

[s m k]

International Science Council

Module 3: Content Marketing for Scientific Research

13th November 2024

James Fitzgerald, SMK Executive Director of Programming



What is content marketing?



- **Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience**
- Within the private sector the goal is often to ultimately drive profitable customer action
- Whereas, within the public sector or NFP space its mainly tied to longer term awareness of education goals
- **Unlike traditional marketing efforts that revolve around direct sales pitches, content marketing seeks to establish a relationship with potential customers by offering them something of value beyond just the products or services being sold**
- The goal is to provide content that is useful, educational, entertaining, or inspiring to the target audience, which can help to build brand credibility and authority over time

Pros of content marketing



Builds awareness and boosts conversion rates

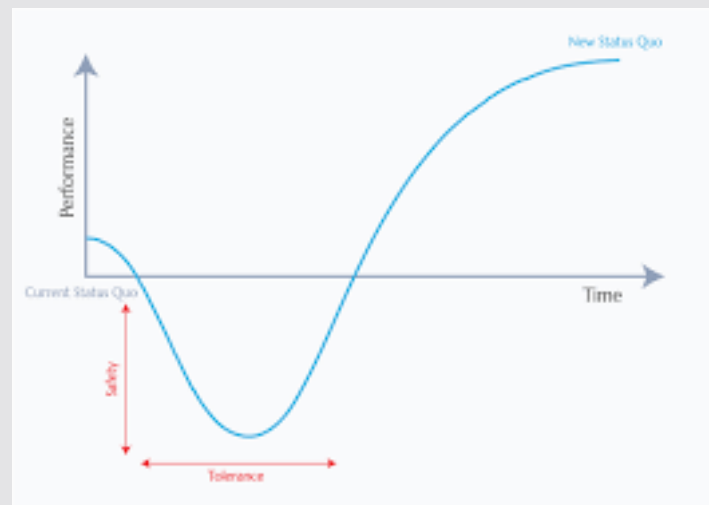


- **By consistently providing valuable content, businesses can establish themselves as go-to figures or thought leaders in their industry**
- Helping to build a reputation as a trustworthy and knowledgeable entity, which can be critical in shaping consumer perception and preference
- **The trust established through quality content can significantly impact conversion rates**
- When end users decide to act or make a decision, the educational content they've consumed can be a determining factor, making them more likely to convert

Cost effective economies of scale, over time



- **Compared to traditional marketing tactics, content marketing is often more cost-effective, especially over the long term**
- In the early days, content marketing can take time to build up momentum and a critical mass, but over time effectiveness picks up as business iterate and optimise
- **Content is the fuel for other digital marketing strategies**, including email marketing, social media, and paid campaigns. The content you create can be packaged across these channels, ensuring a cohesive marketing strategy



SMK example: Blog is central



[smk] SOLUTIONS ▾ RESOURCES ▾ PRICING ▾

DIGITAL MARKETING NEWS

SEARCH SORT BY MOST RECENT ▾ TOPICS ALL ▾

Google Demand Gen Campaigns Finally Roll Out Globally

Demand Gen campaigns are set to be rolled out globally, with all customers set to have access to the feature, which is built specially for social media advertising and comes equipped with new features, insights, inventory and a new creation flow ...

01/11/2023

Online users trust & engage with YouTube creators more than those on social platforms

- 98% more likely to trust the recommendations of creators on YouTube vs. those on other social sites/apps.
- 76% more likely to be introduced to new products/brands by creators on YouTube vs. those on other social sites/apps.
- 91% more likely to think YouTube has the most influential creators vs. other social sites.

Blog content powers SMK's newsletter



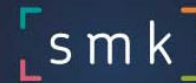
Google Demand Gen Campaigns Finally Roll Out Globally | LinkedIn Offers Content Marketing Boost, Upgrades Collaborative Articles | TikTok Parent Company Takes On Canva With CapCut For Business

Inbox x



SMK - Digital News via d51c.emsend5.com to I2A

Wed, 1 Nov, 15:21 (20 hours ago)



Social, Search, Mobile & Video

The latest digital news, updates and launches from the major platforms.



Google Demand Gen Campaigns Finally Roll Out Globally

AI-powered, engaging and available to everyone

[READ MORE](#)



1300 740 252



hello@smk.co



smk.co



facebook.com/smkapac



@smkapac

Newsletter powers SMK's wider CRM/automation





Campaigns

MANAGE

- Content
- Campaign Templates
- Free Design Service
- Message Variables
- Archive

REPORTS

- All Campaigns
- Campaigns Performance

Campaign Name		Sent	Sent to #	Last Modified	Type
<input type="checkbox"/>	 eNews: Wednesday 1st November - ALL Sent	01/11/2023 15:21	4601	01/11/2023 15:18	One-Time
<input type="checkbox"/>	 eNews: Monday 30th October - ALL Sent	30/10/2023 12:51	5562	30/10/2023 12:46	One-Time

Feeding SMK's organic social



Manage Page

- Professional dashboard
- Insights
- Ad Centre
- Create ads
- Settings
- Location pages
- More tools

SMK
17K likes • 17K followers

SMK DIGITAL EXCELLENCE
Access weekly training, hands-on support, monthly platform updates, coaching + more

Switch into SMK's Page to start managing it. [Switch Now](#)

Review changes to your Page
SMK has been updated to the new Pages experience. We can help you review what's changing. [Get started](#)

Posts

SMK 8h · 🌐

[UPDATE] Maximize Your 'Q5' Sales with these TikTok Tips

Are you looking for some fresh ideas for your holiday campaigns to get more value? 🌱

TikTok's latest marketing guide provides a range of insights and tips to help businesses make the most of their post-Christmas 'Q5' promotional period (stretching from Christmas to mid-January)

[... See more](#)



Crossing over with SMK's paid campaigns



LinkedIn Campaign Manager interface showing a list of ads for a campaign. The table includes columns for Ad Name, Off/On, Status, Campaign, Spent, Key Results, Cost Per Result, and Impressions. Five ads are highlighted with red arrows pointing to their titles.

Ad Name	Off/On	Status	Campaign	Spent	Key Results	Cost Per Result	Impressions
14 ads	-	-	-	A\$3,106.95	-	-	181,490
[SMK UPDATE] Instagram and the dreaded "Shadow Ban" The term "shadow ban" certainly creates a feeling of Name: 235572346 ID: 235572346 · Single Image		Active	2023_BrandAwareness	A\$1,523.97	≈32,262 Reach	≈A\$47.24	81,491
[SMK UPDATE] Meta Announces New Generative AI For Ads Meta is building, testing and introducing a range of AI Name: 265553766 ID: 265553766 · Single Image		Active	2023_BrandAwareness	A\$51.41	≈2,494 Reach	≈A\$20.61	3,042
[SMK UPDATE] YouTube Gets Turbocharged With New Google AI Solutions AI is everywhere right now, and it's no Name: 265553786 ID: 265553786 · Single Image		Active	2023_BrandAwareness	A\$51.56	≈2,876 Reach	≈A\$17.93	3,148
[SMK UPDATE] Meta Rebrands; Expands Branded Content Offering Meta have rebranded Branded Content Ads to Name: 265553806 ID: 265553806 · Single Image		Active	2023_BrandAwareness	A\$102.54	≈5,086 Reach	≈A\$20.16	6,154
[SMK UPDATE] Google Warns Businesses Against Culling Old Website Content Google has said deleting old Name: 307179606 ID: 307179606 · Single Image		Active	2023_BrandAwareness	A\$71.77	≈3,573 Reach	≈A\$20.09	4,287

Performs well and offers good value results



LINKEDIN CAMPAIGN MANAGER

Campaign groups 1 selected Campaigns 1 selected Ads for 1 campaign 14 total

Create Set Status Bulk Actions

Performance Chart Demographics

Search by name, ID, or type Filters(3) Columns: Performance Breakdown Time range: 8/5/2023 - 11/2/2023

Campaign Name	Off/On	Status	Campaign Group	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR
1 selected campaign	-	-	-	A\$3,106.95	-	-	181,490	3,518	1.94%
<input checked="" type="checkbox"/> 2023_BrandAwareness Edit + Ad Insights More	<input checked="" type="checkbox"/>	Active	AU_NZ_BrandBuilding	A\$3,106.95	≈45,673 Reach 	≈A\$68.03	181,490	3,518	1.94%

A red arrow points from the bottom right towards the 'Average CTR' column of the table, specifically highlighting the value '1.94%' for the '2023_BrandAwareness' campaign.

Cons of content marketing



Drawbacks and limitations



- **Developing a content marketing strategy and producing quality content takes time**
- For content marketing to be effective, it needs to be done consistently. Producing high-quality content on a regular schedule can be resource-intensive, and failing to do so can undermine your efforts
- With so many businesses investing in content marketing, the digital landscape is extremely competitive. Standing out and capturing your audience's attention is increasingly challenging
- **Creating content that is both high-quality and engaging is demanding and requires both talent and effort**

200m+ orgs on Meta alone. Why follow you?



Quality content drives attention



Creative is the main driver of the effect of attention on outcomes

This chart shows the impact a 'typical' amount of attention (3.2") has on recall, and how it can vary

Creative is by far the biggest driver of how hard attention works

Media and format owners can create attention to advertising, but because they do not control the creative cannot be held accountable for effects in market



Source: Based on simulations from regression models of controlled tests data (UK + US 5461).

* Interquartile range

dentsu dentsu

Source: Adweek, Nov 2022



1300 740 252



hello@smk.co



smk.co



facebook.com/smkapac



@smkapac

Earned attention pays off



Caroline Hugonenc, Global VP Insights & Research, Teads, Adweek

“Earned attention is far more effective at delivering results than when attention has been acquired by force. When consumers voluntarily view an ad, there is a significantly higher impact on brand metrics than ads that have been forced upon them, whatever the length of time they view the ad for.

The variation between a good creative and bad creative can be as much as 17 percentage points when it comes to brand recall. Moreover, in A/B testing, optimized ads drove 49% higher attention, on average, than the original versions of ads

The final key thing to consider when it comes to attention is how relevant ads are to consumers. It’s human nature to engage with information that we find interesting — whether that’s through engaging creative or contextual relevance”

Content marketing plan for individual scientists



Image: TimesPro



Content marketing plan for individual scientists



- **Objective:** Build a personal brand, establish authority in the field, and communicate research in an accessible way to both scientific and general audiences.
- **Goals**
 - Increase visibility and recognition within the scientific community and among the general public.
 - Communicate complex research findings in simple, relatable terms.
 - Engage with audiences directly, fostering dialogue and interest in the scientist's field of work.
 - Build credibility as an expert and thought leader in a specific scientific area.

Content marketing plan for individual scientists



- **Objective:** Build a personal brand, establish authority in the field, and communicate research in an accessible way to both scientific and general audiences.
- **1. Goals**
 - Increase visibility and recognition within the scientific community and among the general public.
 - Communicate complex research findings in simple, relatable terms.
 - Engage with audiences directly, fostering dialogue and interest in the scientist's field of work.
 - Build credibility as an expert and thought leader in a specific scientific area.
- **2. Target Audiences**
 - Primary: Fellow scientists, researchers, and professionals in the same field.
 - Secondary: Science enthusiasts, students, journalists, and the general public interested in the topic.

