

**SOCIAL MEDIA IS IN
THE MOMENT**

**LES MÉDIAS SOCIAUX
SONT DANS L'INSTANT
PRÉSENT**

About me | À propos de moi

Driven by creativity and story |

Animé par la créativité et l'histoire

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Consultante principale, Responsable des

relations publiques



Agenda

- A bit of theory | Un peu de théorie
- Some experiments and facts |
Quelques expériences et faits
- Tips, tricks, reminders | Conseils,
astuces, rappels
- Questions

What is public relations? |

Qu'est-ce que les relations publiques?

RIGHT INFORMATION

What is your story?

RIGHT PEOPLE

Who needs to hear it?

RIGHT TIME

When do they need to know?

RIGHT WAY

How will you share it?

BONNES INFORMATIONS

Quelle est votre histoire ?

LES BONNES PERSONNES

Qui a besoin de l'entendre ?

LE BON MOMENT

Quand ont-ils besoin de savoir ?

DE LA BONNE FAÇON

Comment allez-vous le partager ?

Right people, right time...

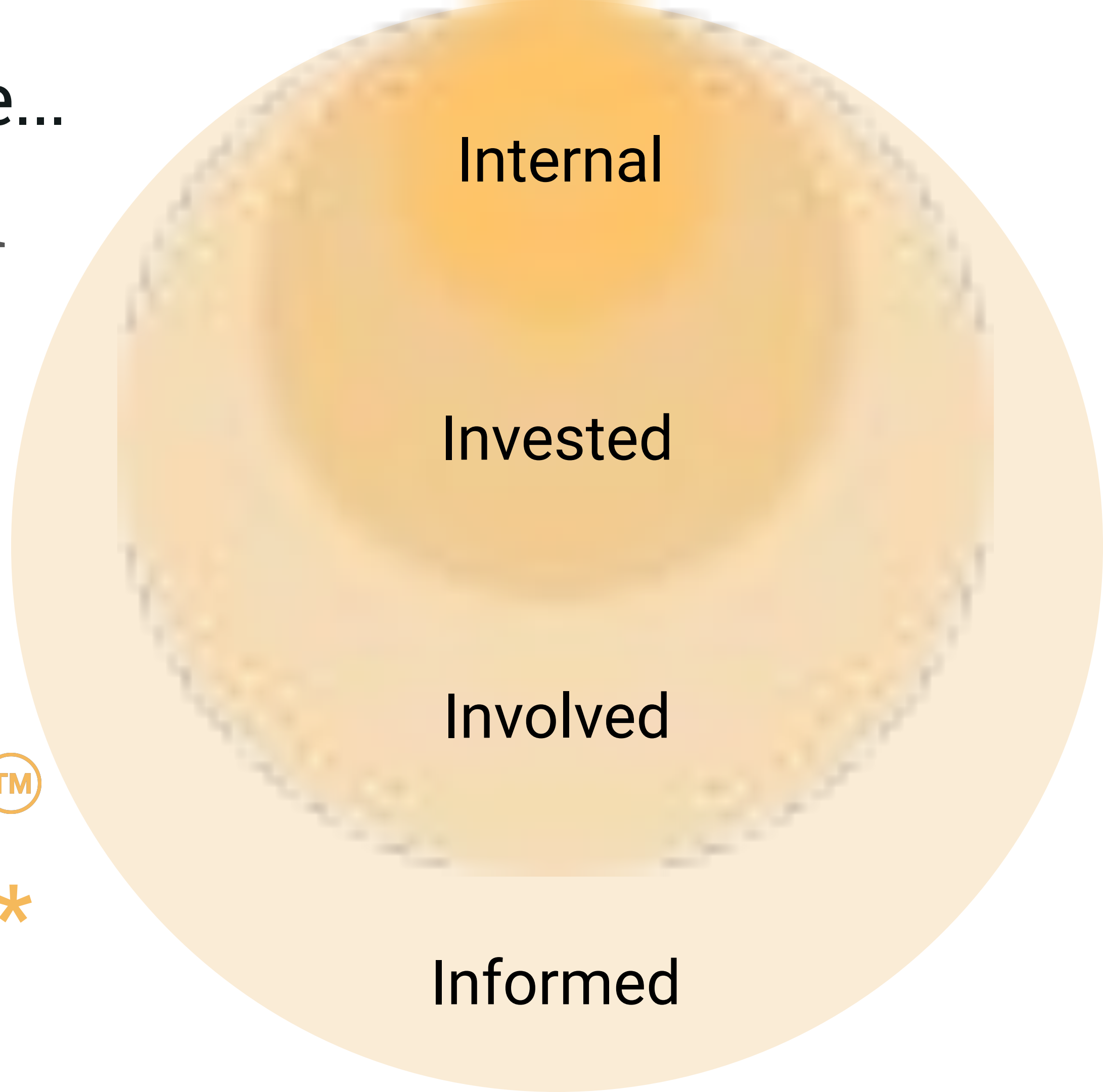
Bonnes personnes, bon

moment....

