

MENGELOLA MEDIA SOSIAL DAN MEDIA MAINSTREAM



PANCA HARI PRABOWO

MENGAPA HARUS PEDULI TERHADAP MEDIA SOSIAL?



JAN
2019

SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



150.0
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



56%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



130.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

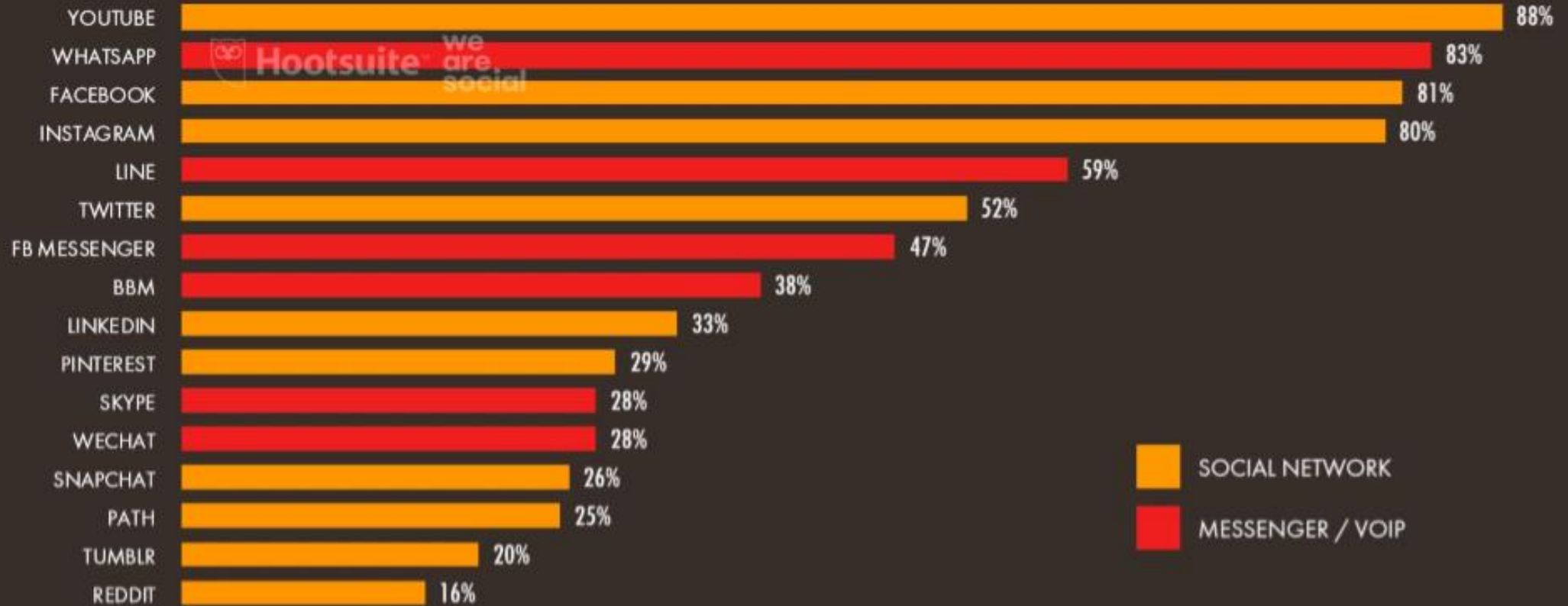


48%

JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



JAN
2019

FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



we
are
social

130.0
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



61%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



we
are
social

0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



56%



Hootsuite™

we
are
social

Activate Win
Go to Settings to

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



we
are
social

62.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



29%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



we
are
social

+5.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



49%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



51%

JAN
2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



we
are
social

6.43
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



3.0%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



we
are
social

+4.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



35%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



65%

Perubahan Pola Masyarakat Mengonsumsi Berita



- Cepat
- Ringkas
- Up date
- Interaktif

Perubahan

■ MEDIA MASSA

- Pola konsumsi informasi oleh masyarakat
- Persaingan media dengan produk berupa platform gabungan antara teks, foto dan video
- Persaingan dengan media yang melakukan peliputan secara efisien
- Tuntutan untuk menyajikan produk jurnalistik yang sesuai dengan kebutuhan masyarakat
- Persaingan memperebutkan kue iklan yang semakin terbatas

