

CRASH COURSE: SOCIAL MEDIA



ABOUT THE TRAINER

CLAIRE MAS

music:)ally

HEAD OF DIGITAL TRAINING



CLAIRE@MUSICALLY.COM



@MASMUSICMADNESS / @MUSICALLY

DO
WHAT YOU
LOVE
WHAT YOU
DO

CROCODILES

LABYRINTH EAR

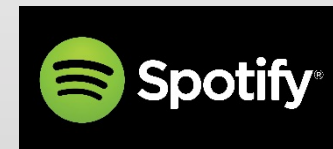
- INFORMATION & EDITORIAL •
- STRATEGY & RESEARCH •
- TRAINING & EDUCATION •
- EVENTS •



UNIVERSAL MUSIC GROUP



NOKIA



AGENDA

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The logo for music:)ally, featuring the text "music:)ally" in a sans-serif font. The colon is replaced by a blue smiley face. The logo is set against a light gray rounded rectangular background.

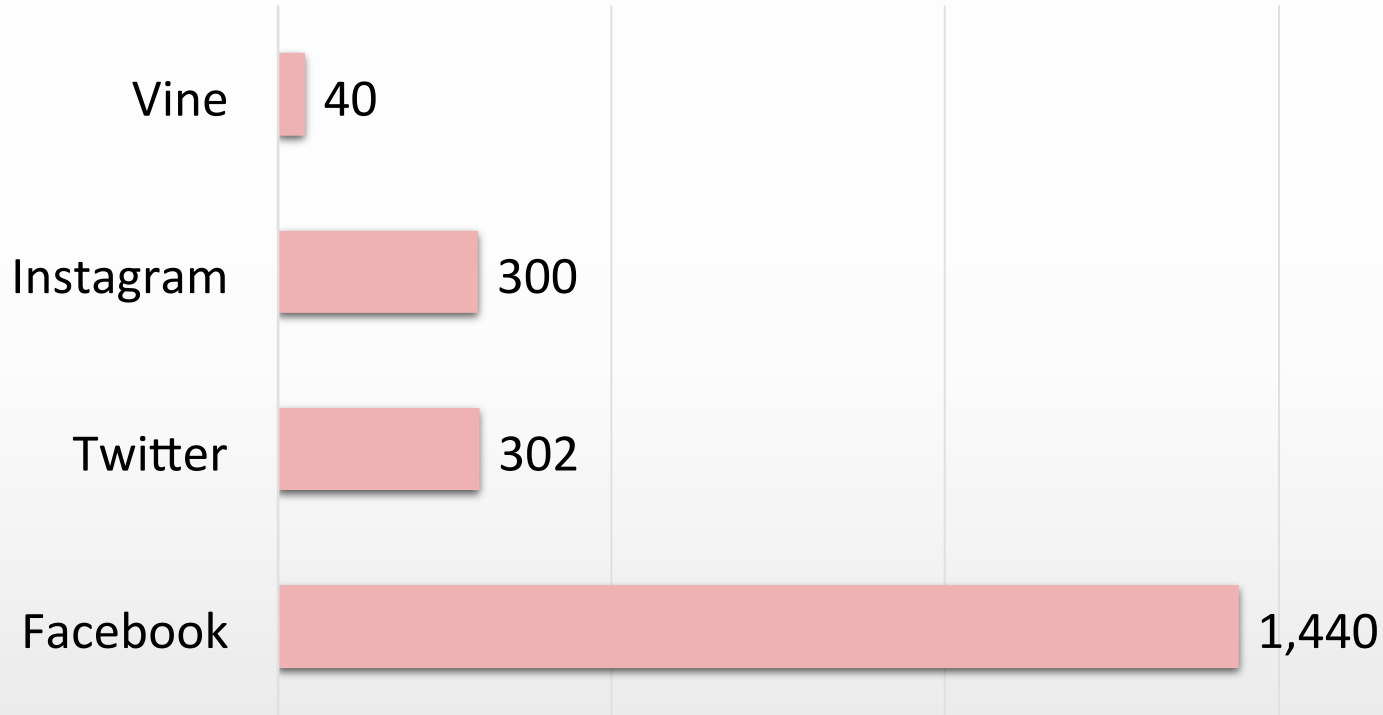
music:)ally



EXPORT MUSIC SWEDEN

WHICH SOCIAL PLATFORM?

Monthly active users (million)