Erin's 4 Audience TM

segmentation "Is" *

*patent pending

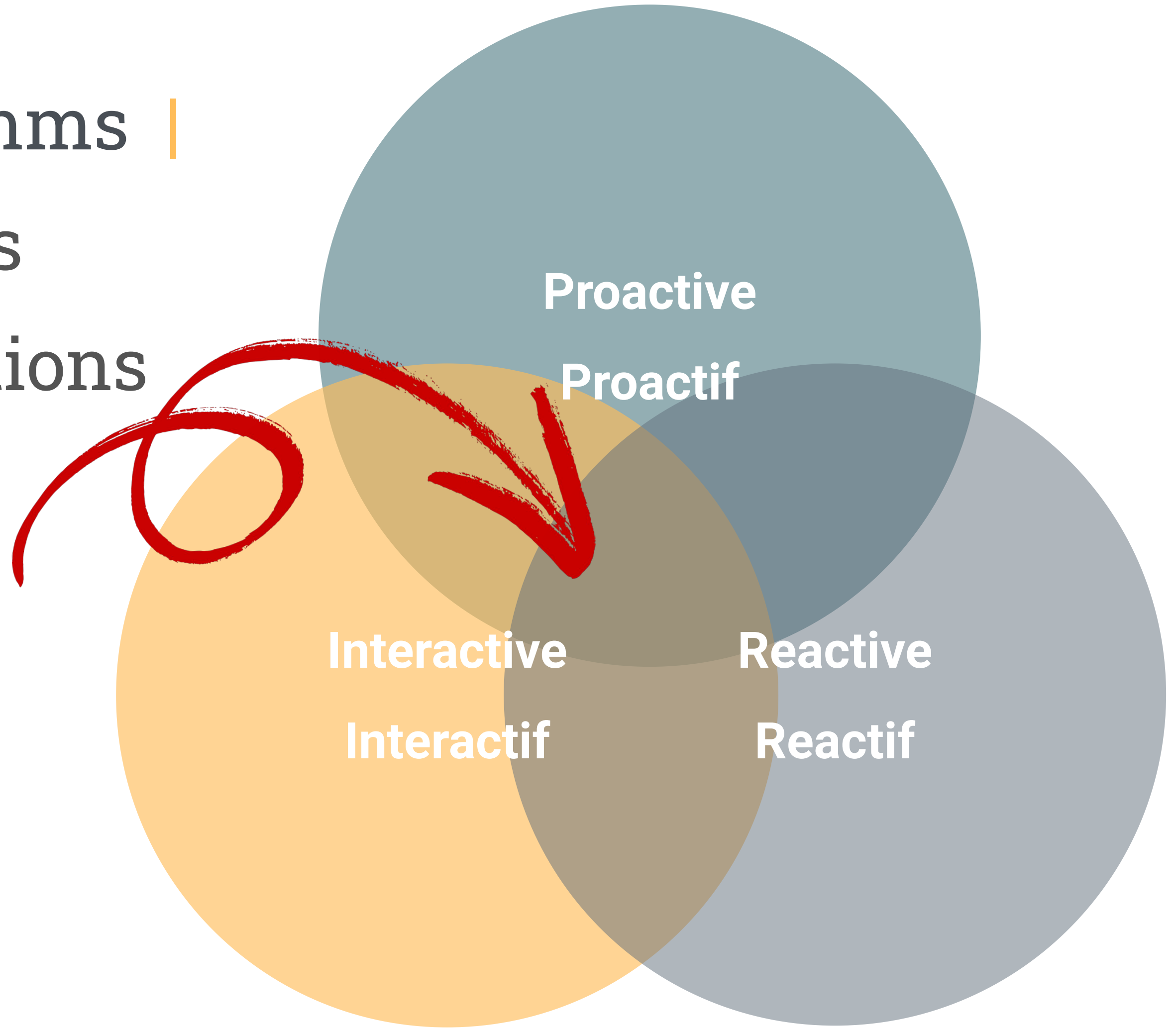


Lessons from nature ... | Les leçons de la nature ...

