

# Brief Inspiration for the EEA and Norway Grants SoMe Accounts

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M A R I E H Á K O V Á  
m a r i e h a k o v a . c z

WHAT IS THIS ALL ABOUT

**Social Media is the new  
media space.**



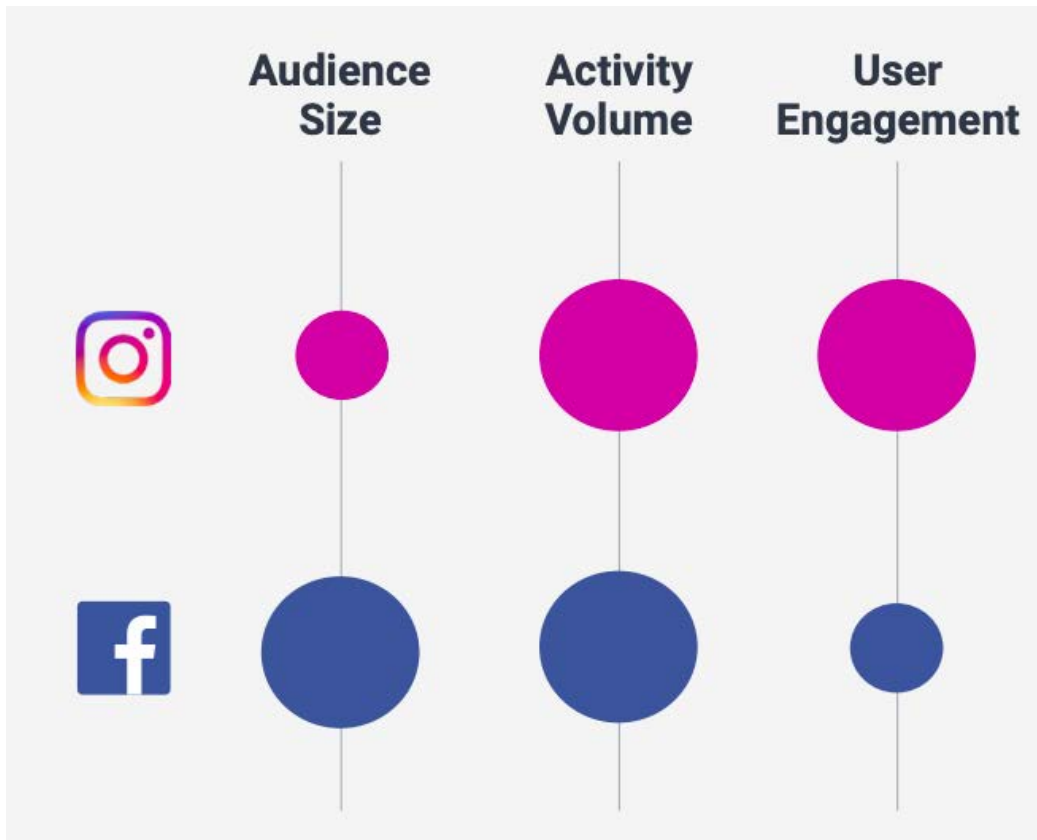
5,6 M

Facebook users



2,3 M

Instagram users



Source: <https://www.socialbakers.com/social-media-content/studies/most-important-social-media-trends-to-remember-in-2019/>  
I highly recommend to download this study :-)

# Total User Engagement on Branded Profiles



Data: Socialbakers

Time Range: Jul - Dec 2017; Sample: 33,000 Instagram profiles categorized as brands.

Engagement defined as sum of all likes and comments on profile's posts



Source: <https://twitter.com/socialbakers/status/1088851533326733312>

## Facebook

News

Private space

Opinions, discussion

Fun

## Instagram

Behind the scenes

Imaginary world

Inspiration

Experience

„For example, the most popular **Instagram** content during the Cannes Film Festival was **personal-feeling photos taken by celebrities**, while one of the most popular **Facebook** posts was from **a film critic who criticized one of the judges' selections.**“

Source: <https://insights.fb.com/2016/07/11/facebook-and-instagram-a-tale-of-two-feeds/>



