

BEING SOCIAL & DIGITAL

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@NMTIFAMP | @BRANDINGOFME | @GKAYYE



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2020

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MEJO-137

+



MEJO-477

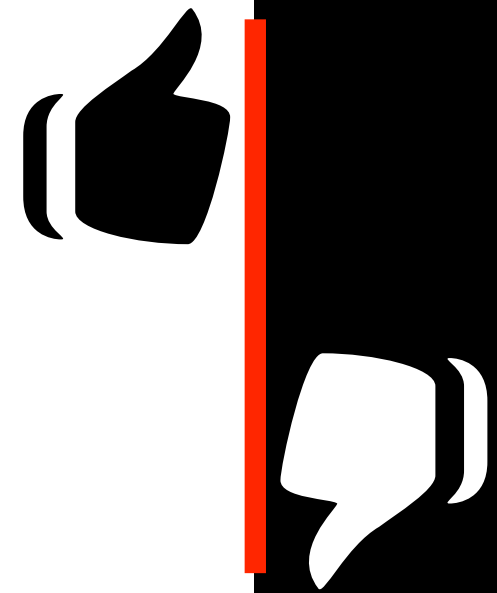
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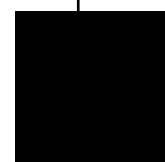
MEJO-577

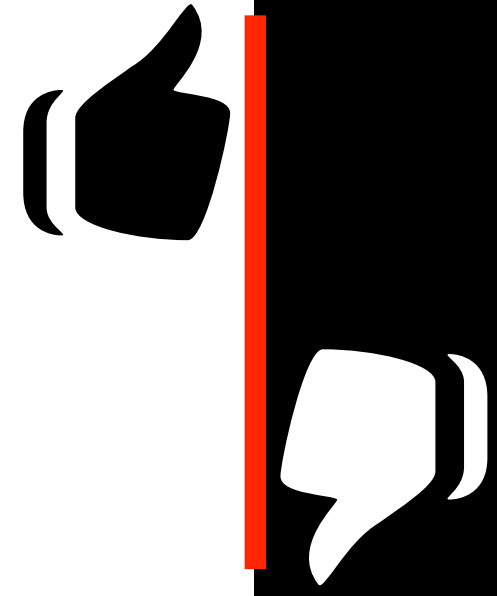
QUICK

POLL

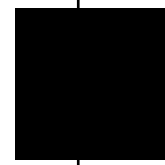


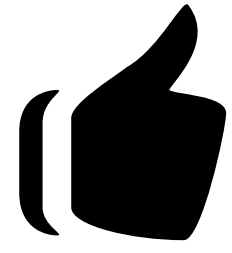
How many of you think Snaps
disappear?



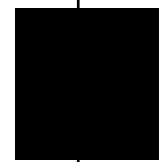


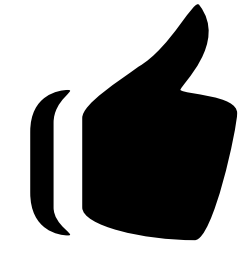
Who owns nearly **80%** of the photos
on the Internet ?



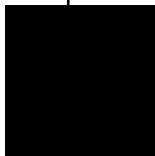


Do you know what **ELLO** is?





Where is the largest population in the world?



THE POWER OF SOCIAL MEDIA

facebook

face



toooooo



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

6,000 TWEETS HAPPEN EVERY



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1.86 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO (30 HASHTAGS MAX PER PIC)



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY NEW USERS EVERY DAY



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

79% OF USERS ARE 35 OR OLDER

NOW: 2.3 BILLION

*as of 11/2017



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



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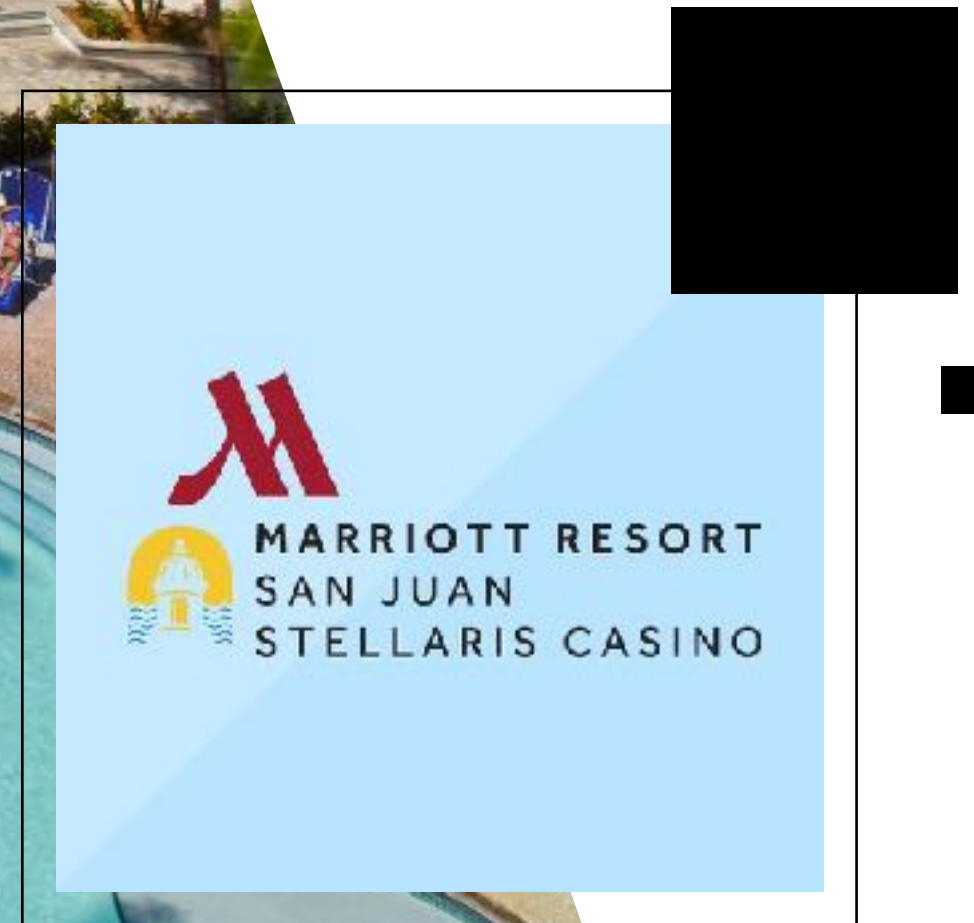
GROWING RAPIDLY NEW USERS EVERY DAY

