

HOW FACEBOOK AND TWITTER WORK

FALL 2017 | CHRIS SNIDER | @CHRISNIDER

Social Media Statistics



2.01B
monthly active
Daily: 1.32 billion



328M
monthly active
Daily: 157 million



500M
registered members



700M
monthly active
Daily: 300 million
Stories: 250 million daily



166M
daily active



1.2B
monthly active



150M
monthly active

UPDATED JULY 2017

**WHAT STOOD OUT FROM THE
ARTICLE ABOUT FACEBOOK?**

HOW THE FACEBOOK NEWS FEED WORKS

EXPERIMENT

- Go to Facebook
- Look at the top two posts and write down why you think Facebook showed you that content
- Look at the top ad and write down why you think Facebook showed you that ad

HOW DOES FACEBOOK DECIDE WHAT TO SHOW YOU IN YOUR FEED?

Charles Apple
53 mins · Sporting News · 🌐

Seriously? SERIOUSLY? I quit following MLB several years ago. I've found myself not really caring about NFL the past two or three years. I think maybe it's time I give up on Clemson, too. This is unacceptable.



Clemson's Ben Boulware defends fondling Curtis Samuel

Ben Boulware slammed the media and others for assaulted Curtis...

SPORTINGNEWS.COM

Like Comment Share

Allyson Switzer I agree this guy's a loose cannon but a loose cannon with the media. But give Seriously?
Like · Reply · 33 mins

Suggested Post

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Sponsored · 🌐

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STOP selling by the hour.
START selling subscriptions.

Stop selling projects by the hour.
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WWW.COGNITIVES.IO

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IndyStar
1 hr · 🌐

Twenty years before he became one of America's most infamous mass murderers, a teenage Charles Manson was an Indianapolis juvenile delinquent with a talent for convincing others that he just needed one more chance to turn his life around.

Manson was transferred yesterday from a California prison to the hospital. A source said he was "seriously ill."

