

S O C I A L M E D I A C A F E



CITYWIRE



## LAURA HOLLAND

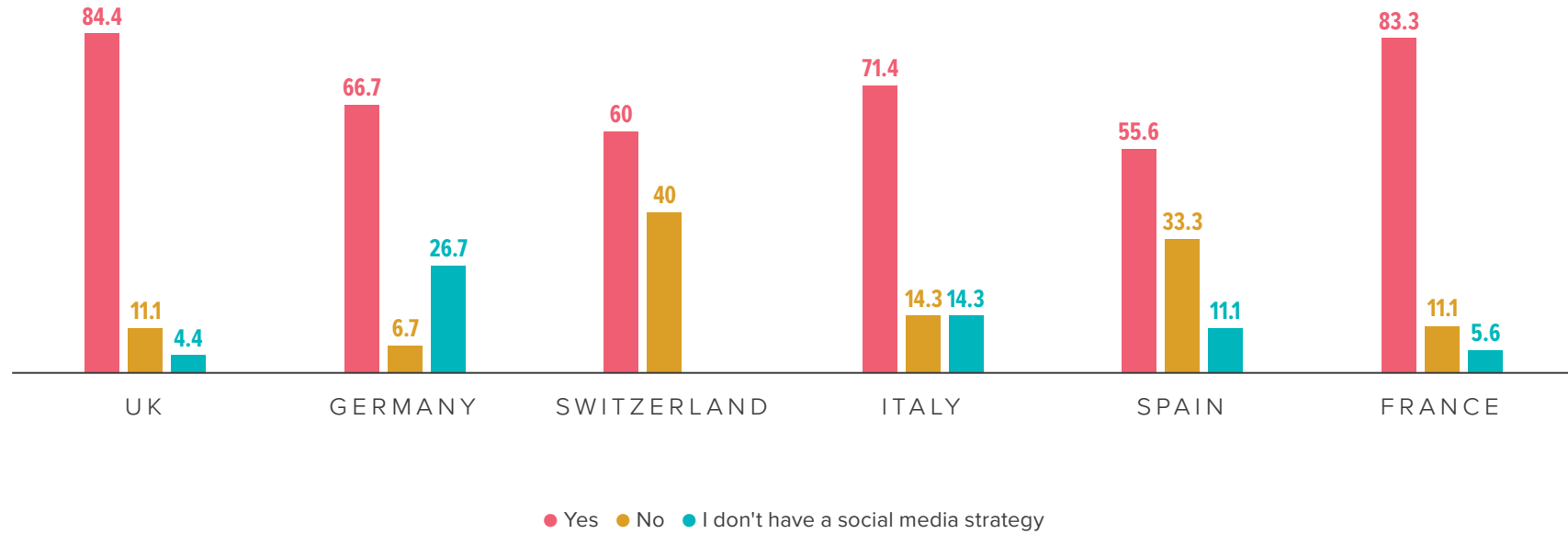
Social Content  
Producer, Citywire

[in](#) /lauraaliceholland

**I've been busy talking  
to asset managers  
across Europe this year**

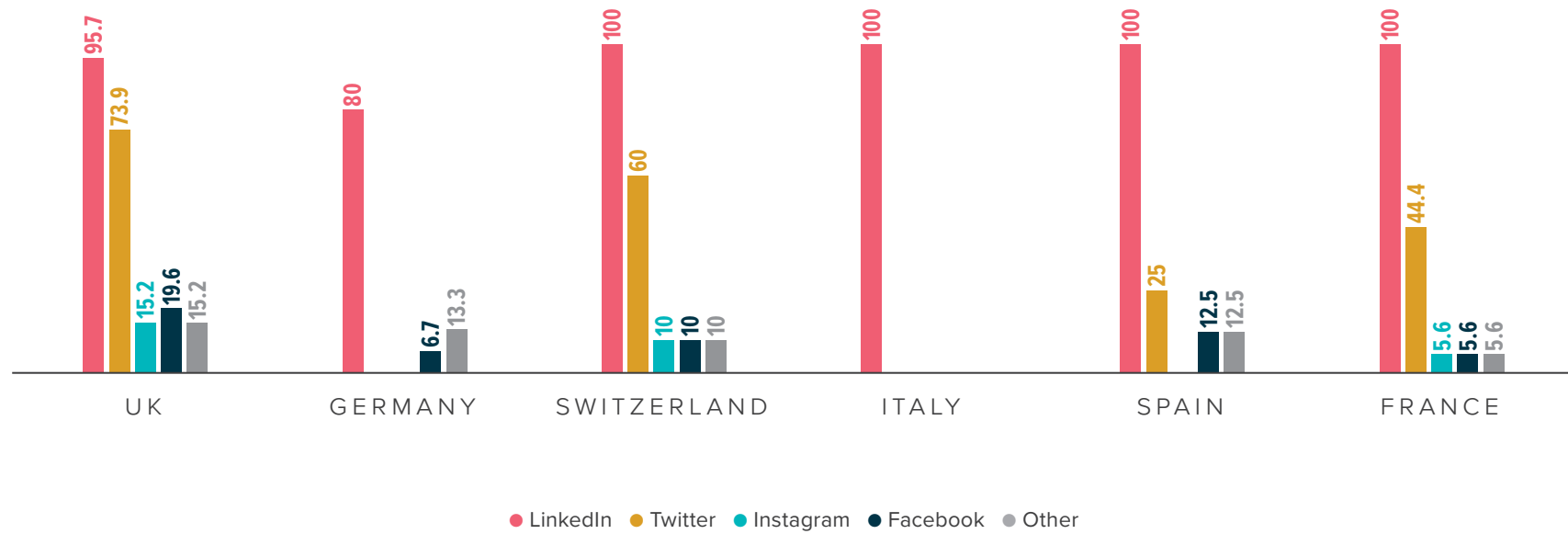


**Is your social media strategy integrated  
into all your marketing campaigns?**