TRUST

TRUST


PEER RECOMMENDATIONS = 90%

ADVERTISING < 15%





“Awful... Do not stay here”

●○○○○○ Reviewed July 3, 2016  via mobile

Unfortunately it's day 2 of our vacation and ready to leave. Unknowledgeable, incompetent, and rude staff. It shouldn't be a surprise when staff are helpful or even smile. Very difficult to get spots at the pool and beach. Vacation should be vacation, not a job trying to figure everything out. Completely done with Marriotts after this. I'd write more but don't want to even waste my time doing so. So unbelievably disappointed and totally regret choosing this property and brand.

Stayed July 2016, traveled with family

Less ▲

NEARLY 50% OF THE
POPULATION IS ALREADY
GENERATION:

OR

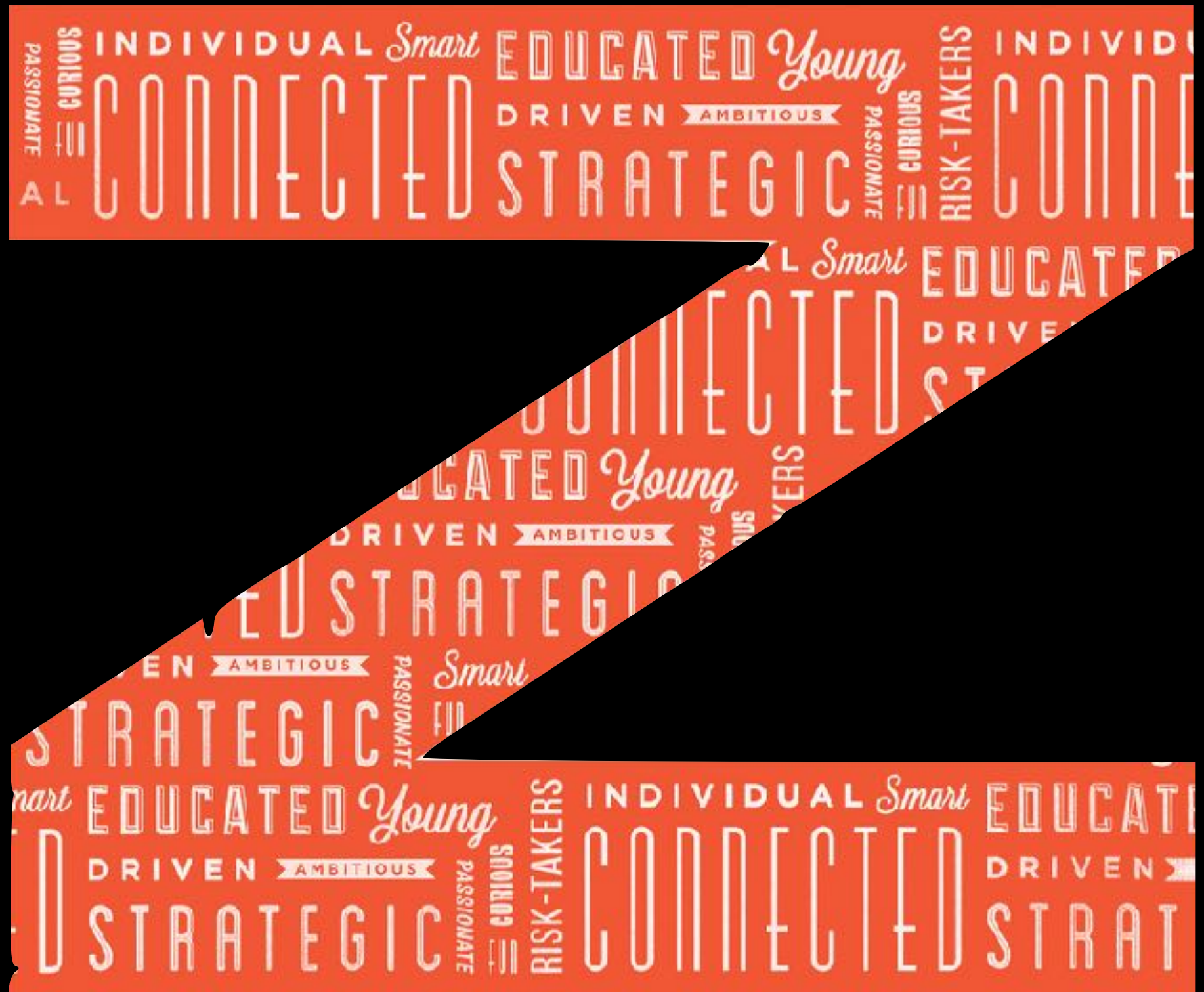
NEARLY 50% OF THE
POPULATION IS ALREADY
GENERATION:

Y

OR

Z

The
Branding
of ME





- Always Connected
- No Privacy
- Facial Recognition perfected by the time they graduate







- Always Connected
- No Privacy
- Facial Recognition perfected by the time they graduate



- Always Connected
- No Privacy
- Facial Recognition perfected by the time they graduate
- **Public Reputations**

TRANSITWATCH
See an unusual
Transit worker?
Call Crime Stoppers
1-800-577-3139
(800-577-6477)
All calls are
confidential.
Up to \$2,000
may be paid for
information
leading to the
arrest and
indictment of
the perpetrator.

PRIORITY SEATING
If requested you must
be seated to the left

WHEELCHAIR
You
seats
pass

PRIVACY IS A MYTH

#MrRobot

MR. ROBOT

6/24

USA

NEWS FLASH:

IT'S ALWAYS BEEN A MYTH

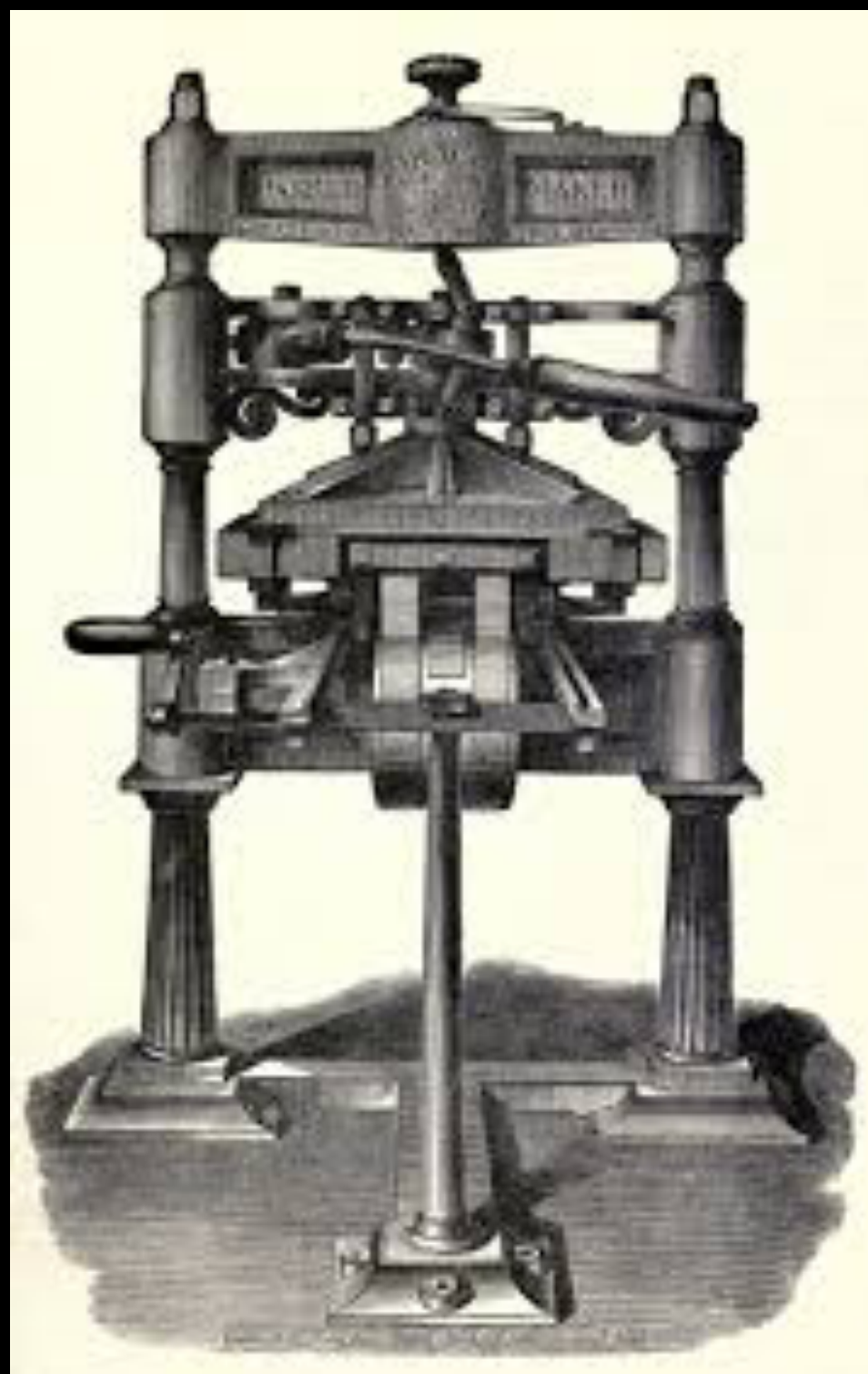




EASY TO REACH



A-to-D was faster than...