Retro Indy: Charles Manson in In
INDYSTAR.COM

71

Like Comment Share

Keith Murphy
2 hrs · Facebook Mentions · 🌐

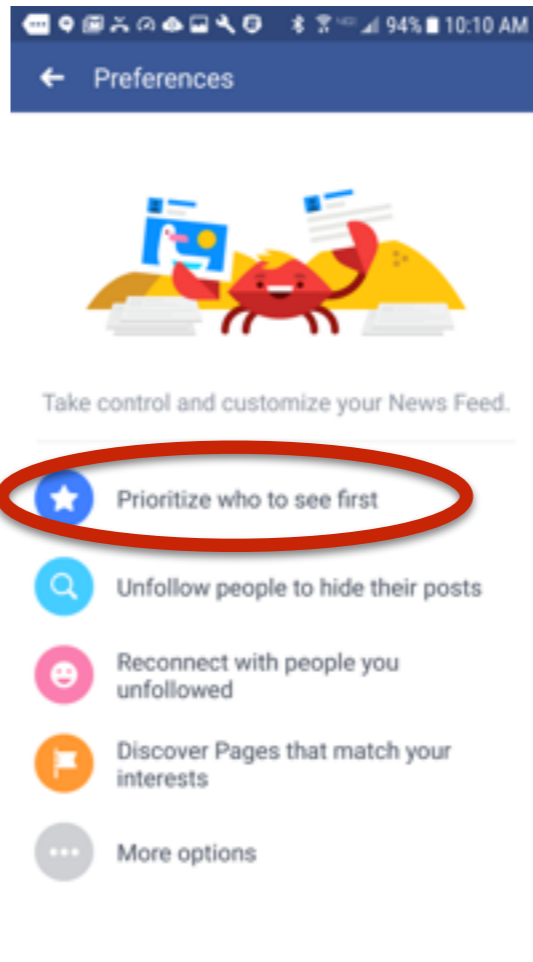