All data in percentages. Some may not add up to 100% due to rounding

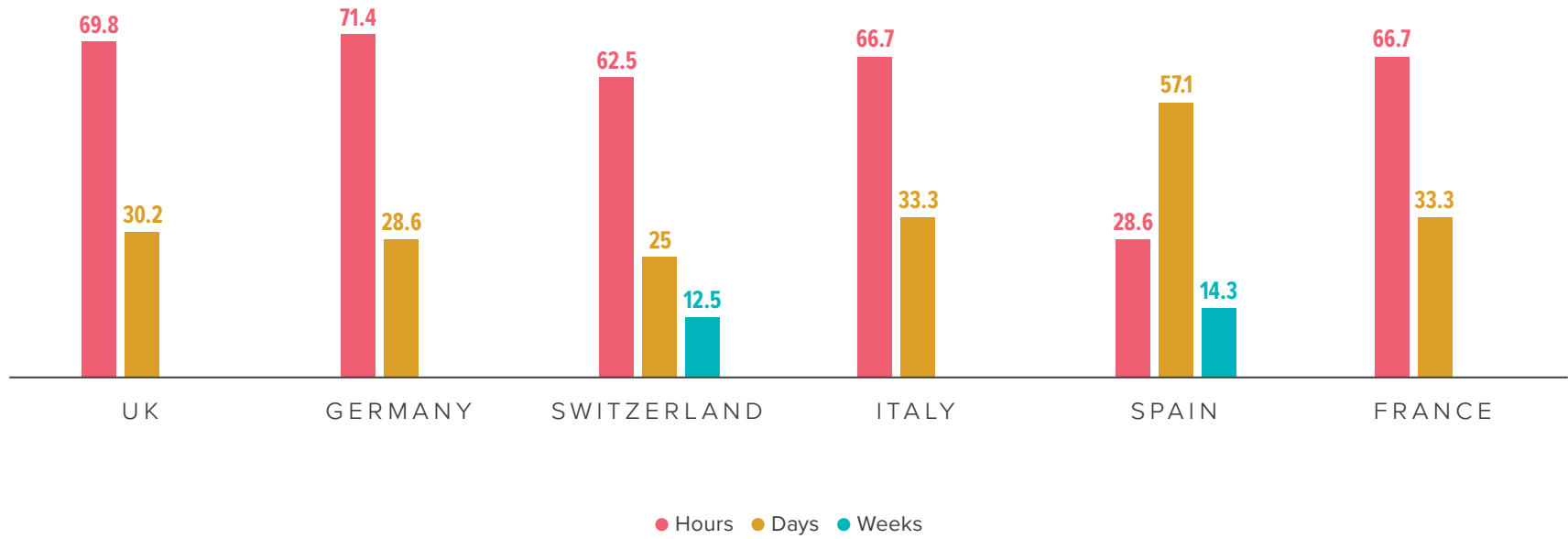
**Which Social Media platform does  
your company consistently use?**



\*please note that in Germany and Italy, respondents could only select a single option  
All data in percentages. Some may not add up to 100% due to rounding

