

SASTA & SOCIAL MEDIA

MOSH | SOCIAL MEDIA
MARKETING.

MOSH.CO.NZ

Trafinz Social Media Overview V2.0



Why Social Media?

***Facebook:** 2,600,000 +*
***YouTube:** 2,500,000 +*
***Linkedin:** 1,100,000 +*
***Tumblr:** 750,000 +*
***Twitter:** 350,000 +*
***Instagram:** 314,000 +*
***Pinterest:** 250,000 +*
***Google+:** ?*



Why Social Media?

<i>Facebook:</i>	<i>Fish where the fish are</i>
<i>YouTube:</i>	<i>Videos, easily shared, easy to find (SEO)</i>
<i>Linkedin:</i>	<i>Professional person-person networking</i>
<i>Tumblr:</i>	<i>Blogging for cool kids</i>
<i>Twitter:</i>	<i>Fast breaking, loved by the media</i>
<i>Instagram:</i>	<i>Trendy, mobile photo sharing</i>
<i>Pinterest:</i>	<i>Beautiful, image rich, loved by women</i>
<i>Google+:</i>	<i>Great features, techy, niche user base</i>

Create Page

Recent

2014
2013
2012
2011
2010
1997
1995
1973
1948
1947
1912
1909
1898
1891
1880
1876
1871
1853
1845
1834
1832
1820
1776
1775



Mayhem ✓
Public Figure

Like Follow Share

Timeline About Photos Videos More

PEOPLE >

1,823,617 likes

Invite your friends to like this Page

ABOUT >

Call me Mayhem. I'm anything from your blind spot to a raccoon in your attic. And you're about to get to know me a whole lot better. See you soon.

<http://www.allstate.com/>

Post Photo / Video

Write something...

Post



Mayhem
4 hours ago · Edited

I'm starting a new social phenomenon: The #OopsieSelfie — with Zachary D. Switzer and 5 others.





TWEETS
858

PHOTOS/VIDEOS
117

FOLLOWING
1

FOLLOWERS
58.4K

FAVORITES
15

More ▾



+ Follow

Mayhem ✓

@Mayhem

I'm Mayhem. I can be anything from a flat tire to a picture of someone's dinner. This is my live feed of [#TwitterMayhem](#). Follow if you dare.

📍 Everywhere

allstate.com/mayhem

Tweet to Mayhem

Tweets Tweets and replies

📌 Pinned Tweet



Mayhem @Mayhem · Sep 26

I'm a little blue bird and I'm dropping mayhem all over your Twitter feed.
[#TwitterMayhem](#)

🍷 Vine



Who to follow · Refresh · View all



Scotty Browns @atscottybro... ✕

+ Follow



Bloggers Club @bloggersclu... ✕

+ Follow



NZ Barista Champs @NZBari... ✕

+ Follow

Popular accounts · Find friends

Trends · Change



Allstate Insurance

Subscribe 12,534

Home Videos Playlists Channels Discussion About



Making of "Safe In My Hands" film by Allstate | Allstate LGBT Campaign

7,544 views 1 month ago

The video takes us behind the scenes in making of the short animated film, "Safe In My Hands". Allstate teamed with out singer-songwriter Eli Lieb, whose original song by the same name serves as a soundtrack for the film. "Safe In My Hands" can be viewed on http://al.st/SDY_LBGT where consumers can also download the song for free on the website and find a local Allstate agent to talk about their protection needs.

Allstate News

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Nice Peter
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Associated Press
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travisandjonathan
Subscribe