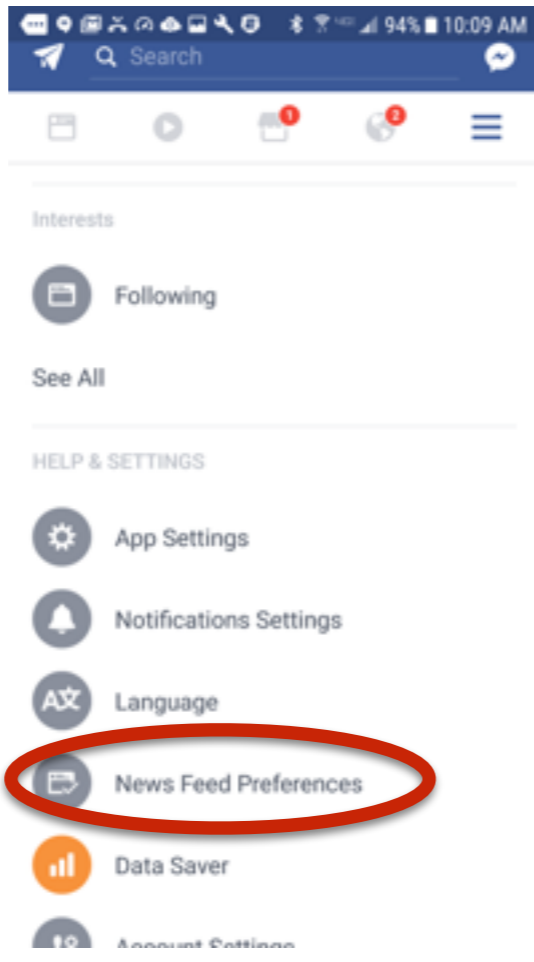
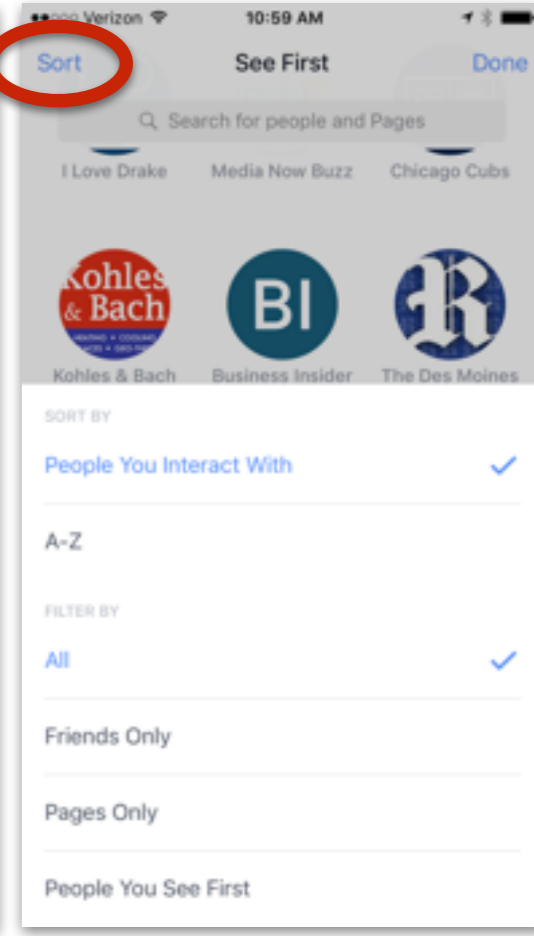
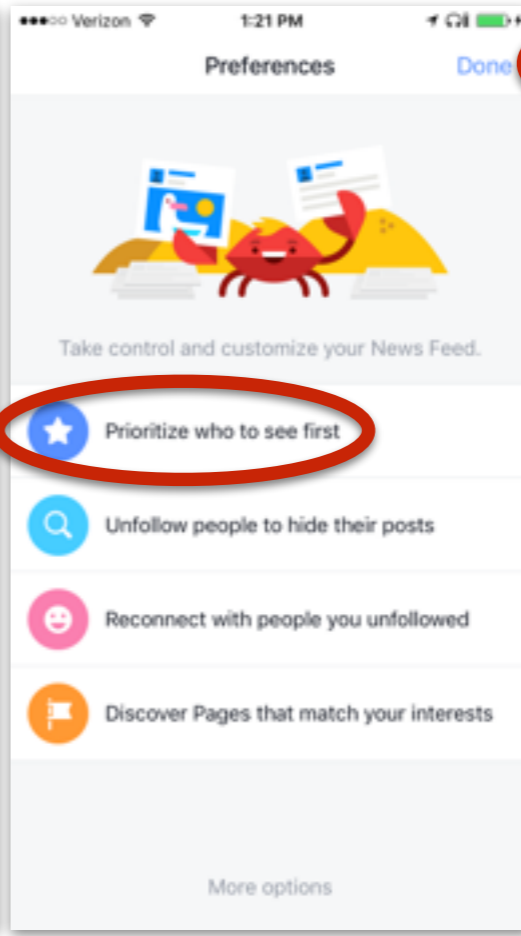
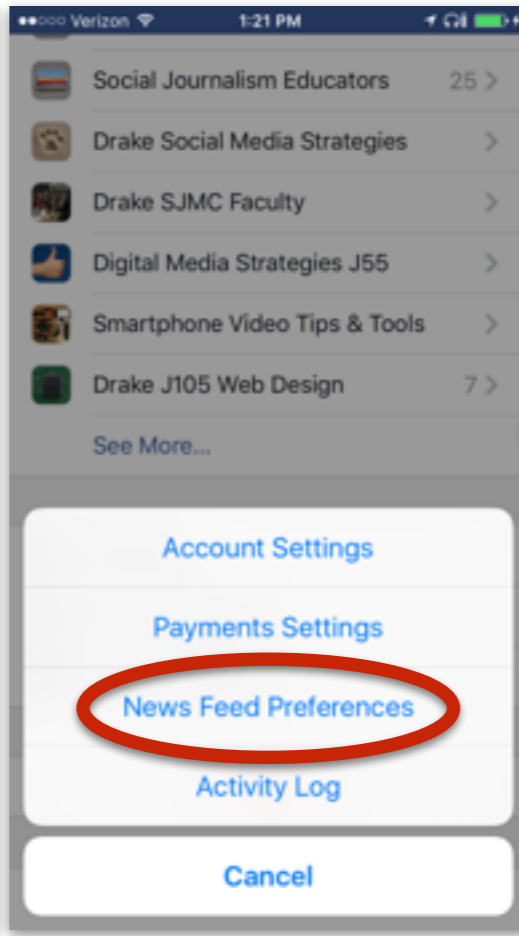
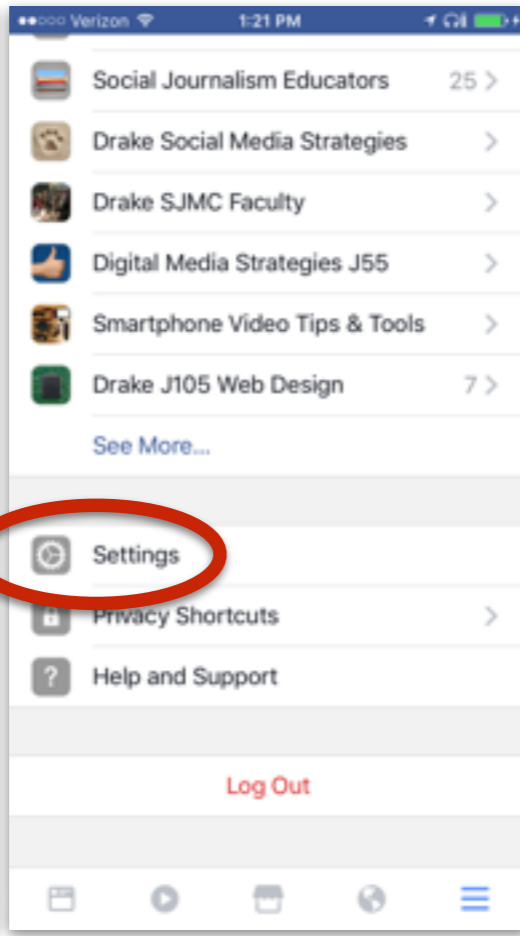