■ WARTAWAN/JURNALIS

- Bersaing dengan media sosial untuk mendapatkan informasi yang dicari oleh masyarakat
- Tuntutan peningkatan kompetensi untuk bisa bekerja di berbagai platform yaitu cetak, video dan foto
- Mampu menjadi kurasi informasi bagi masyarakat di tengah banjir informasi akibat akses masyarakat yang semakin mudah ke media sosial dan saluran informasi via internet lainnya

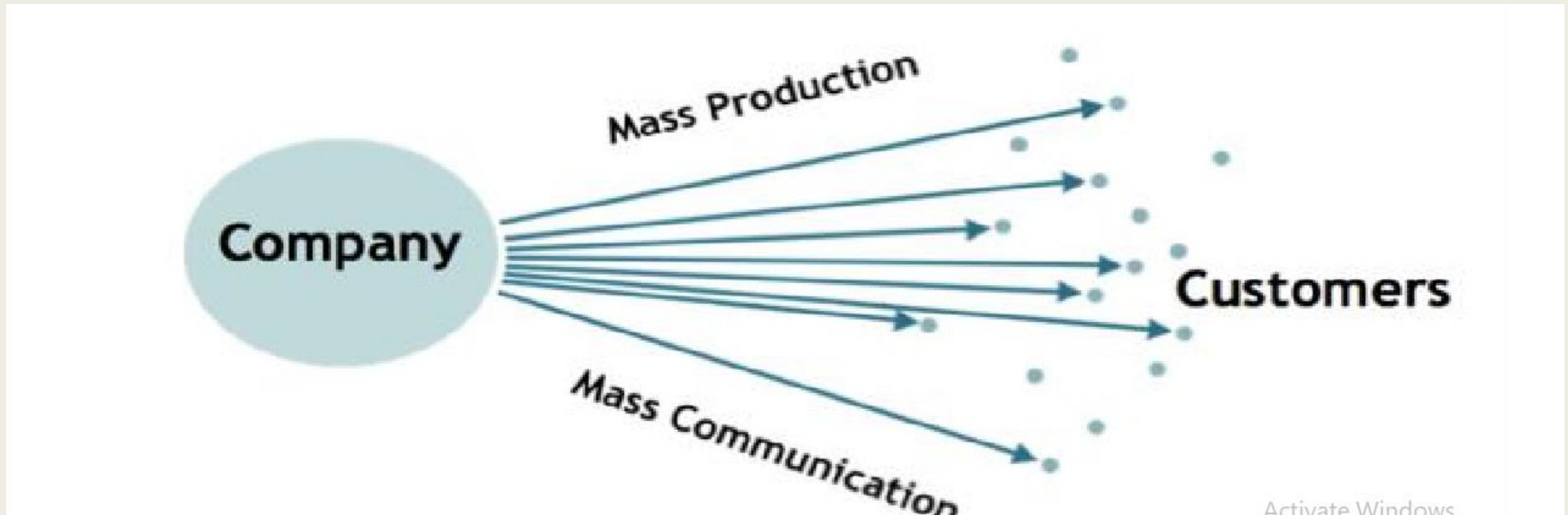
Menentukan konten yang tepat bagi media sosial