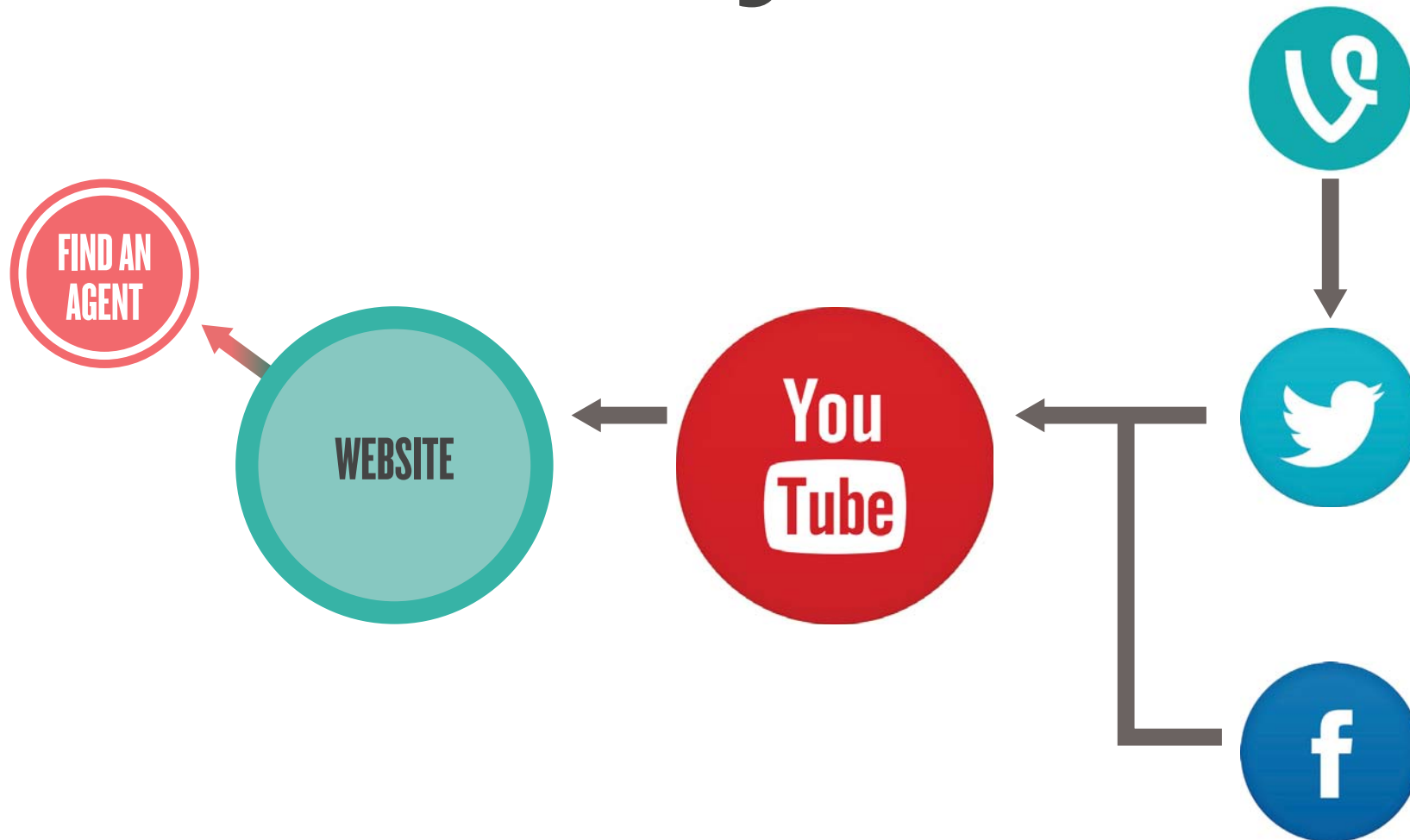
Travelers
Subscribe

Mayhem Commercials

He's your blind spot, the snow on your roof and the raccoon in your attic. And now he's this playlist on YouTube. Check out all your favorite Allstate Mayhem commercials here.



What's our objective?



Best Practices





***What Shall
We Say?***

Measuring Success

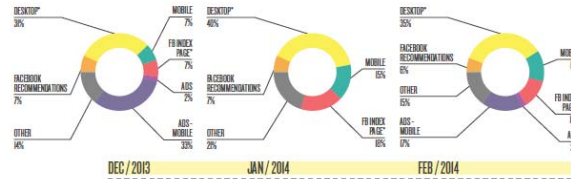
PAGE LIKES:



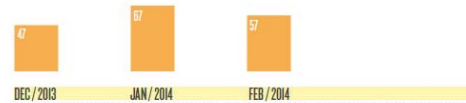
NET NEW PAGE LIKES (LIKES LESS UN-LIKES):



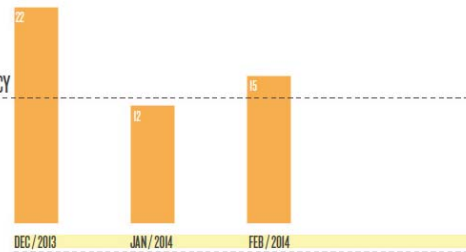
SOURCES OF NEW PAGE LIKES



POSTS AND MESSAGES INITIATED BY FANS



POST FREQUENCY



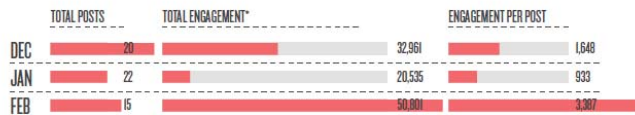
MOST POPULAR* POSTS:

*by engagement



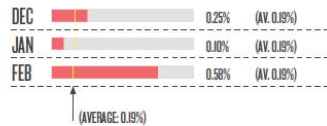
Measuring Success

ENGAGEMENT



* Total engagement includes Clicks, Page Likes, Post Likes, Post Comments, Post Shares, Page Mentions, Question Responses, and Page Posts.

ACTIVE ENGAGEMENT RATE**



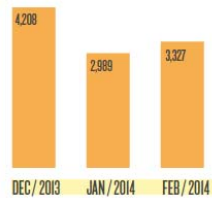
** The Engagement Rate measures how engaged the audience is with our content. Engagement Rate benchmarks show an inverse relationship between the rate and the number of Likes a page has - as likes increase the engagement rate decreases.