Source: Social Media Official Statistics

THE SOCIAL NETWORKING WORLD IS INCREASINGLY MOBILE



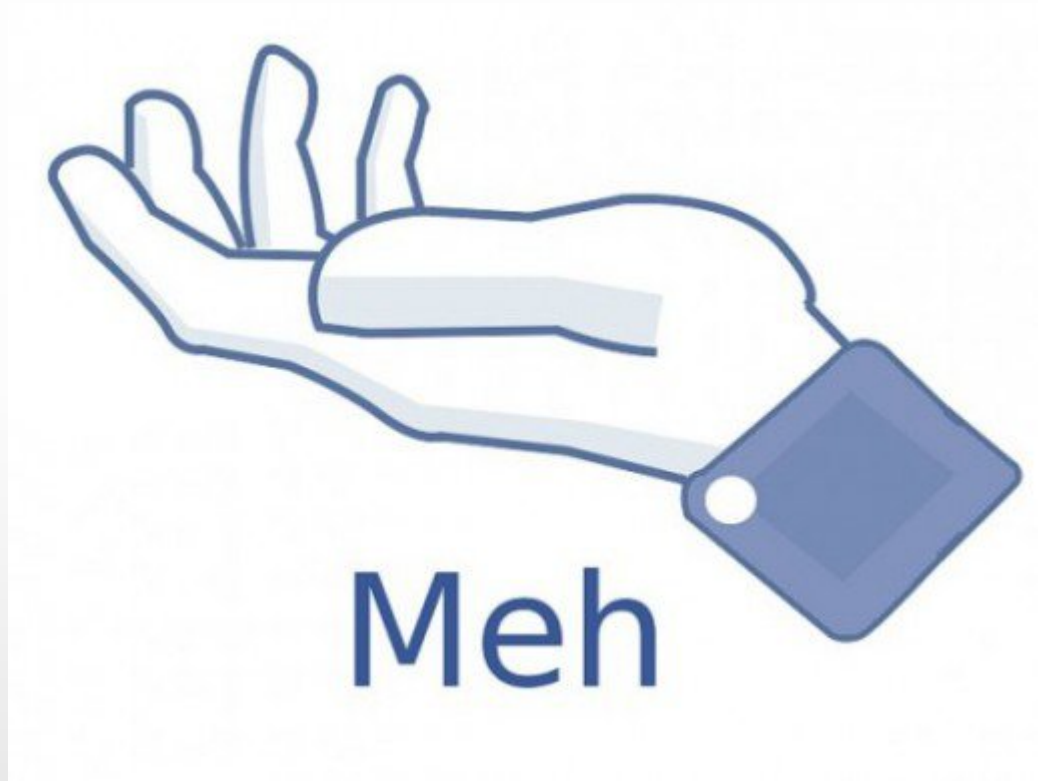
1.25 billion
monthly mobile active users
(86% of all users)
Source: Facebook

241 million
monthly mobile active users
(80% of all users)
Source: Twitter



Find us on:
facebook®

WHAT DO YOU THINK?



FACEBOOK'S EDGERANK

**FACEBOOK'S
EDGERANK LOOKS
AT THREE
ASPECTS OF YOUR
PAGE AND
CONTENT:**



Affinity



Weight

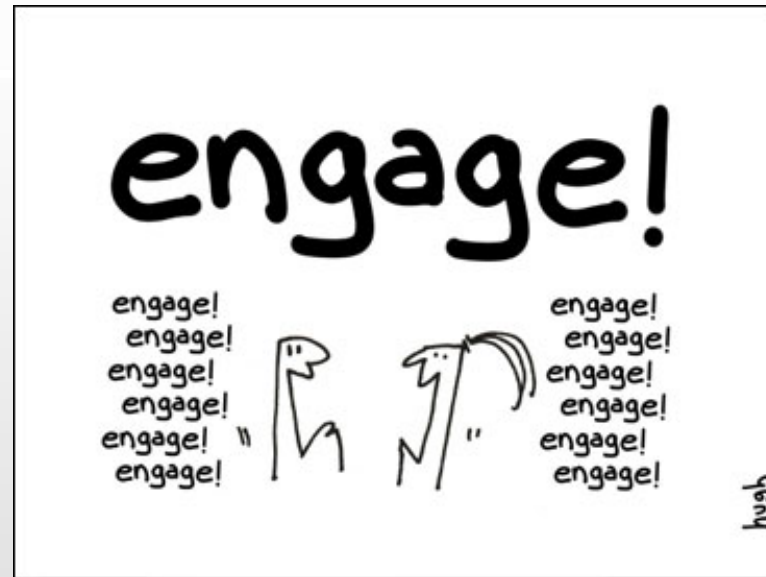


**Time
Decay**

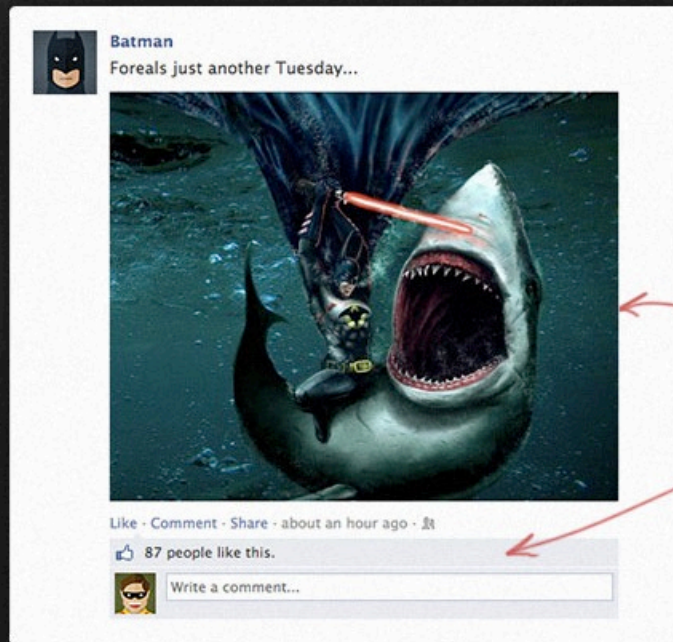
FACEBOOK'S EDGERANK: AFFINITY

Affinity is about how much interaction there is between a page and its follower/you.