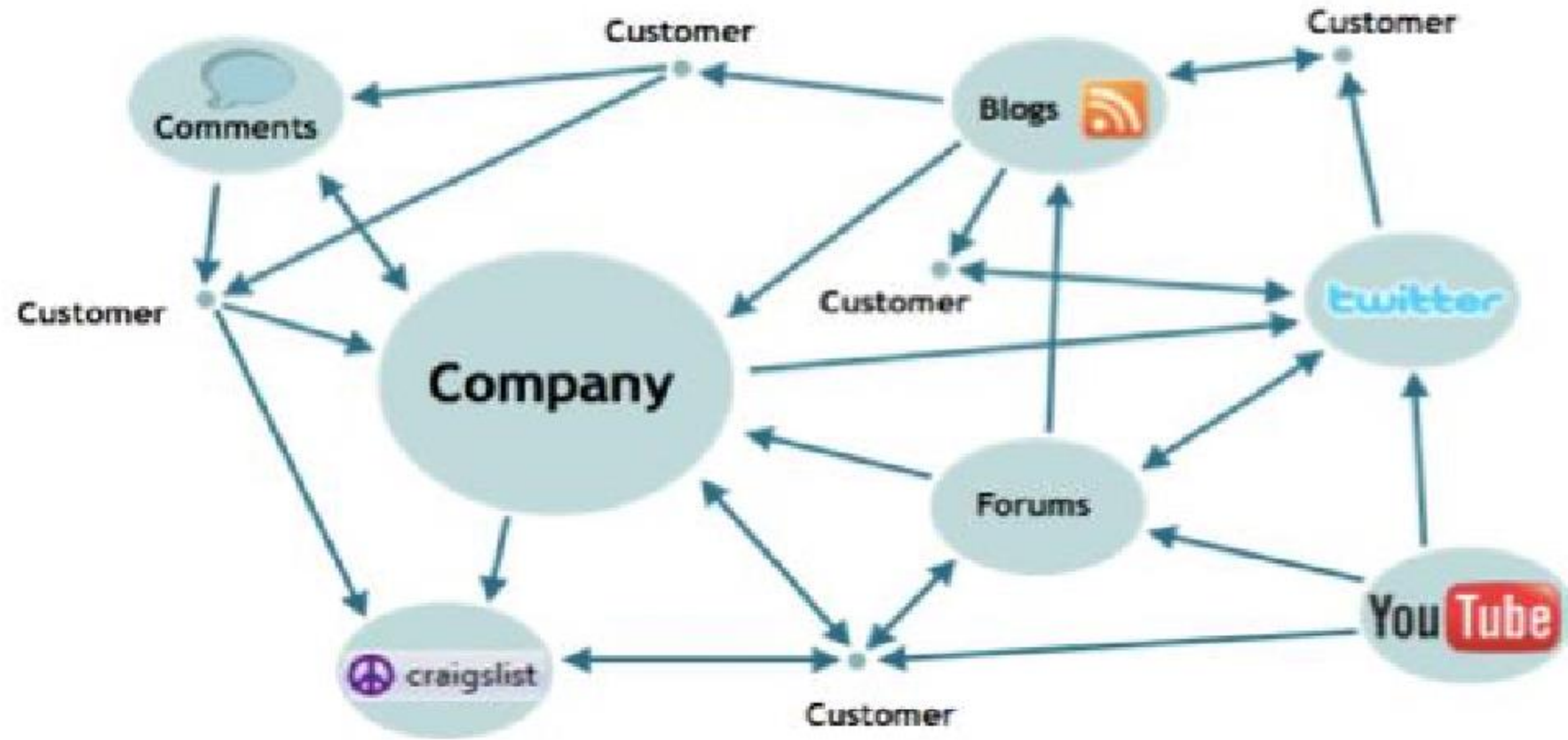
Kenali kebiasaan dan ciri warganet

- Konsumen dan Prosumen 24 jam
- Mencari Informasi dan narasi
- Menjadi penjual untuk segala jenis produk dan jasa
- Merupakan konsumen yang kritis dan tidak sabar
- Suka akan hal yang menghibur dan menyenangkan
- Memiliki rasa empati dan sangat membantu
- Menghakim, mempermalukan dan menyalahkan
- Klikbait dan Sharebait
- Latah dan ikut-ikutan

Pola komunikasi sebelum era digital



Pola komunikasi setelah era digital



Tujuan mengelola media sosial

- Brand Awareness
- Brand engagement
- Brand trust
- Community engagement
- Content distribution
- Customer support



1.

IT ALL STARTS WITH CONTENT



2.

- Your blog
- Company website
- Other blogs
- Publications
- YouTube
- Podcasts
- Google+
- LinkedIn