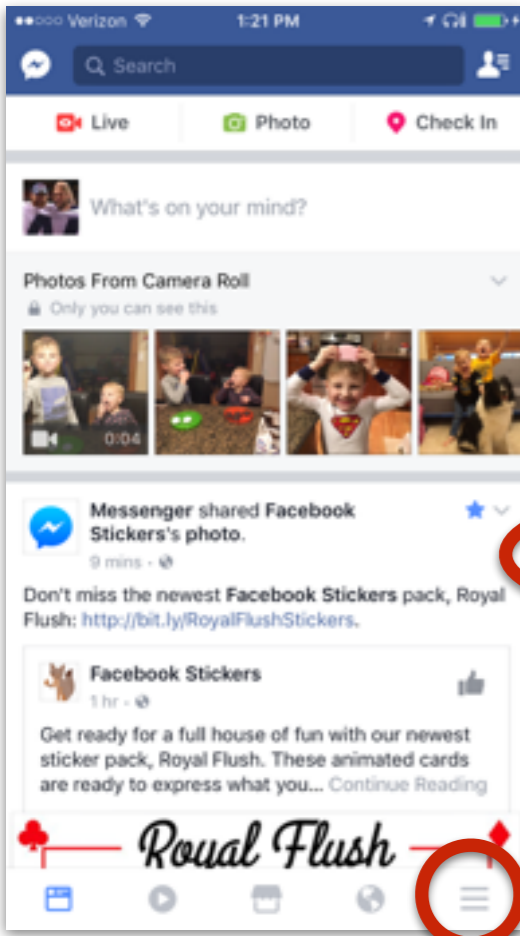
Will Leitch makes a strong case for Kurt Warner in Hall of Fame, and explains why Warner's his all-time favorite player.