BEING DIGITAL



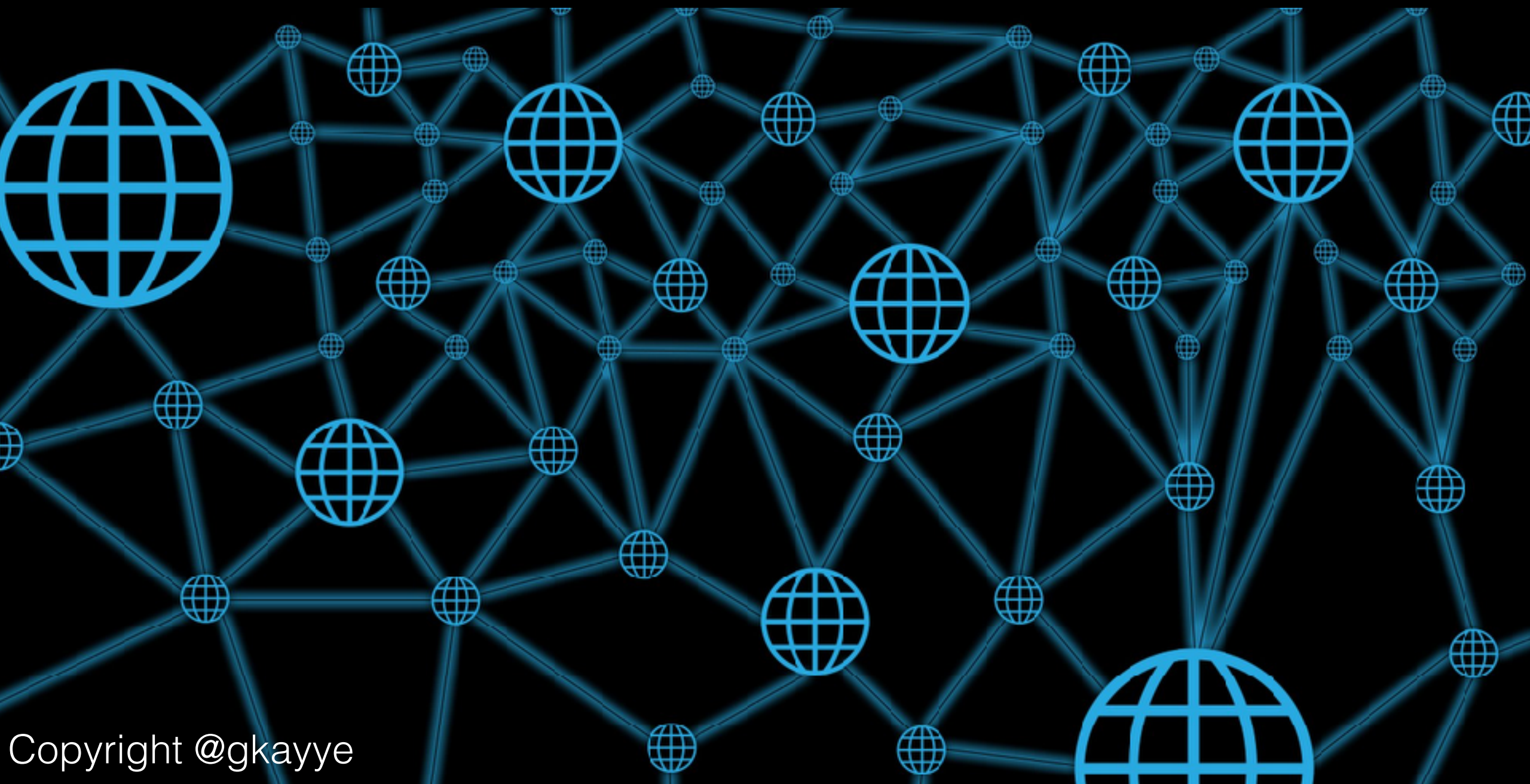
BEING DIGITAL



BEING DIGITAL

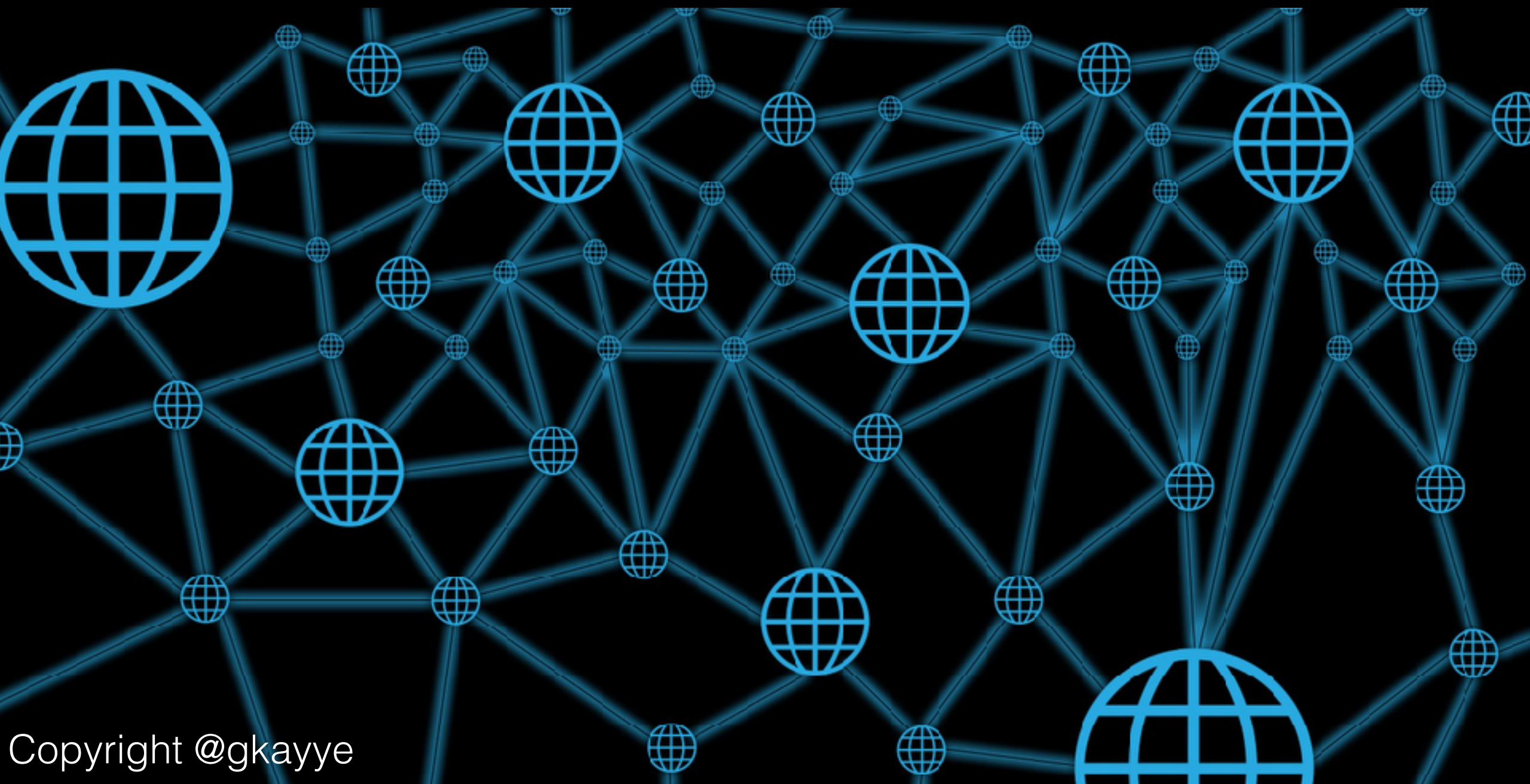


BEING DIGITAL





BEING DIGITAL



DIGITAL NOW

DIGITAL NOW

101

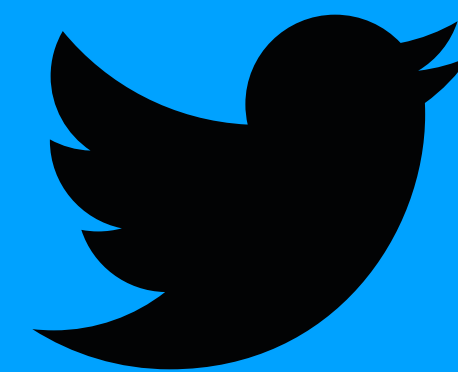
The
Branding
of ME





in

f







messenger



location-based



gamification



ello



ar/vr = xr

YOUR BRAND MATTERS

personal life reflects professional life