Content marketing plan for individual scientists



- **3. Content Strategies**

- **Personal Insights and Stories:** Share personal reflections on research challenges, lab work, and breakthroughs to humanise the scientific process.
- **Behind-the-Scenes Content:** Showcase “a day in the life” in the lab, fieldwork, or conferences to give audiences a peek into the world of scientific research.
- **Quick Explainers:** Break down complex research findings into brief, easily digestible posts or videos (e.g., “What is CRISPR and why does it matter?”).
- **Opinions on Current Topics:** Share perspectives on trending topics or recent findings in the field. This can position the scientist as an informed commentator.
- **Collaboration Highlights:** Mention partnerships or projects with other scientists to showcase a collaborative approach and tag collaborators for expanded reach.

Content marketing plan for individual scientists



- **4. Content Formats**

- **Social Media Posts:** Short updates, links to published work, or visual snippets (e.g., images of lab work or field research).
- **Blog or Medium Articles:** Longer-form reflections, deeper dives into research, and explorations of specific topics.
- **Video Content:** Short video abstracts, explainers, or Q&As on platforms like Instagram, TikTok, Douyin or YouTube.
- **Live Q&As and Webinars:** Host interactive sessions on YouTube, LinkedIn Live, or Instagram Live, allowing followers to ask questions directly.

Content marketing plan for individual scientists



- **5. Tactics**

- **Regular Posting:** Aim to post at least 2-3 times per week across platforms, adjusting frequency based on platform norms (e.g., more frequent on Twitter, less on LinkedIn or Douyin).
- **Engagement and Interaction:** Reply to comments, share others' work, and participate in trending science conversations.
- **Use of Hashtags:** Use popular science hashtags (#ScienceTwitter, #ResearchLife) and field-specific tags to increase post visibility.
- **Visual Consistency:** Use a consistent visual style or theme in graphics or photos to create brand cohesion.

Content marketing plan for institutions



- **Objective:** Showcase the institution's research impact, support its scientists, and enhance the institution's reputation within academia and with the general public.
- **1. Goals**
 - Build institutional credibility and thought leadership within the scientific community.
 - Increase awareness of the institution's research contributions, facilities, and innovation.
 - Attract potential research collaborators, students, donors, and funding organisations.
 - Support individual scientists in promoting their work through the institution's platforms.

Content marketing plan for institutions



Content marketing plan for institutions



- **Objective:** Showcase the institution's research impact, support its scientists, and enhance the institution's reputation within academia and with the general public.
- **1. Goals**
 - Build institutional credibility and thought leadership within the scientific community.
 - Increase awareness of the institution's research contributions, facilities, and innovation.
 - Attract potential research collaborators, students, donors, and funding organisations.
 - Support individual scientists in promoting their work through the institution's platforms.
- **2. Target Audiences**
 - **Primary:** Other research institutions, funding bodies, industry partners, and scientific professionals.
 - **Secondary:** Students, science communicators, journalists, policymakers, and the general public.

Content marketing plan for institutions



- **3. Content Strategies**

- **Highlight Research Achievements:** Share updates on published studies, awards, grants, and breakthroughs.
- **Feature Scientists and Teams:** Introduce individual researchers, their work, and their contributions. Personalise the institution by focusing on the people behind the science.
- **Educational Content:** Publish explainers on key scientific concepts related to the institution's research areas. This could include articles, infographics, or videos.
- **Social Impact Stories:** Showcase how the institution's research benefits society, such as improvements in health, technology, or environmental solutions.
- **Behind-the-Scenes Access:** Provide a look inside labs, research facilities, or fieldwork to engage audiences and demystify scientific research.
- **Public Engagement Initiatives:** Highlight public outreach activities, partnerships, or citizen science projects that engage the community in research.

Content marketing plan for institutions



- **4. Content Formats**

- **Press Releases and News Articles:** Publish on the institution's website and syndicate to news platforms to announce significant milestones or research findings.
- **Infographics and Data Visualisations:** Use data visualisations to present complex findings in a digestible format.
- **Case Studies:** Develop case studies detailing specific research projects and their real-world applications, aimed at stakeholders and potential collaborators.
- **Video Documentaries and Interviews:** Produce short documentaries or interviews with researchers, which can be shared on platforms like YouTube, WeChat, and LinkedIn.
- **Research Summaries and Fact Sheets:** Create downloadable summaries or fact sheets on ongoing projects for easy reference by journalists, students, and partners.

Content marketing plan for institutions



- **5. Platform Recommendations**

- **LinkedIn:** For institutional updates, research achievements, partnerships, and professional networking.
- **Twitter:** Share short, timely updates and links to publications, engage with the academic community, and use relevant hashtags (#ResearchNews, #SciencePolicy).
- **YouTube:** Host longer video content, including documentaries, interviews, and behind-the-scenes footage.
- **WeChat and Weibo (for Chinese audiences):** Share research summaries and news to reach Chinese-speaking audiences, focusing on public-friendly explanations.
- **Institutional Website:** Use a dedicated news section or blog to regularly publish updates, research news, and longer-form articles.

Content marketing plan for institutions



- **6. Tactics**

- **Content Calendar:** Plan content around key events, conferences, and publication schedules. A content calendar can help ensure a steady flow of content across platforms.
- **Cross-Promotion:** Use each platform's unique strengths to support content across channels. For example, a new study could be announced with a press release on the website, a visual summary on Twitter, and a video interview on YouTube.
- **Sponsored Content:** Use sponsored posts on LinkedIn or Twitter to reach wider audiences, particularly when announcing major research breakthroughs.
- **Audience Engagement:** Respond to questions or comments on social media. Host Q&A sessions or webinars with scientists to discuss new research and involve the audience.
- **Analytics and Refinement:** Track content performance using tools like Google Analytics, Twitter Analytics, and LinkedIn Insights. Use metrics to refine content strategy and focus on what resonates most with each audience.

Rise of short form video is good and bad

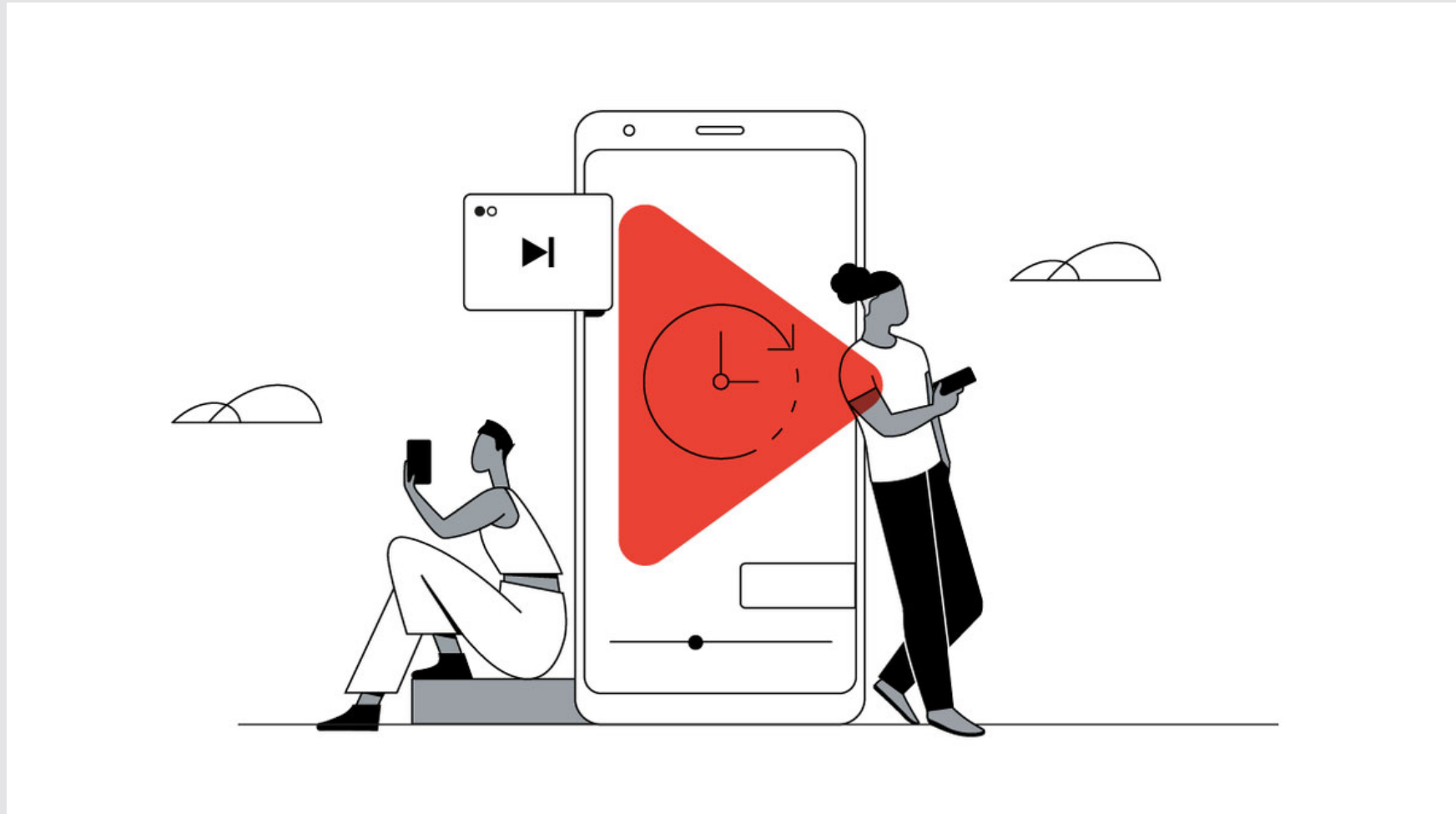


Image Source: Google

82% of content consumed will be video



The rise of short-form video

Today, short-form videos are beginning to drive better performance and are commanding video watch times. Some of this is owed to the pandemic. Consumer familiarity with digital mediums quadrupled as people were forced to interact with friends, family and brands digitally – and especially through messaging. Naturally, media consumption shifted from traditional channels and toward online video. Today, Reels on Meta platforms receive **190 billion views a day globally**, and more than **2 billion Reels are shared globally every day**.⁷

When it comes to reaching a desired audience, short-form video is a solid investment. Data from a Nielsen report evaluating the impact of Reels on marketing campaigns compared to other video formats found that short-form videos are 76% more effective in terms of share of impressions compared to long-form videos – campaigns featuring Reels delivered 20% higher effectiveness compared to campaigns with other video formats.⁹

7. Meta Q1 2023 earnings call

8. GWI MAT Q2 2022, Nielsen IQ, June 2022, Ecommerce Emarketer July 2022, Statistamedia consumption, June 2022, BMRI's Intel Pack; Deloitte Risk Privacy report, 2022.

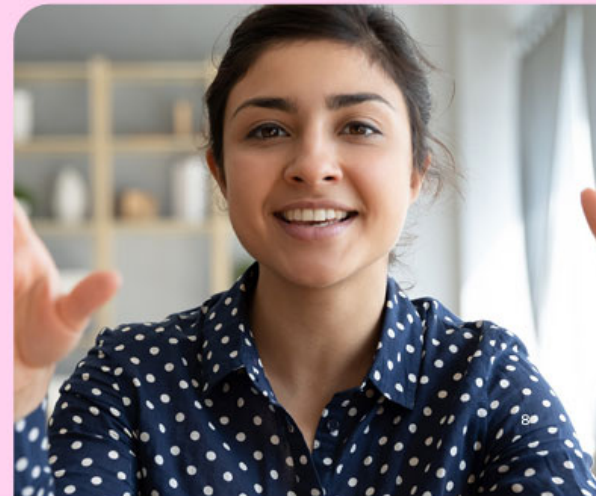
9. Nielsen and Meta, "APAC Syndicated MMM Study," 2022.