Kurt Warner should be in the Hall of Fame.

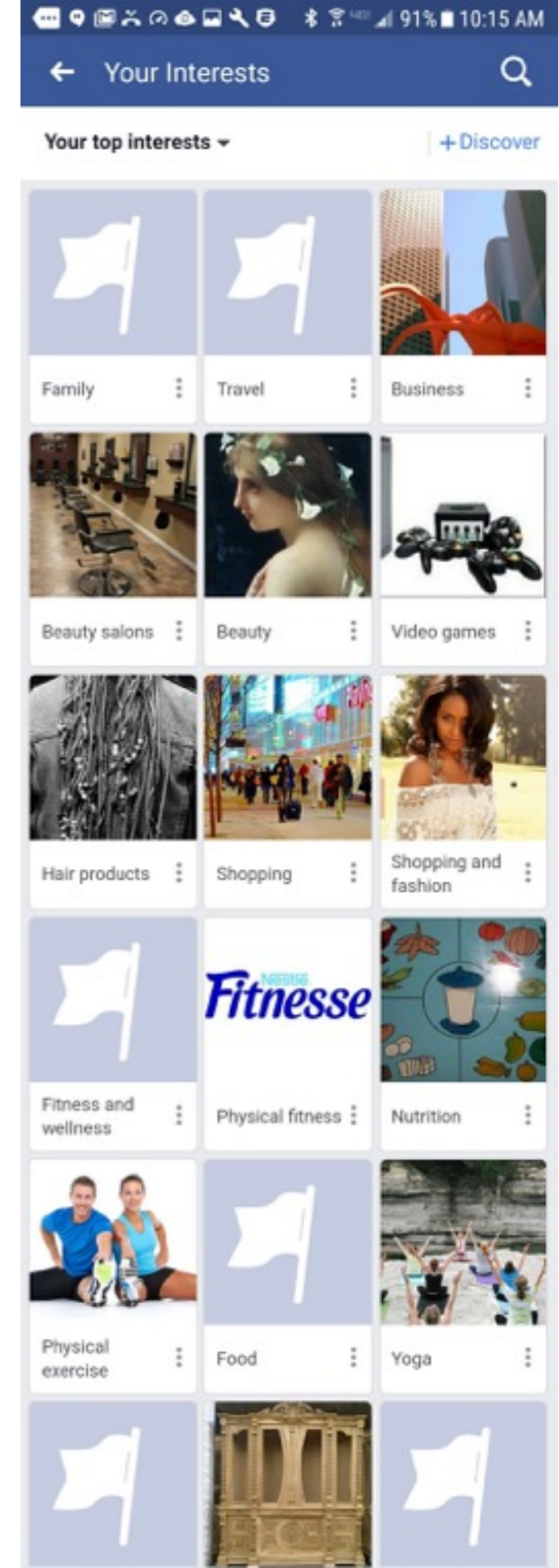
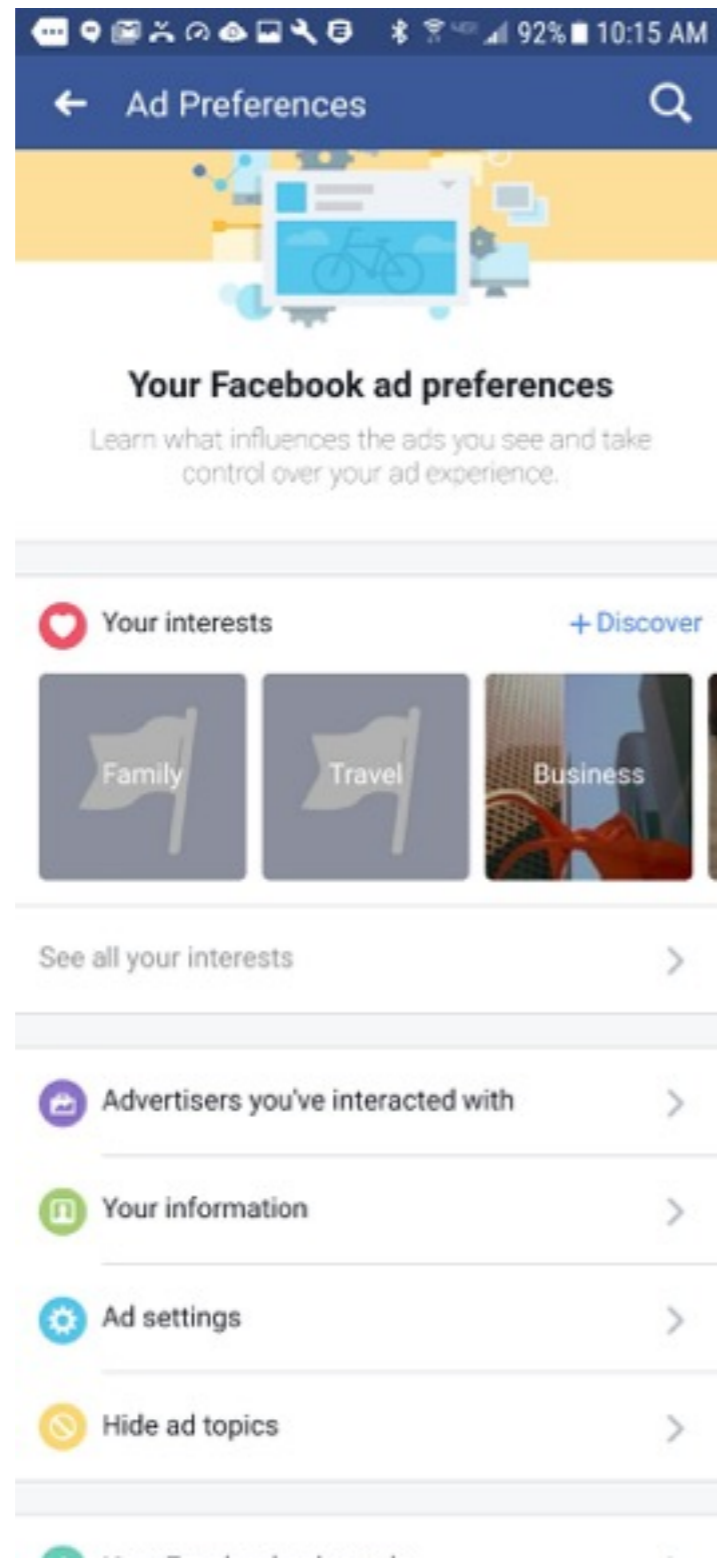
The NFL announced its 15 finalists for the Pro Football Hall of Fame, and Kurt Warner was named for the third time. And that's ridiculous. Why? Because the former star quarterback should have already made the Hall on the first attempt.