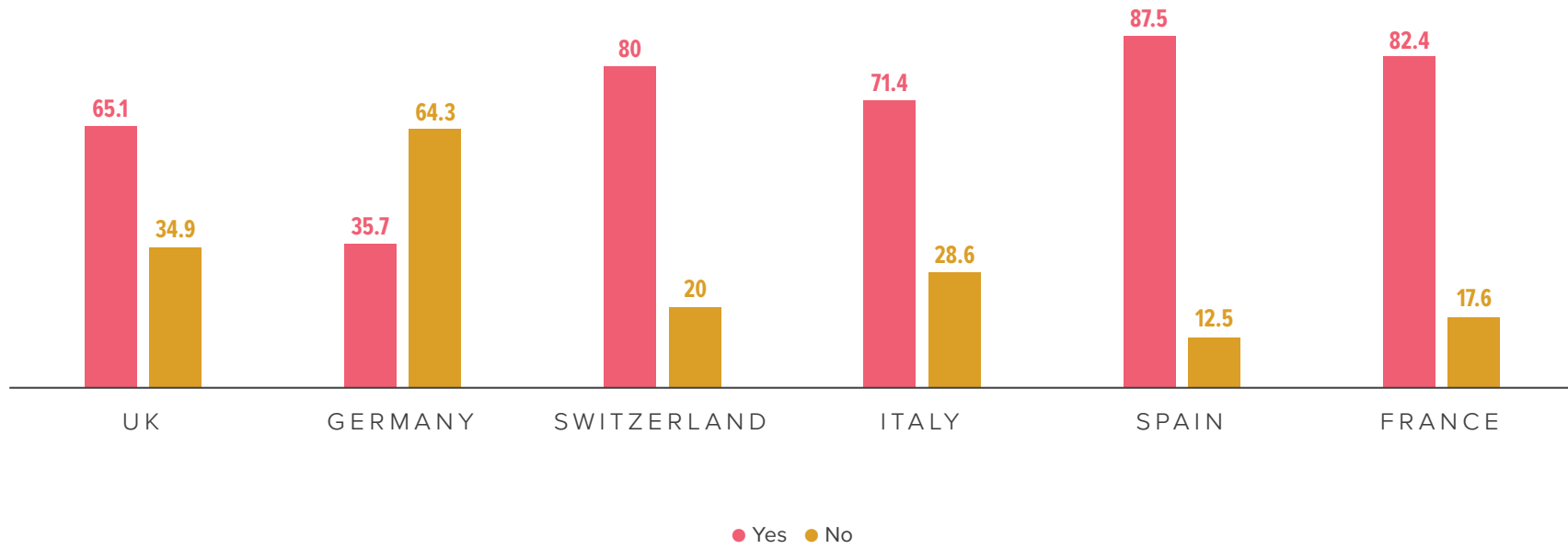
**What is the normal turnaround time  
for compliance to approve posts?**





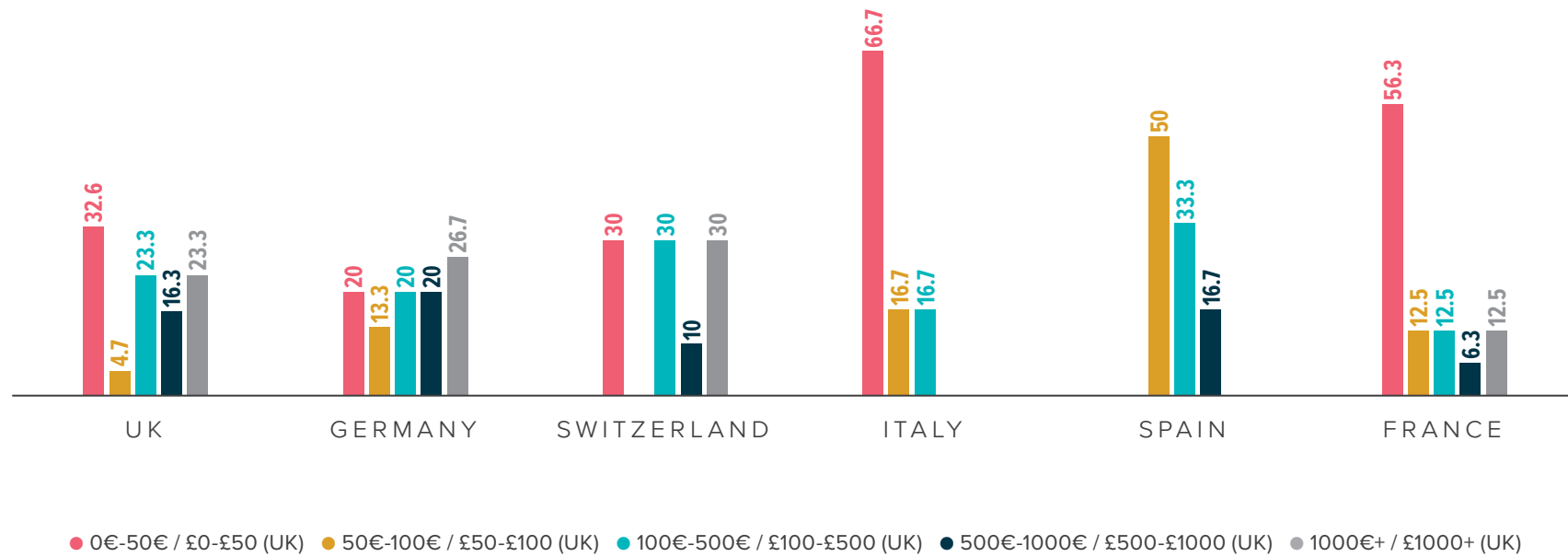
All data in percentages. Some may not add up to 100% due to rounding

