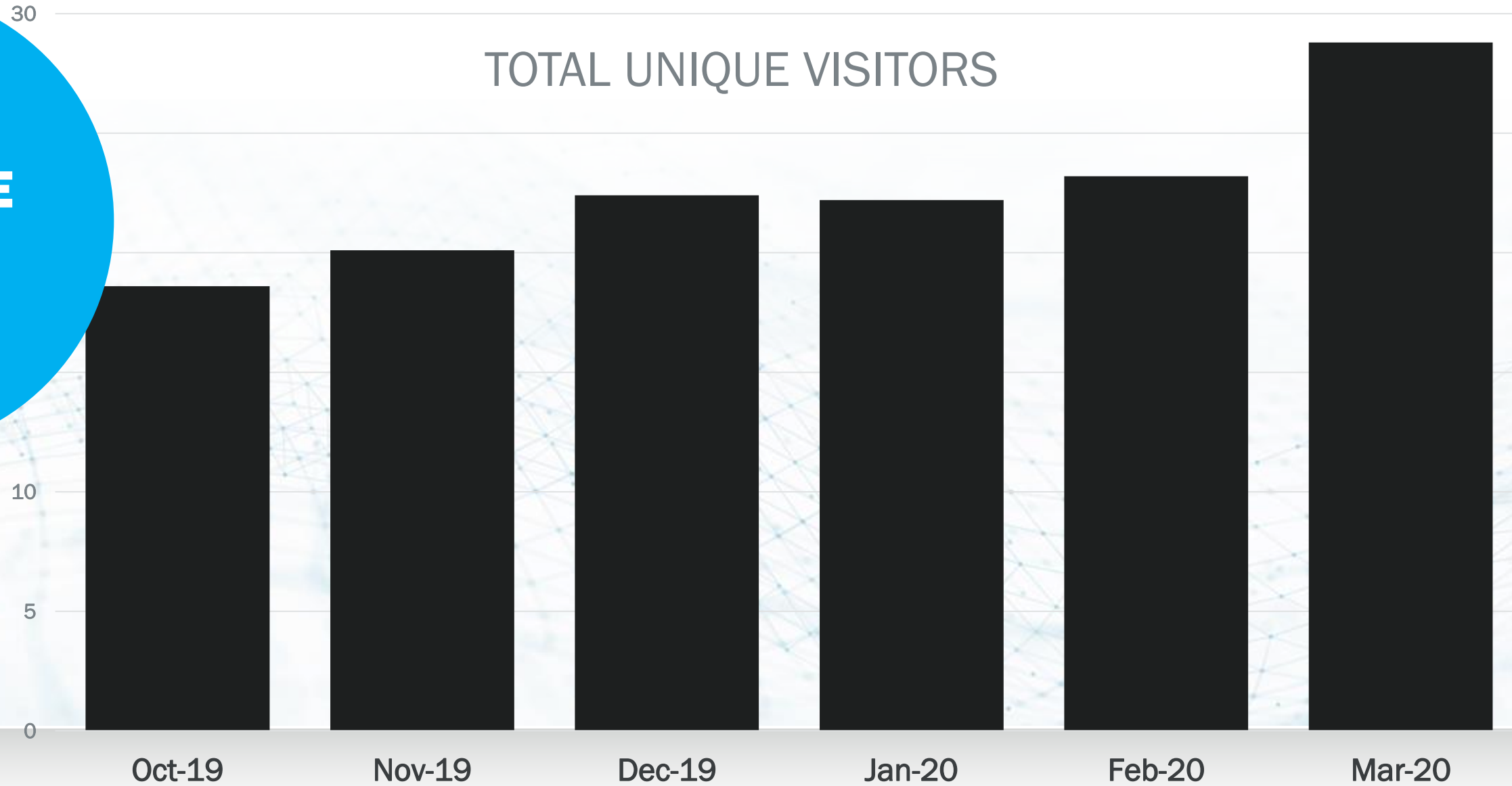




# IDENTIFYING OPPORTUNITY

US TikTok Metrics from October 