Share, Like/Comment, Click



FACEBOOK'S EDGERANK: AFFINITY



ROBIN

1	FREQUENTLY INTERACTS WITH BATMAN'S POSTS	✓
2	TENDS TO ENGAGE THE MOST WITH PHOTOS AND SOMETIMES LINKS	✓
3	BATMAN'S POST HAS MORE ENGAGEMENT THAN USUAL	✓
4	NO NEGATIVE FEEDBACK OR COMPLAINTS ON THIS POST.	✓

LIKELIHOOD OF APPEARING ON ROBIN'S NEWS FEED

VERY HIGH

FACEBOOK'S EDGERANK: AFFINITY



BANE

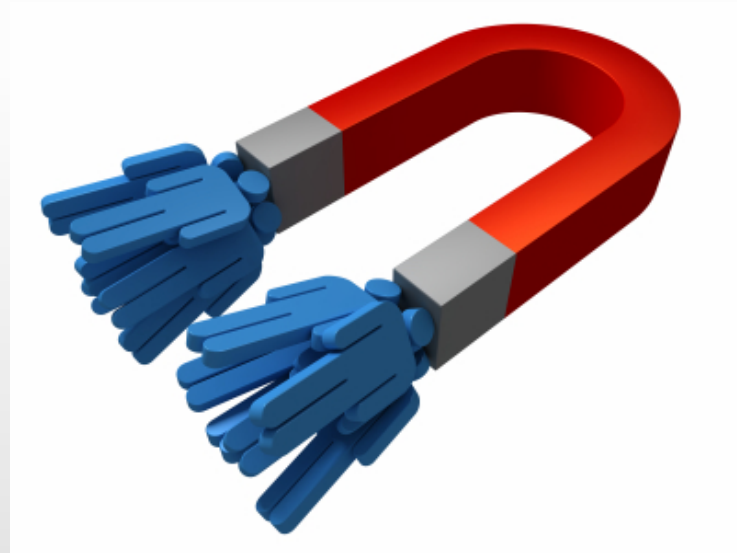
1	RARELY INTERACTS WITH BATMAN'S POSTS	✗
2	COMMENTS ON MOST STATUSES, SOMETIMES LIKES LINKS	—
3	BATMAN'S POST HAS AVERAGE ENGAGEMENT	—
4	LOTS OF NEGATIVE FEEDBACK ON THIS POST	✗

LIKELIHOOD OF APPEARING ON BANE'S NEWS FEED

LOW

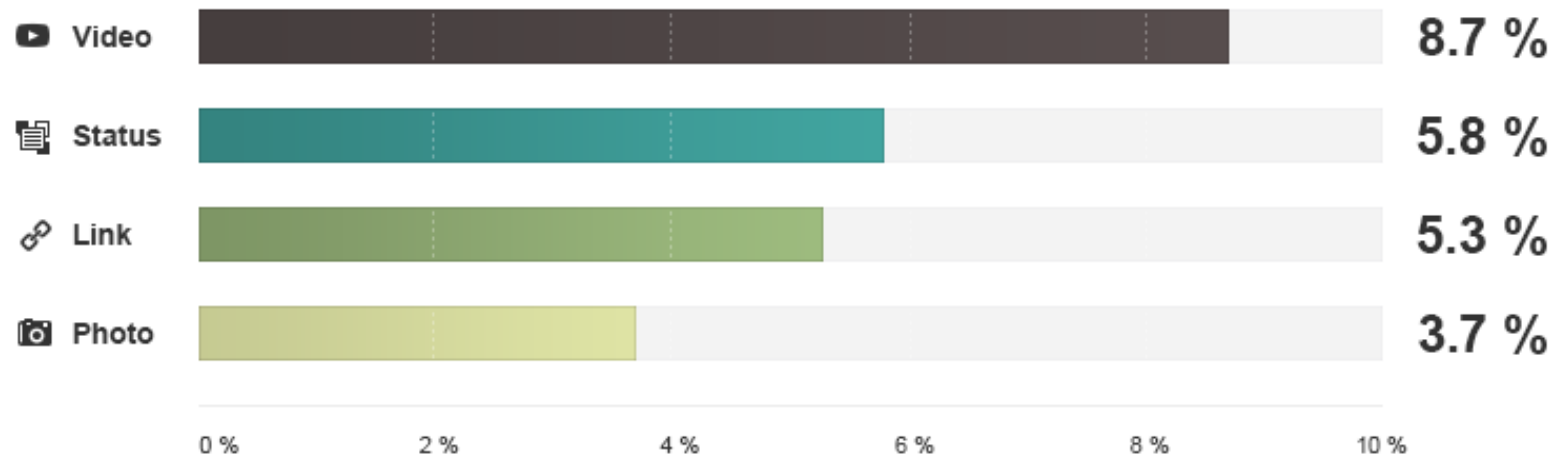
FACEBOOK'S EDGERANK: EDGE WEIGHT

Edge Weight is the formula that decides what content is seen.