**Do you struggle to prove the ROI  
on Social Media?**



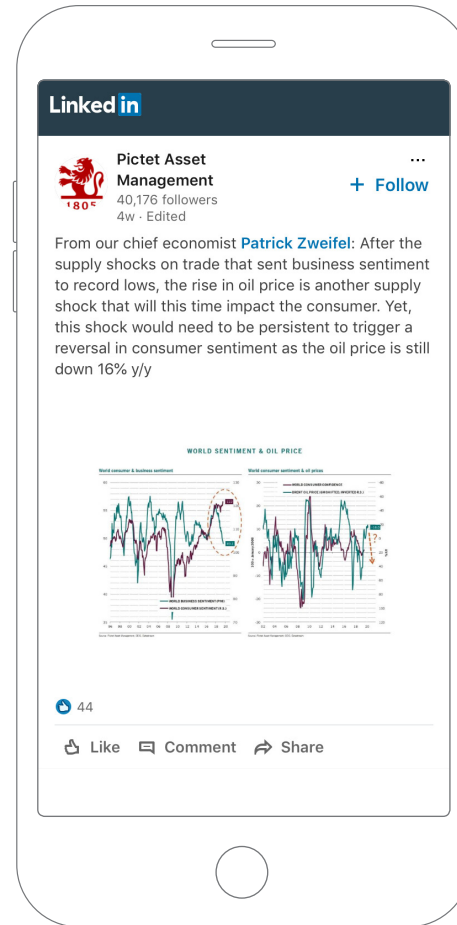
All data in percentages. Some may not add up to 100% due to rounding

**What is your monthly budget size  
for Social Media?**



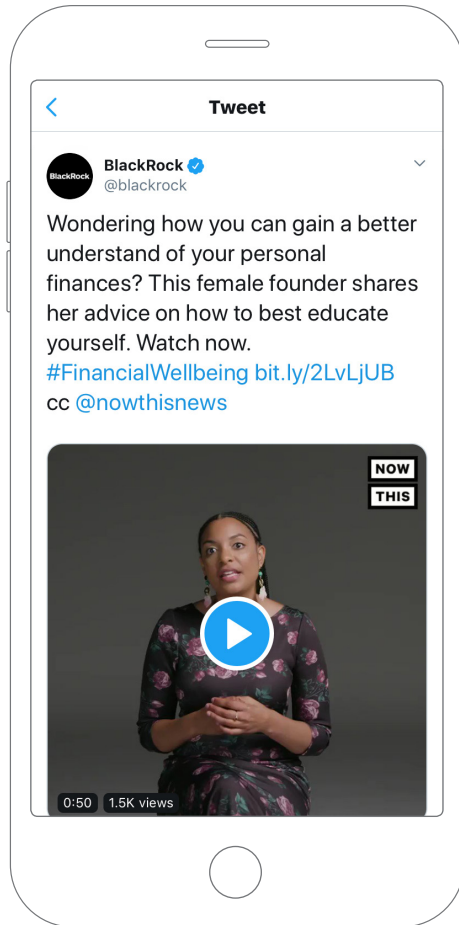
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## PICTET