**EXPERIMENT 2: WHO DO YOU THINK
YOU SEE THE MOST CONTENT FROM
ON FACEBOOK?**

**WRITE DOWN:
2 PEOPLE AND 2 BRANDS.**



Also... Settings > Account Settings >
Ads > Ad Preferences



FOUR MAIN FACTORS TO DECIDE WHAT CONTENT FACEBOOK SHOWS YOU

The diagram illustrates four main factors that influence what content Facebook shows you, centered around a Facebook post. The factors are:

- Who posted it:** Indicated by a dotted line pointing to the post's author information: "Emile Mosseri with Adam Mosseri and Raimi Mosseri".
- When it posted:** Indicated by a dotted line pointing to the post's timestamp: "March 1st at 10:36am".
- Type of content:** Indicated by a dotted line pointing to the photo of three people (two men and a baby).
- Interactions with the post:** Indicated by a dotted line pointing to the engagement metrics: "Jon Smith and 42 others" (likes), "8 Comments", and the "Like", "Comment", and "Share" buttons.

The central Facebook post shows a photo of three people (two men and a baby) and includes the following text:

Emile Mosseri with Adam Mosseri and Raimi Mosseri
March 1st at 10:36am · 🌐 · 📍
Mosseri Boyz

Jon Smith and 42 others · 8 Comments

Like · Comment · Share

Kathy Forte
Handsome crew!
March 1 at 10:51 AM · Like · Reply

Vinny Eng
We are so grateful for you all <3
March 1 at 10:57 AM · Like · 2 · Reply

- **Facebook is watching...**
- What you interact with
- How long you view a certain post
- How long you view a video – whether or not you click on a video to turn on volume
- Whether you click on a photo to make it bigger
- What you search for
- What you are viewing outside of Facebook

SO...

**WHAT DOES THIS MEAN
FOR BRANDS?**

**BRANDS MUST CREATE
CONTENT THAT PEOPLE
ACTUALLY ENGAGE WITH**

LOOK AT A BUSINESS

ON FACEBOOK:

WHAT POST ARE GETTING

ENGAGEMENT? WHY?

**WHAT ABOUT
DRAKE UNIVERSITY?
WHICH POSTS DO WELL?
NOT WELL?**

THINK ABOUT

- Post type (video, photo, text, link)
- When you post (post when people are online)
- Post length (long and VERY short work well)
- Post sentiment (negative posts get comments, positive get likes)
- Call to action

<https://blog.bufferapp.com/facebook-data-study-insights>

In terms of the specifics, here are some of the data findings from the study that I'll be happy to go into more detail with further below:

- The most popular time of day to post is the late morning and lunch hour.
- The least popular time to post is late evening and into the night.
- Tuesday and Wednesday are the most popular days.
- Sunday and Saturday are the least popular.
- We found 7 popular post types: Photos (with no link), Question Posts, Video, Giveaway Posts, Links (with or without image), Coupons/Promotions
- The seven types of questions to ask: What, Why, Who, When, Which, Would, How
- The most popular ways to post to Facebook are through Facebook itself, Hootsuite, Instagram, Twitter, and Buffer

LET'S TRY IT

- Pretend you are Drake University.

Write a post for Facebook that you think would get people to engage (click, like, comment, share).

**WHAT STOOD OUT FROM THE
ARTICLE ABOUT TWITTER?**

HOW THE TWITTER NEWS FEED WORKS

**WHAT IS DIFFERENT ABOUT
TWITTER COMPARED TO
FACEBOOK?**

 **Chris Snider**
@ChrisSnider

Tweets: **9,192** | Following: **3,895** | Followers: **4,562**

- United States trends** - Change
- #NeverForget**
Remembering those we lost in the terror attacks of 9/11
 - #September11**
@NewsNight is Tweeting about this
 - #KennekaJenkins**
88.2K Tweets
 - #MondayMotivation**
107K Tweets
 - #Remember911**
13K Tweets
 - Pentagon**
88.1K Tweets
 - Flight 93**
12.6K Tweets
 - World Trade Center**
41.8K Tweets
 - Mitt Romney**
3,752 Tweets
 - Graduation**
29.2K Tweets

- Today's Moments** - View all
- NFL** - 15m
The Colts' quarterback situation is not very good
80 Likes
 - Technology** - 13m
What to expect from the new iPhone
119 Likes
 - NFL** - 14m
Injuries are already plaguing fantasy owners in week one
89 Likes

What's happening? View 1 new Tweet

Michael Liddle @MichaelLiddle · 11s
It's a big office with much responsibility but #HokCounty Auditor Jamie Fitzgerald ALWAYS takes time to answer questions! @HokCounty_jaws

Patrick Dwyer @PatrickDwyer · 13s
Has anyone ever used the idiom "open the kimono" without sounding extremely creepy?

Jeff Gize @jgize · 21s
Good lord, I need a place with a dishwasher ASAP!