2019 – March 2020

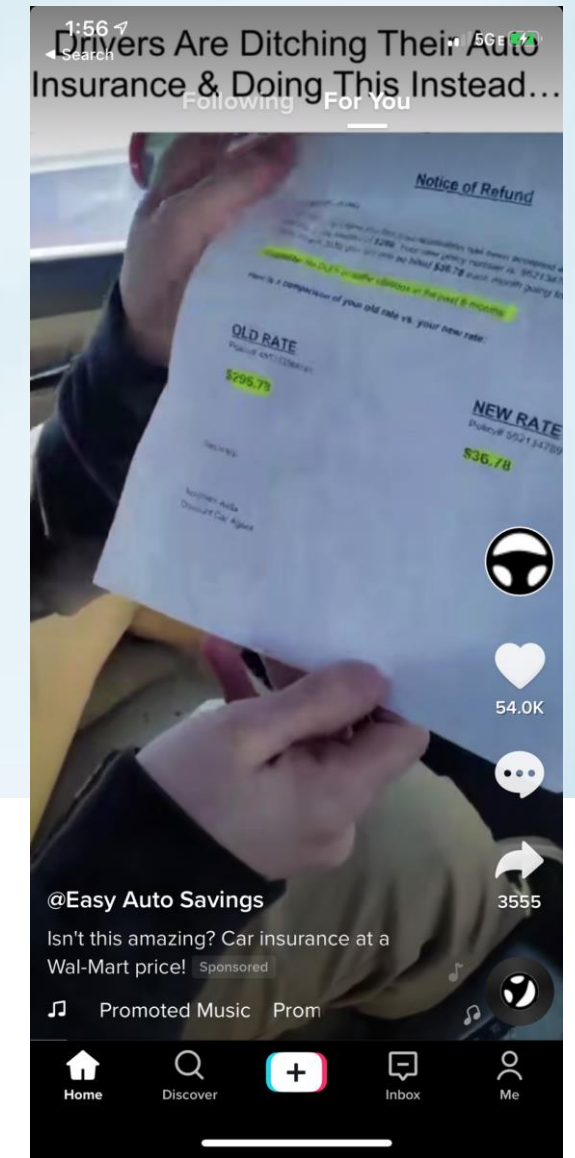
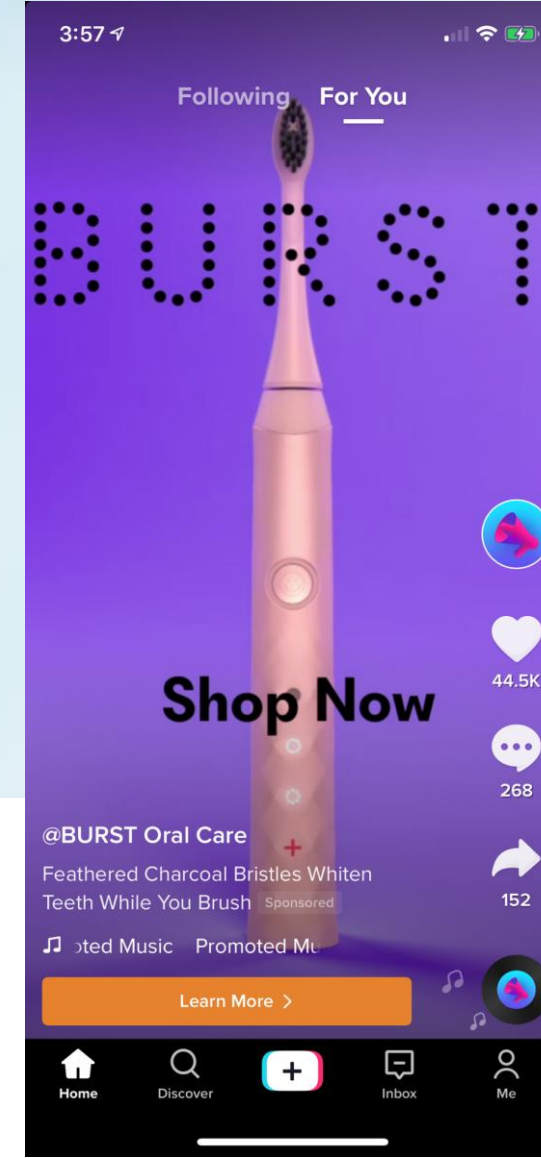