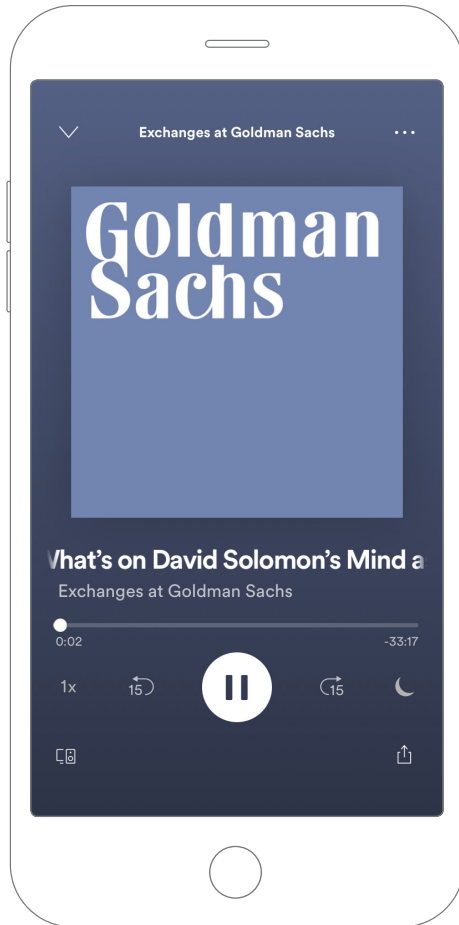
- ✘ Sticking to the more **traditional** social media methods, but doing it well
- ✘ Pictet's LinkedIn has a mix of **research** and **insight** which is very popular with their 39k strong audience
- ✘ Use of a **animated infographic** on Twitter as well as utilising their campaign hashtag



## BLACKROCK

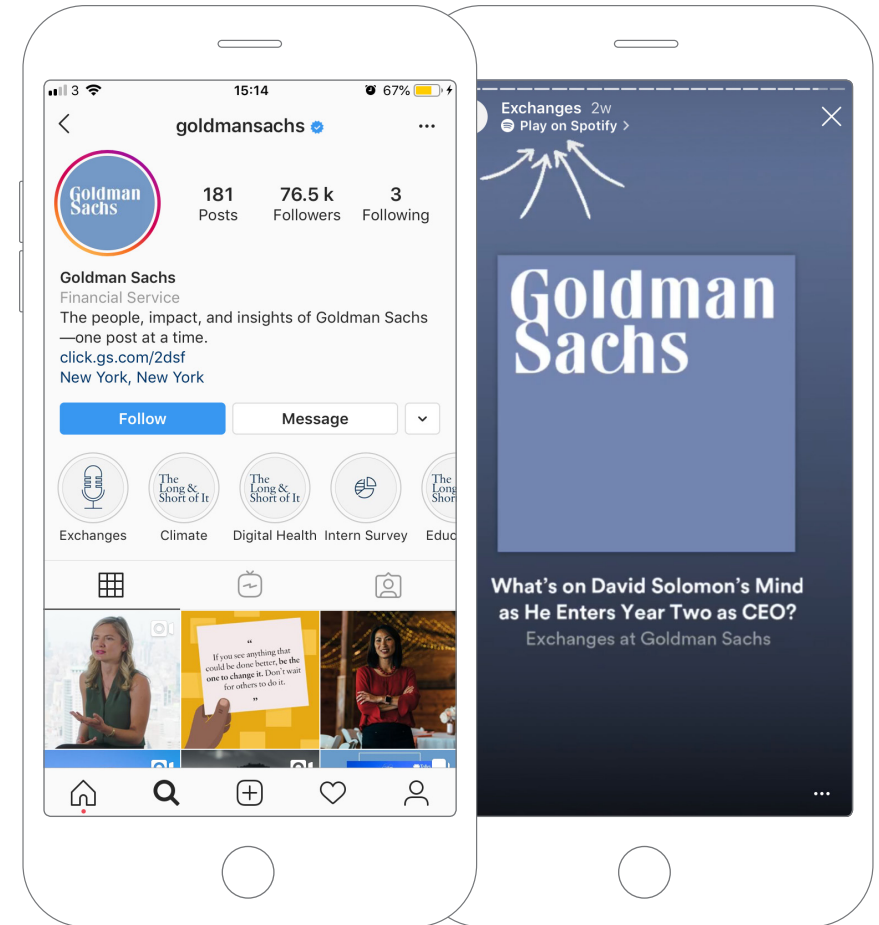
- ✘ BlackRock have used social media to **partner up** with Now This News, which has over 2 million followers, as well as GirlBoss, a women's network with over 1 million followers
- ✘ Both initiatives are aimed at **educating** and **empowering** people on their finances