82%

of media consumed will be video

52%

will be short-form video⁸



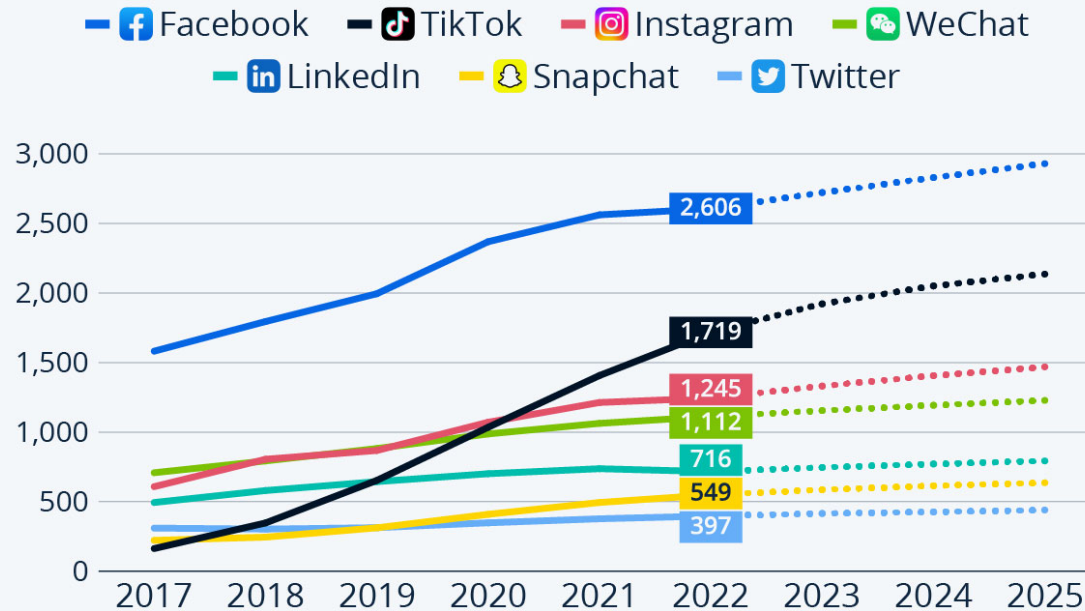
Source: Meta, Sept 2023

TikTok has still changed the game



The Rapid Rise of TikTok

Number of active users of selected social networks worldwide (in millions)



Estimations as of June 2022. Projections from 2023 until 2025.

Source: Statista Advertising & Media Outlook



statista

TikTok's short form video is dominating attention



Entertaining content keeps users coming back and leaned in

Our community describes feeling "energized, entertained, motivated, comfortable and confident" when using TikTok.¹



TikTok For Business

© 2020 TikTok. TikTok (United States) Inc. All rights reserved. 2020
Twitter. Twitter (United States) Inc. All rights reserved. 2020
TikTok App (United States) Inc. All rights reserved. 2020.

89
Min/user/day*

19x

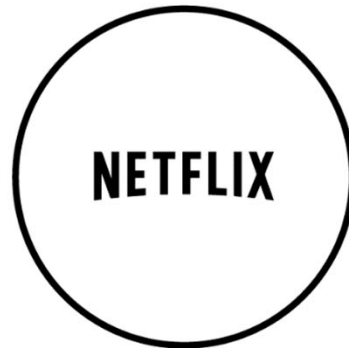
Average app opens/day*

80% of people who use the app say "It's the most entertaining platform."²

TikTok and chill?



ESTIMATED NUMBER OF MINUTES WATCHED IN 2021
GLOBAL



9.6 TRILLION MINUTES



22.6 TRILLION MINUTES

SOURCES: PROF Q ANALYSIS, COMPANY DATA, STATISTA, WALL STREET JOURNAL

TikTok forced Meta's hand on video



Mark Zuckerberg, Meta CEO, Feb 2022




“There are two things that I want to call out that are having an impact on our business.


The first is competition. People have a lot of choices for how they want to spend their time and **apps like TikTok are growing very quickly. And this is why our focus on Reels is so important over the long-term,** as is our work to make sure that our apps are the **best services out there for young adults.”**




Instagram pivoted to video





 **Adam Mosseri** 
@mosseri 


Changes are coming to video on Instagram 

At Instagram we're always trying to build new features that help you get the most out of your experience. Right now we're focused on four key areas: Creators, Video, Shopping and Messaging.

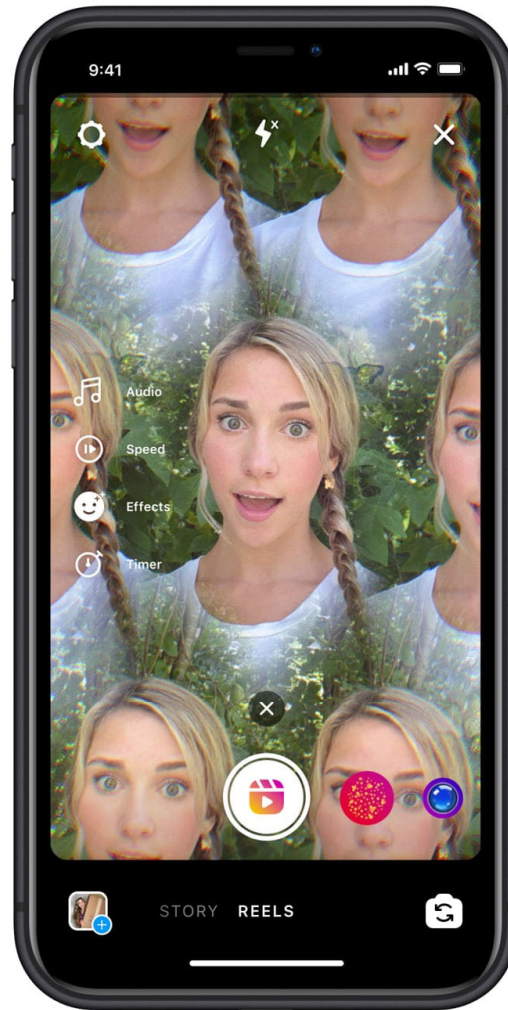


no longer a photo-sharing

▶ 1.7M views 1:00 / 2:26  

4:02 AM · Jul 1, 2021 

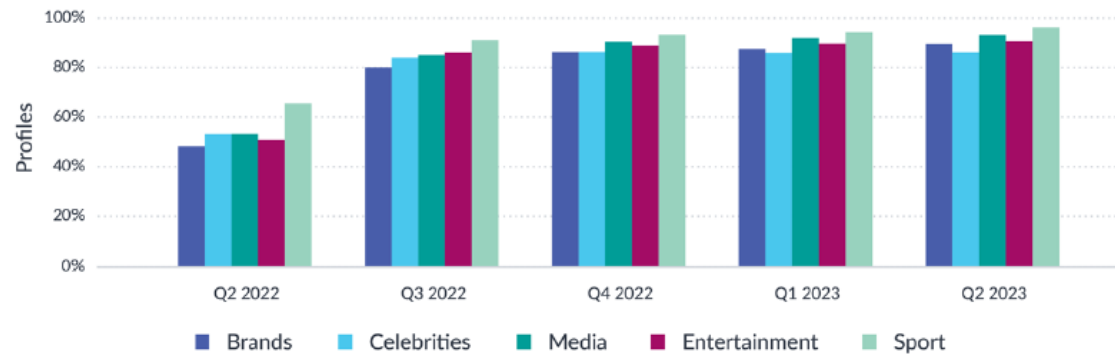
Instagram Reels launched in 2020



Instagram Reels has been growing in popularity



Evolution of average Instagram Reels usage
Profiles have adopted Reels format to their publishing strategies



Source: Emplifi data
Date range: 01 April 2022 - 30 June 2023
Sample: 50,543,640 posts published by 132,891 Instagram profiles

Everyone is mimicking TikTok



The Economist, 21st March 2023

“TikTok’s success has prompted its rivals to reinvent themselves. Meta, which owns Facebook and Instagram, has turned both apps’ main feeds into algorithmically sorted “discovery engines” and launched Reels, a TikTok clone bolted onto Facebook and Instagram.

Similar lookalike products have been created by Pinterest (Watch), Snapchat (Spotlight), YouTube (Shorts), and even Netflix (Fast Laughs). The latest TikTok-inspired makeover, announced on March 8th, was by Spotify, a music-streaming app whose homepage now features video clips that can be skipped by swiping up.”

Even LinkedIn!



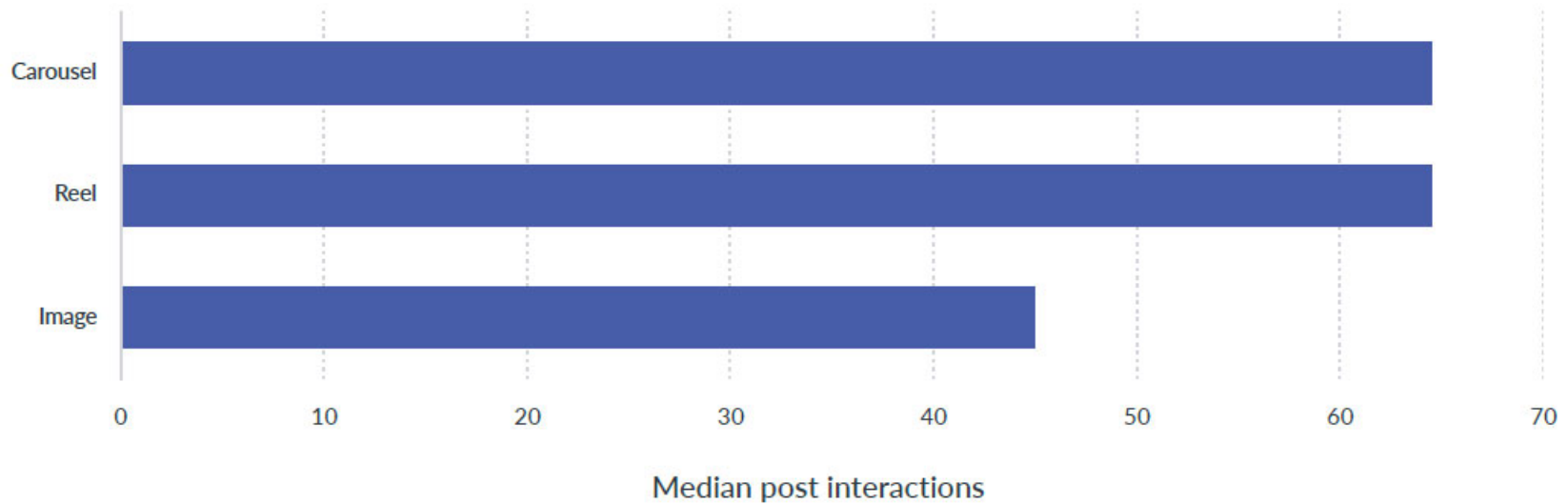
- **Video and executive influencers are booming on LinkedIn.**
 - **+44% YoY video uploads**
 - **+23% YoY in CEO posts**
 - **+1.4x more engagement with video vs other formats**
- Video has become the fastest-growing format on LinkedIn, and executive leaders are fully embracing it.
- From CEOs and CFOs to CMOs, this trend is also resonating with senior executives in the education sector and university VCs, who are eager to share insights and drive innovation.
- Together, these influencers are transforming LinkedIn into a vibrant hub for knowledge that helps professionals navigate the evolving landscape of the future of work.