JUSTINE SACCO



JUSTINE SACCO



Justine Sacco
@JustineSacco



Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

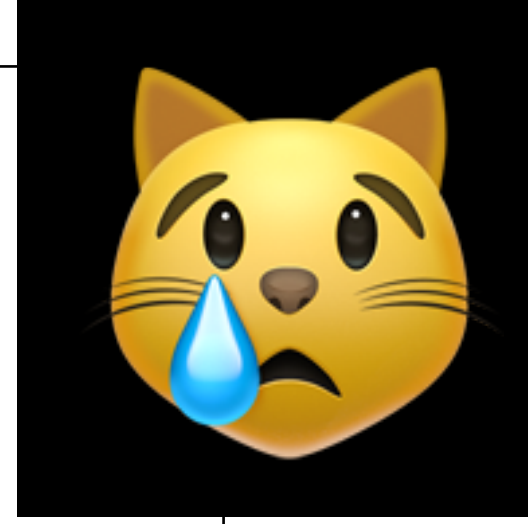
2,678
RETWEETS

1,206
FAVORITES

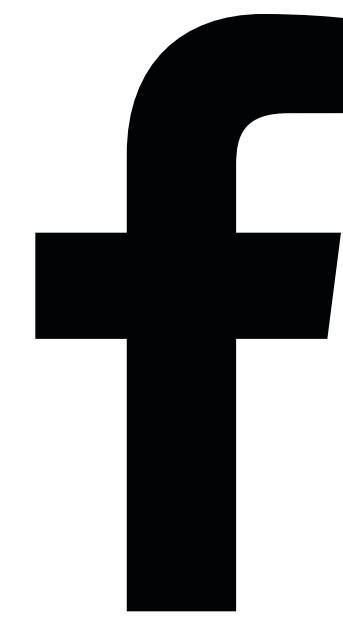


10:19 AM - 20 Dec 13 [from Hillingdon, London](#)





CECIL THE LION
#WALTERPALMER



PERSONAL BRANDING

PERSONAL BRANDING

101





CLEAN
UP

Who are
you ???



Who are
you???