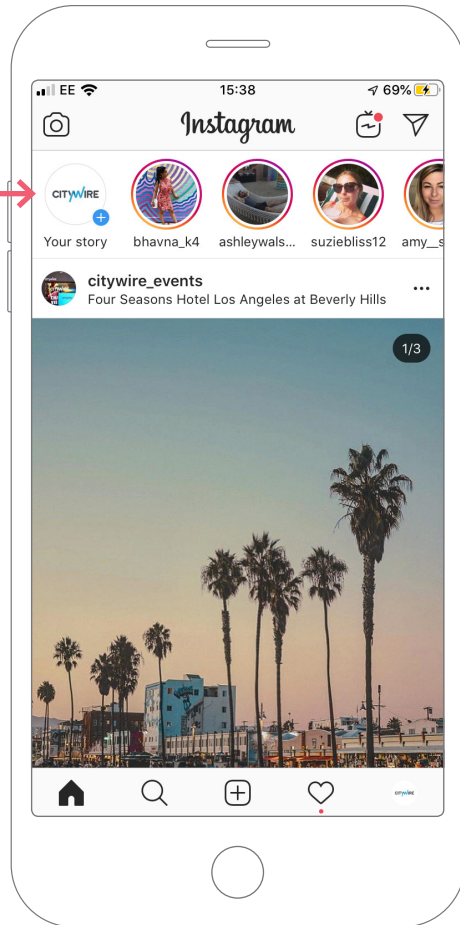
## GOLDMAN SACHS

- ✘ Goldman Sachs are back, but this time for the way they are **promoting** their podcasts, by utilising Instagram Stories
- ✘ They also take it a step further by adding to their **highlights** on their Instagram profile





YOUR STORY



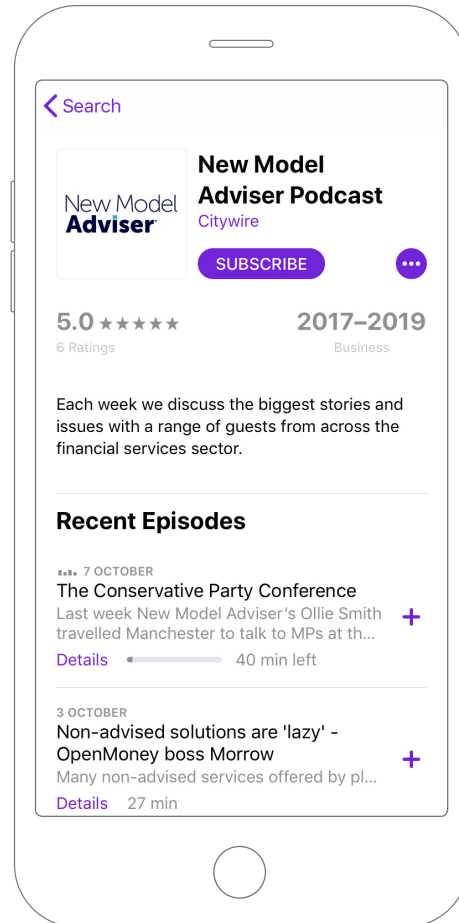
## INSTAGRAM STORIES

- ✘ In 2019 we wanted to try and put more time into the platforms that were **overlooked** by our industry
- ✘ **Instagram stories** are great because they are right at the top of your app, and they are very discoverable if you are using hashtags and location stickers

## SHORT VIDEO

- ✘ Video is still king, and one thing we have discovered that works really well is **interview style** super short videos (no more than 60 seconds)
- ✘ In this industry people like to **hear** from peers and thought leaders, so it's ideal
- ✘ Also note the **event hashtag** used too!