High dwell time content is working well



Performance of post types on Instagram (worldwide)

Median post interactions of brands



Source: Emplifi data

Date Range: 01 January 2023 - 31 December 2023

Sample: 18,591,479 Posts Published by 82,567 Profiles on [Instagram](#)



Carousels offer more reach

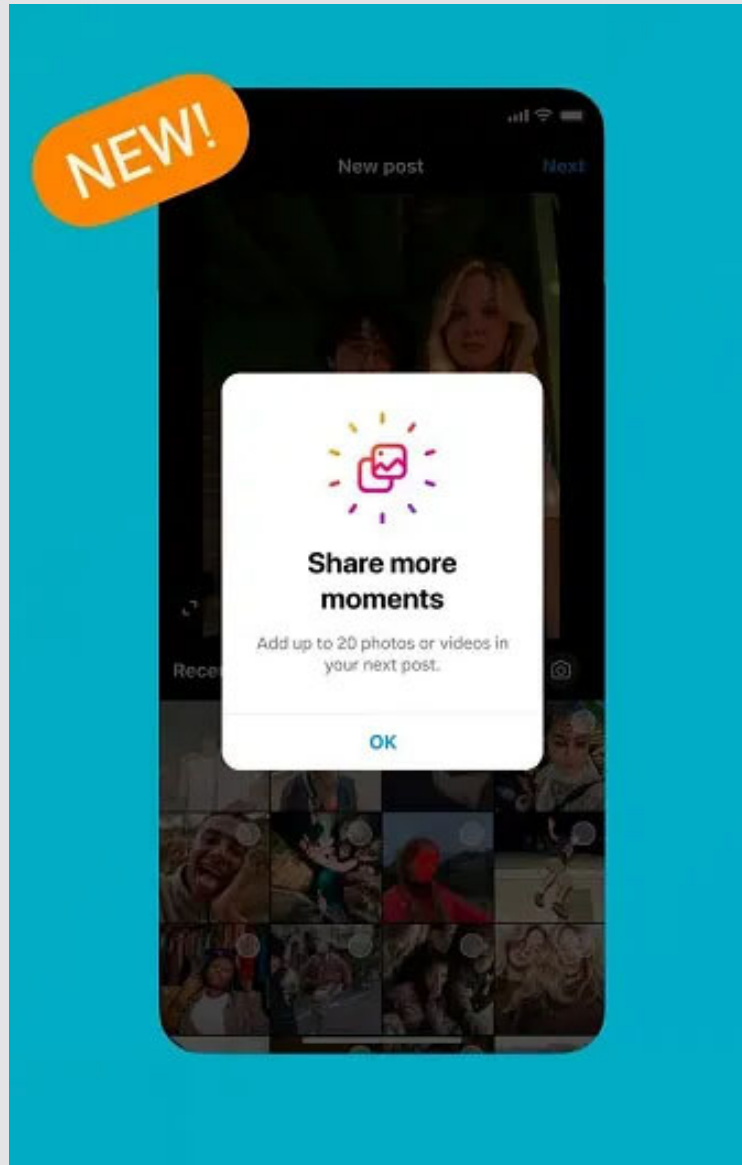


Adam Mosseri, Head of Instagram, September 2024

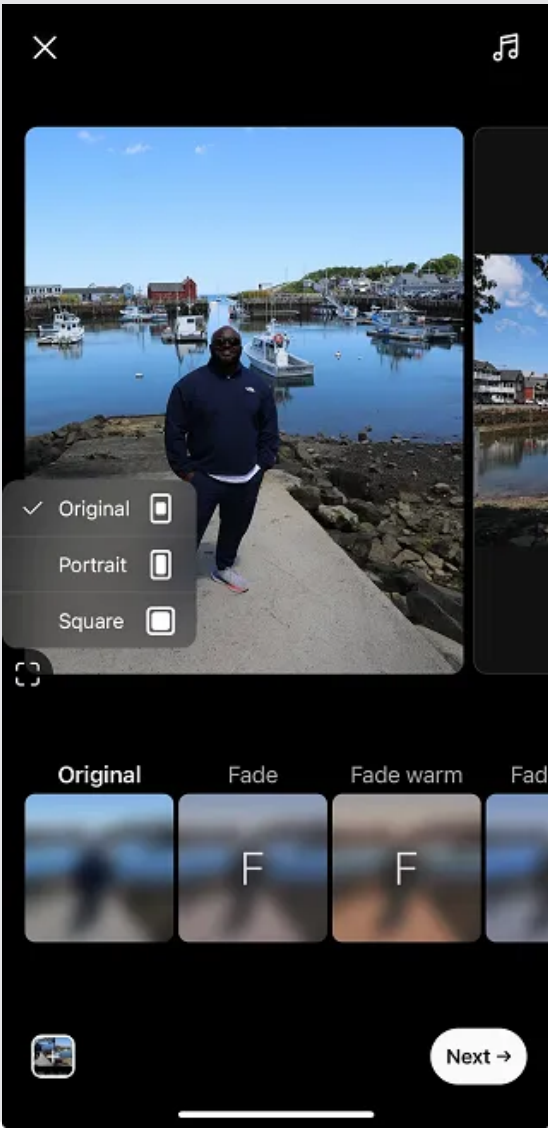
“Why [do] carousels often get more reach than photos?”

Two main reasons. One, multiple pieces of media are going to mean more interactions with your carousel posts, and more interactions is going to mean more reach on average. And two, if someone sees your carousel post but they don't swipe, we'll often give that carousel a second chance and automatically move to that second piece of media for the viewer.”

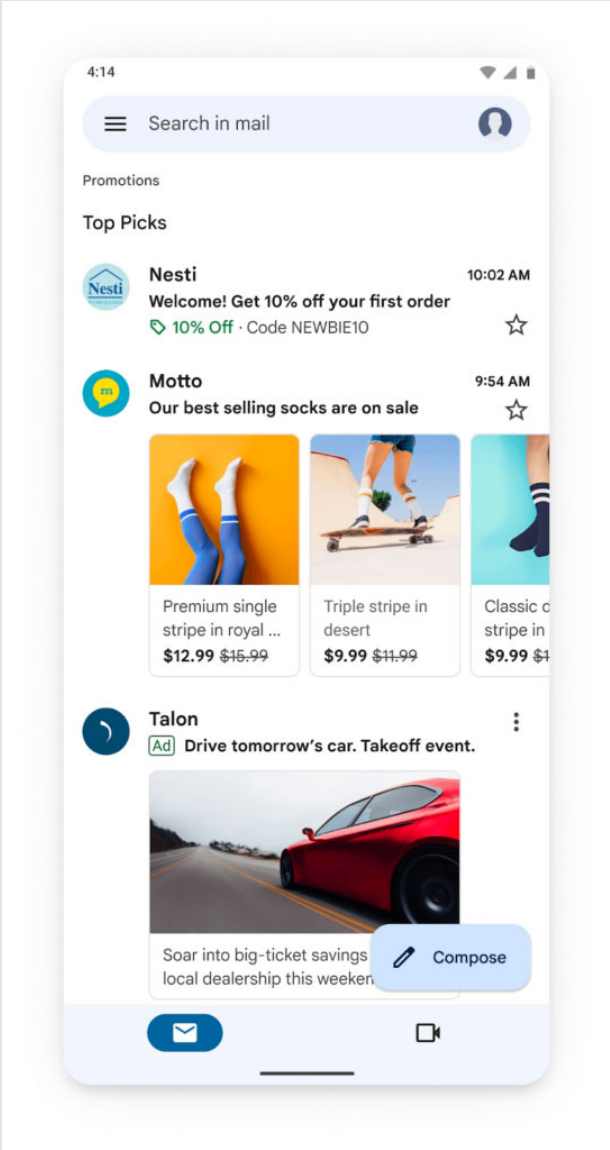
Carousels now have up to 20 frames



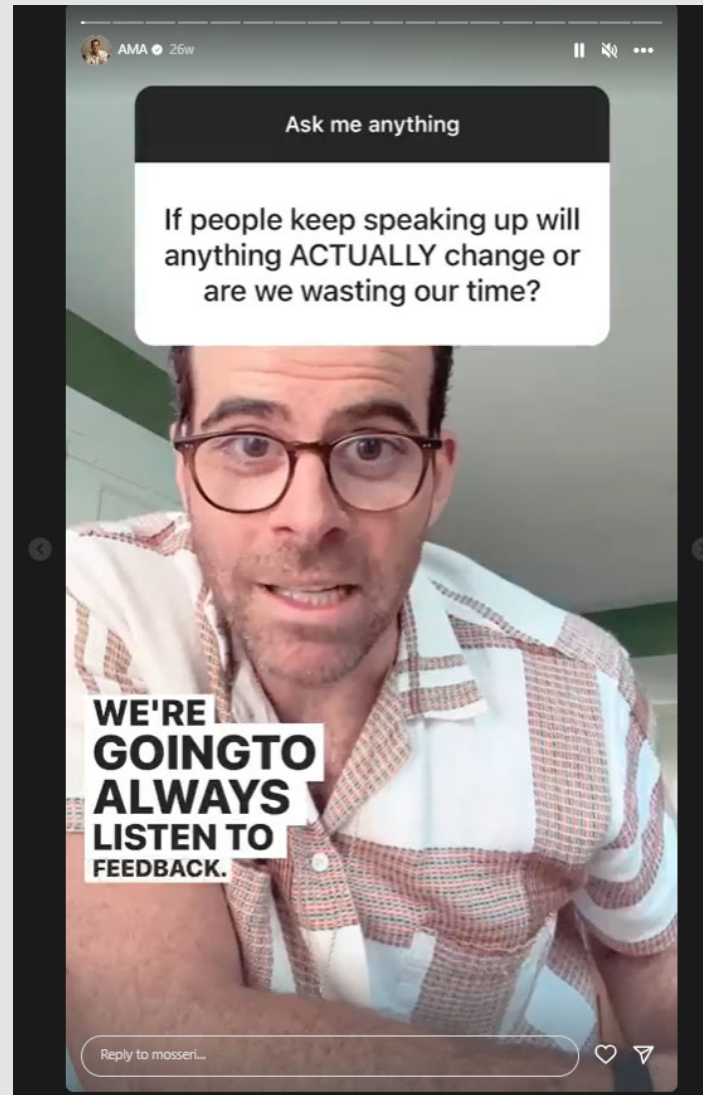
Different carousel creative executions



Carousels are even on the rise in email



Instagram still sees a place for photos



Imagery is being reimagined

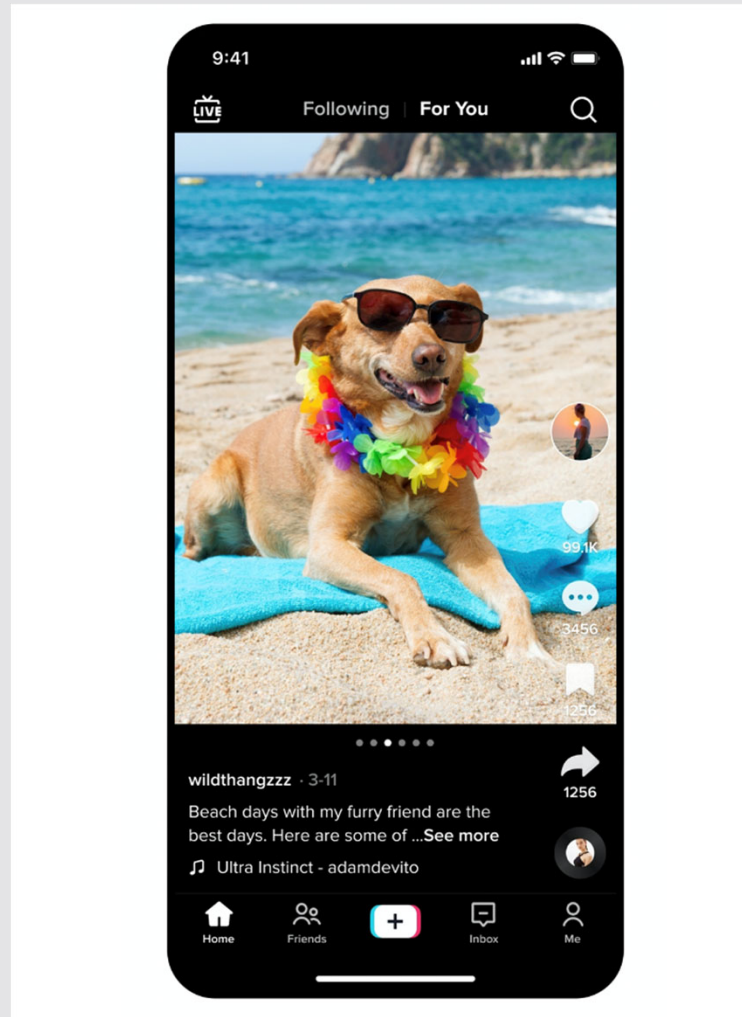


Adam Mosseri, Head of Instagram, January 2023

“I think we were overfocused on video in 2022 and pushed ranking too far, and basically showed too many videos and not enough photos.