FACEBOOK'S EDGERANK: EDGE WEIGHT

Average Organic Reach

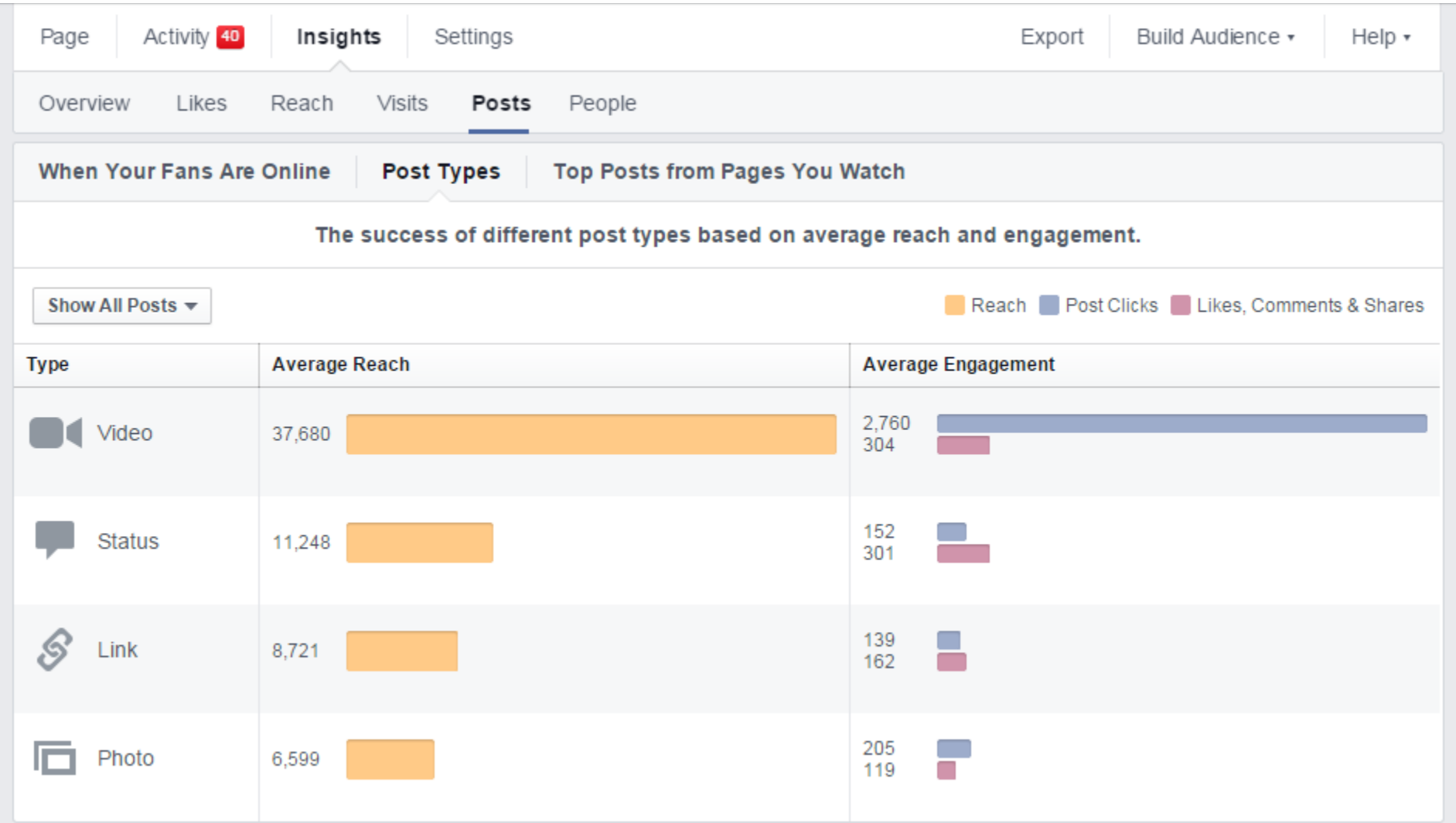


Date Range: October 1, 2014 to February 4, 2015

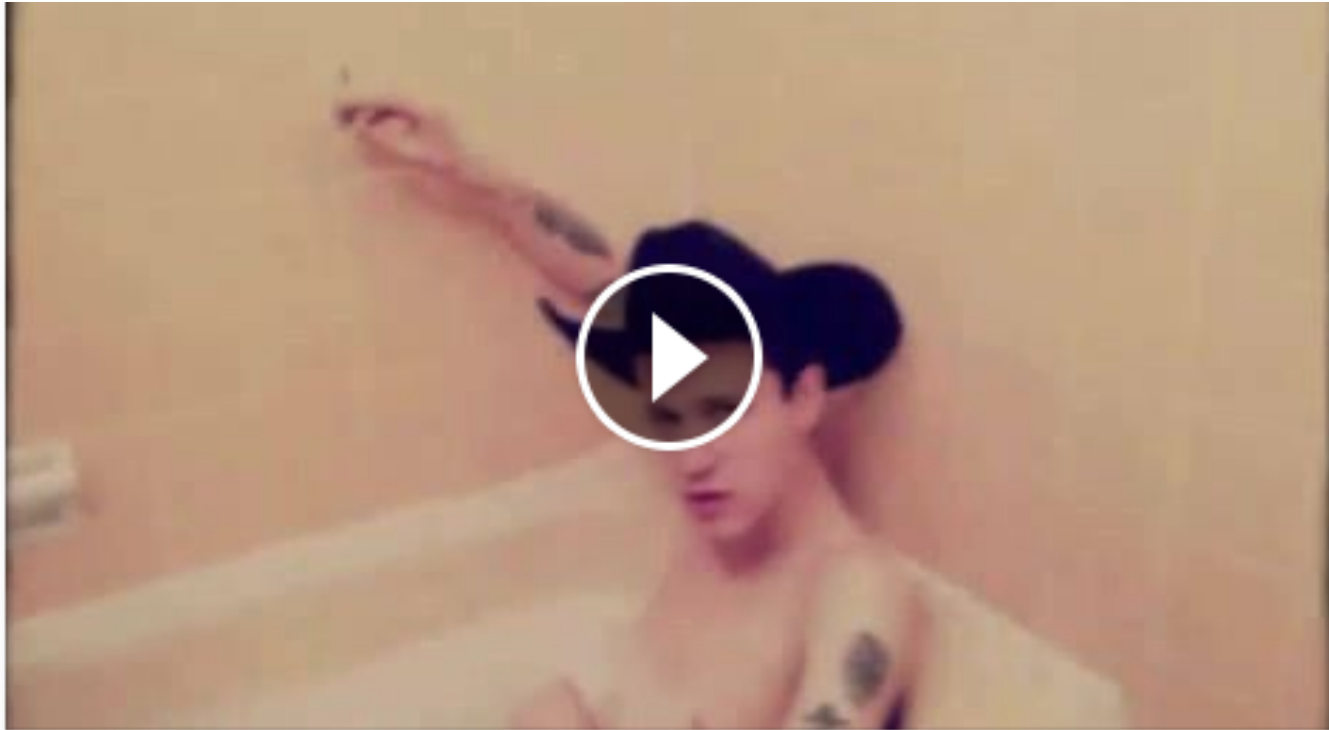
Data: The sample consisted of 4 445 Brand pages and the more than 670 000 posts