5,6 M

YouTube users



1,5 M

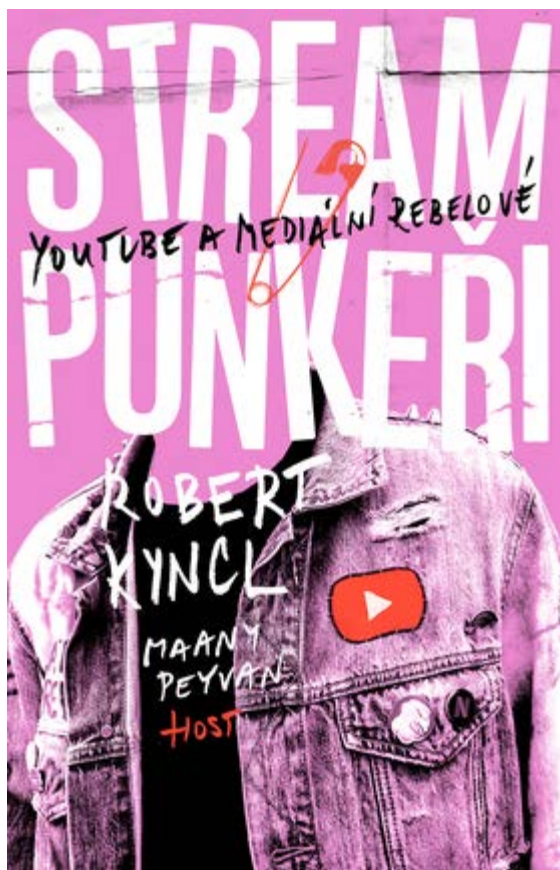
Twitter users



1,5 M

LinkedIn users

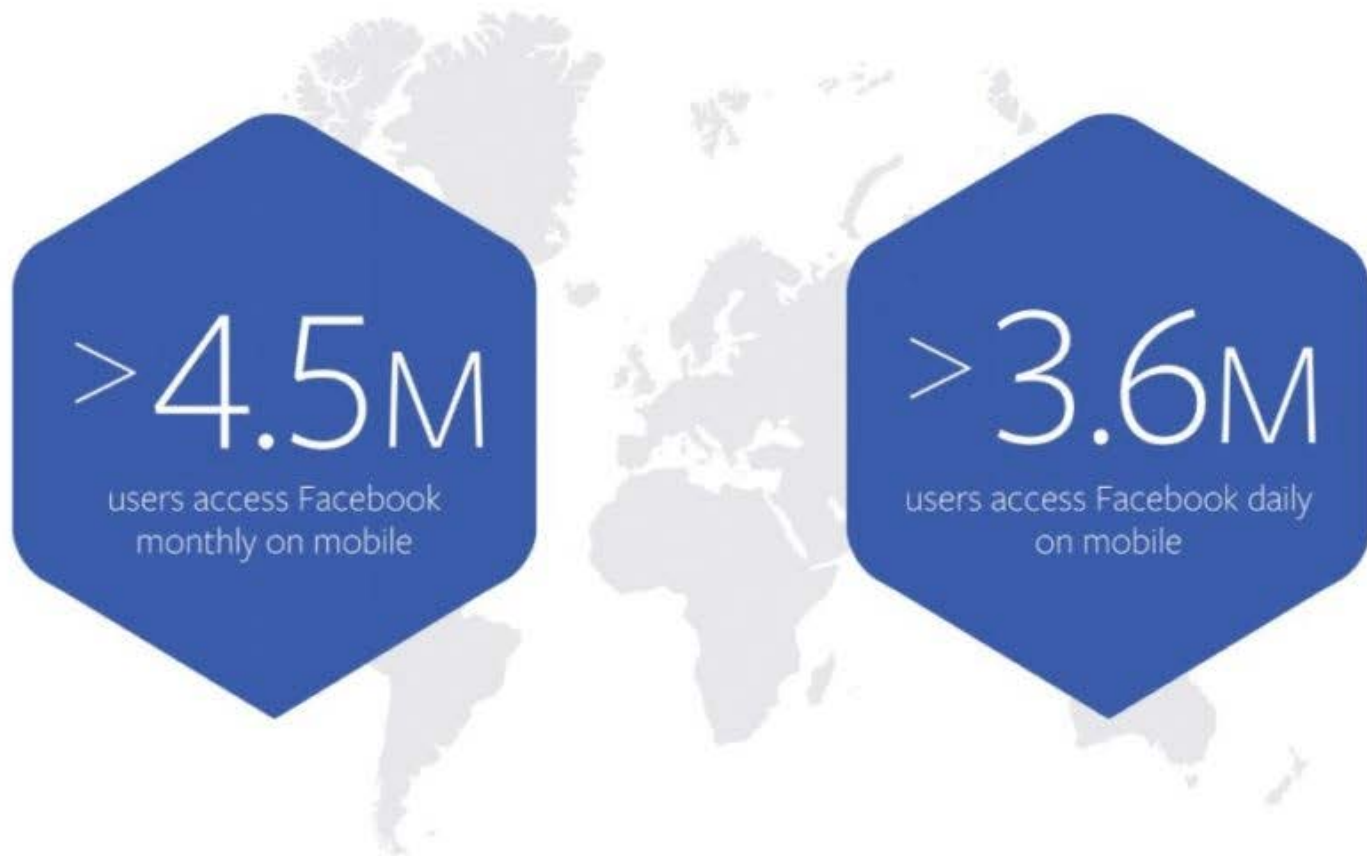




WHAT IS THIS ALL ABOUT

**And by the way, almost  
everything happens on  
mobile screen.**

# Facebook in Czech Republic

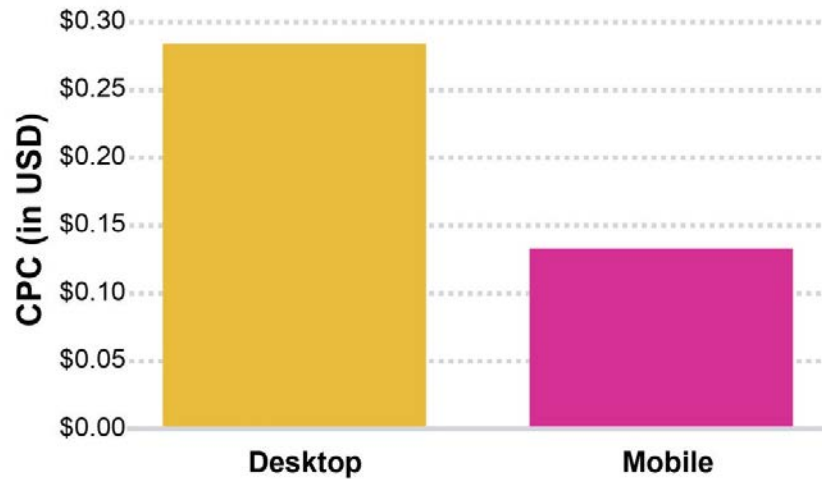


# Facebook in Czech Republic



## Cost Per Click by Device

### Median Ad Account CPC Values

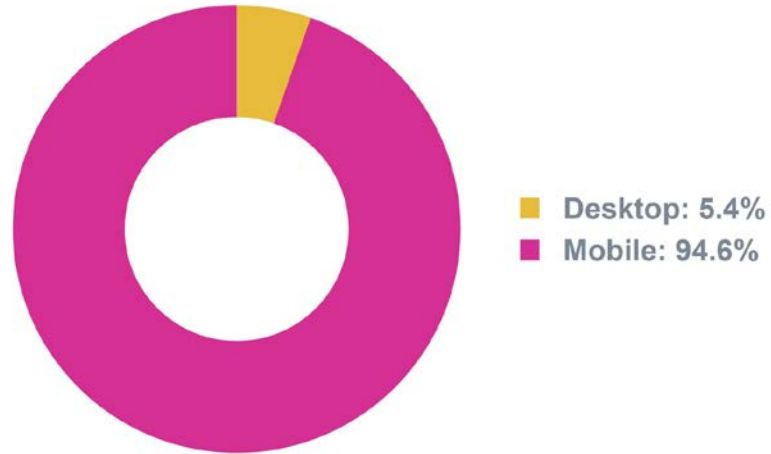


Source: Socialbakers Data  
Data Range: Sep 29, 2018 - Oct 28, 2018  
Sample: 2,244 Facebook Ad Accounts



Source: <https://twitter.com/socialbakers/status/1093531088620683264>

## Share of Average Advertising Impressions by Device



Source: Socialbakers data  
Date Range: Sep 29, 2018 - Oct 28, 2018  
Sample: 2,244 Facebook Ad Accounts



Source: <https://twitter.com/socialbakers/status/1093108306988609536>