We’ve since balanced, so things like how often someone likes photos versus videos, and how often someone comments on photos versus videos, are roughly equal, which is a good sign that things are balanced.”

TikTok Photo Mode launched in 2022



As did TikTok Stories



What Are TikTok Stories?

TikTok is excited to announce that Stories are officially here. What are Stories? It's a new feature on our platform that allows you to share videos up to 15 seconds on your profile that disappears after 24 hours.

This new tool is designed to support deeper engagement between you and your audience through a real and authentic look into your daily life. Stories will provide a home for existing relationships to flourish on TikTok, offering your friends and followers a more familiar lens into your world.

Therefore, Stories on TikTok bring the creative expression true to platform without thinking too much about **content strategy**.

How to Use Stories

1. To use this new TikTok feature, click the "+" sign on your home screen on the For You Feed.
2. From there, record Stories content using the Quick camera to capture up to 15 seconds of content per Stories frame.
3. Then you can click "Post to Story" to enable the tool. Content posted to Stories will disappear after 24 hours, inspiring audiences to check on their favorite creators daily to never miss a thing.

After that, you can see who has watched and interacted with your Story through likes and comments.

How to Watch TikTok Stories

A Stories tag will be added to a user's TikTok video when they have a watchable Story. Stories will also be visible through creators' avatars that will be colorfully highlighted when the user has posted Stories. Vocalize your thoughts about TikTok Stories through liking, commenting, or direct messaging the original creator if you both follow each other.

We're experimenting with Stories globally, and hope to bring the feature to more users in the coming months.

Start sharing your TikTok Stories today and tag us to tell us what you've learned from the **#CreatorPortal!**

Social algorithms are evolving to catch TikTok



Understanding social algorithms



Who posted it

- Frequency of posts from publisher
- Average time spent on content
- Overall engagement that a post already has
- Previous negative feedback on author

Engagement

When it's posted

- Friend tags
- A recent comment from a friend

Story type

- Completeness of page profile
- Posted from a friend or page
- How informative the post is

Emile Mosseri updated his profile picture.
March 17 at 7:03 PM · 🌐

166 6 Comments 2 Shares

Like Comment Share

Social media algorithms



- **Social media algorithms are complex sets of rules and machine learning models used by platforms like Facebook, Instagram, LinkedIn, and TikTok to determine what content each user sees in their feed.**
- They play a crucial role in shaping user experience by prioritising posts, advertisements, and other content, ultimately aiming to maximise user engagement and retention.
- These algorithms are central to the success of social media platforms, as they create a personalised experience that encourages users to spend more time on the platform, engage with content, and return frequently.
- However, the way algorithms work can sometimes feel opaque to users and marketers alike, raising questions about why certain posts appear over others and how these systems influence content reach and engagement.

Social content is increasingly recommended



Mark Zuckerberg, Meta CEO, April 2023

“Our investment in recommendations and ranking systems has driven a lot of the results that we're seeing today across our discovery engine, Reels and ads, along with surfacing content from friends and family.

Now, more than 20% of content in your Facebook and Instagram feeds are recommended by AI from people groups or accounts that you don't follow. Across all of Instagram, that's about 40% of the content that you see.”

Time spent is an essential AI signal



How the AI delivers content to you

We want you to see content that you enjoy and find interesting. To achieve this, the AI system has models that help it make predictions about content that you'll find most relevant and valuable. These prediction models use underlying input signals to help select content that you're most likely to engage with.

Below are some of the significant predictions – and input signals that inform them – that we use in this AI system.



How long you are predicted to spend viewing a post

Signals influencing this prediction include:

- How many posts in the same category you've viewed or clicked
- How many times you've viewed the post and the total time you've spent viewing posts in similar categories



How likely you are to scroll past a post rather than engage with it

Signals influencing this prediction include:

- Features about the post, for example, whether it's a video, has a photo or is a friend's post
- How much time you've spent on similar posts

Source: Meta, Facebook Feed

Smart copywriting boosts discovery



Insta recently pooh-poohed hashtags



Hashtags are a categorisation tool



Adam Mosseri, Head of Instagram, March 2022

“They do help us to understand what a post is about, which means it might be more likely to show up in a place like a hashtag page, for instance, but in general, no, I wouldn’t try to think of hashtags as a way to get more distribution.”



In keeping with advised platform best practice



Hashtag Dos

- Do** use hashtags that are relevant to the theme of your content.
- Do** check which hashtags your fans already use and follow.
- Do** mix well-known and niche hashtags to broaden your discoverability.
- Do** use specific hashtags so your fans can easily search for your content. You can even create your own!
- Do** keep the number of hashtags between 3-5.

creators • Follow

creators To use or not to use hashtags? Here's what you need to know + what you should avoid to get the most out of adding hashtags to your content

Edited · 72 w

fregozin @charly.ggr 1 h Reply

nature_explorer_726 4 d Reply

fashionboy2068 Nice 4 d 1 like Reply

nuravidawellness @healherwithin

Liked by cuffington and 60,910 others

SEPTEMBER 28, 2021

Add a comment... Post

Source: Instagram

Too many hashtags might hinder distribution



Hashtag Don'ts ❌

- 👉 **Don't** use hashtags that have nothing to do with your content (e.g. #explorepage).
- 👉 **Don't** use overly generic hashtags—these will make it harder for people to discover your content due to the volume of other people using the hashtags.
- 👉 **Don't** use too many hashtags—adding 10-20 hashtags will not help you get additional distribution.

creators • Follow

creators To use or not to use hashtags? Here's what you need to know + what you should avoid to get the most out of adding hashtags to your content ✓
Edited · 72 w

fregozin @charly.ggr 1 h Reply

nature_explorer_726 4 d Reply

fashionboy2068 Nice 4 d 1 like Reply

nuravidawellness @healherwithin

Liked by cuffington and 60,910 others
SEPTEMBER 28, 2021

Add a comment... Post

Source: Instagram

Content + interaction > Hashtags



Things to Keep in Mind

The content itself and the way people interact with it can affect distribution more than the hashtag.

Think of a hashtag as **a tool that provides context about your post and supports delivering content** to people who are interested in a particular topic.

creators • Follow

creators To use or not to use hashtags? Here's what you need to know + what you should avoid to get the most out of adding hashtags to your content ✓
Edited - 72 w

fregozin @charly.ggr 1 h Reply

nature_explorer_726 4 d Reply

fashionboy2068 Nice 4 d 1 like Reply

nuravidawellness @healherwithin

Liked by cuffington and 60,910 others
SEPTEMBER 28, 2021

Add a comment... Post

Source: Instagram

Social search engines are gobbling up copy



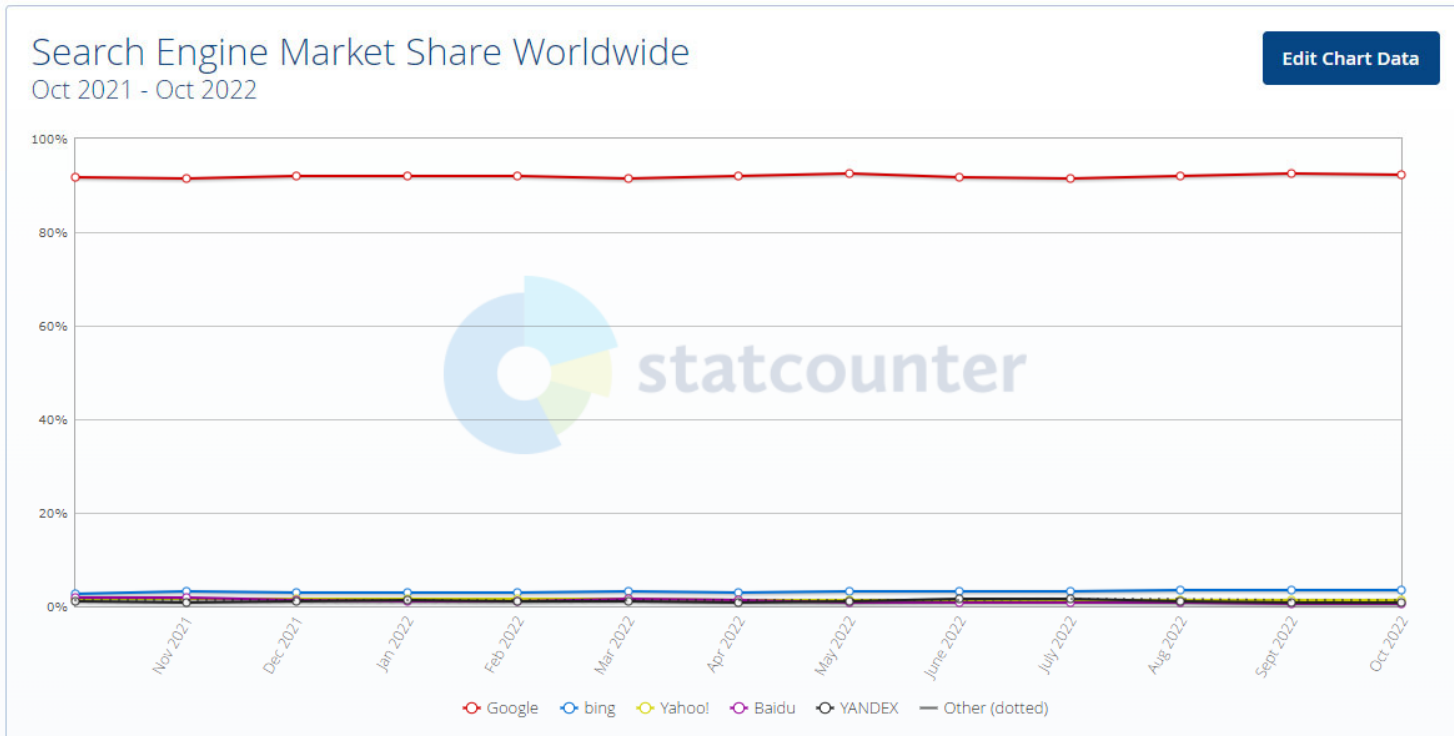
Prabhakar Raghavan Google Senior VP, Fortune's Brainstorm Tech conference, July 2022

“We keep learning, over and over again, that new internet users don't have the expectations and the mindset that we have become accustomed to, the queries they ask are completely different.