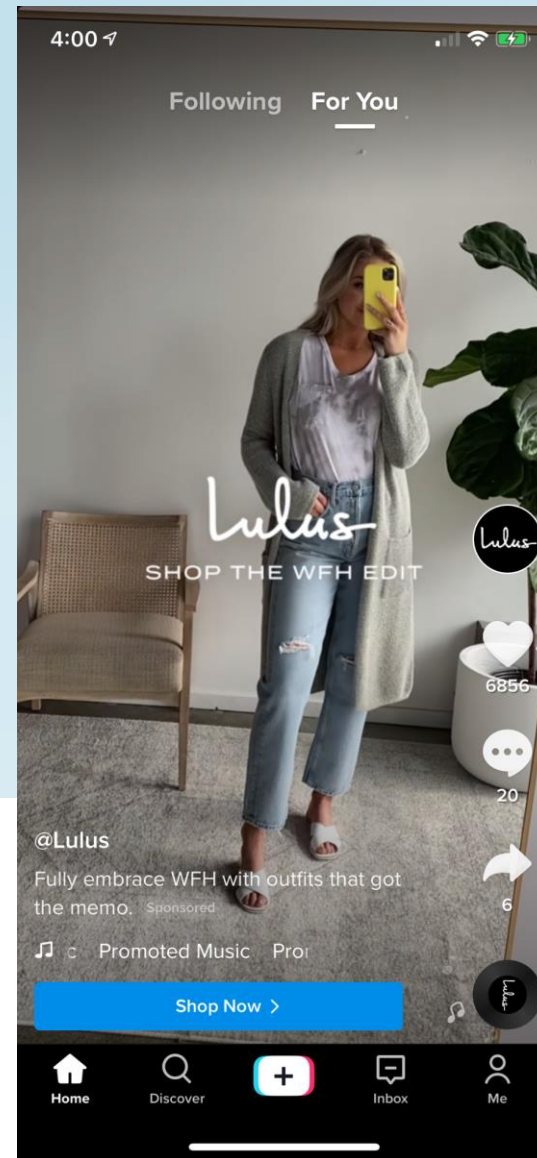
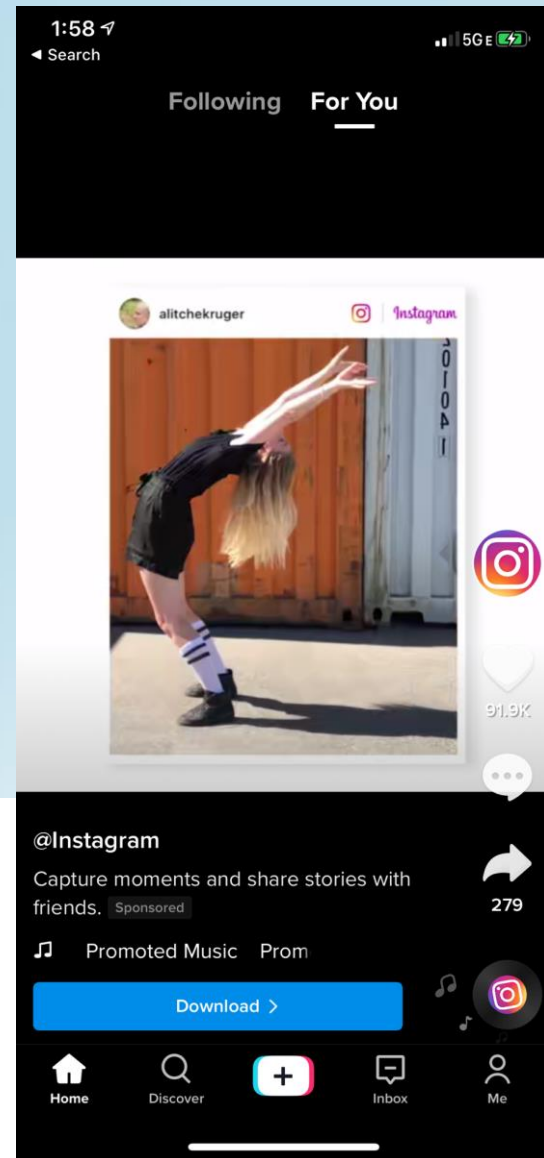
TOTAL UNIQUE VISITORS