FACEBOOK'S EDGERANK: EDGE WEIGHT



EDGE WEIGHT: PUSHING FOR VIDEOS



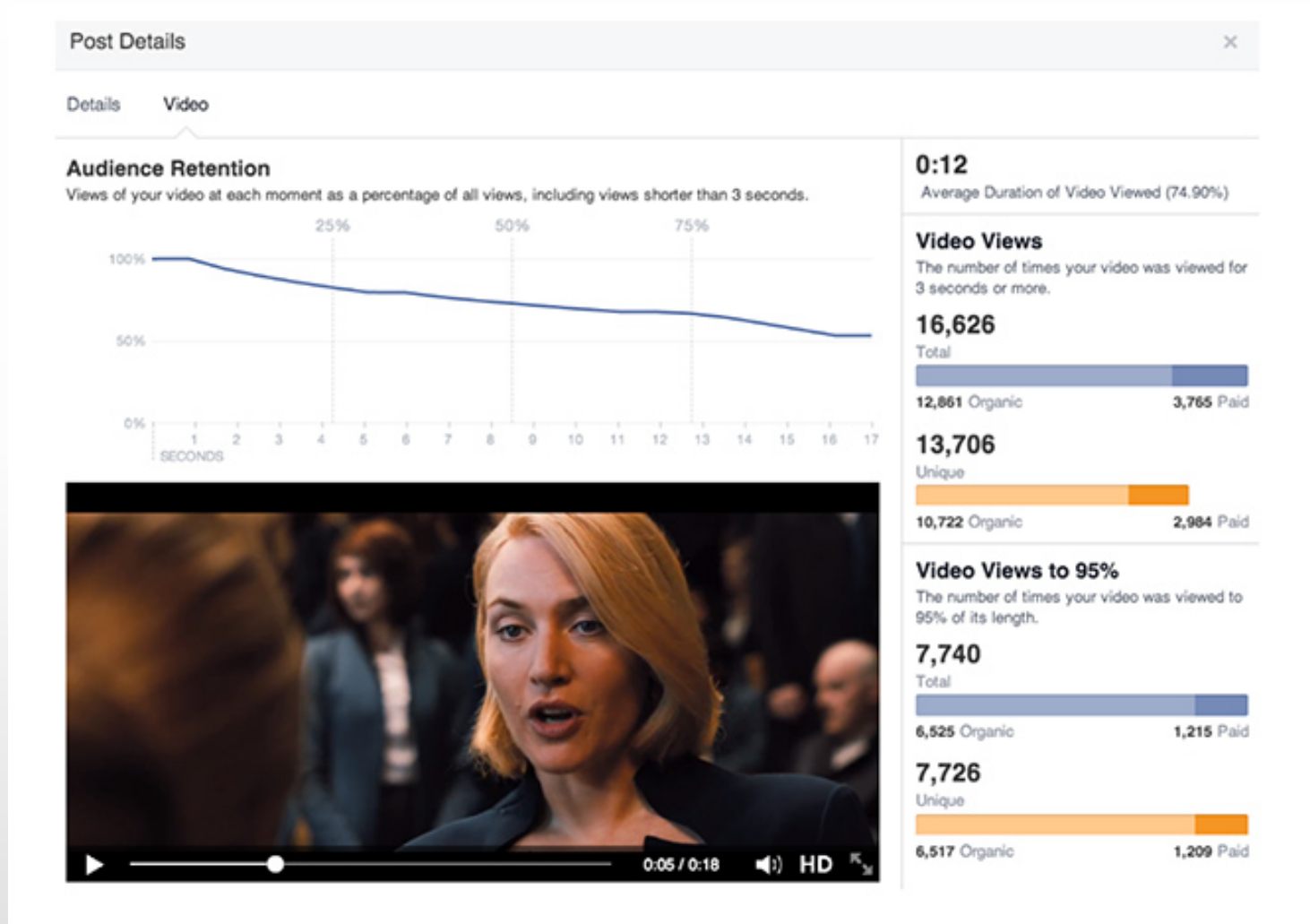
60,832 people reached

Boost Post

16,981 Views

Like · Comment · Share · Buffer · Hootlet ·  213  22  16

EDGE WEIGHT: PUSHING FOR VIDEOS



EDGE WEIGHT: PUSHING FOR VIDEOS

Status Photo / Video Offer, Event +

music:ally Say something about this video...