WHAT IS THIS ALL ABOUT

Which means, you have  
to be **very clear in your**  
**message** and deliver it  
with no distractions.

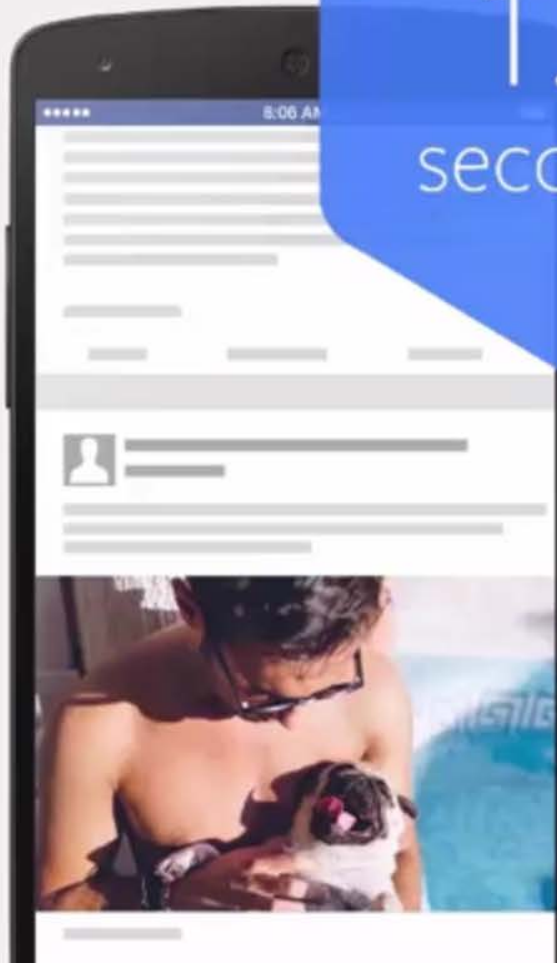


[Redacted text]



[Redacted text]

2.5  
seconds



8:06 AM



[Redacted text]



1.7  
seconds



# Creative considerations for mobile feed

What we're learning now



Capture

attention quickly



Design

for sound off



Frame

your visual story



Play

more

one extra tip: which kind of FB video works?

FBvideo.jdem.cz

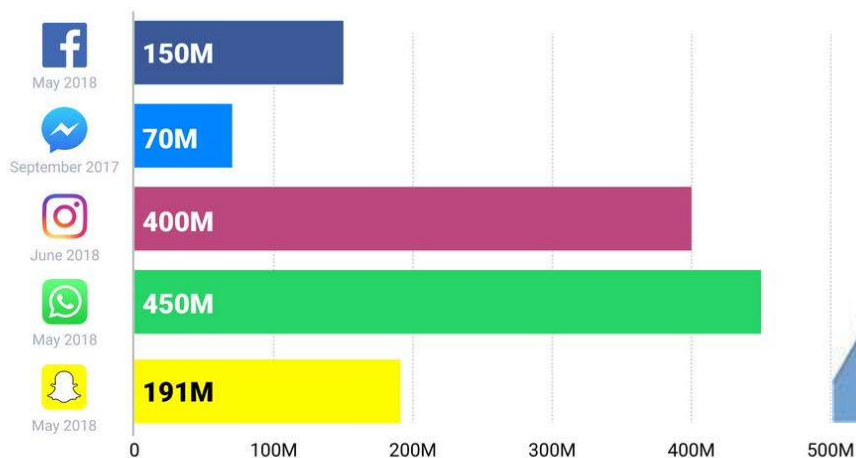
[CZ]

**And what about current  
trends?**

**It's Stories, Vertical  
Content and effectively  
targeted Ads.**

# Stories are TREND NO. 1

## Stories Across Networks Daily Active Users



Source: TechCrunch



Source: <https://twitter.com/socialbakers/status/1057669531315761152>

# 81%

internet users (18 – 34 years old) watch some kind of “stories”