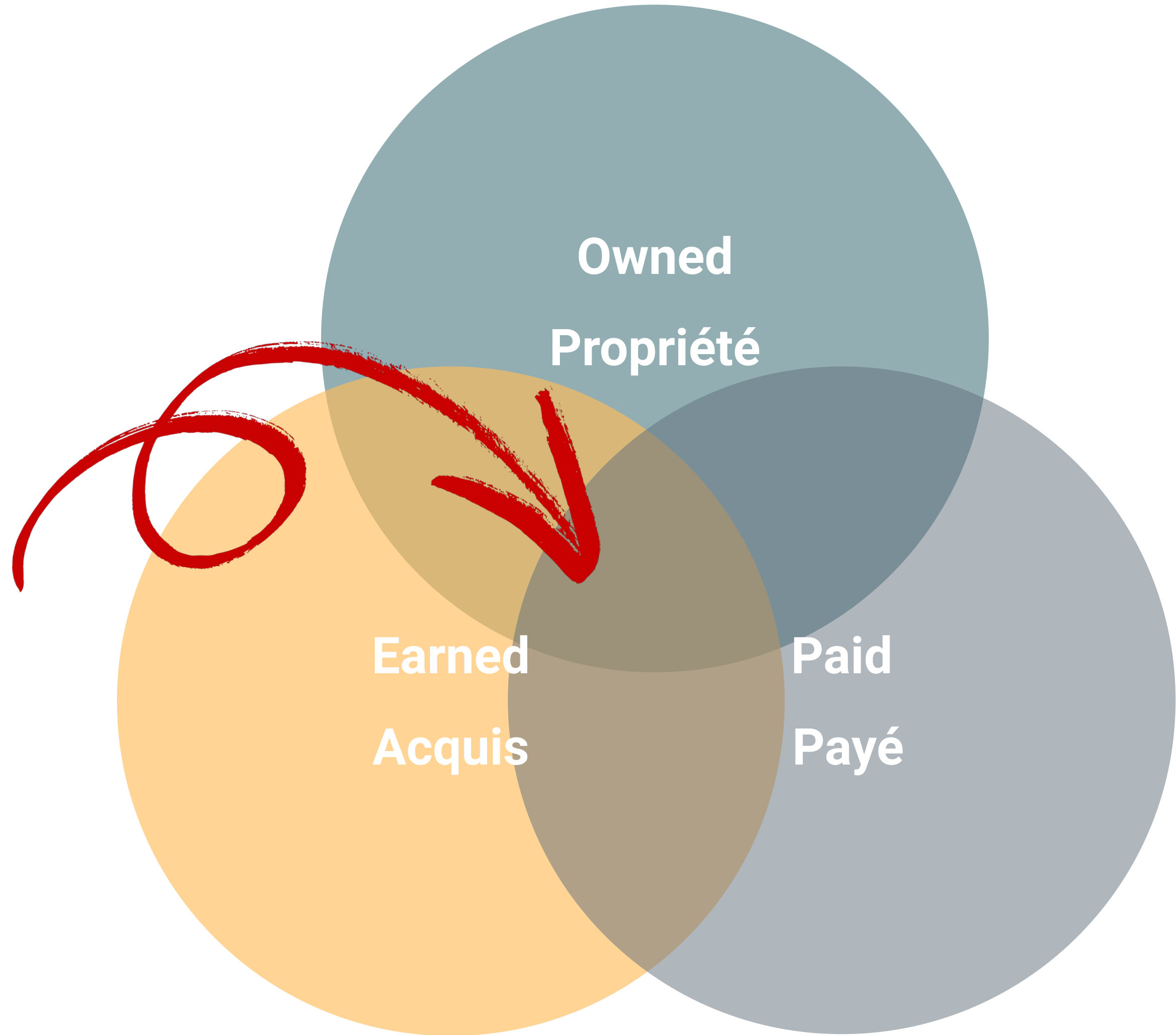


Types of comms |
Les types des
communications

**SOCIAL
MEDIA**

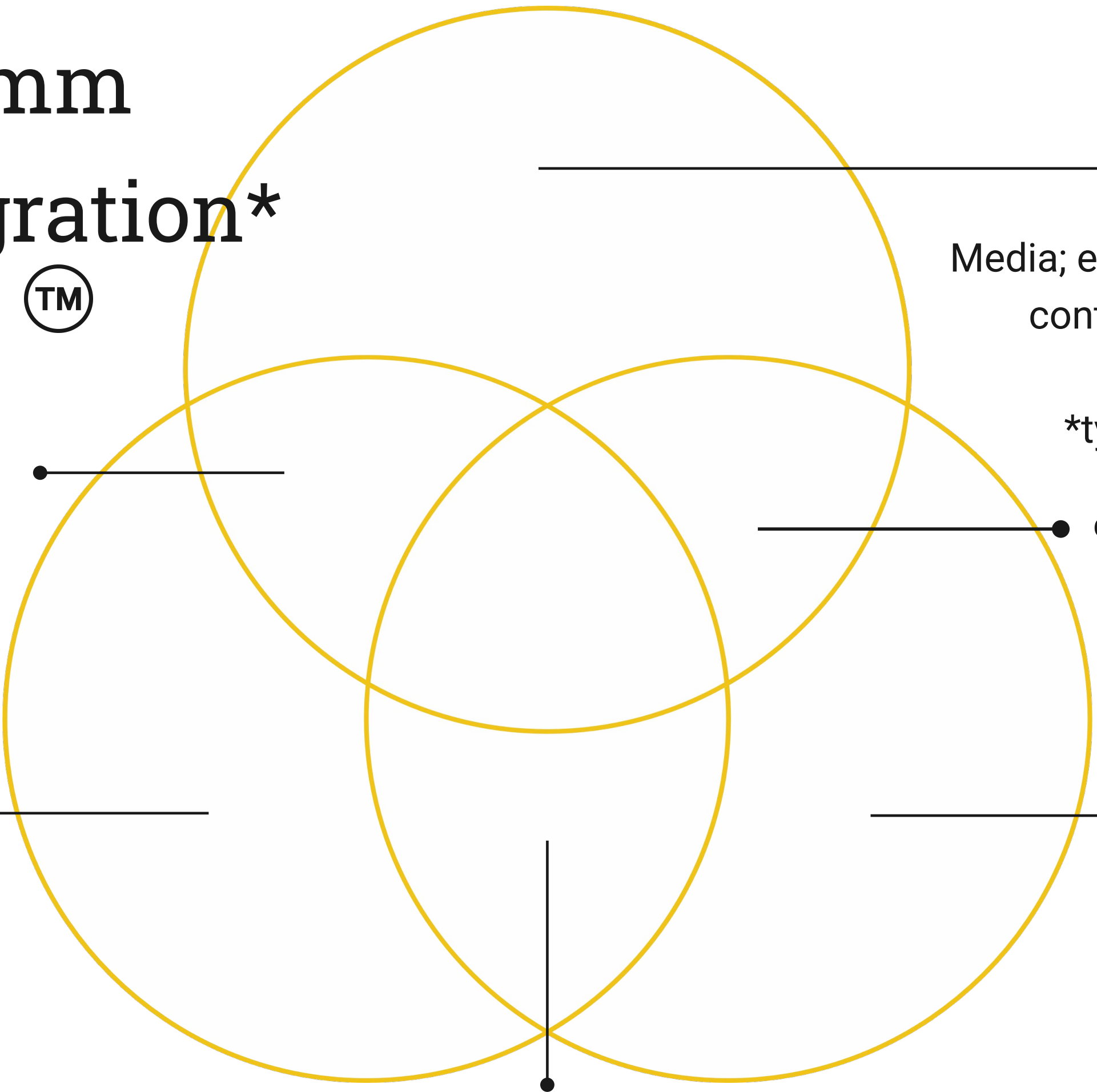


SOCIAL MEDIA



Erin's MarComm

Tactical Integration*



Storytelling

Media; editorials, video/written content for website/social media; newsletters
*typically owned/earned

eg. Content marketing; PR; advertorials; influencer marketing

Relationships

e.g. Social media (product and event posts); testimonials; media events; internal /stakeholder communications