CONTENT DI

TYPES OF CONTENT

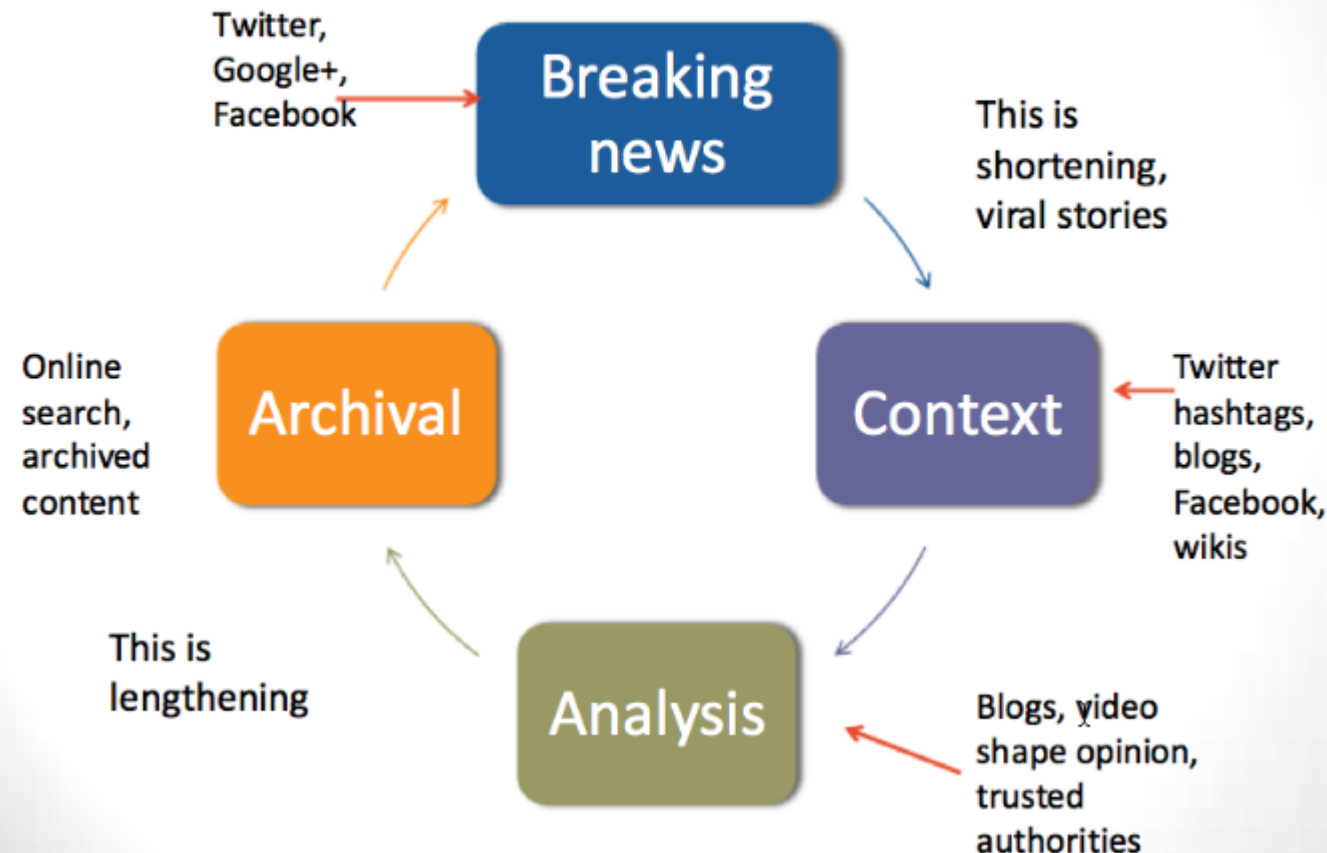
- Blog posts
- Articles
- Videos
- Infographics
- Whitepapers
- Webinars
- Slideshows
- Images
- Website copy
- Product descriptions
- Ebooks
- Digital magazines
- Podcasts
- Research reports
- Case studies
- Enewsletters

Jenis-jenis konten di media sosial

- Menghibur
- Memberikan inspirasi
- Mengedukasi
- Konten yang konversasional
- Konten yang mendorong adanya keterhubungan



Social media and the news cycle



Source: Debra Askanase, consultant, Community Organizer 2.0

Bagaimana media sosial dan keterkaitannya dengan berita

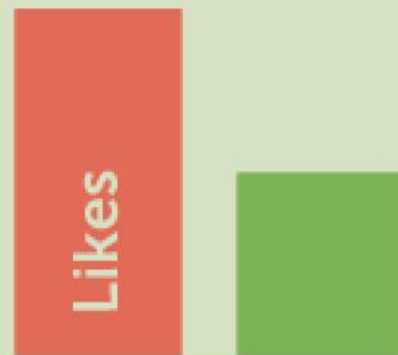
Tweets With Images Perform Better

■ TWEETS WITH IMAGES ■ TWEETS WITHOUT IMAGES

18% More
Clicks



89% More
Likes



150% More
Retweets



SOURCE: BUFFER

CoSchedule

20 Creative Ways to Share Your Content on Social Media



Turn a blog post into a video



Create a how-to video



Go live



Interview someone (live)



Post 360 photos or videos



Attach a GIF



Curate user-generated content



Use a self-explanatory image



Use charts or graphs



Share relevant, helpful infographic



Partner with another brand



Do a social swap



Organize a social contest



Poll your audience



Ask a question or for help



Pull an interesting stats from a blog post

Sumber

- Mc Adams, Mindy, Social Media, Presentation, University of Florida, CA