Custom Call to Action

- ✓ No Button
- Shop Now
- Book Now
- Learn More
- Sign Up
- Download
- Watch More

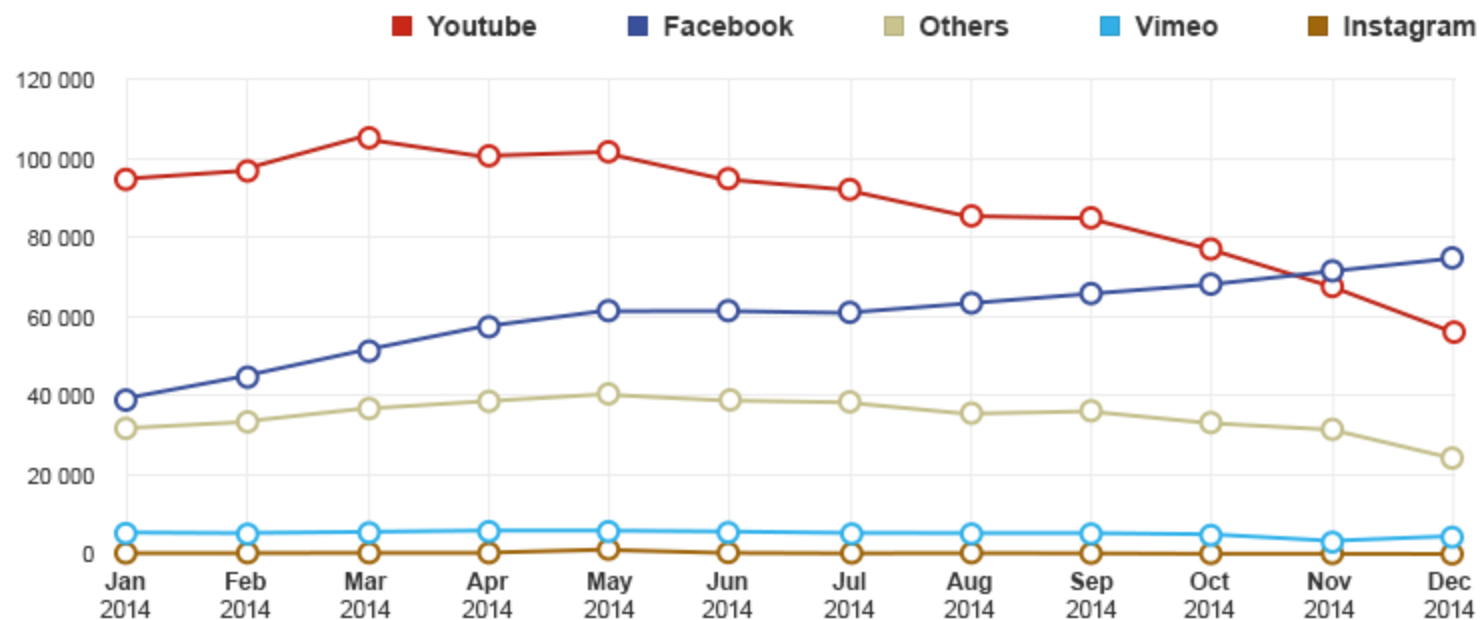
Call to Action No Button ▾

URL (Required) Enter the Page or URL you want people to visit

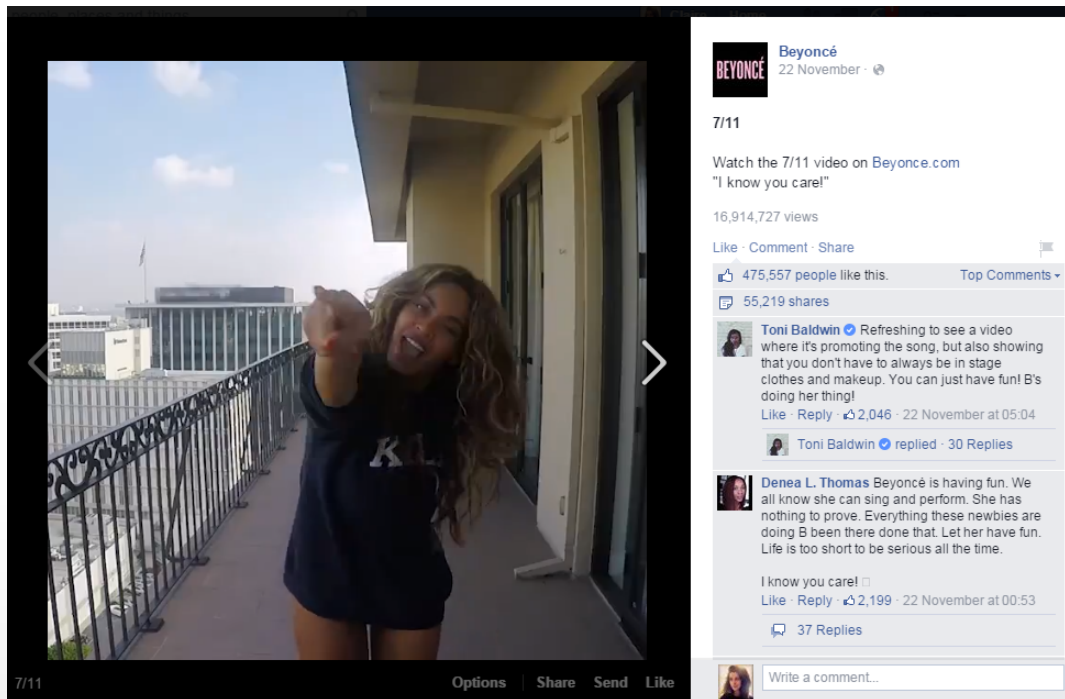
Headline Enter a headline for the Page or URL

NATIVE VIDEO

Share of Number of Video Posts



HOW TO SHARE VIDEOS



7/11

Options Share Send Like

Beyoncé
22 November · 🌐

7/11

Watch the 7/11 video on Beyonce.com
"I know you care!"