Direct email marketing, social media comments & direct messages, customer service
*typically earned

Promotion

Ads (digital, print, radio, social media),
*typically paid

e.g. contests; promocodes; conferences; swag

*patent pending

The power | Le pouvoir

Let's do a little experiment....

Faisons un peu d'expérimentation....

Adoption | L'acceptation



of Canadians are social
media users

des Canadiens utilisent
les médias sociaux

The power | Le pouvoir

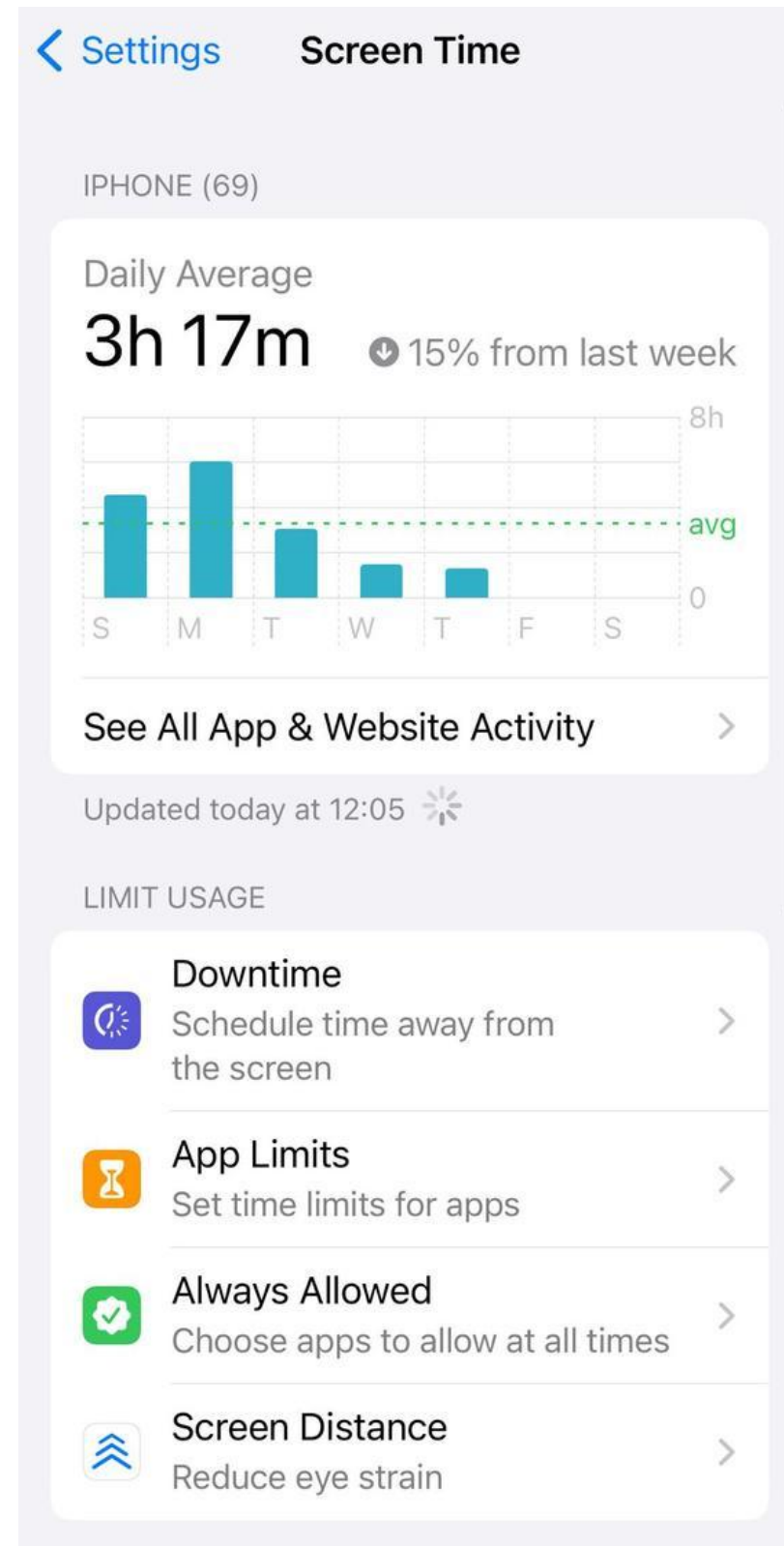
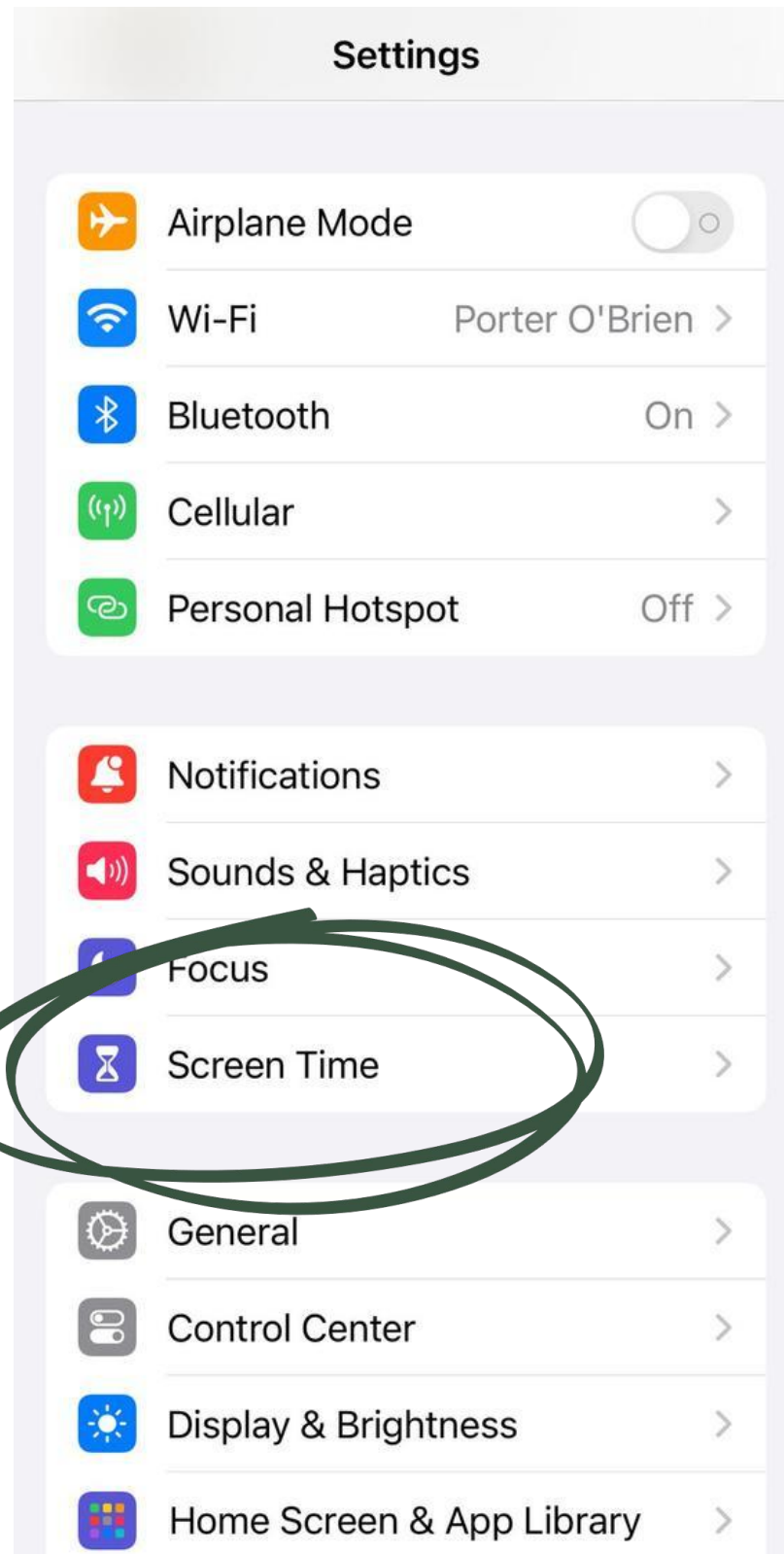
Let's do another little experiment....