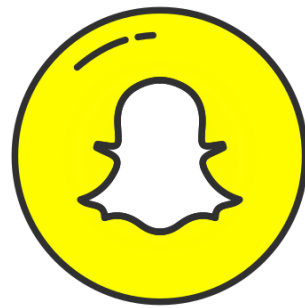
**30%**  
**INCREASE**  
in time  
spent



# IDENTIFYING OPPORTUNITY







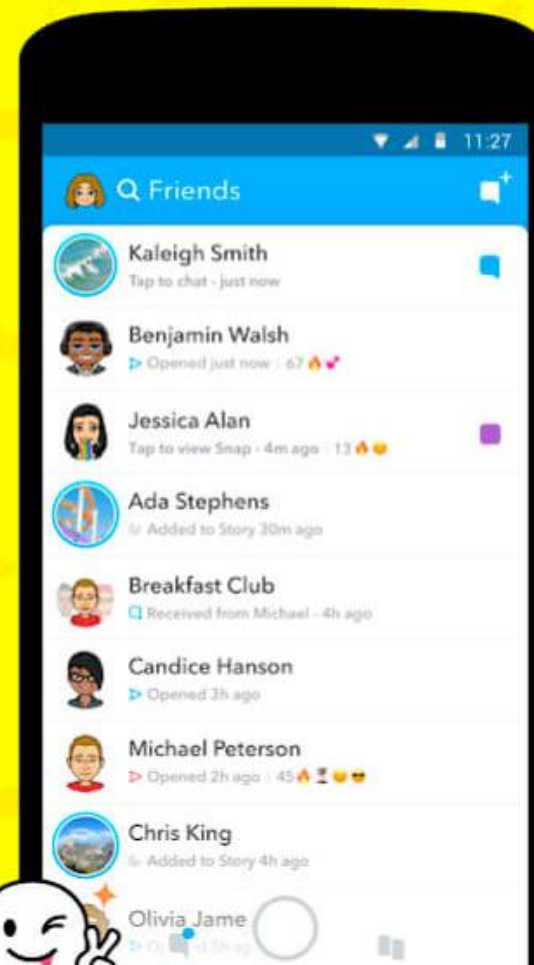
# INTRO TO SNAPCHAT

“THE FASTEST WAY TO SHARE A MOMENT”



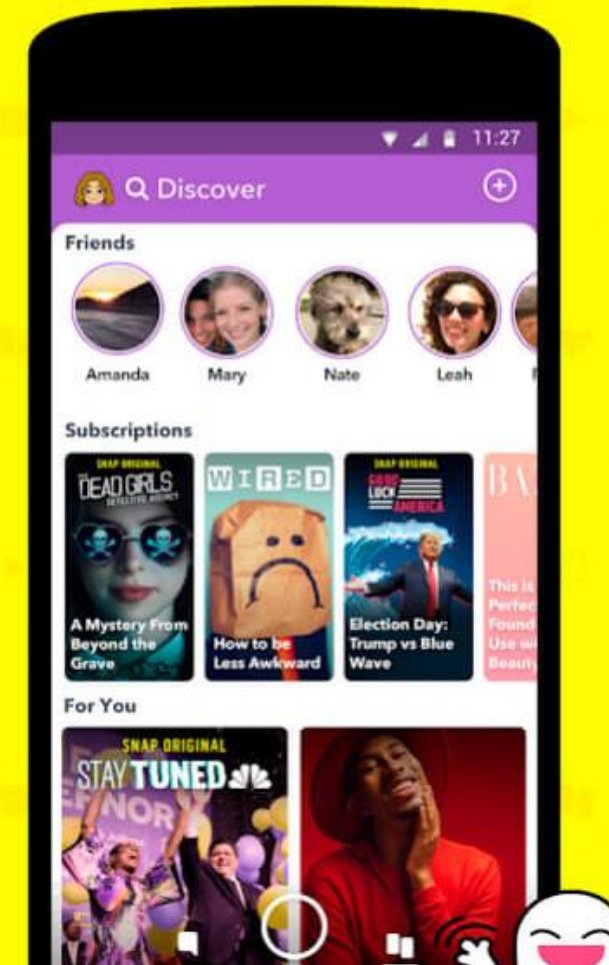
## Express Yourself

Snapchat is a camera made for communicating in the moment



## Live in the Moment

Chat with stickers, Bitmojis, and more. Save what matters—the rest disappears



## Learn About the World

Stories made for your phone from the most trusted creators and the community





# IDENTIFYING OPPORTUNITY

## INSIDE TIME

Snapchatters are doing more:

**33%**

Streaming

**25%**

Gaming

**12%**

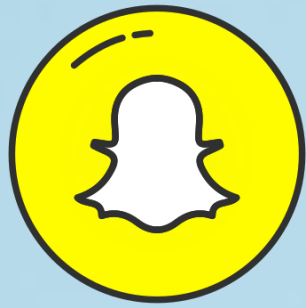
Online Shopping

**9%**

Ordering Food

**20%**  
**INCREASE**  
Daily Active  
Users YoY

Snapchat survey of US Snapchat users 3/13/20 – 3/17/20.  
Age and location data subject to restrictions. Age and location data subject to restrictions.