16,914,727 views

Like · Comment · Share

👍 475,557 people like this. Top Comments ▾

🗨️ 55,219 shares

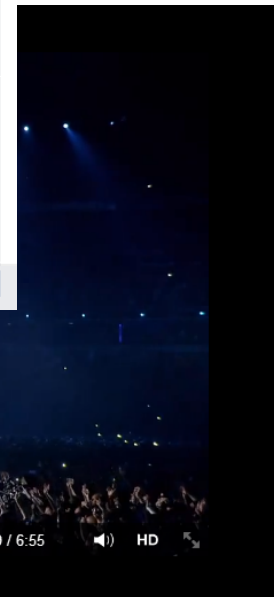
Toni Baldwin Refreshing to see a video where it's promoting the song, but also showing that you don't have to always be in stage clothes and makeup. You can just have fun! B's doing her thing!
Like · Reply · 👍 2,046 · 22 November at 05:04

Toni Baldwin replied · 30 Replies

Denea L. Thomas Beyoncé is having fun. We all know she can sing and perform. She has nothing to prove. Everything these newbies are doing B been there done that. Let her have fun. Life is too short to be serious all the time.
I know you care!
Like · Reply · 👍 2,199 · 22 November at 00:53

🗨️ 37 Replies

Write a comment...



Beyoncé
22 September · 🌐

On The Run HBO: "Young Forever/Halo"

Thank you for making #OnTheRunHBO an unforgettable experience.

11,269,592 views

Like · Comment · Share

👍 597,069 people like this. Top Comments ▾

🗨️ 400,949 shares

Domanic Tubbs I cried happy tears at the end...
Like · Reply · 👍 6,369 · 22 September at 04:33

🗨️ 86 Replies

Renita Bridgeforth I love Bey and J!!!! They are the second hottest couple!! The 1st is me and my husband!
Like · Reply · 👍 3,944 · 22 September at 05:29

🗨️ 48 Replies · 38 mins

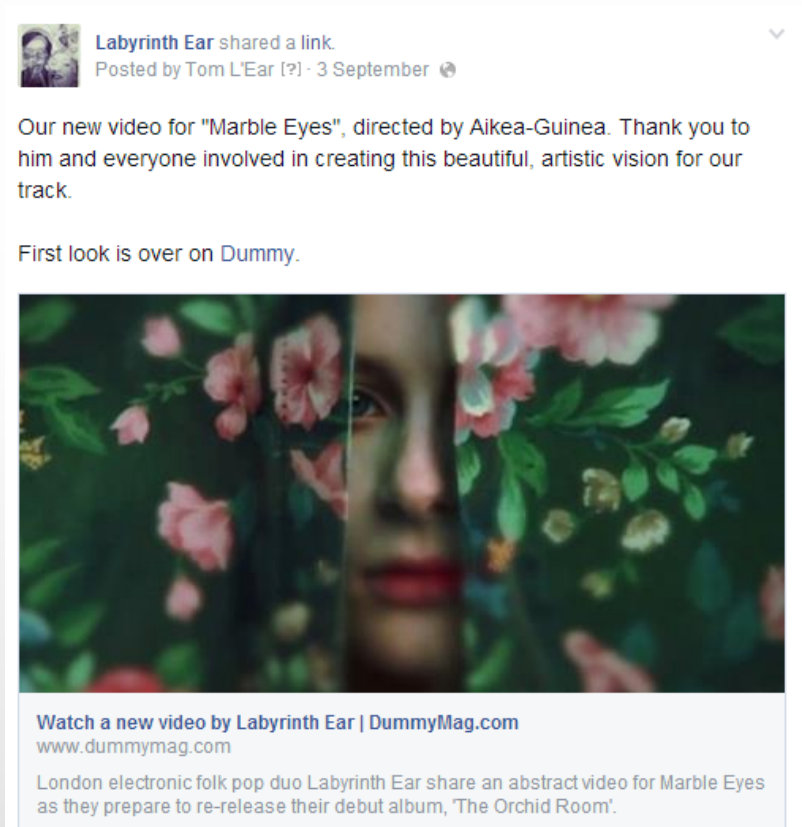
LuLu Bell Yes!!! Now everyone one can shut
Write a comment...