What is your daily average screen time?

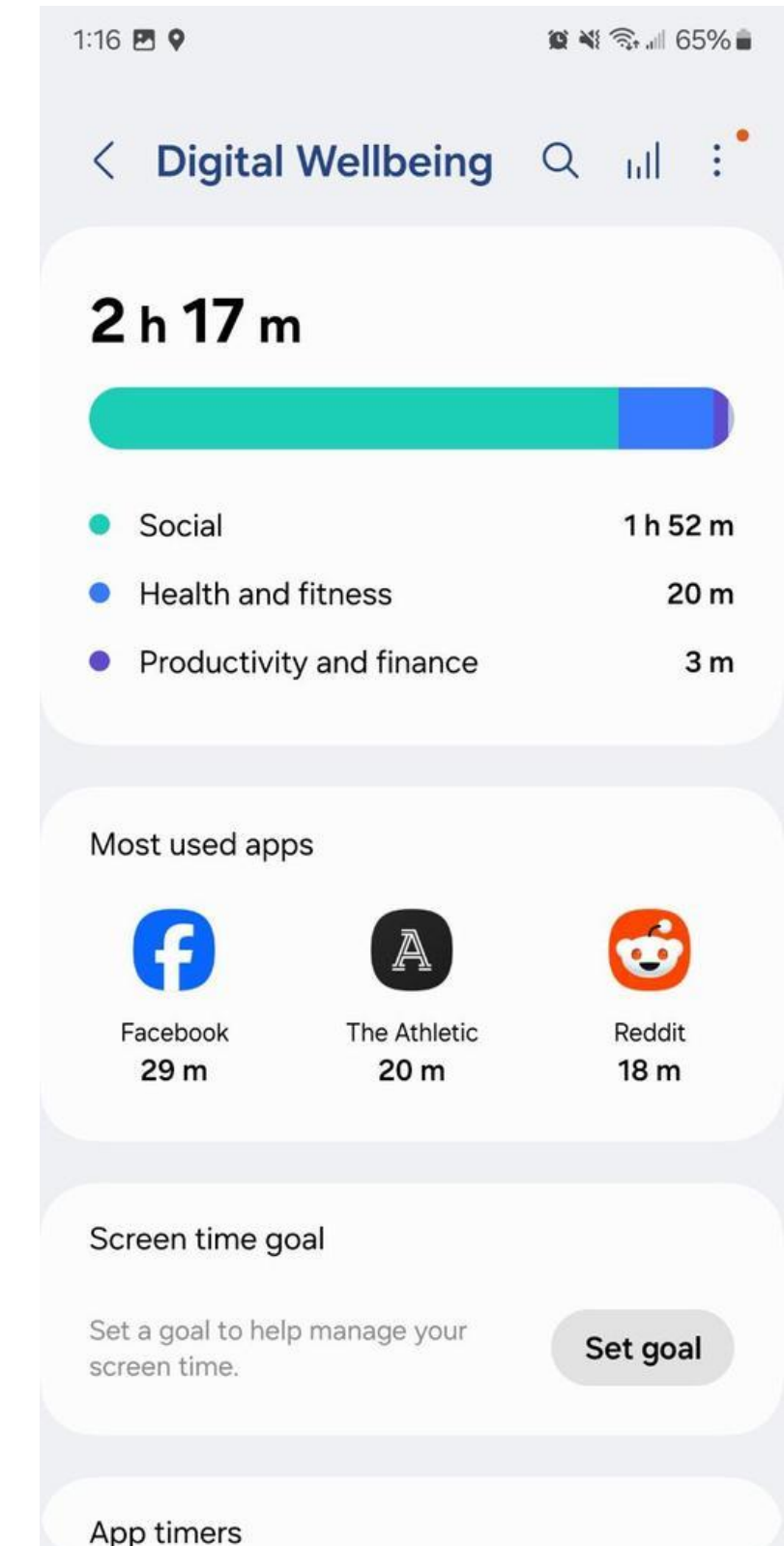
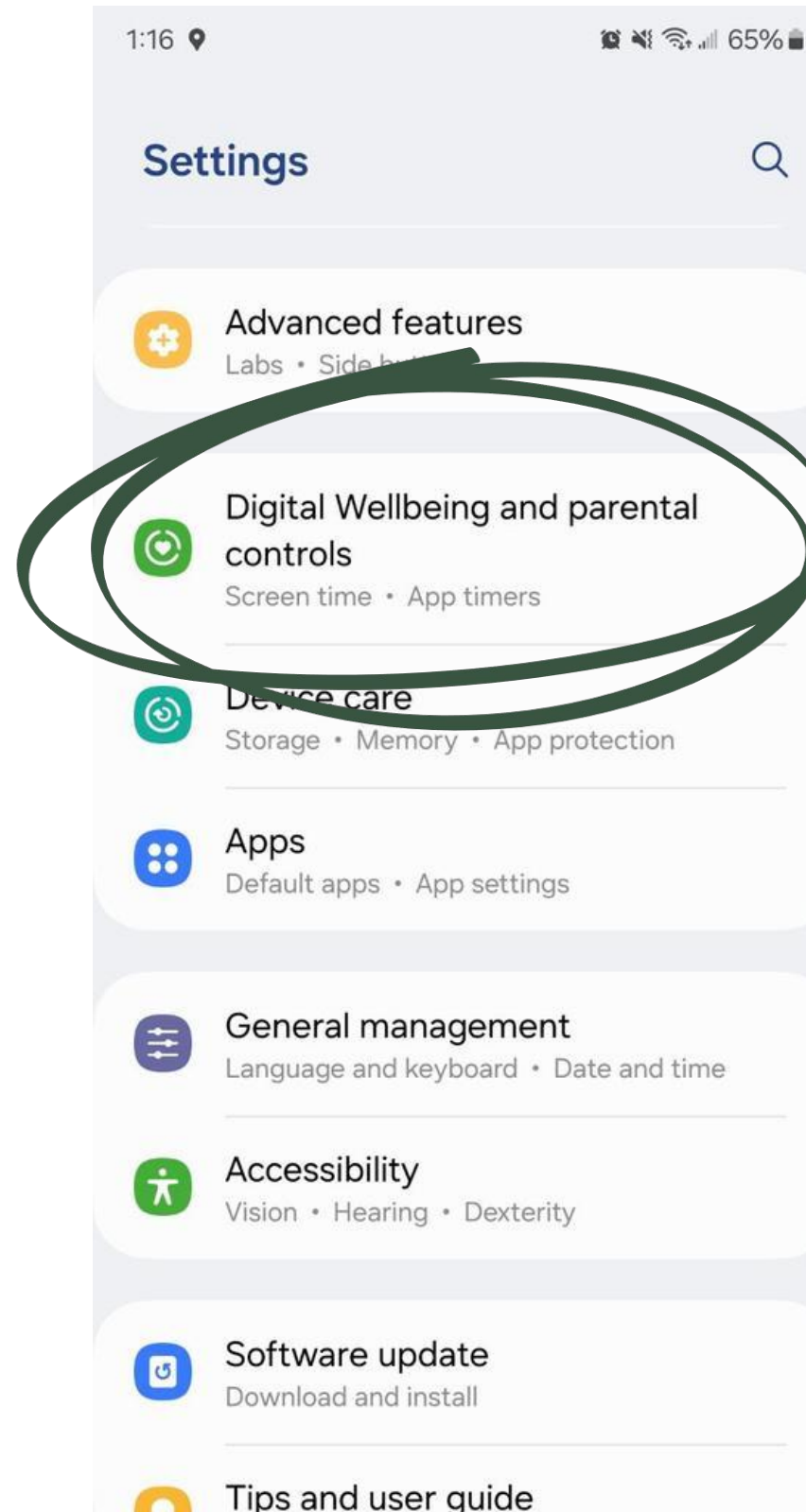
Faisons une autre petite expérimentation....