# IDENTIFYING OPPORTUNITY

HBO MAX  
Save on streaming what you love.

LIMITED-TIME OFFER

**HBOmax**

Preorder HBO Max for instant access on May 27

~~\$14.99~~ **\$11.99\*** /month

for 12 months

Cancel anytime

\*Offer valid from April 30 at 9:00 pm ET to May 27 at 2:59 am ET. For eligibility criteria, offer details, and redemption visit hbo.com. Restrictions Apply.

SIGN UP Ad

Search

A Woman

Feelings

PHENOMS

Watch Again

Phenoms

More Episodes

Granny Got Gains

wish

Shopping Made Fun!

Sponsored

VIRAL ANIMALS

Watch Again

Viral Animals

More Episodes

Tiger... to Public Restroom!

This is Life

I'm 12, genderqueer and proud

Chat

DISCOVER

Caviar  
Get local restaurants delivered.

Get local restaurants delivered.

Get the app.

Install Now

Caviar  
Get local restaurants delivered.

GET

Yoga Go: Train at Home  
Get strong body and peaceful mind

I QUIT THE GYM AFTER USING THIS APP

Install Now

Yoga-go  
Get strong body and peaceful...

GET

Pampers  
Share the Love

Hey, you're doing a great job!

Pampers

MORE Ad



# STRATEGIES TO GET YOU STARTED

## BE AUTHENTIC



Just because everyone  
is on it, doesn't mean  
you have to be!

Follow others' lead

## TARGETING



Broad might  
be better!

Lifestyle Alignment

Leverage Custom  
Audience Data and  
Lookalike Modeling

## CREATIVE



Know your strengths!

Lean into UGC

Testing Framework  
to Develop Your  
Own Best Practices

## MEASUREMENT



Pixel Capabilities

View through  
vs. Click Through

Media Mix Validation

Lift Impact



# MORE MESSAGING TIPS

## KNOW YOUR AUDIENCE

Provide information that's timely, useful, entertaining, or fun – depending on the platform!

## KEEP UP TO DATE

"What might have felt like a good message yesterday might not be the right thing today."  
-Twitter-

## BE READY FOR CRITICISM

Closely monitor comments to understand how users are responding to your content.