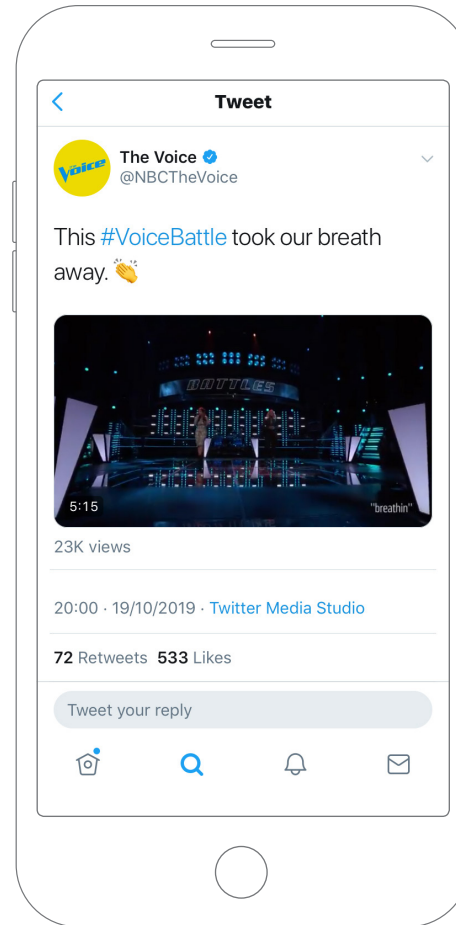
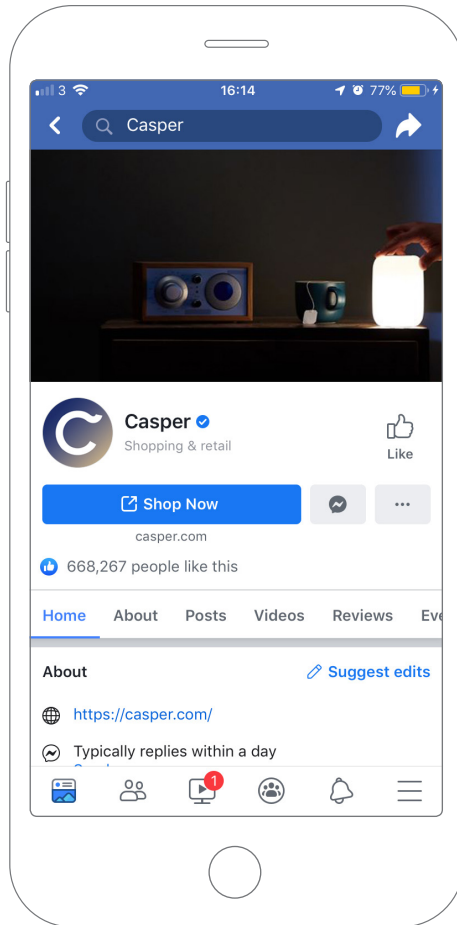




## PODCASTS

- ✘ Podcasts aren't new, but with the interest in **Alexa** growing, we have found more people tuning into our podcasts
- ✘ There has also been an increase in demand for **whitelabel** podcast content



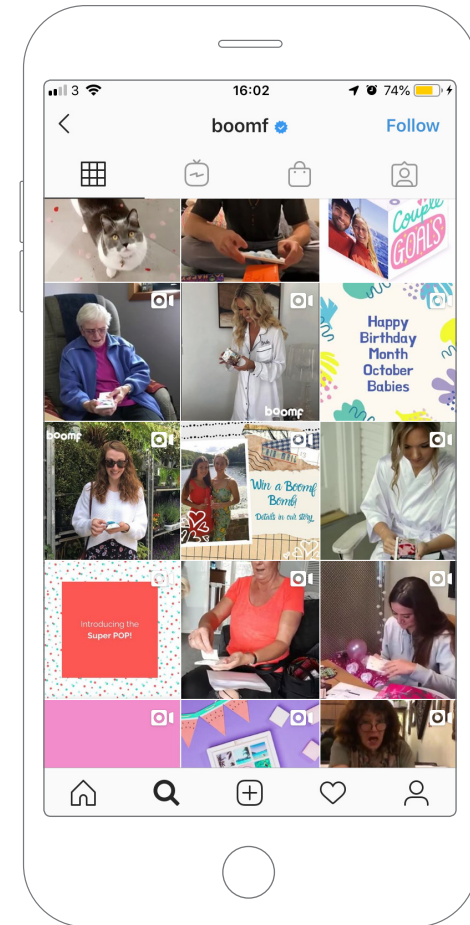
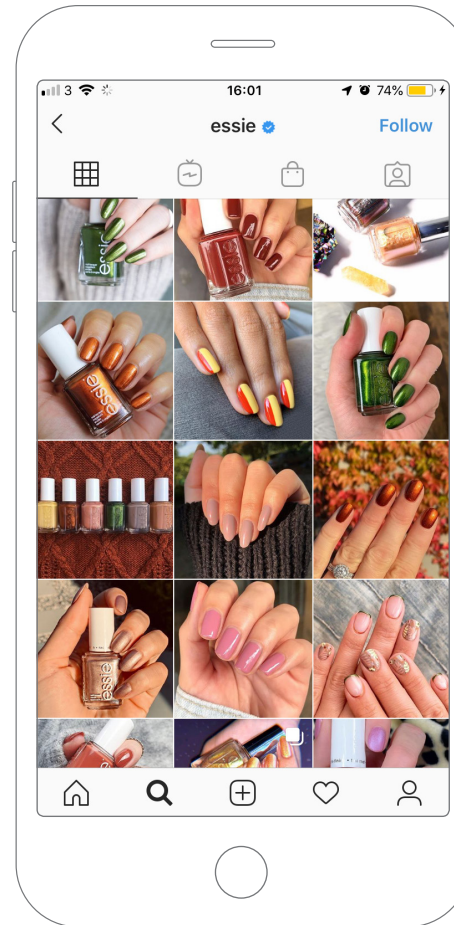


## CROSS CHANNEL MARKETING

- ✘ Many companies are on **more than one** platform, so it makes sense to cross promote
- ✘ **Casper** does this very well, promoting their sleep channels on Spotify and Youtube on their Facebook page
- ✘ Let's not forget the **2nd screen** effect with TV, with people discussing programmes in real time as they are being broadcast. Think Panorama, Made In Chelsea and The Voice.