# Stories Format: From First to Latest

Every Key Platform That Now Lets You Use the Stories Feature



**Snapchat  
Stories**  
October  
2013



**Instagram  
Stories**  
August 2016



**WhatsApp  
Status**  
February  
2017



**Medium  
Series**  
March 2017



**Messenger  
Day**  
March 2017  
- merged with  
Facebook Stories  
in November 2017



**Facebook  
Stories**  
March 2017



**Skype  
Highlights**  
June 2017



**YouTube  
Reels**  
November  
2017



**GIPHY**  
August  
2018

Source: <https://twitter.com/socialbakers/status/1057655268085886976>

# 5x bigger

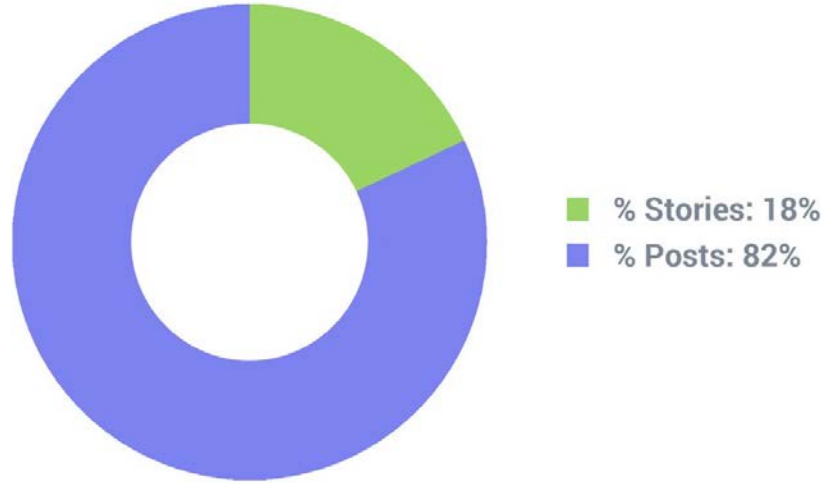
Instagram Stories grew from 100M to 500M in 2 years (2016–2018)

Source: <https://twitter.com/socialbakers/status/1093128649060970496>



# Stories vs. Posts on Instagram

Average Reach and Impressions by Format

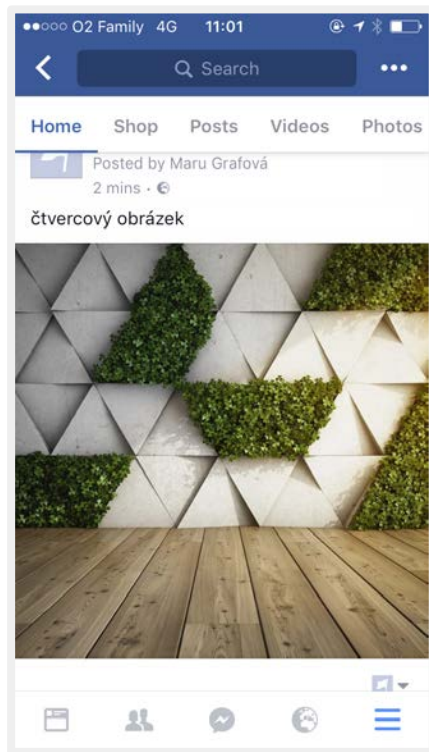
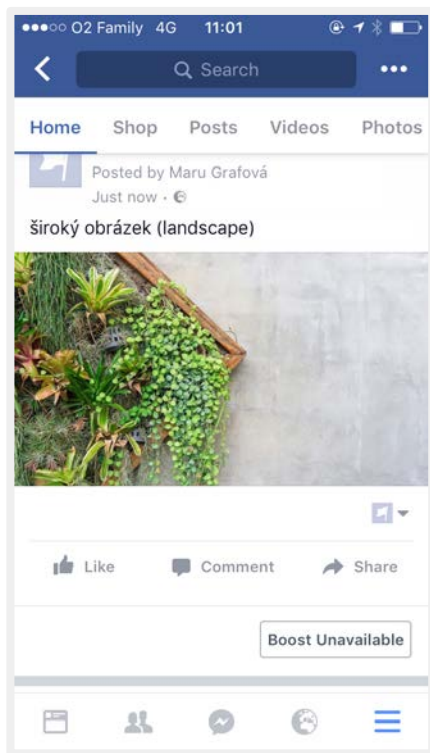


**Source:** Socialbakers data  
**Date Range:** March 1 - October 24, 2018  
**Sample:** 3310 Instagram Business Profiles of Brands that published both formats



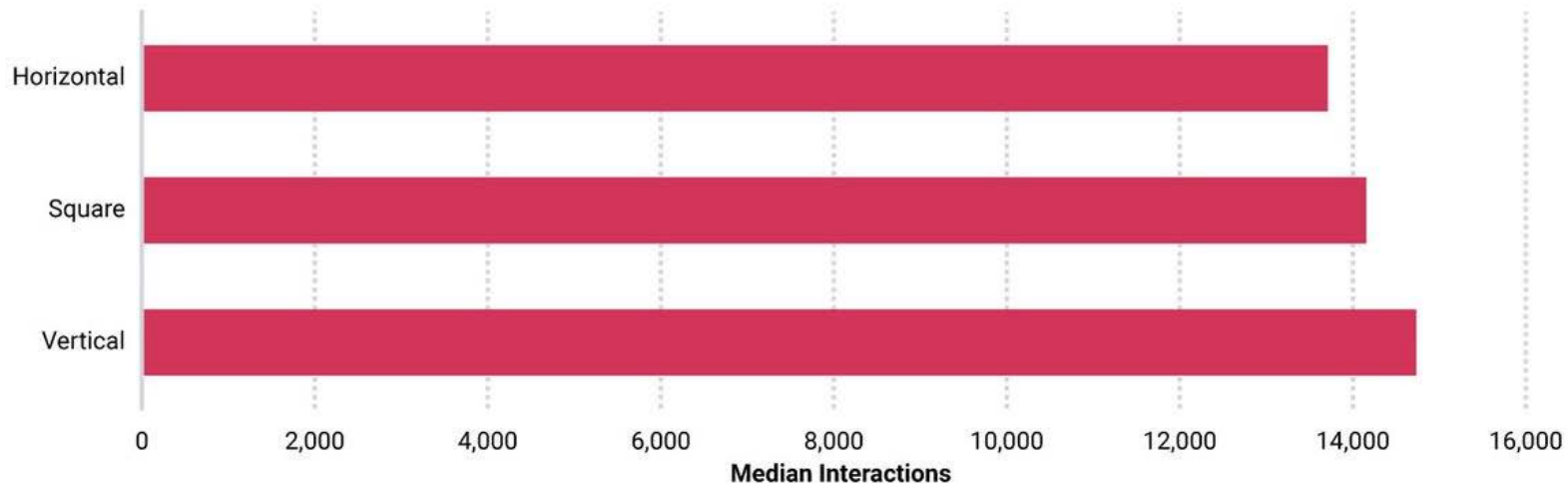
Source: <https://twitter.com/socialbakers/status/1093470762122457088>