These users don't tend to type in keywords but rather look to discover content in new, more immersive ways, he said.

In our studies, something like almost 40% of young people, when they're looking for a place for lunch, they don't go to Google Maps or Search. They go to TikTok or Instagram.”

Google should be OK... for now



But, online discovery IS evolving



WARC, Search 3.0 Report, April 2023

“Search marketing is on the cusp of its most consequential transformation since Google first introduced its sponsored keyword search auction over 20 years ago, and the more recent introduction of the use of data and algorithms to provide greater personalisation in search results.

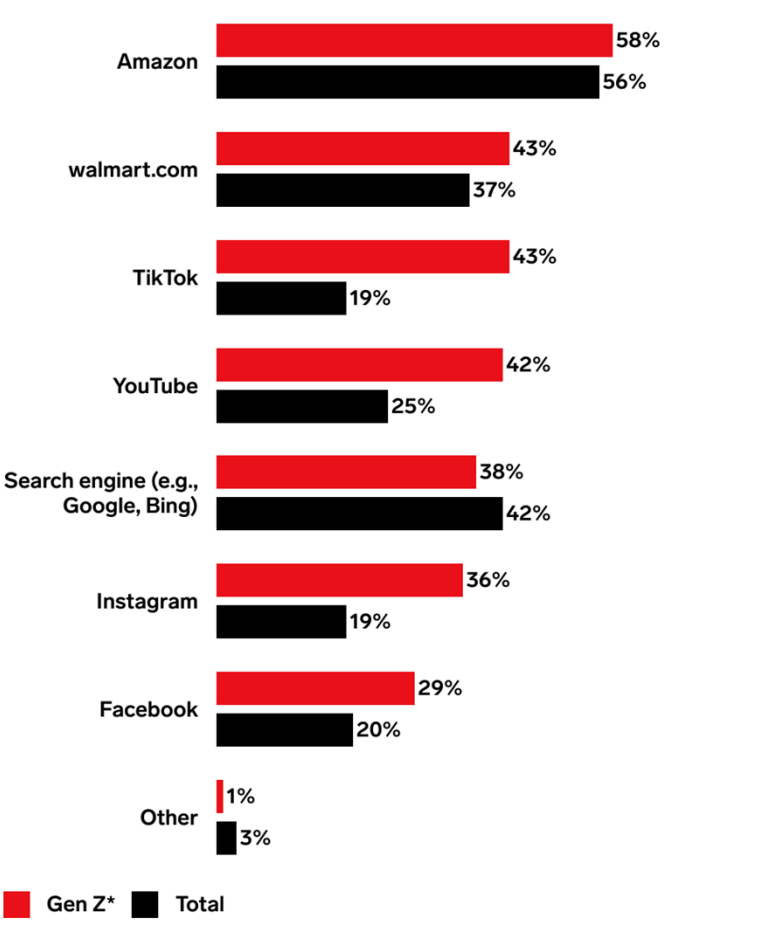
Now a third era of search beckons – one defined as much by image or video as text, and by artificial intelligence and natural language processing, in which marketers shift from targeting keywords to targeting intent and context.

“As consumers pivot away from text-based search towards discovery on social, generative AI reinvents the search experience, and with the explosive growth of retail media, the majority of which is search-orientated, Google’s long-standing market dominance is set to come under unprecedented pressure,” explains Alex Brownsell, Head of Content, WARC.”

Social search is taking off



Where US Adults Start Their Online Product Searches, Gen Z* vs. Total, Feb 2023
% of respondents



Note: *ages 18-26
Source: Jungle Scout, "Consumer Trends Report: Q1 2023," March 21, 2023

Social SEO is here to stay



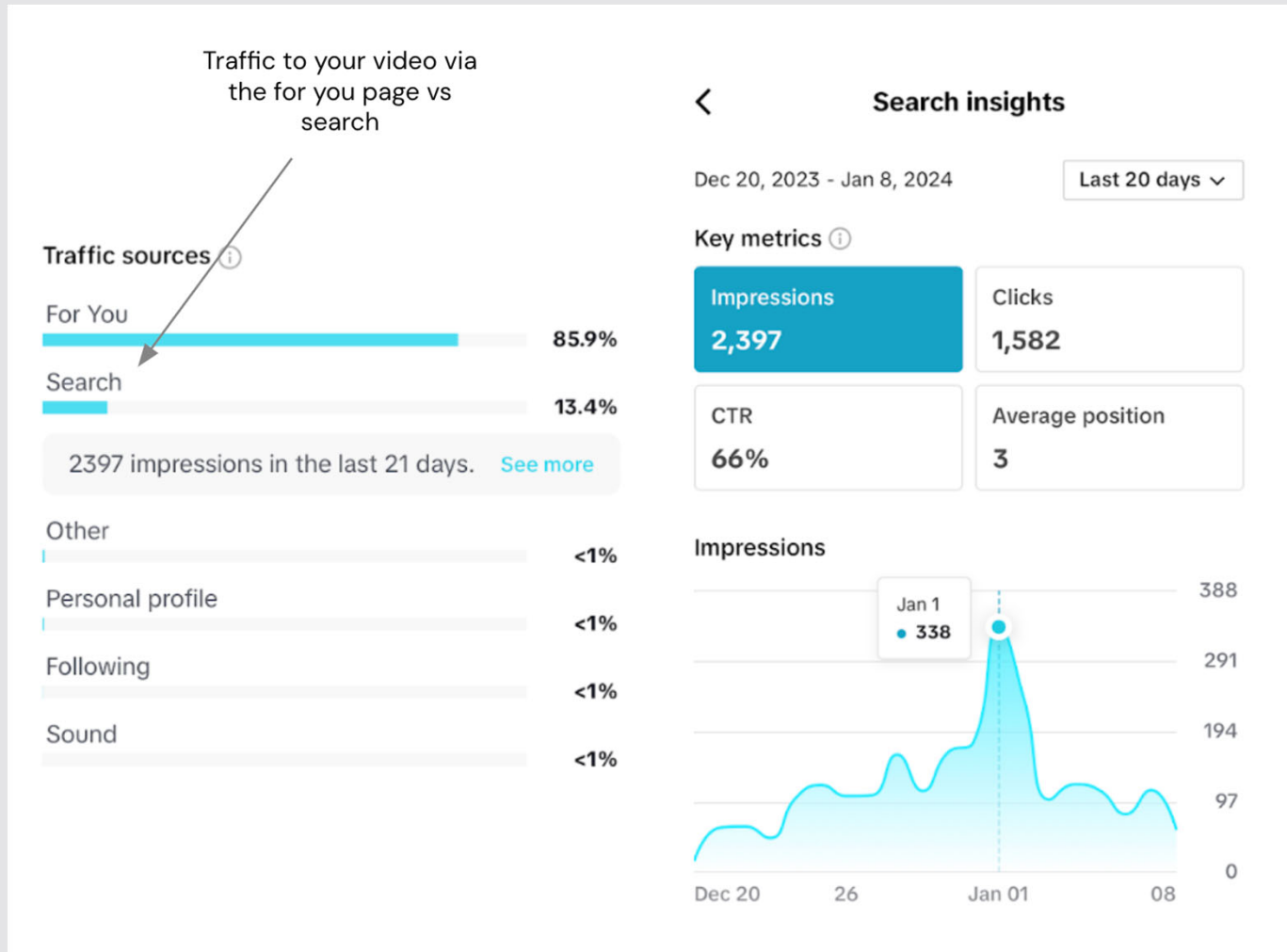
Jeremy Goldman, Insider Intelligence, January 2024

“TikTok’s rising use for search signifies a fundamental shift in how people find information and engage with content. Its personalized approach, diverse content, and trustworthiness fuel its rapid growth.

For businesses, TikTok offers a valuable avenue to connect with younger audiences and become industry authorities.

TikTok's transformation into a search engine isn't a fleeting trend; businesses and content creators can employ it to remain relevant. Prioritizing user experience and creative content will likely translate to success.”