Number of Likes versus average Engagement Rate:

- 0 - 10k 0.96 %
- 10k - 20k 0.29 %
- 20k - 50k 0.21 %
- 50k - 100k 0.19 %
- 100k - 200k 0.16 %
- 200k - 500k 0.13 %
- 500k - 1,000k 0.11 %
- 1,000k - ~ 0.09 %

CONTENT CONSUMPTION

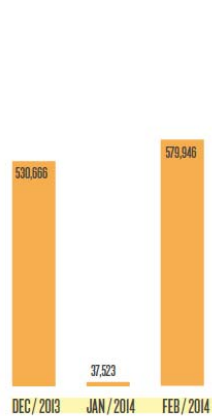
TOTAL PAGE VIEWS



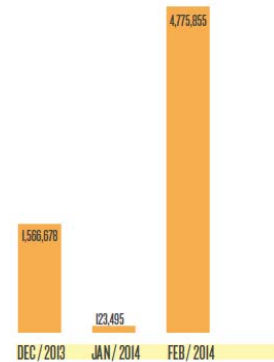
UNIQUE PAGE VIEWS



UNIQUE POST VIEWS



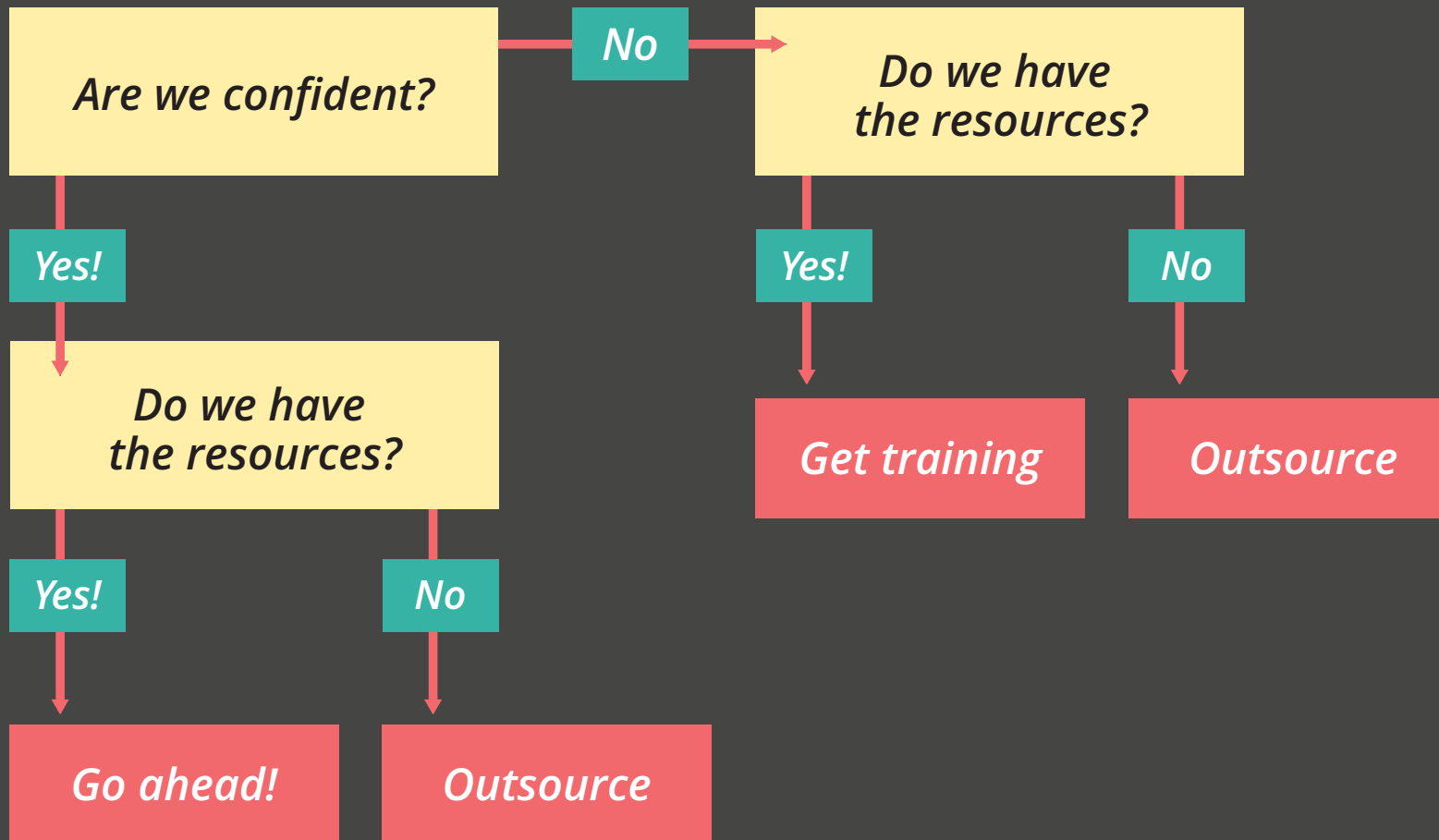
TOTAL IMPRESSIONS



Notes:

- Total Impressions represents the number of times content has appeared in front of a Facebook user.

Next Steps



Questions?

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