# Trend no. 2: Everything is vertical



# Instagram Photo Engagement: Horizontal vs. Square vs. Vertical

Top 500 Brands



Source: Socialbakers data

Date Range: Jul 1, 2018 – Jul 31, 2018

Sample: Top 500 Brands by Followers - 274 brands that used all three sizes



Source: <https://twitter.com/socialbakers/status/1044801050337636352>

social media images sizes cheatset:

SMimages.jdem.cz

[ENG]

## Trend no. 3: Ads are more sophisticated. And more expensive

- Every social media channel offers its own Ads system.

It's based on PPC: pay per click.

You can choose from different Ads Objectives, and you get results based on it.

You can target not only by demographic data, but you can choose to display ads to users based on their individual behaviour (website visits, app usage, engagement with your content..)

Promoted content does not have to be available at your profile. It can be created only for and displayed to specific TG.

learn more at

# Facebook Blueprint

[ENG]

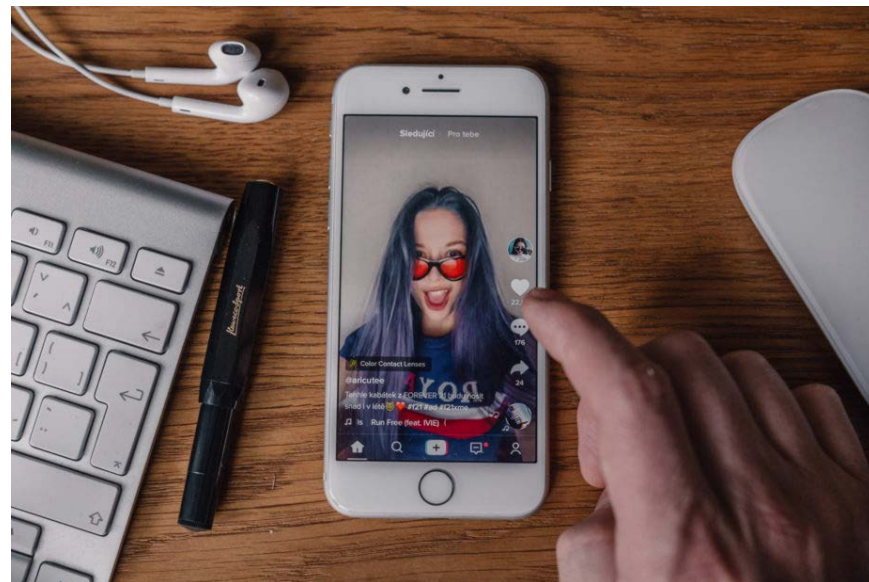
# And if you want to reeeeeeally be up-to-date...

There is one new rising star: Tik Tok.

It's funny social media channel based on videos. It's popular almost exclusively among young people up to 20. But so it was Snapchat in 2016...and now, Instagram Stories rule the social media world. So probably it's good to know something new is here.

Learn more at

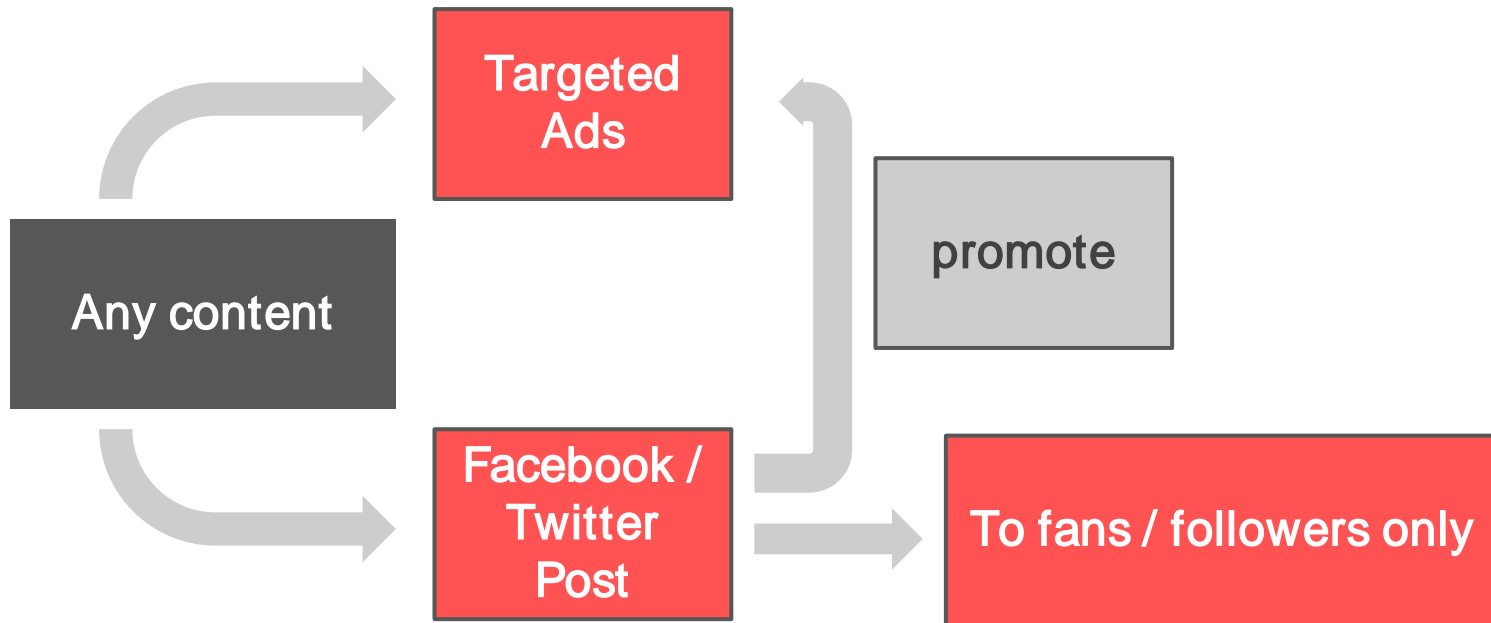
[tiktok.jdem.cz](https://tiktok.jdem.cz) [CZ]