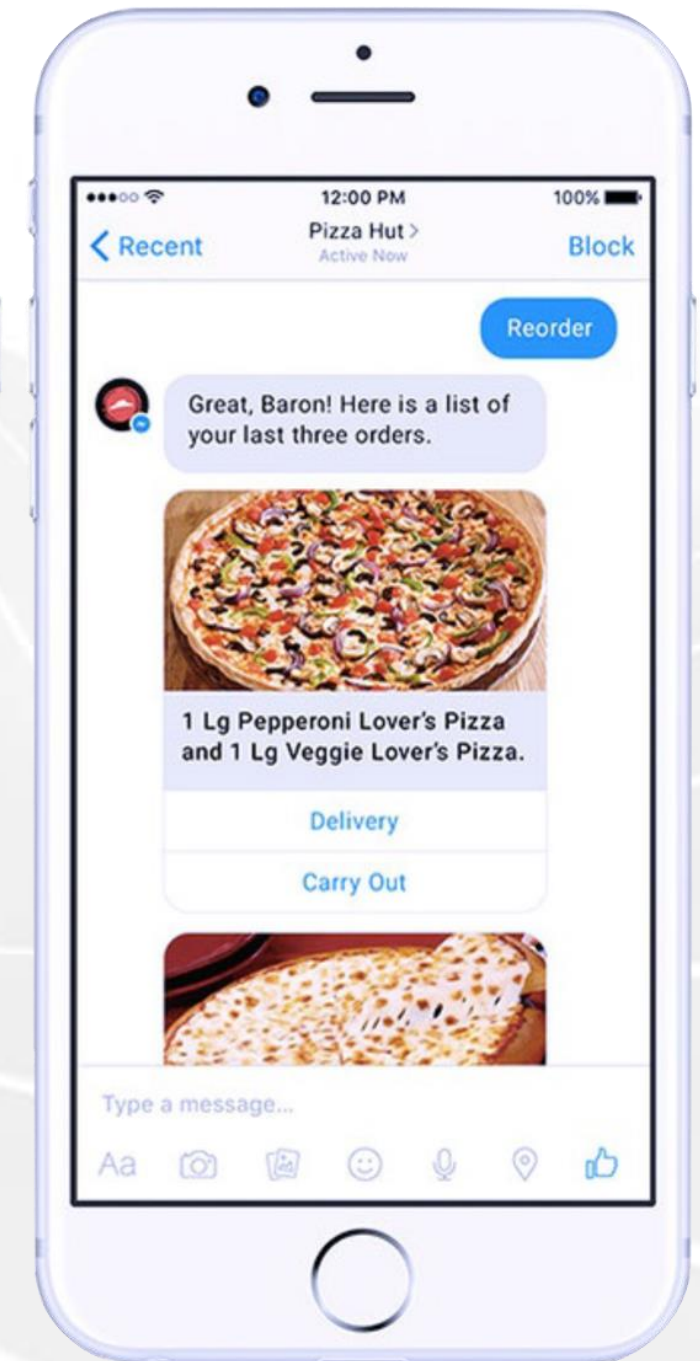
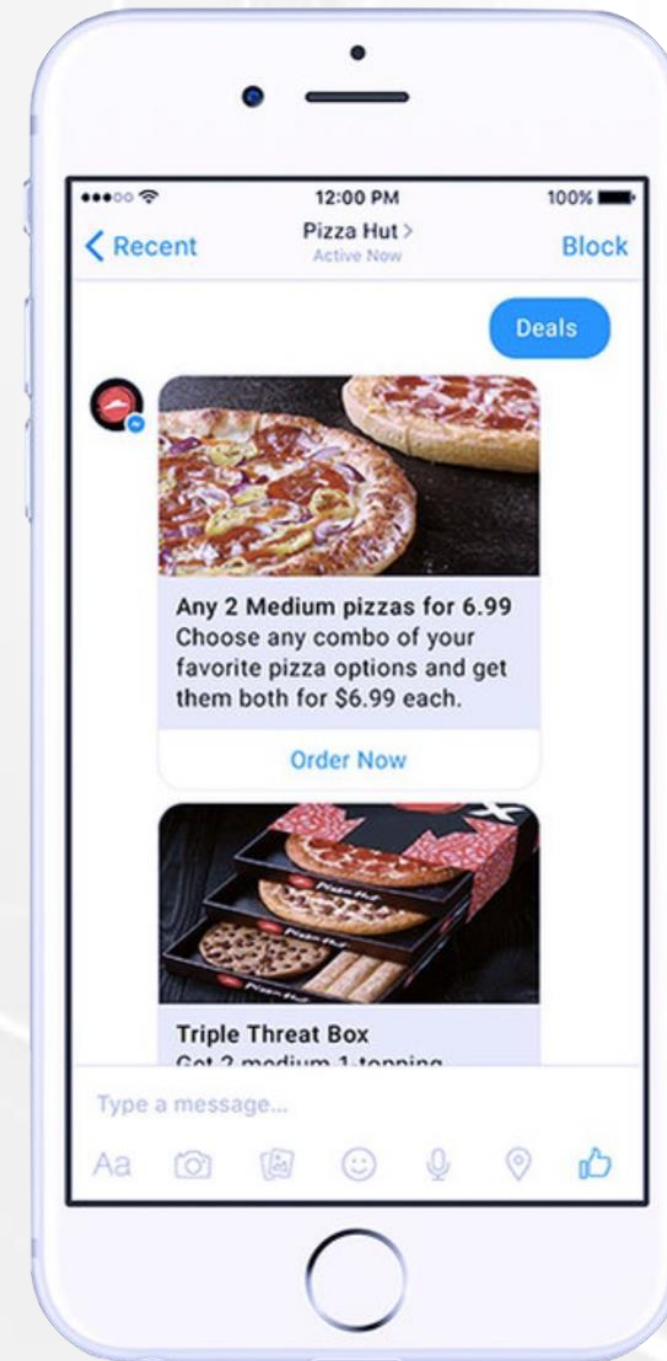
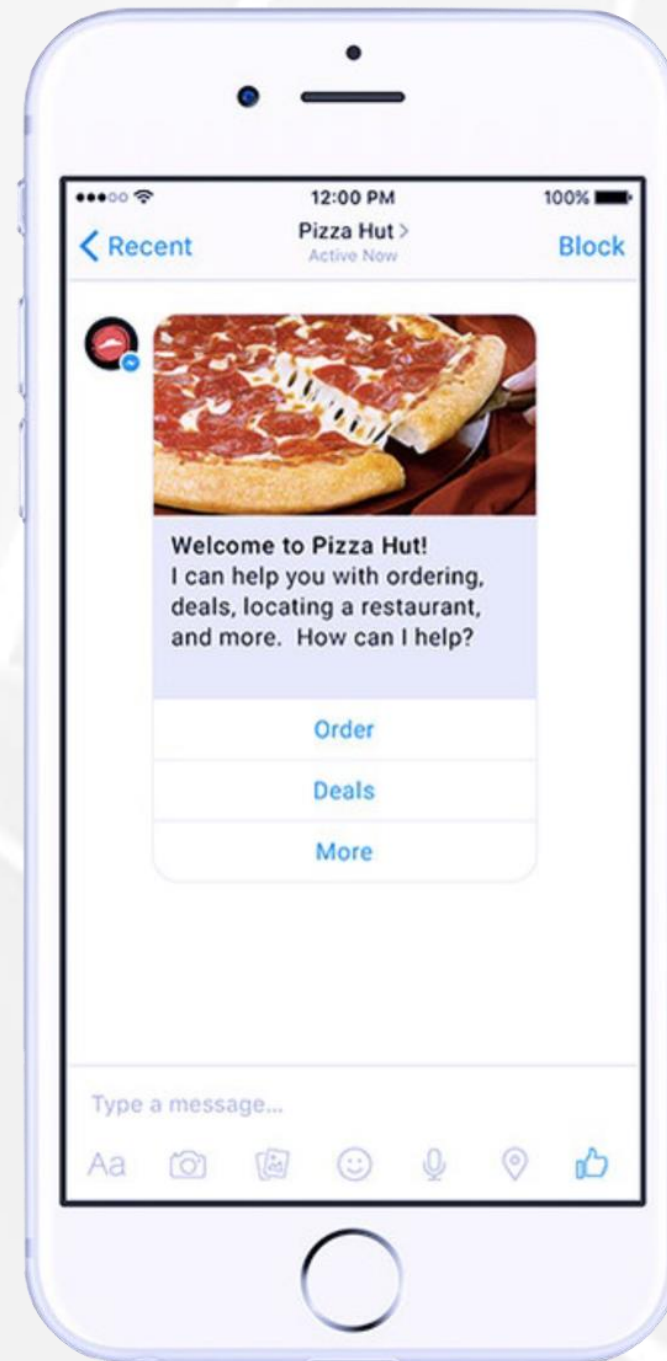
## ESTABLISH YOUR PRESENCE

Grow brand awareness and loyalty by maintaining an ongoing conversation with customers.

**Minimize pandemic mentions – focus on your community, your products, and what you're doing to help.**

# LOOKING AHEAD

**TODAY'S  
TOMORROW'S  
CONSUMER  
BEHAVIOR  
LOOKS  
DIFFERENT**





# GROWTH AREAS & FUTURE OPPORTUNITY

## FACEBOOK MESSENGER

Create 1:1 Connections with  
Remote Chatbot Support  
Answer FAQ's  
Drive to Purchase  
Find Nearest Location

## PREMIUM RESERVED

Hashtag Challenge (TikTok)  
Premium In-Stream Video  
Brand Takeovers  
Promoted Trends/Topics/Sponsorships

## STORIES FORMATS

Vertical, Full Screen = Max  
Attention  
  
Re-use Across Platforms

## TAP INTO RESOURCES

Creative Consultations and Design  
Assistance  
  
Video Creation Tools  
  
Platform Webinars and Newsletters

# BUYING EFFICIENCY

Facebook, inc. CPM's from November 2019 – May, 2020





**QUESTIONS?**  
**THANK YOU!**