Quel est votre temps d'écran moyen quotidien ?

Apple



Android



The power | Le pouvoir

What do you think is the average amount of time a person spends on social media every day?

Selon vous, combien de temps moyen une personne passe-t-elle chaque jour sur les réseaux sociaux ?

- A. Less than 30 minutes | Moins de 30 minutes
- B. Between 30 minutes and an hour | Entre 30 minutes et une heure
- C. Between an hour and 90 minutes | Entre une heure et 90 minutes
- D. Between 90 minutes and two hours | Entre 90 minutes et deux heures
- E. Between two hours and 2.5 hours | Entre deux heures et deux heures et demie
- F. More than 2.5 hours | Plus de 2,5 heures

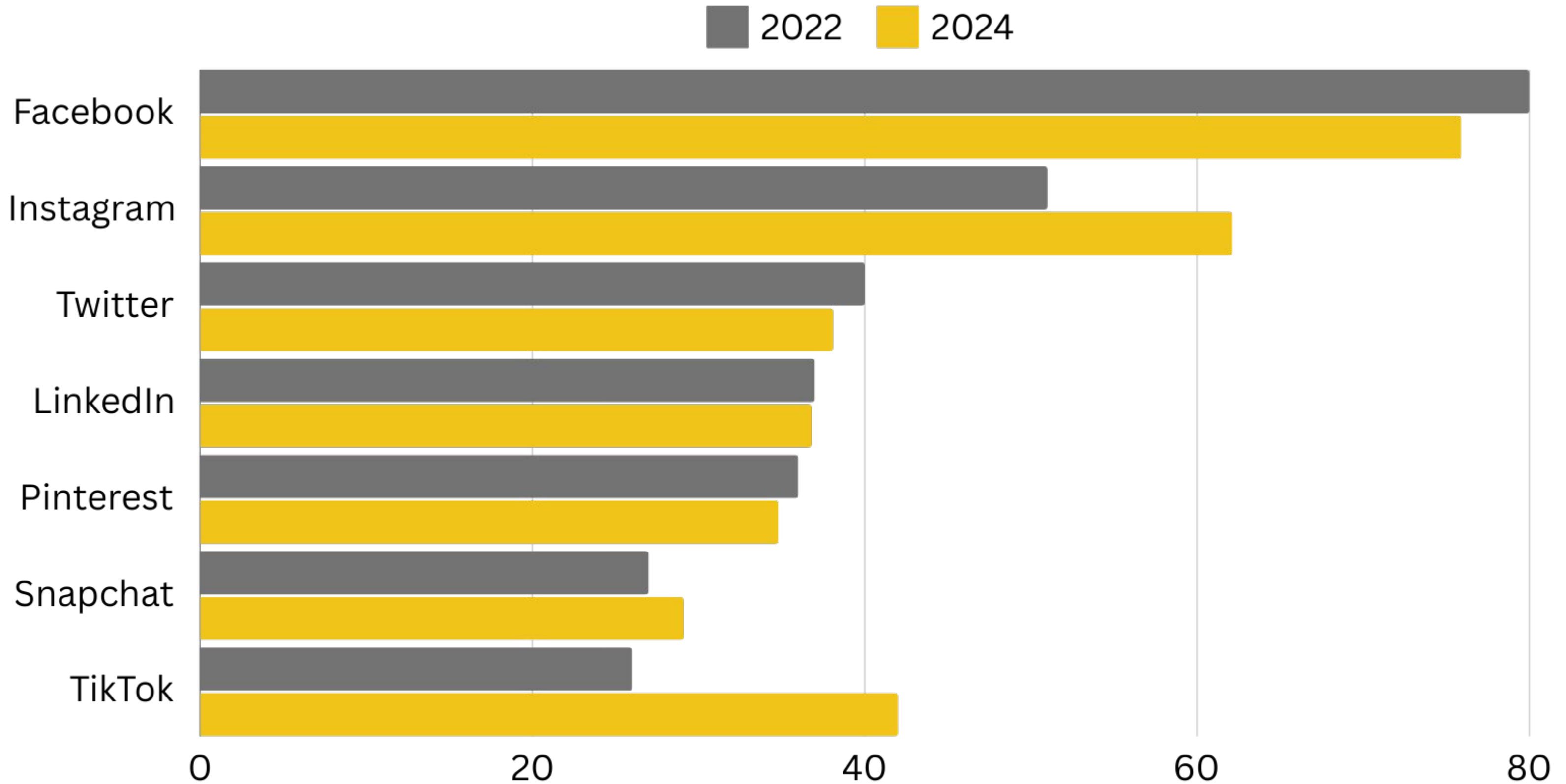
Daily Use | Usage quotidien

151 MINUTES

EACH DAY | PAR JOUR

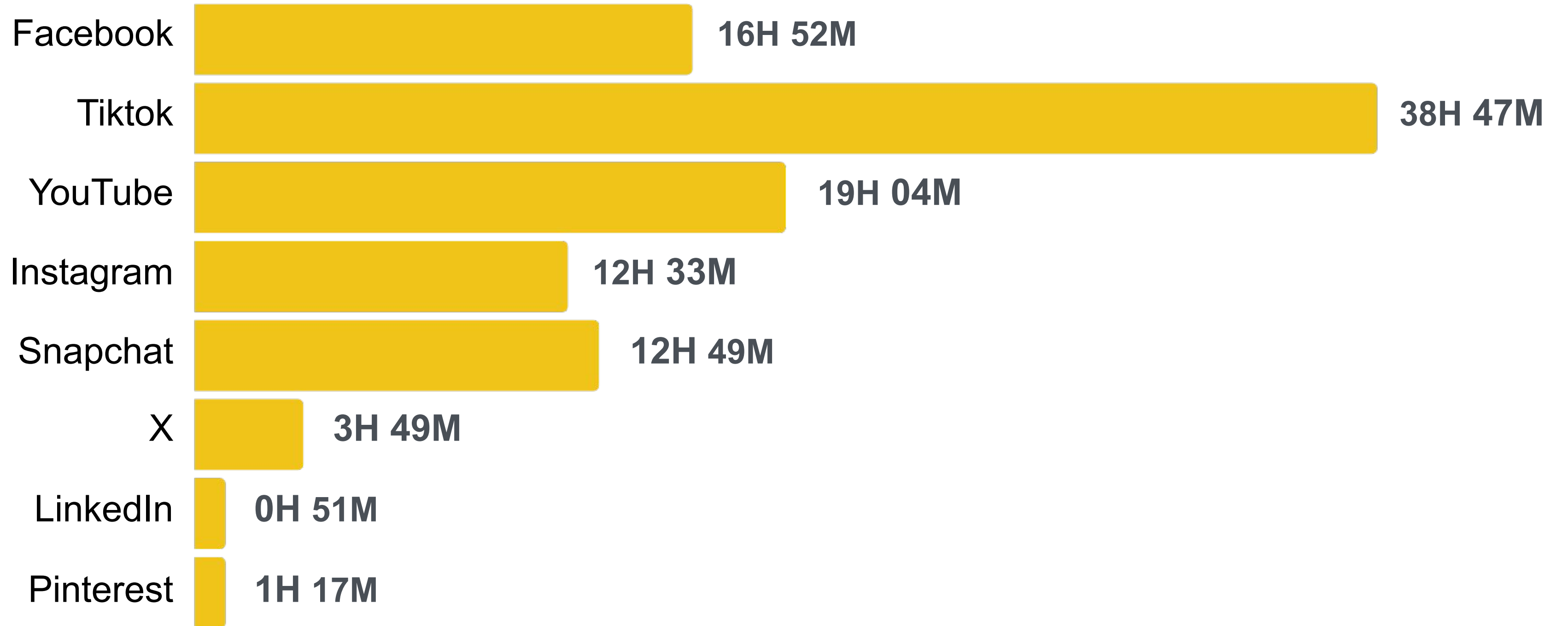


Platform Adoption | Adoption des plateformes



Time spent using apps | Temps passé à utiliser des applications

Monthly



2024

What's it for? | À quoi sert-il ?

Friends and family Amis et famille	58.2%
Spare time Temps libre	43.3%
Read the news Lire les nouvelles	31.0%
See what others are talking about Voir ce que les autres disent	25.8%
Following brands/purchasing Suivre une marque/acheter	19.7%
Following sports/celebrities Suivre les sports/les célébrités	17.2%
Posting about their life Publier des informations sur leur vie	19.2

APR
2023

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN MARCH 2023



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	113B	10.3B	21M 07S	3.37	11	YANDEX.RU	3.79B	592M	18M 32S	2.47
02	YOUTUBE.COM	94.8B	7.55B	36M 29S	5.48	12	TIKTOK.COM	3.39B	1.47B	9M 28S	1.85
03	FACEBOOK.COM	13.8B	3.46B	20M 30S	2.63	13	XHAMSTER.COM	3.35B	979M	13M 37S	5.93
04	PORNHUB.COM	12.9B	2.59B	10M 11S	6.88	14	WEATHER.COM	3.20B	1.33B	7M 47S	1.49
05	XVIDEOS.COM	9.45B	2.05B	11M 55S	7.31	15	YAHOO.COM	3.13B	608M	18M 59S	3.21
06	TWITTER.COM	8.52B	2.30B	20M 41S	1.81	16	AMAZON.COM	2.97B	968M	12M 11S	4.86
07	WIKIPEDIA.ORG	7.85B	2.33B	10M 49S	2.09	17	VK.COM	2.67B	676M	20M 56S	4.00
08	INSTAGRAM.COM	6.18B	2.13B	16M 37S	2.11	18	BING.COM	2.11B	516M	13M 22S	4.30
09	REDDIT.COM	5.41B	1.49B	16M 39S	2.70	19	TABOOLA.COM	2.09B	1.10B	6M 46S	1.23
10	XNXX.COM	4.24B	1.15B	10M 25S	6.96	20	DUCKDUCKGO.COM	2.05B	269M	20M 26S	2.42

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD IN MARCH 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

We know | Nous savons ...

PEOPLE USE IT

The vast majority of your audiences are using this tool .

A LOT

For hours each day.

POWERFUL BUT NOT PERFECT

LES GENS L'UTILISE

La grande majorité de votre public utilise cet outil.

BEAUCOUP

Pour plusieurs heures par jours.

PUISSANT MAIS PAS PARFAIT

Problems ... | Les problemes ...

SECURITY

Scammers are getting very sophisticated. How can you protect yourself?

MENTAL HEALTH

Anonymity + polarization + fear/anxiety = guilt, shame, anger. How can you protect yourself and your team?

RESOURCES

Lots of platforms, new platforms, comments... how can I be everywhere at once? (hint: you don't have to be!)

LA SÉCURITÉ

Les escrocs sont de plus en plus sophistiqués. Comment pouvez-vous vous protéger ?

LA SANTÉ MENTALE

Anonymat + polarisation + peur/anxiété = culpabilité, honte, colère. Comment pouvez-vous vous protéger et protéger votre équipe ?

LES RESSOURCES

Beaucoup de plateformes, de nouvelles plateformes, de commentaires... comment puis-je être partout à la fois (indice : vous n'avez pas à l'être !)?

Security | La sécurité

\$2.7B

Security | La sécurité

1. Phishing scams through DMs | Escroqueries par hameçonnage à travers les messages privés
2. Quizzes or Tests | Questionnaires ou tests
3. Fake contests | Faux concours
4. Impersonation of family or friends | Usurpation de l'identité d'un membre de la famille ou d'un ami
5. Investment schemes | Arnaques d'investissement
6. Romance scams | Arnaques sentimentales
7. Job offer scams | Arnaques d'emploi

Security | La sécurité



- Use two-factor authentication (2FA) | Utiliser l'authentification à 2 facteurs (2FA)
- Change passwords regularly or use a password app | Changer régulièrement de mots de passe ou utiliser une application de mots de passe
- Don't click on links | Ne cliquez pas sur les liens
- Have clear accountability over your social media | Définissez clairement vos responsabilités en matière de médias sociaux

Mental Health | La santé mentale



Public Trust | Confiance du public

Economic Anxieties



Economic optimism is collapsing around the world, with 24 of 28 countries seeing all-time lows in the number of people who think their families will be better off in five years.

Institutional Imbalance



Business is now the sole institution seen as competent and ethical; government is viewed as unethical and incompetent. Business is under pressure to step into the void left by government.