**How to be visible?**



# Facebook & Twitter



# Instagram – 3 independent ways

Your own profile

Influencers & their audience

Paid promotion

Instastories

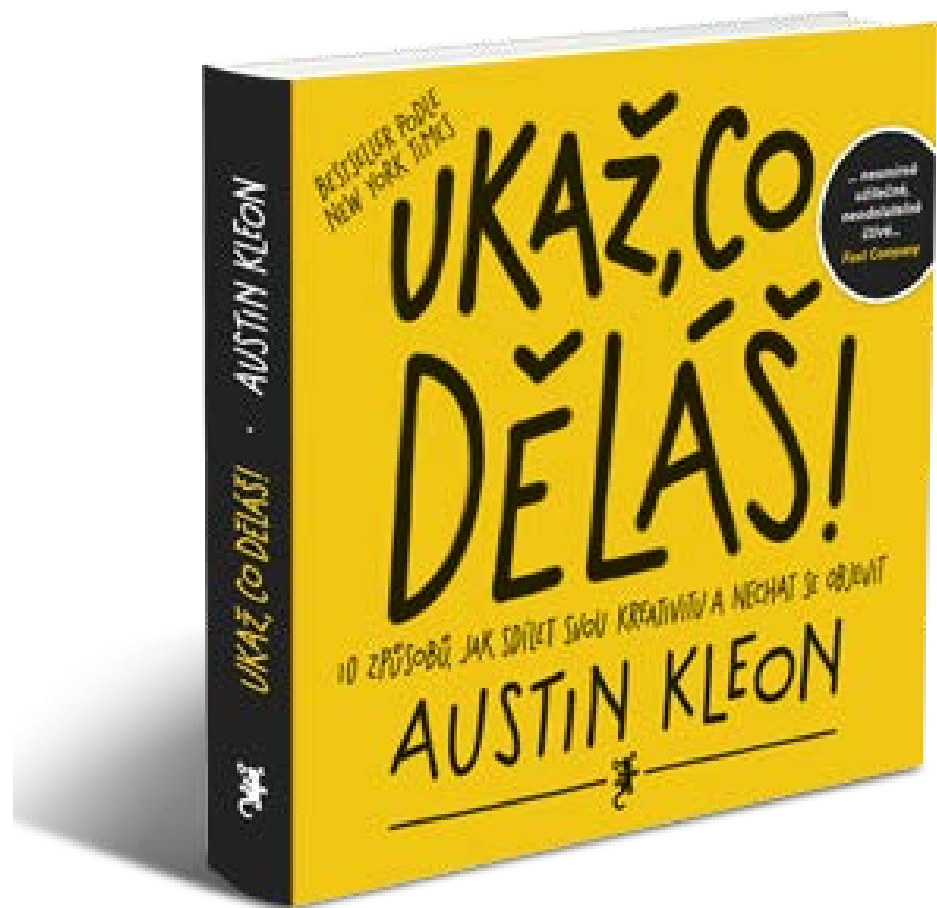
Newsfeed

THE MOST IMPORTANT THING

**Be relevant. How?**

**“How this piece of  
information affects  
ME?”**

**Sincerely, your reader**



— uznávaná učebnice,  
mezinárodní bestseller —  
First Century

# UKAŽ, CO DĚLÁŠ!

10 ZPŮSOBŮ, JAK SdíLET SVŮJ KREATIVITOU A NECHAT SE OBŽIVIT

AUSTIN KLEON

UKAŽ, CO DĚLÁŠ! · AUSTIN KLEON

Čapek

QUICK TAKEOUT

I've got **1 tip for every**  
**channel.** Wonderful,  
right?

# Facebook: create appropriate Link previews

Visual is everything, even at Facebook. Even when you publish a link.

See how you can change the preview:

[LinkPreview.jdem.cz](https://linkpreview.jdem.cz)

[CZ]

A woman in a dark green top and black skirt is standing in front of a large projection screen. She is pointing at the screen with her right hand. The screen displays a presentation slide with the text 'Jak na hezké náhledy odkazů na Facebooku' and a list of three points. A laptop is visible on a table in the foreground to the right.