TikTok now reports on Search performance

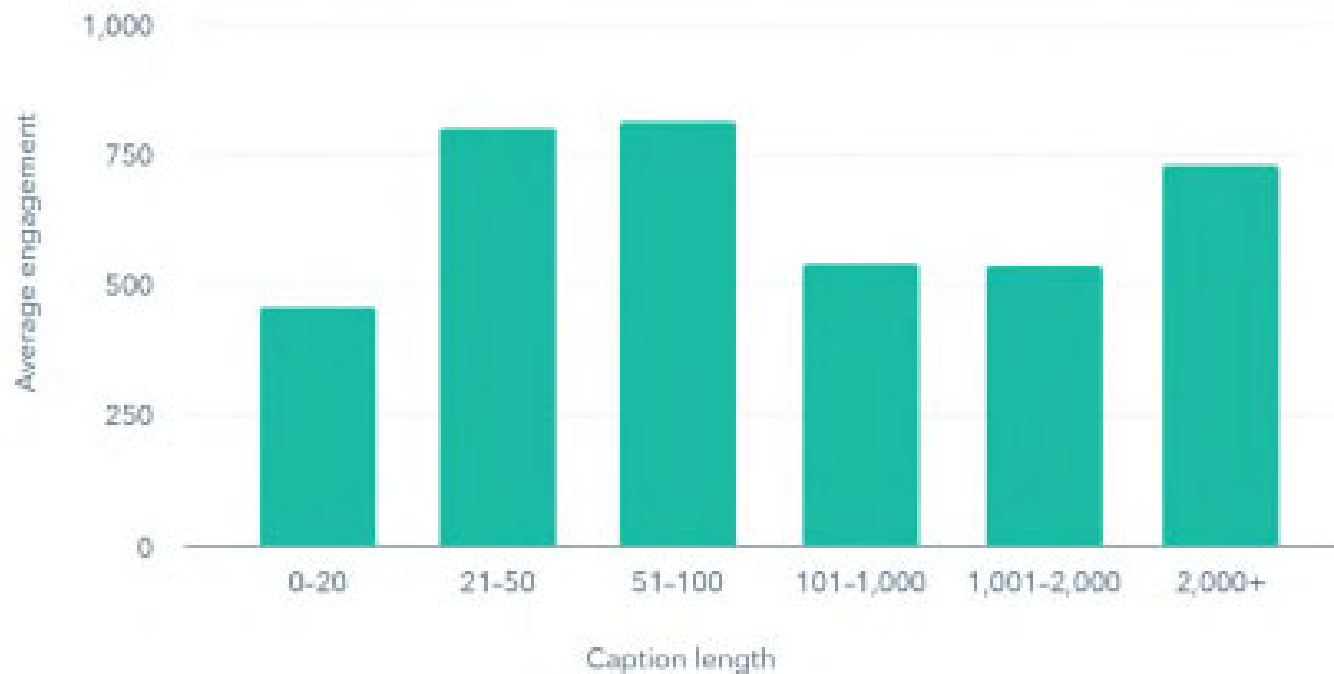


Source: Rise at Seven

Social copy has been trending up for some time

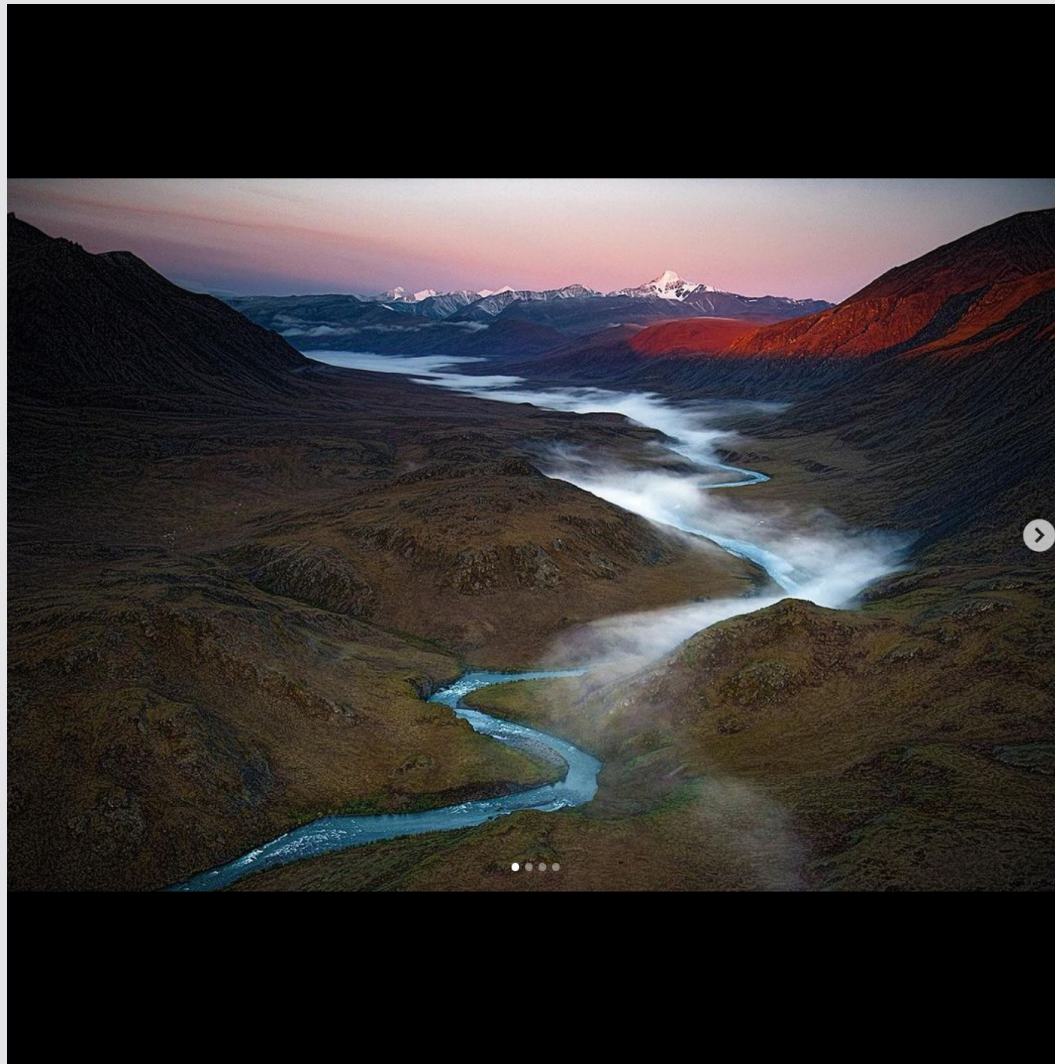


Average Engagement vs. Caption Length



Source: Mention + Hubspot study, May 2021

Instagram character limit is 2,200



patagonia • Follow

patagonia For decades, local Native communities have fought to defend the Arctic National Wildlife Refuge from oil lobbyists and politicians in Washington, DC, who've sought to open their homelands for extraction. And with each year of organizing, the Gwich'in have witnessed the damaging impacts of a warming climate on their lands and livelihoods.

Recently, President Biden announced plans to cancel illegal oil leases that had been granted by the Trump administration. But with no guarantee of a permanent drilling ban on federal lands, the Refuge is still at risk.

Stand with local communities in their fight to defend the Refuge. Submit a public comment before November 7 through the link in bio to tell President Biden that stronger climate policy and permanent protections for the Refuge go hand in hand.

Photos: Florian Schulz (@florianschulzvisuals), Austin Siadak (@austin_siadak), Keri Oberly (@kerioberly)
Edited · 1 d

andrsn.pck These are amazing 🍷
5 d 1 like Reply

jowannnnn I'm guessing Patagonia will be pushing for RFK Jr this election cycle instead of Biden. That would be an improvement.
4 d 1 like Reply

Liked by ref1016 and 13,163 others
5 DAYS AGO

Add a comment... Post

Long form is working well on Facebook



Queensland Health

Intro
Supporting the health and wellbeing of every Queenslander.

- Page · Government organisation
- Queensland Health is responsible for this Page
- qldhealth
- https://www.linkedin.com/company/queensland-health
- https://twitter.com/qldhealth
- qldhealth
- https://www.youtube.com/@qldhealth
- health.qld.gov.au

Photos See All Photos

Privacy · Terms · Advertising · Ad choices · Cookies · More · Meta © 2023

Queensland Health 2h · 🌐

Significant improvements have been recorded in our latest public health system data. 📊

The July to September 2023 data is now available on the Hospital Performance website and shows a decrease in long-wait times for elective surgery, and an increase in the number of ED patients seen on time. 📈

It also reveals an increase in long-stay patient numbers compared to last year.

To help provide more beds to other patients requiring care, an additional \$200 million will be invested to reduce long-stay patient numbers and support them to receive care in the most appropriate setting. 🏠

The funding's initiatives will include:

- 🏠 purchasing private sector aged care beds in local communities
- 🏠 supporting private nursing homes to care for more patients with complex needs
- 🏠 enhancing partnerships with the National Disability Insurance Scheme (NDIS)
- 🏠 expanding the numbers of staff employed in Aged Care Assessment Teams
- 🏠 strengthening existing initiatives including the Long-Stay Rapid Response program
- 🏠 looking into options to transfer long-stay patients from tertiary hospitals back to rural hospitals closer to home.

Keen to see the latest performance data? You can find it here:
<https://www.performance.health.qld.gov.au/>

QUEENSLAND'S PUBLIC HEALTHCARE

RECORDS SIGNIFICANT IMPROVEMENTS SINCE THIS TIME LAST YEAR

- 40%** decrease in elective surgery long wait times.
- 16%** more patients underwent elective surgery.
- 186k** specialist outpatient appointments were recorded.
- 73%** of ED patients were seen on time, a 4% increase on last year.


👍👍 77 31 comments 1 share

LinkedIn Page posts are a bit limited (700 Char)

A screenshot of a LinkedIn post from the profile 'SMK'. The post text reads: '[UPDATE] Meta Enforces New Limits on Using Generative AI in Political Ads'. The text continues: 'Meta has introduced new limitations on using its generative AI functionalities in advertising 🤖'. It then states: 'Political advertisers are now prohibited from employing the latest tools, such as background creation and image cropping, out of apprehension that they could amplify the dissemination of false information 🚫'. The next paragraph says: 'Meta is imposing these restrictions to guarantee sufficient safeguards to address any potential misapplications of AI tools directly associated with sponsored promotions.' The following paragraph reads: 'As we aren't sure of the full implications of this technology as yet, this step by Meta makes a lot of sense 🙌'. Below the text is a link: 'Get more info here 📄 <https://lnkd.in/gY5AtAf4>'. At the bottom of the text are the hashtags: '#digitalmarketing #digitalmarketingupdates #metaupdates #meta'. Below the text is a large image showing a white robotic hand reaching towards a human hand, with their fingers just inches apart, set against a light blue background.

Personal LinkedIn posts are much longer





James Fitzgerald
SMK | Edtech | Founder | Social Media | Digital Marketing | Marketing Capability Transformation
[View full profile](#)

James Fitzgerald (He/Him) · You
SMK | Edtech | Founder | Social Media | Digital Marketing | Marketing Capa...
2w · 🌐

The final quarter of the calendar year is usually a social media marketing bonfire.

Organic reach tends to drop as businesses crank up activity, while promotional costs have traditionally escalated 📈. Data company Skai recorded the following social media ads cost rises in recent years:

- 📅 2018 Q4 Quarterly increase = 18%
- 📅 2019 Q4 Quarterly increase = 20%
- 📅 2020 Q4 Quarterly increase = 28%
- 📅 2021 Q4 Quarterly increase = 21%

In 2022, social ad costs actually dipped by 5% in Q4 📉, with markets slowing due to rocketing inflation, cost of living issues and rising interest rates. However, advertising markets appear to be stabilising in 2023, with Meta et al. bouncing back to varying levels 🙌.

While social media investment has been sluggish over the past 12 months, dropping 4% in Q2, there are bright spots.

- ✅ Video Ads were up 12%
- ✅ Product Ads were up 11%
- ✅ Instagram was up 5%
- ✅ Awareness and engagement campaigns were up 5%

Within Meta specifically, Meta Advantage+ Shopping Campaigns were up a whopping 38%!

Meanwhile, on the organic social front, within Meta, Reels and Messaging continue to provide the best returns for those seeking unpaid social media exposure 🙌.

At SMK we have an action-packed Q4 agenda with our final round of In-Person Training Courses launching alongside new Online Digital Strategy Courses, Marketing Innovation Labs and Technical Labs.

📍 Final In-Person Training (IPT) Course of 2023 📍

Course: 2024 Social Media Strategy Optimisation, Instagram & TikTok Marketing Masterclass

View IPT Agenda: <https://lnkd.in/gBAmdAqB>

- 📅 Brisbane: 23rd - 24th November
- 📅 Sydney: 27th - 28th November
- 📅 Melbourne: 4th - 5th December
- 📅 Auckland: 7th - 8th December

Learn how to maximise your social media strategy and unlock marketing gold on Instagram and TikTok. Boost engagement, create killer video content, increase organic reach, drive even more ROI with influencer marketing, and explore the latest social ad innovations.

SMK's industry-leading In-Person Training courses are available in the SMK Digital Excellence program on Premium and Elite plans for individuals or teams.

SMK Team & Individual Membership Plans: https://lnkd.in/g7U_Pqa4

In-Person Training courses can also be purchased individually, early birds can save \$500 until 17th November.

📍 New Online Digital Strategy Courses 📍

Delivered in bite-sized chunks every week, Online Digital Strategy Courses are ideal for those working from home or juggling 101 marketing balls at once in the office.

📅 November 2023

- 2023 Content Marketing Masterclass
- Conversion Rate Optimisation (CRO) Masterclass

Readability tools: Hemingway



Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

Write Edit

Hemingway Editor

Readability

Grade 6
Good

Words: 133
Show More ▾

- 2 adverbs, meeting the goal of 2 or fewer.
- 1 use of passive voice, meeting the goal of 2 or fewer.
- 1 phrase has a simpler alternative.
- 1 of 11 sentences is hard to read.
- 1 of 11 sentences is very hard to read.

Social algorithm paradigm shift



TikTok content and engagement



Entertainment, Entertainment, Entertainment



TikTok for Business

“**TikTok sits on this path between entertainment and culture**, and it’s moving so fast because we connect both incredibly well. People are 20% more likely to say TikTok is more entertaining than entertainment and social brands.

TikTok's unique ecosystem has also changed how brands can grow their businesses. **On TikTok, brands are not only able move an audience through the purchase funnel and beyond, they can also build trust and relevancy through entertainment.** And that's because TikTok is a new era of entertainment. TikTok is many things, all working together to create an engaging and joyful creative platform.”