Mass-Class Divide



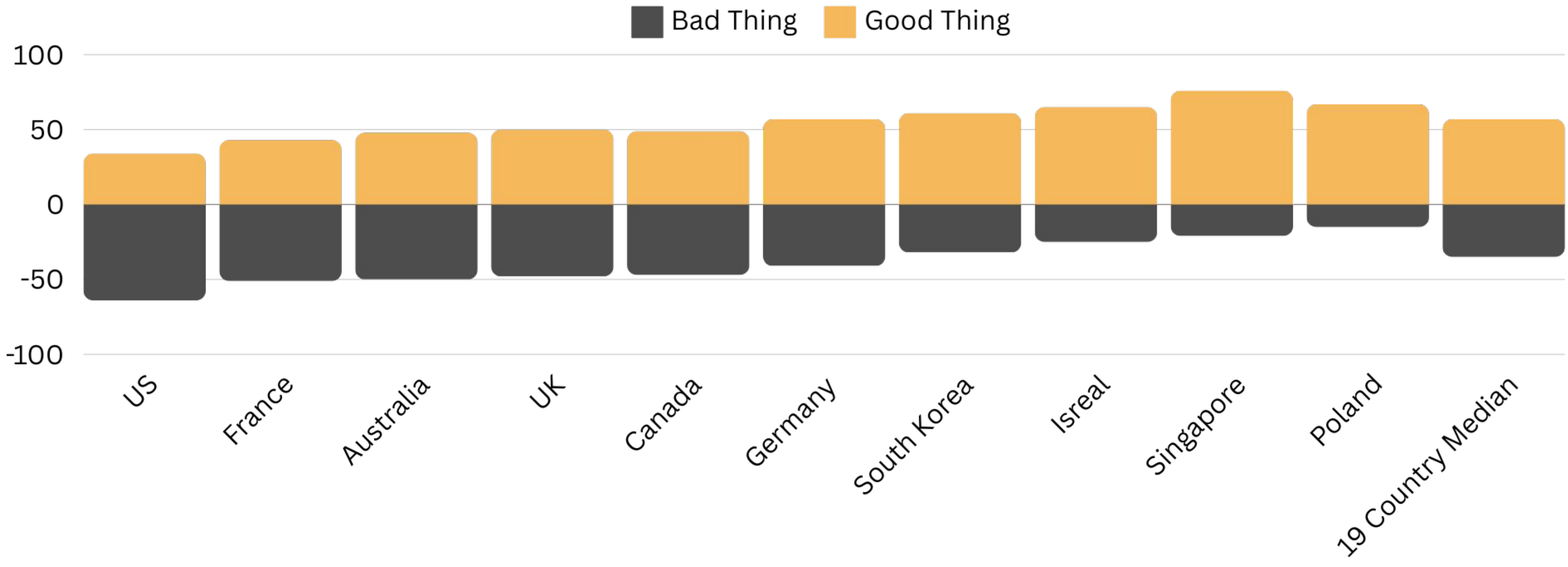
People in the top quartile of income live in a different trust reality than those in the bottom quartile, with 20+ point gaps in Thailand, the United States, and Saudi Arabia.