So Your Kitchen Sponge is A Bacteria Hotbed. Here's What To Do
For the first time, scientists have carefully analyzed all the critters in a kitchen sponge. There turns out to be a huge number. Despite recent re...
npr.org

l-rav @l_ravens3 · 21s
Yessss I suck 🙄

FiveBrite @FiveBrite · 31m
FiveBrite.com/1MOKC

Our #IMC pitch and community Q&A was something special. Pairing #IMCOC with #IMCOC made it magic 🙌



Ben McDougal, 1 Million Cups KC, Kaufman Corp and 7 others

Aha! @aha_30 · Sep 7
Your product manager will love this. Sign up for a free trial. aha.io/software/legis



1 | 4 | 28 | 6

Promoted

In case you missed it

Pirate Press @IudPiratePress · 1h
Drive 4 URI School is finally here! Come drive between 11am-8pm. Your name will be entered into a raffle; 5 prizes will be awarded. 🚗



- Who to follow** - Refresh · View all
- Rachel Nichols** @RachN...
Follow
 - Dylan McGorty** @DylanM...
Follow
 - Followed by **Katie & Beth** and others
 - Debbie Marshall** @Debbie...
Follow

Find people you know

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Advertise with Twitter

WHAT'S UNIQUE ABOUT TWITTER

- It's a great listening tool (because of the public nature)
- News feed applies an algorithm, but not as advanced as Facebook
- Businesses and people treated equally
- This means information spreads fast on Twitter

WHAT DOES THIS MEAN FOR BUSINESSES?

- What do you need to do on Twitter to get more reach for your content?

- <http://blog.hubspot.com/marketing/twitter-increase-clickthrough-rate>
- <http://www.quicksprout.com/2015/03/02/11-tactics-to-get-more-click-throughs-from-social-media/>

Tactic #4: Follow the 80/20 rule

You can come up with your own ideal ratio, but I've found that sharing content from your own site 20% of the time is ideal. If you only promote content from your own site, people will find you to be too self-promotional.

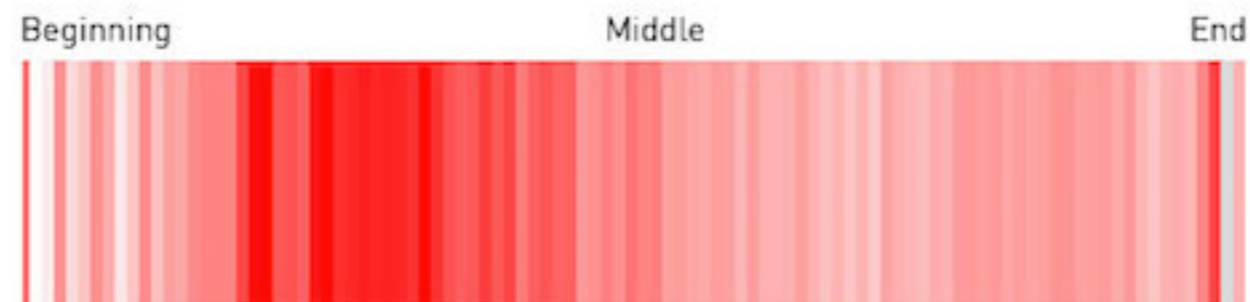
When starting out, generally you'll want to tweet four times about things that aren't related to your business before you share your own content.

Make sure the updates you post that aren't about your business are high in quality. Releasing mediocre updates, as mentioned above, will only decrease your overall click-through rates.

Tactic #5: Place your links near the beginning of your social posts

Whenever you release a tweet or a Facebook post, you can control where you place your link. I always place my links towards the end of my updates as it is more convenient, but that doesn't always cause the most click-throughs.

Twitter CTR Heat Map 200,000 Link-Containing Tweets Analyzed.



Legend:

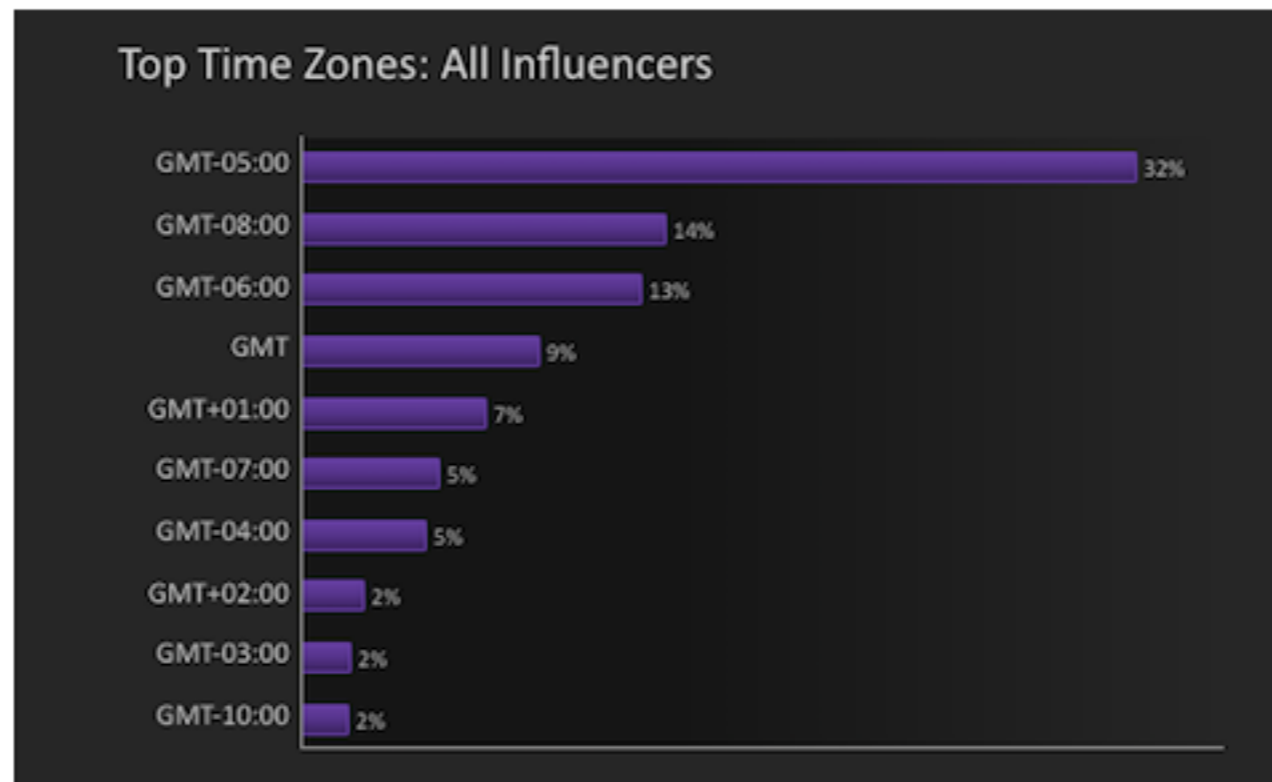


By Dan Zarrella of HubSpot

Tactic #8: Post when your fans and followers are online

Why would you post when your fans and followers aren't online? *I know I wouldn't.* So how do you figure out when your social media followers are online?

Simply Measured has created a few [tools](#) to help determine best posting times for your posts. All you have to do is connect your Twitter or Facebook account with its free tools, and it will show you when all of your followers are online.



Tactic #10: Be careful which words you use

Have you ever wondered if the words you use in your updates generate more shares, comments, and clicks? For each social network it's different.

Here are [20 words that you should consider using on Twitter](#):

Most ReTweetable Words & Phrases

1. you
2. twitter
3. please
4. retweet
5. post
6. blog
7. social
8. free
9. media
10. help
11. please retweet
12. great
13. social media
14. 10
15. follow
16. how to
17. top
18. blog post
19. check out
20. new blog post

LET'S TRY IT

- Pretend you are an organization on campus.

Write a post for Twitter that you think would get people to engage (click, like, respond, retweet).

INSTAGRAM ALGORITHM

- **How much engagement is it getting overall?** Likes, comments, video views, shares, saves, story views and live video views.
- **How relevant is the post to you?** The order of what you see will be based on your past activity with that account or kind of content.
- **What is your relationship with the poster?** You should see posts from your friends or family first. Instagram looks at whose content you like, who you direct message, who you search for and who you are likely to know in real life.

INSTAGRAM ALGORITHM

- **How recent is the post?** More recent posts will rank higher in your feed.
- **What are you searching?** If you regularly search for accounts, Instagram will rank those accounts higher.
- **Did you share the content?** Sharing a post shows you like content from that account. And who you share with shows Instagram you care about that person.
- **How long did you view the post?** Longer means you like it better.