**Jak na  
hezké náhledy  
odkazů na Facebooku**

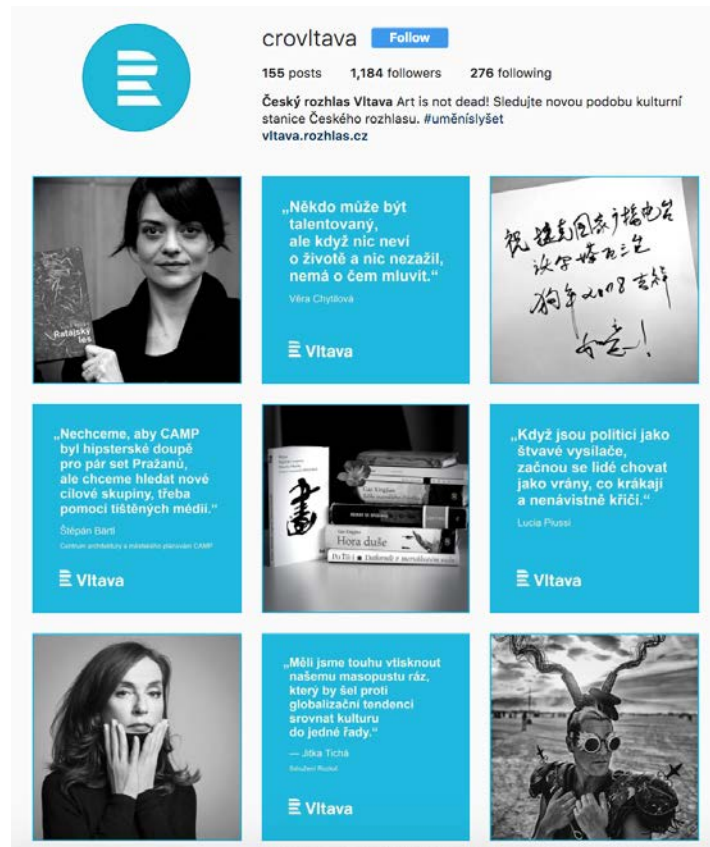
SKOLENI.MARIEHAKOVA.CZ  
**3 možnosti, jak změnit náhled odkazu ve FB**  
Upravte si obrázek, titulek i popisek

# Instagram: be visual & plan it

There are so many apps. Just choose the one which is authorised by Facebook:

[IGplans.jdem.cz](http://IGplans.jdem.cz) [ENG]

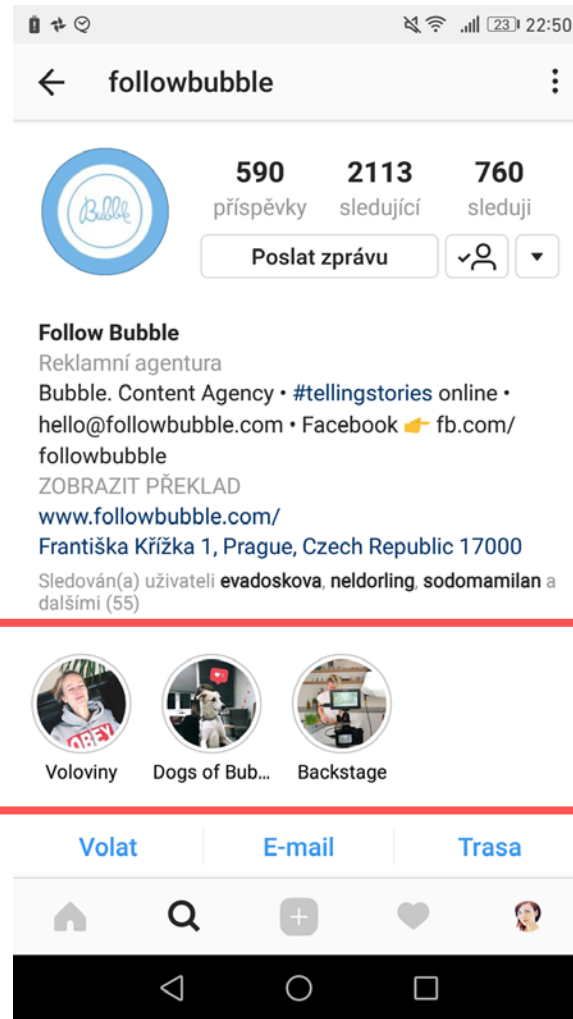
I personally prefer Planoly.





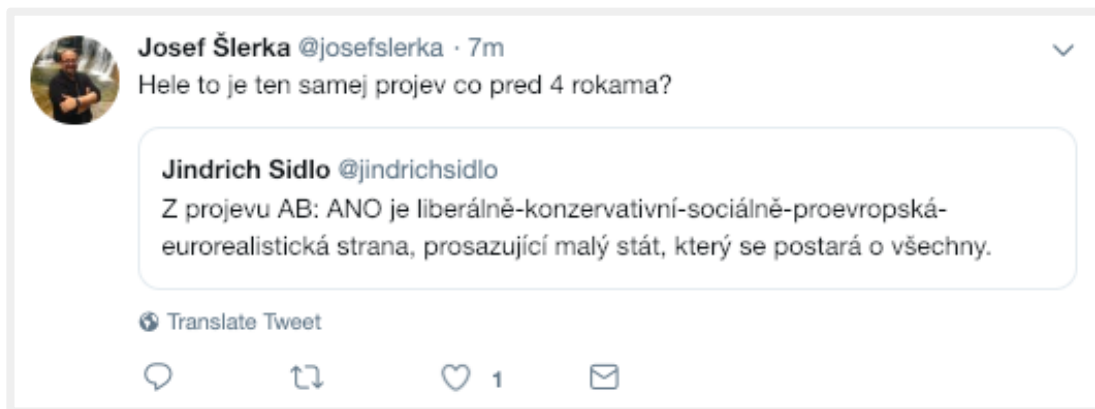
# Instagram Stories: use Highlights

Show your potential followers what they can expect. And keep the treasures available.