Creators must spark joy for the win



TikTok users come to the platform to unleash their creativity and experience joy.

- On average, **31%** of users globally come to TikTok to **lift their spirits**.
- **60%** of people reported **feeling positive** and playful while on TikTok, and happier after using it.

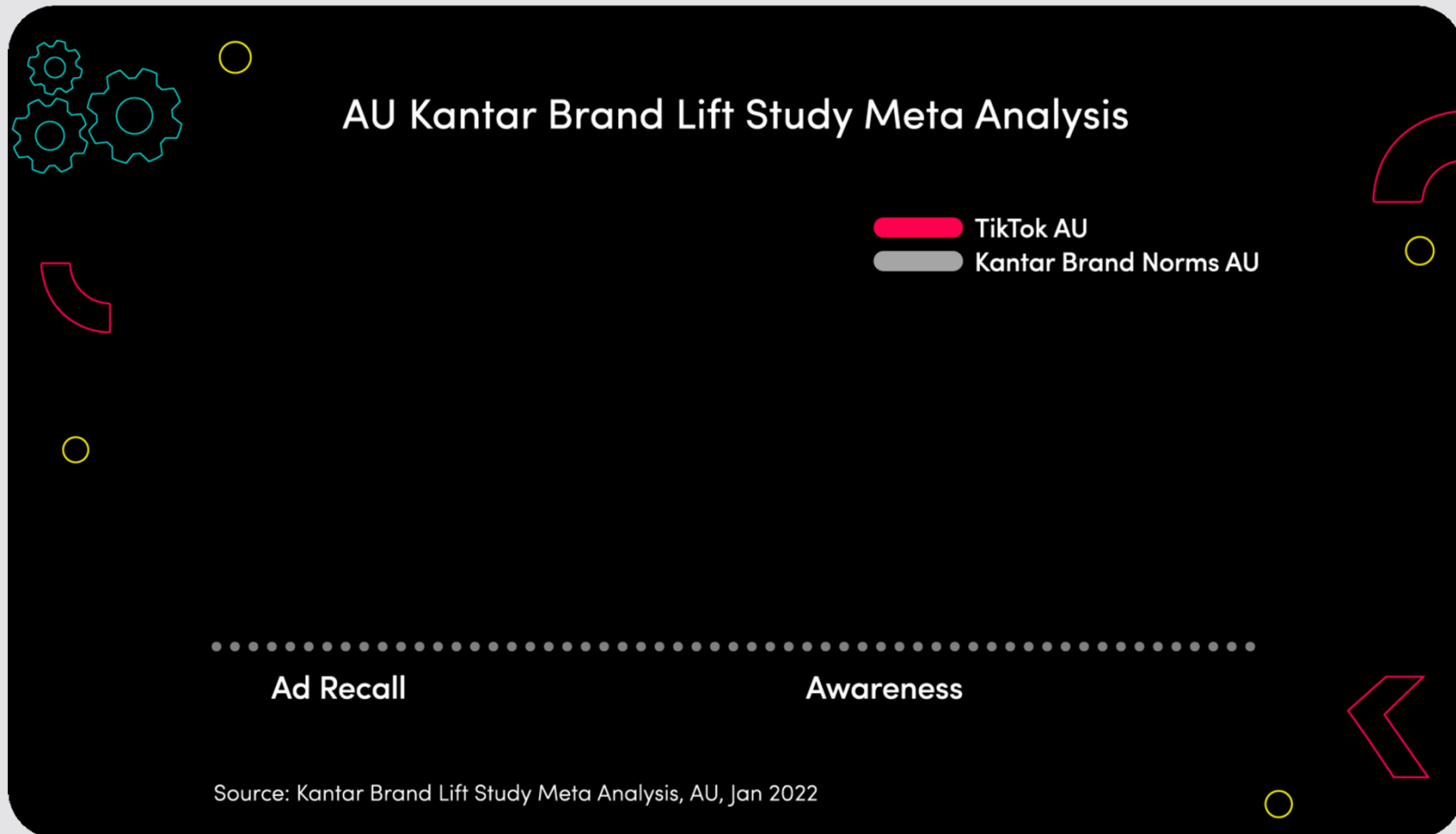
You can be part of their joy.

- Actually, they want you to be ... **39%** of users globally say “lifting spirits” is key in making **purchase decisions**.



Source: TikTok

Entertainment > attention > outcomes



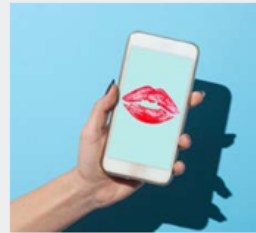
Source: TikTok



Entertaining content drives impact



Entertaining content drives impact across the funnel



Higher brand affinity

15%



Higher purchase intent

14%



Higher likelihood to recommend

15%

Source: TikTok Marketing Science Global Entertaining Ads Study (Indonesia, Vietnam, Thailand results) 2022 conducted by Marketcast

☰ 24

WARC

Source: WARC and TikTok, 2023



Reaching new audiences



WARC, When Entertainment Meets Effectiveness, 2023

“Entertainment platforms are among the main drivers and beneficiaries of a shift towards ‘bubble up’ (versus top down), where culture is being shaped and disseminated by communities and creators.

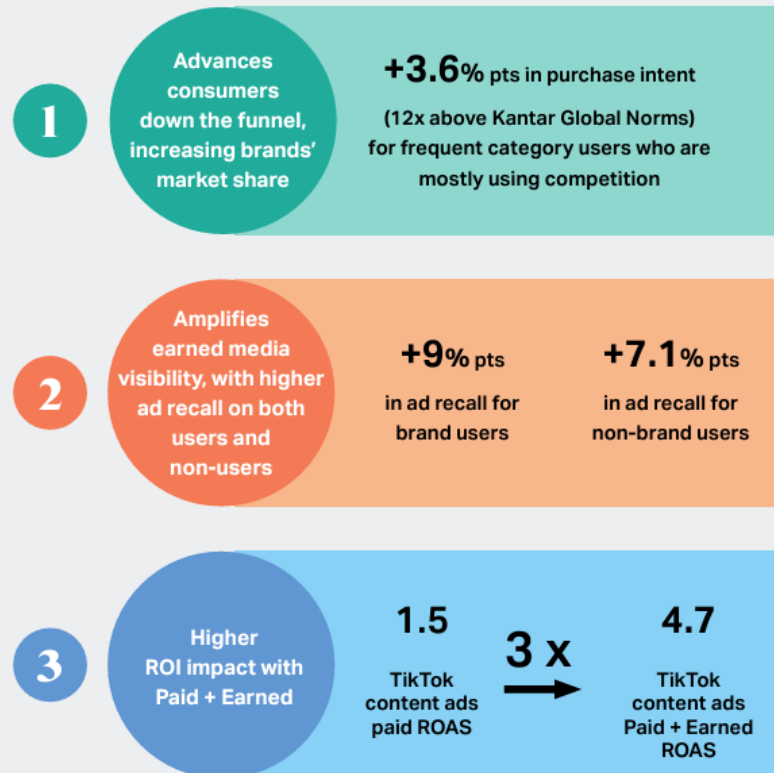
Brands can generate new demand and find new customers by participating in a broader trend or movement, especially with content ads. It amplifies earned media visibility with higher ad recall on both users and non-users.”

Entertainment drives memorability and action



WARC

The effectiveness of content ads



Source: TikTok Marketing Science, Content Ads Ad Effectiveness Meta Study (SEA results), 2021, conducted by Kantar

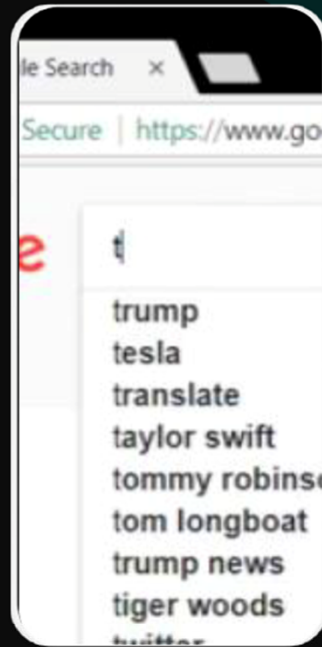
☰ 25

Source: WARC and TikTok, 2023

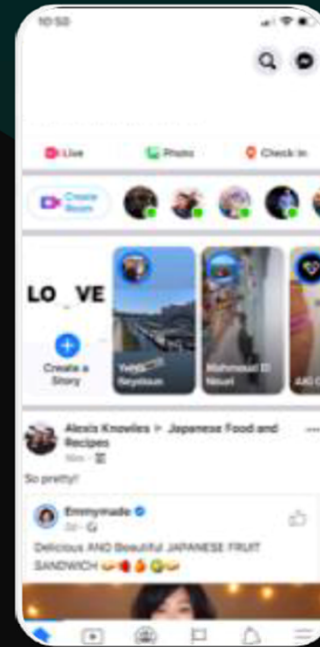
Algorithmic evolution



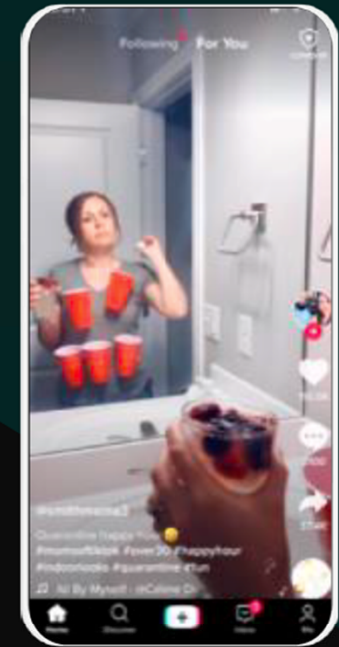
<2000
The context
graph



2000-2010
The knowledge
graph



2010-2020
The social
graph






>2020
The content
graph

So long, social graph...



TikTok For Business, September 2021

“Even beyond ads, the way we consume regular content has changed. Tracking this change on a graph we can clearly see how far we’ve come from passively consuming traditional broadcast mediums such as TV, print, billboards...etc.

-  **BACK** In the early 2000s, we started becoming active participants in media consumption; using search engines to proactively look for the content that we wanted to consume.
-  **Between 2010 and 2020, we shifted to a social graph whereby we were served content based on the people we follow.**
-  **Today, as users, we are in a position of power; seeing the birth of a content graph that serves based on individual preferences.”**

Users favour the content graph



TikTok For Business, September 2021

“This is by far the most successful graph so far. **TikTok’s algorithm is built on this graph and as a result, it is on track to amass a huge following in just 5 years, while the same took other platforms more than a decade to accomplish***. Clearly, people love the content-based algorithm!

This propelled TikTok to achieve similar broad reach levels as other platforms.

But the true power of TikTok goes beyond the now commoditized reach levels and engagement metrics are consistently on the rise:

- 🕒 +22% growth in average daily minutes spent on the platform
- 📱 +32% growth in average times users open the app
- 👁️ +23% growth in monthly video views in Q1 of 2021 as compared to Q1 2020.”

END



- **For further information on:**
 - SMK In-house Training
 - SMK In-house Ideation/Creative Sessions
 - SMK Strategic Reviews
 - SMK CEO & Executive Briefings
 - Questions regarding the presentation
 - Anything else
- **Please ask your trainer**
- **Email questions@smk.co**