BRAND

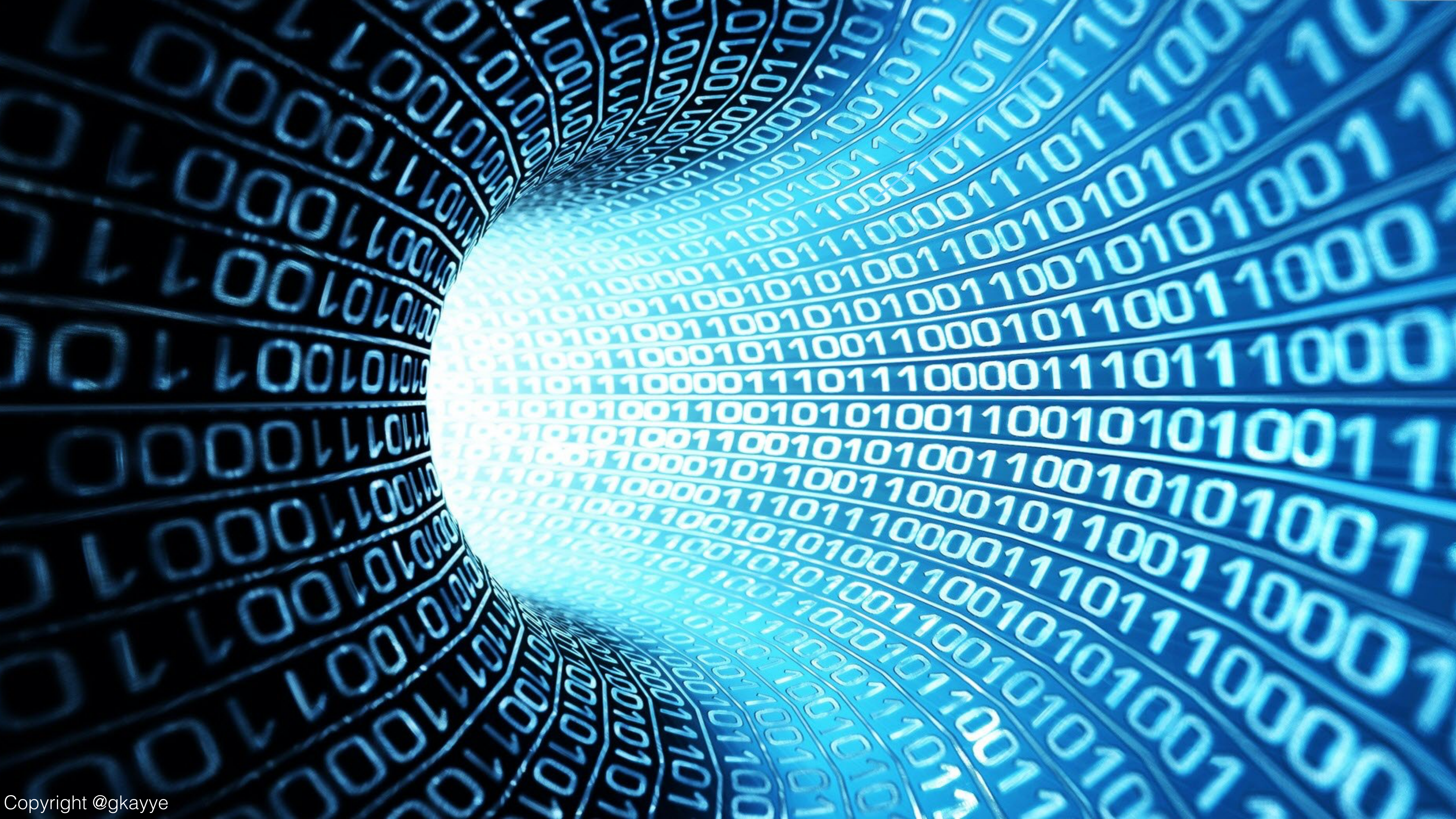
you



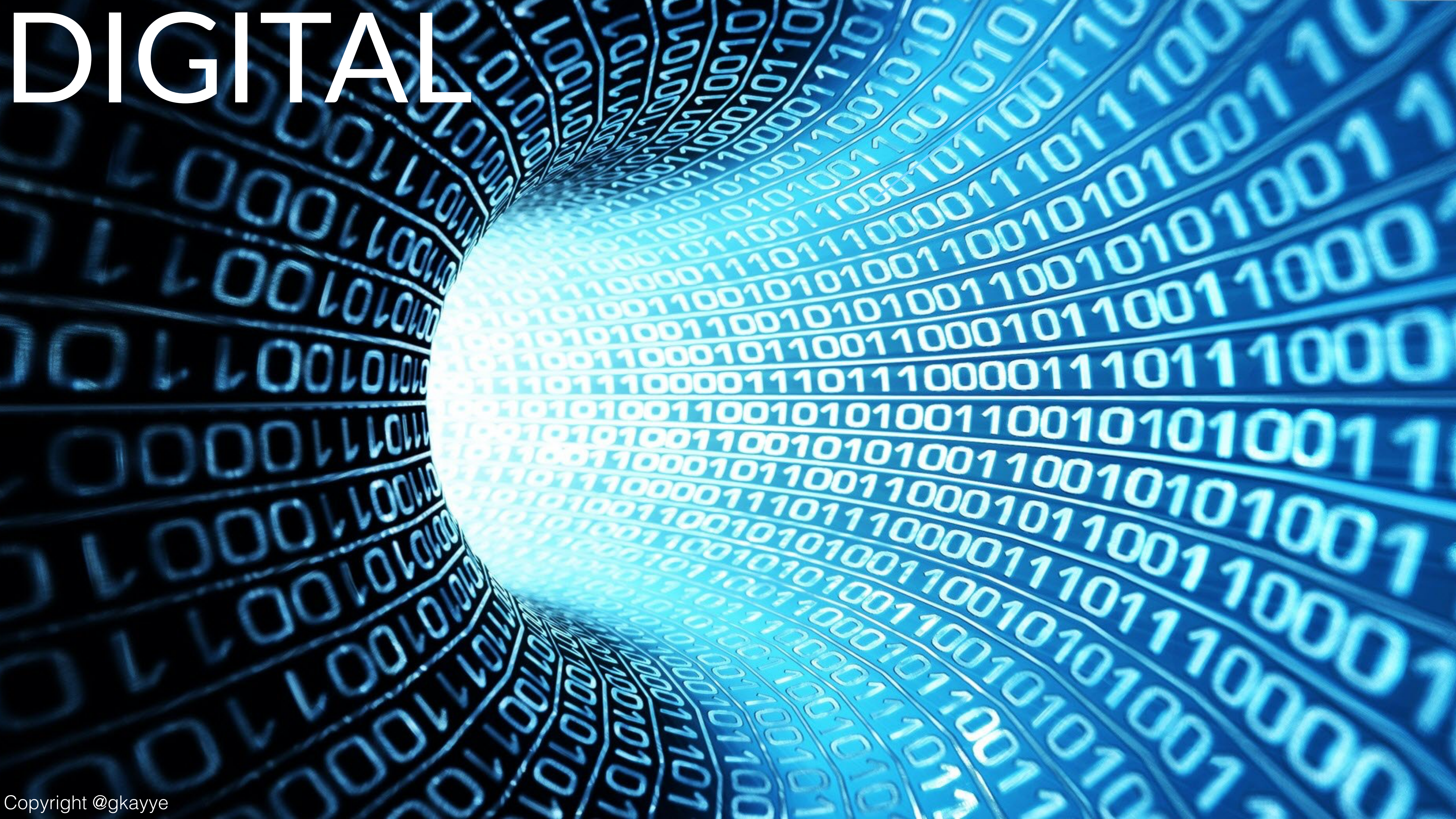
REAL



ONLINE



DIGITAL



THINK

T

is it TRUE?

H

is it HELPFUL?

I

is it INSPIRING?