## USER GENERATED CONTENT

- ✘ With **influencer marketing** under scrutiny recently, UGC (user generated content) adds more authenticity to a brand's offering
- ✘ Boomf uses **customers' reactions** on its Instagram
- ✘ One of the most successful is nail varnish brand Essie, which features photos of nails submitted by its **customers**







## HUMOUR

One of my favourite Twitter accounts is **Innocent Drinks**, which creates a great rapport with customers and users, and is really good at jumping on hot topics in a humorous way



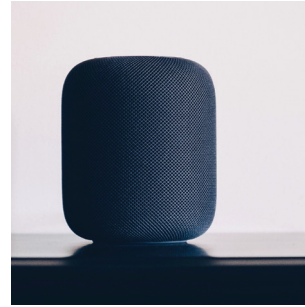
### Live video

Watching live video continues to grow in popularity with Instagram Live Stories and IGTV. Both allow comments and questions to be answered in real time. You can expect to see more of this now. LinkedIn has launched a Live Video option too.



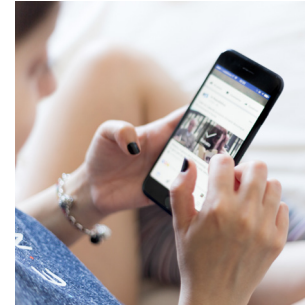
### Communities

Communities will become part of your strategy, from branded Facebook groups to building a rapport with your community via Live Video.



### Audio/Voice

Last year we predicted Alexa flash briefings and short-form podcasts would take off. It's now gaining momentum and inspiring many new short-form podcasts to emerge.



### Temporary content

Is still popular, only this time it is being utilised for me Q&As and polls, which is another great way to build a rapport with your audience and also to find out what they want to see more of.



### Storytelling





Long gone are the features and benefits of a product or service. Nowadays people want to know the stories behind it. How has it enriched someone's life? And is it something they can relate to?

**AUDIOGRAMS**

So Audiograms - audio clips on a background image with captions – are really useful. This will both engage your existing audience and promote your show to others.

Head to **headliner.app** for your free tool to get creating them and share your Flash Briefing or a podcast clip on social.

**VIDEO TIME LIMITS**

|   |   |            |            |   |   |
|---|---|------------|------------|---|---|
|  |  |            |            |  |  |
|   | STORIES   | IGTV       | FEED       |   |   |
| <b>2'20"</b>  | <b>15"</b>  | <b>15'</b> | <b>60"</b> | <b>4h</b>   | <b>10'</b>  |

**85%**

of people watch videos on social media without sound, so add **subtitles**. It increases the likelihood that users will watch until the end

**LONG-FORM**

content works better on LinkedIn & Facebook

AND

**SHORT-FORM**

on Twitter & Instagram

**PORTRAIT**

is the best performing format on **Instagram**

**OTHER TIPS**

Choose an image showing the **speaker/ host**

FACES DO BETTER THAN OBJECTS

Include simple instructions to **subscribe** to the show

AS TEXT IN CAPTION OR 'LINK IN BIO' FOR INSTAGRAM

Post in the **evening** on Instagram

HIGHER ENGAGEMENT

Display your instagram **nametag** at events and shows and across your social networks

## Plink

Send listeners to the right place. Any device, every time. Share one universal smart link to play your podcast with Plink. Sign up free at:

 [bit.ly/plinkpod](https://bit.ly/plinkpod)

## Flash Briefing 101

Why Create an Alexa Flash Briefing?  
See the video at:

 [bit.ly/briefing101](https://bit.ly/briefing101)

## Voicebot

Get stats and news on voice technology and devices

 [Voicebot.ai](https://voicebot.ai)

## Dotsub.com

Easy to use online subtitling tool

 [bit.ly/33Qkqkp](https://bit.ly/33Qkqkp)

## Canva

Online free image editing tool  
(desktop and app based)

 [bit.ly/1fqI5sq](https://bit.ly/1fqI5sq)

## Socialmediaexaminer.com

Keep up to date with news and tutorials

 [bit.ly/2fAg2T0](https://bit.ly/2fAg2T0)



THANK YOU

FOR FURTHER INFO: @LAURAHOLLAND