# Twitter: react to relevant people

You can retweet with your comment or reply to tweet. In both cases, bring relevant new pieces of information. This is the best way to show yourself and be considered useful = worth to follow.



**Josef Šlerka** @josefslerka · 7m

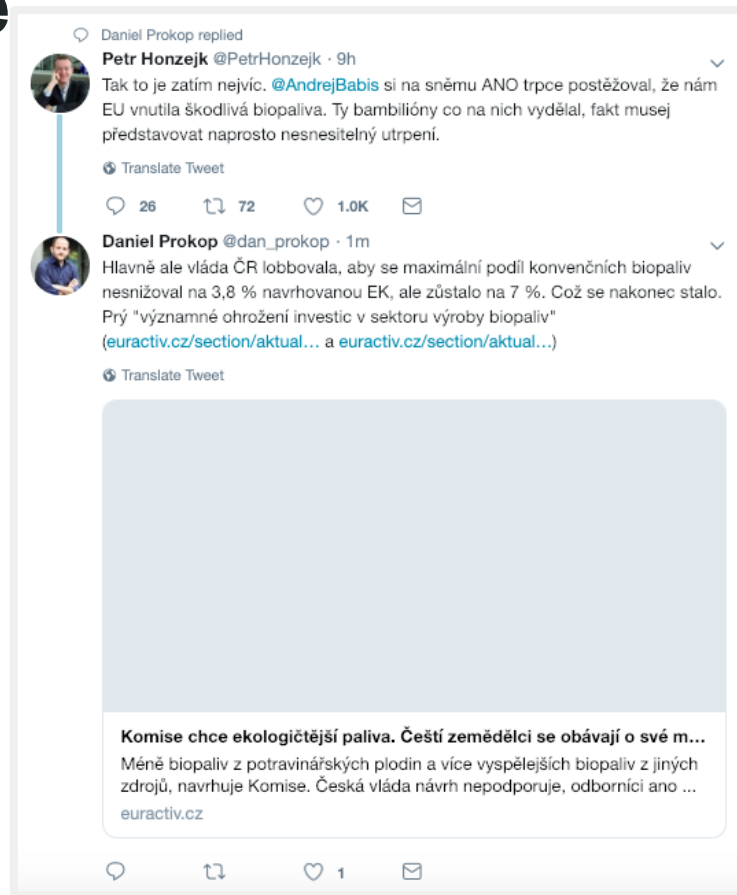
Hele to je ten samej projev co pred 4 rokama?

**Jindrich Sidlo** @jindrichsidlo

Z projevu AB: ANO je liberálně-konzervativní-sociálně-proevropská-eurorealistická strana, prosazující malý stát, který se postará o všechny.

Translate Tweet

1



Daniel Prokop replied

**Petr Honzejek** @PetrHonzejek · 9h

Tak to je zatím nejvíc. @AndrejBabis si na sněmu ANO trpce postěžoval, že nám EU vnutila škodlivá biopaliva. Ty bambilióny co na nich vydělal, fakt musej představovat naprosto nesnesitelný utrpení.

Translate Tweet

26 72 1.0K

**Daniel Prokop** @dan\_prokop · 1m

Hlavně ale vláda ČR lobbovala, aby se maximální podíl konvenčních biopaliv nesnížoval na 3,8 % navrhovanou EK, ale zůstalo na 7 %. Což se nakonec stalo. Prý "významné ohrožení investic v sektoru výroby biopaliv" ([euractiv.cz/section/aktual...](http://euractiv.cz/section/aktual...) a [euractiv.cz/section/aktual...](http://euractiv.cz/section/aktual...))

Translate Tweet

**Komise chce ekologičtější paliva. Čeští zemědělci se obávají o své m...**

Méně biopaliv z potravinářských plodin a více vyspělejších biopaliv z jiných zdrojů, navrhuje Komise. Česká vláda návrh nepodporuje, odborníci ano ... [euractiv.cz](http://euractiv.cz)

# LinkedIn: speak to grant recipients or business people, if it's relevant

Maybe it's not. This is okay. You don't have to be present everywhere.

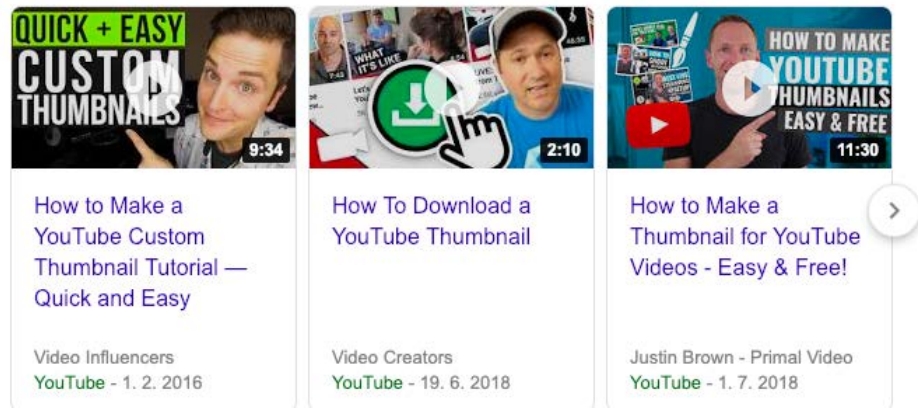


# YouTube: use thumbnails and tags

Thumbnail = preview image.

How to change thumbnail:

[YTpreview.jdem.cz](http://YTpreview.jdem.cz) [ENG]



Everything about tags:

[YTtags.jdem.cz](http://YTtags.jdem.cz) [ENG]

**Whoa! That was  
intensive, right?**

**LET'S MEET ONLINE:**

**Profile [CZ]: [mariehakova.cz](https://mariehakova.cz)**

**Blog [CZ]: [sibiranka.cz](https://sibiranka.cz)**