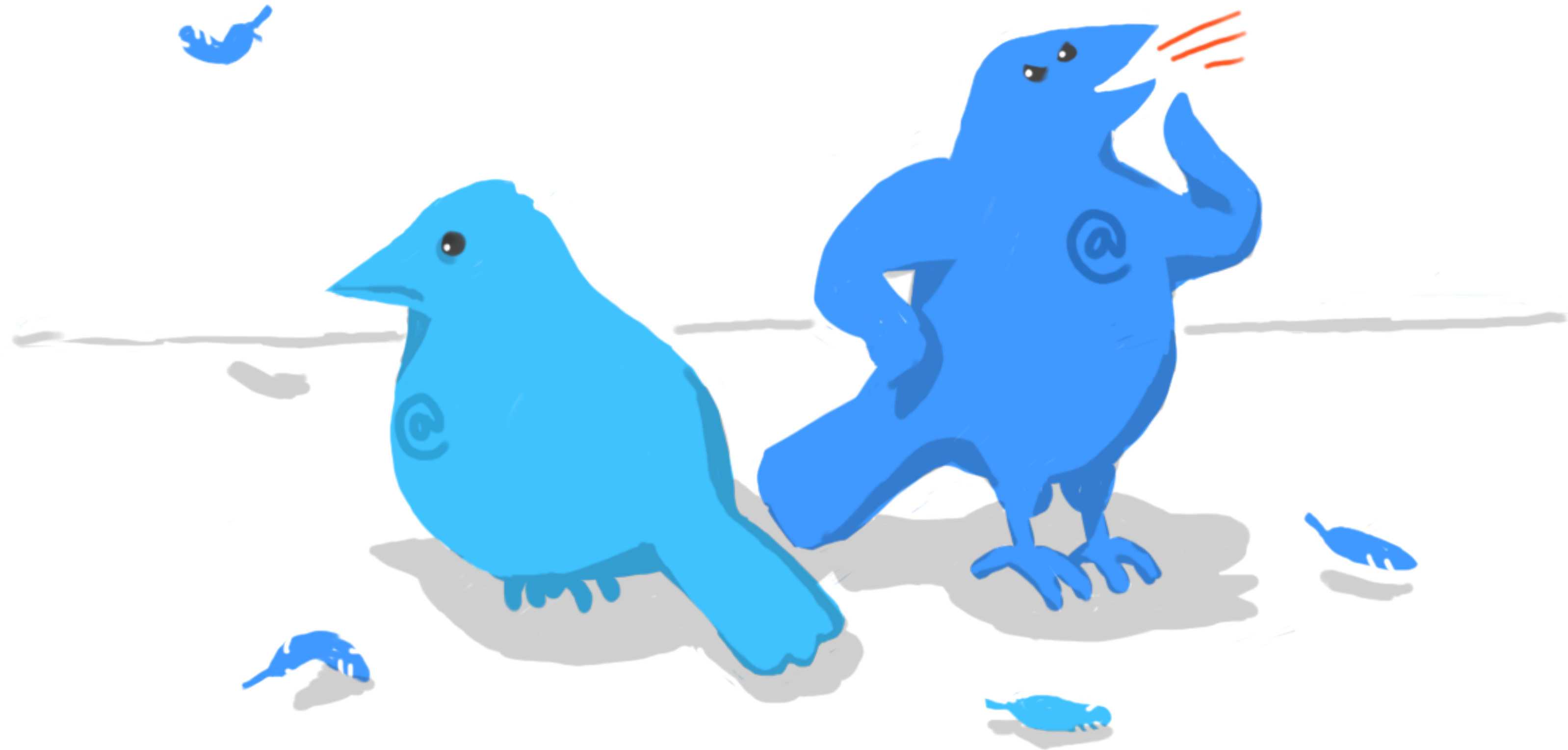
N

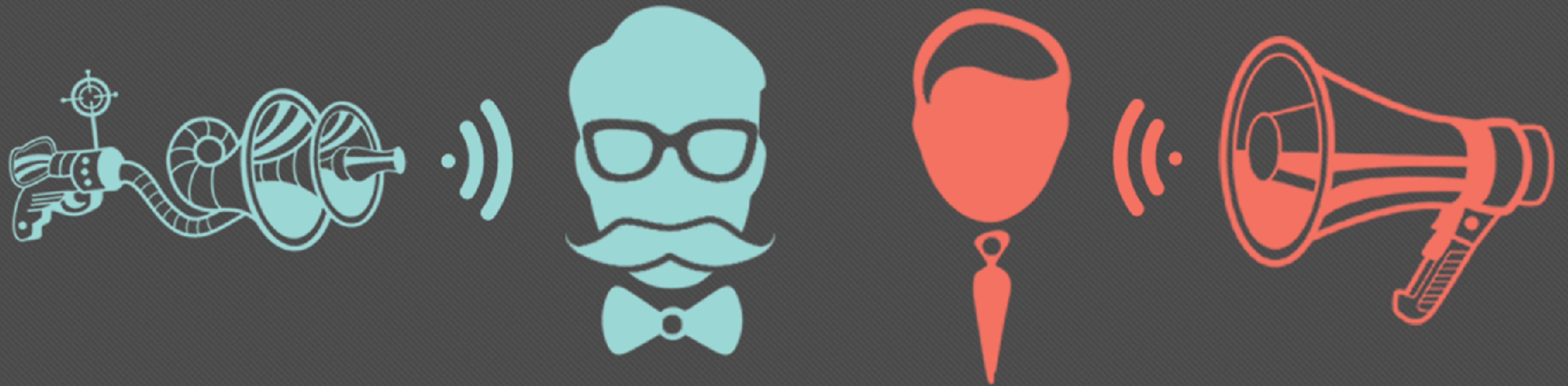
is it NECESSARY?

K

is it KIND?

NO SUBBTWEETING





tone & voice



CONSISTENCY

QUESTIONS

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QUESTIONS

?????

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