The Battle for Truth

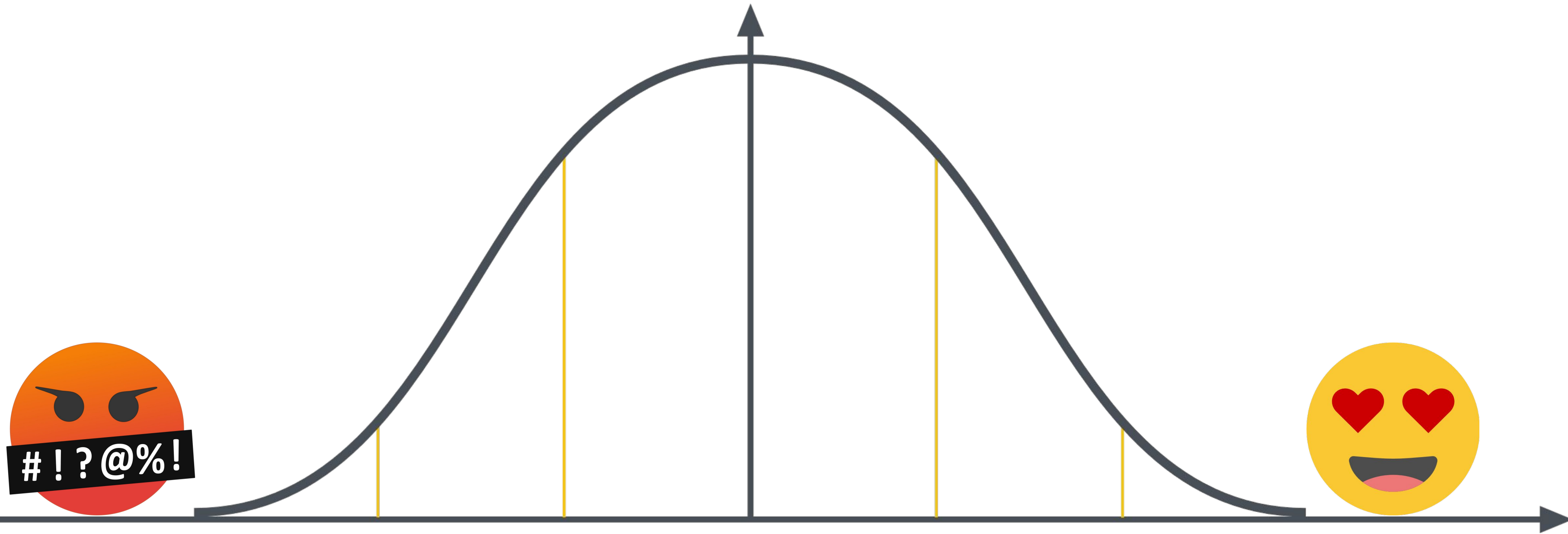


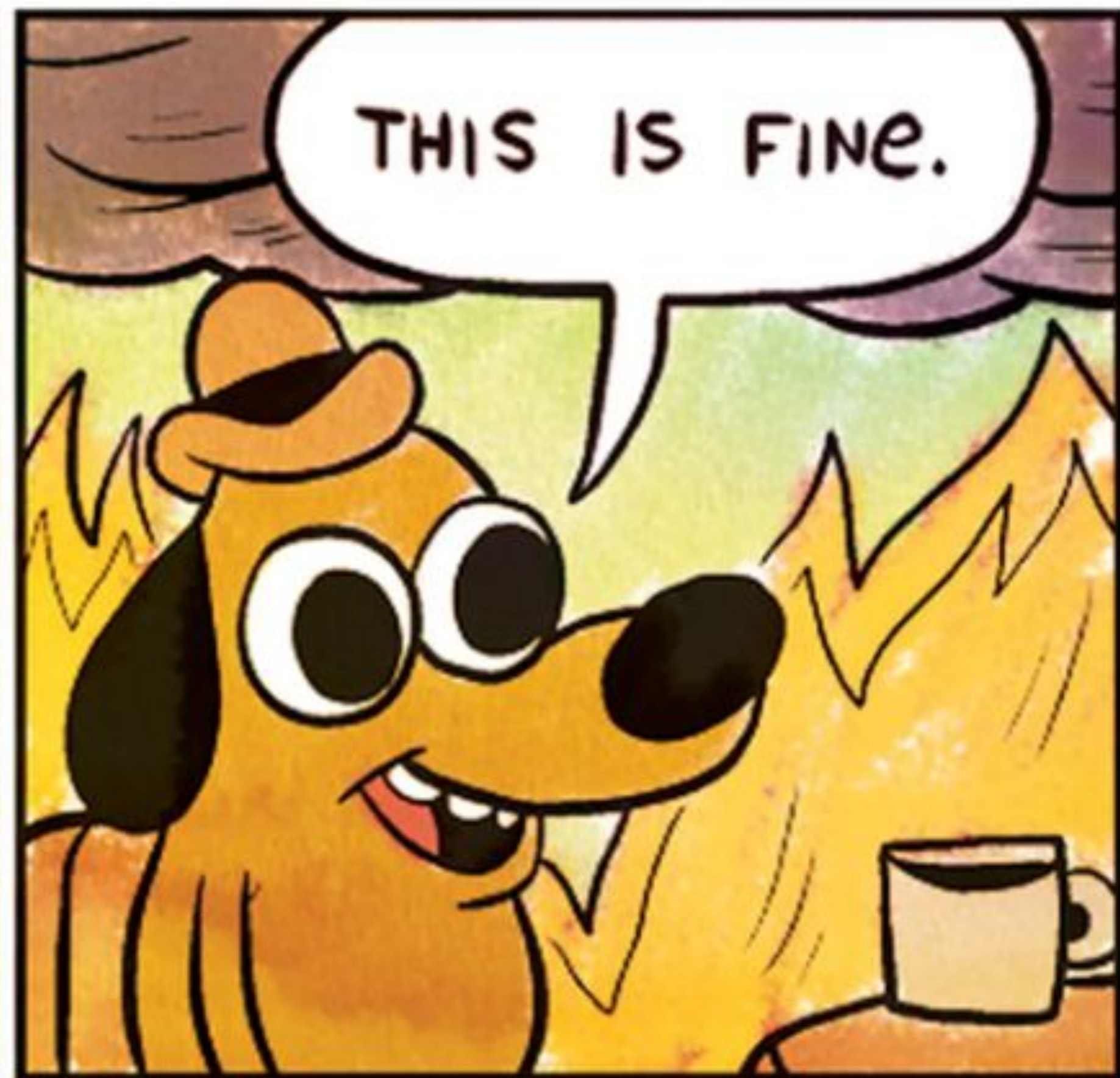
A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Media is not trusted, with especially low trust in social media.

Perception of Social Media on Democracy | Perception des médias sociaux sur la démocratie



Your audience ... | Votre public ...





With great power | Avec du grand pouvoir...

STRATEGY

How does social media fit into your overall strategy?

VOICE

Who are you and what do you want to convey to your audiences?

LA STRATÉGIE

Comment les médias sociaux s'intègrent-ils dans votre stratégie globale ?

LA VOIX

Qui êtes-vous et que voulez-vous transmettre à votre public ?

Voice | Voix



Dolly Parton
@DollyParton



Get you a woman who can do it all 😊

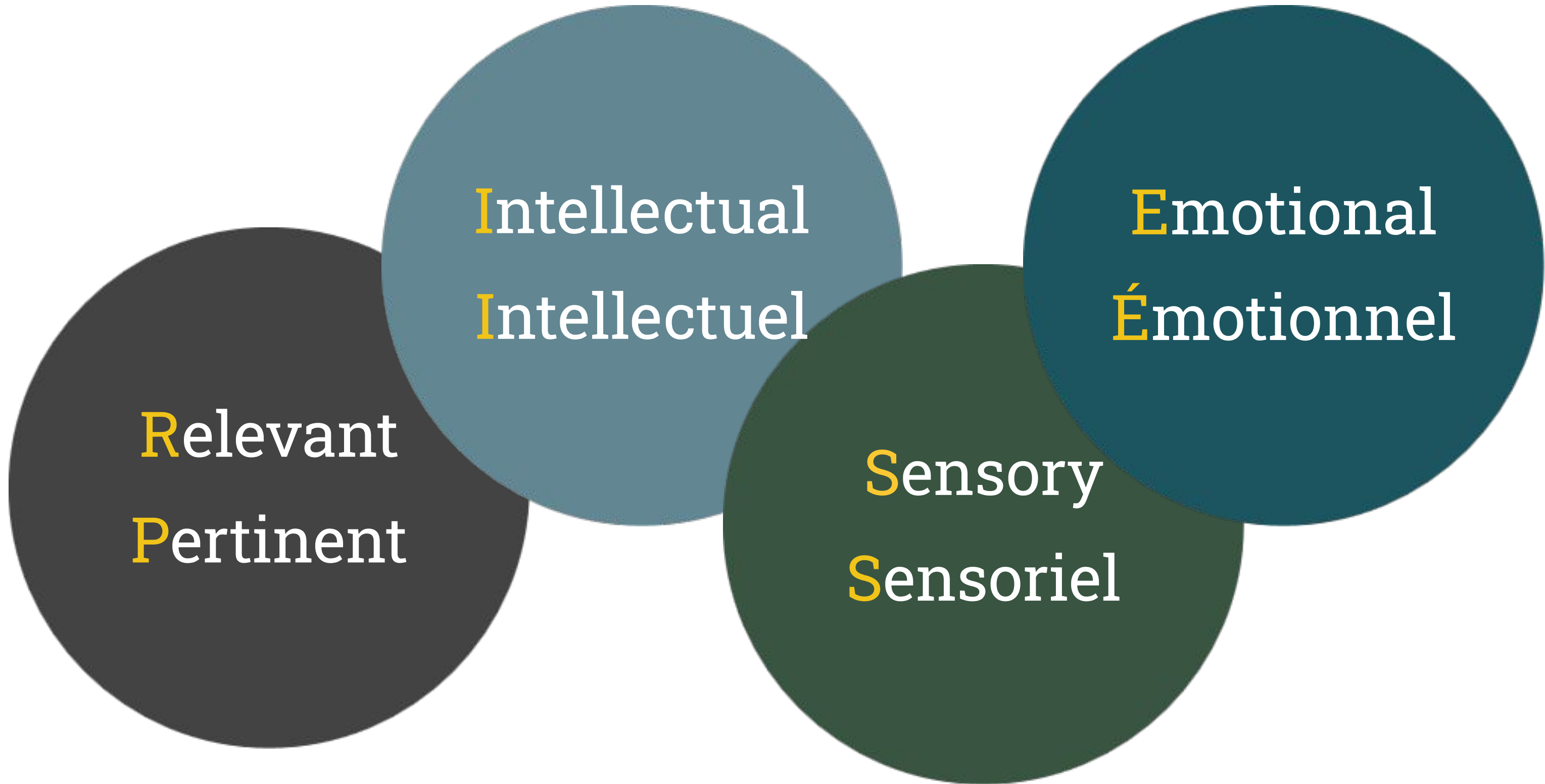


itsdougthepug
3.8m followers

[View Profile](#)



R.I.S.E. | P.I.S.E.



Final tips | Derniers conseils

STRATEGY - INSIDE TO OUT

CHECK IN ON YOUR SOCIAL TEAM

PASSWORDS AND 2FA

***BE CONFIDENT AND AUTHENTIC WITH
YOUR VOICE***

IF YOU DON'T KNOW, ASK

***STRATÉGIE - DE L'INTÉRIEUR À
L'EXTÉRIEUR***

FAITES LE POINT AVEC VOTRE ÉQUIPE

MOTS DE PASSE ET 2FA

***SOYEZ CONFIANT ET AUTHENTIQUE AVEC
VOTRE VOIX***

SI VOUS NE SAVEZ PAS, DEMANDEZ

Be human | Soyez humain





Porter
O'Brien

LinkedIn®

My contact info | Mes coordonnées



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