HOW TO SHARE LINKS

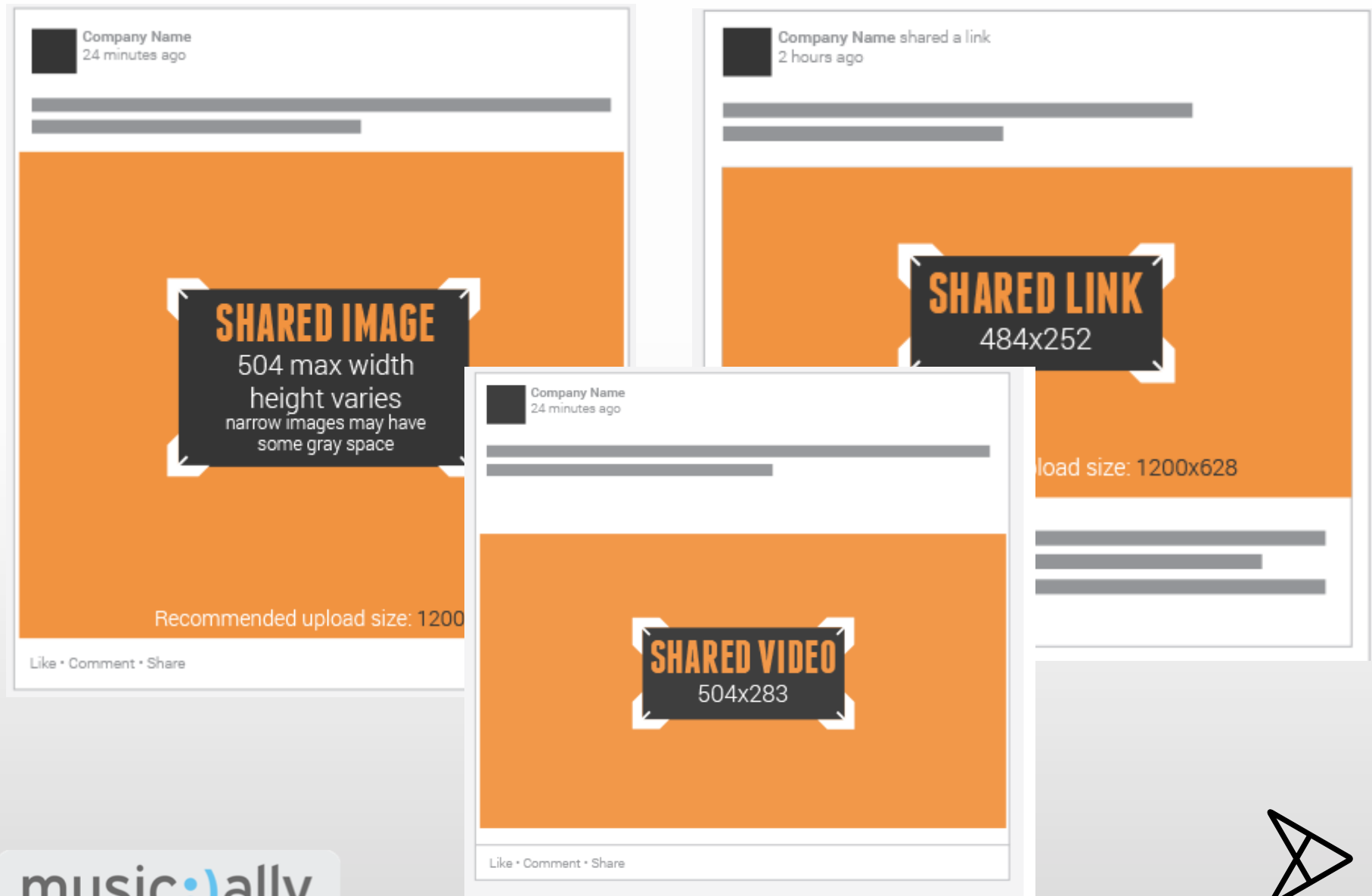
Old best practice: link + image



Now: just link + preview



DIMENSIONS



FACEBOOK'S EDGERANK: TIME DECAY

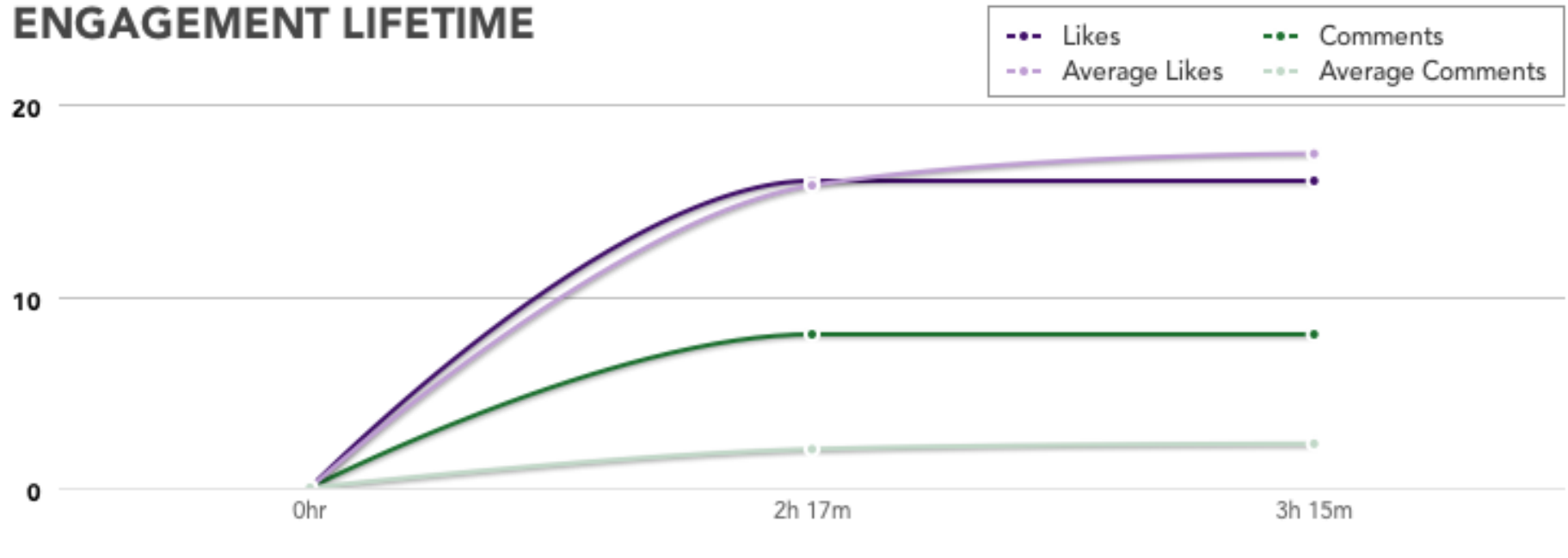
Time decay means a new post has a higher rank than an old post.

Therefore post when most of your fans are online.



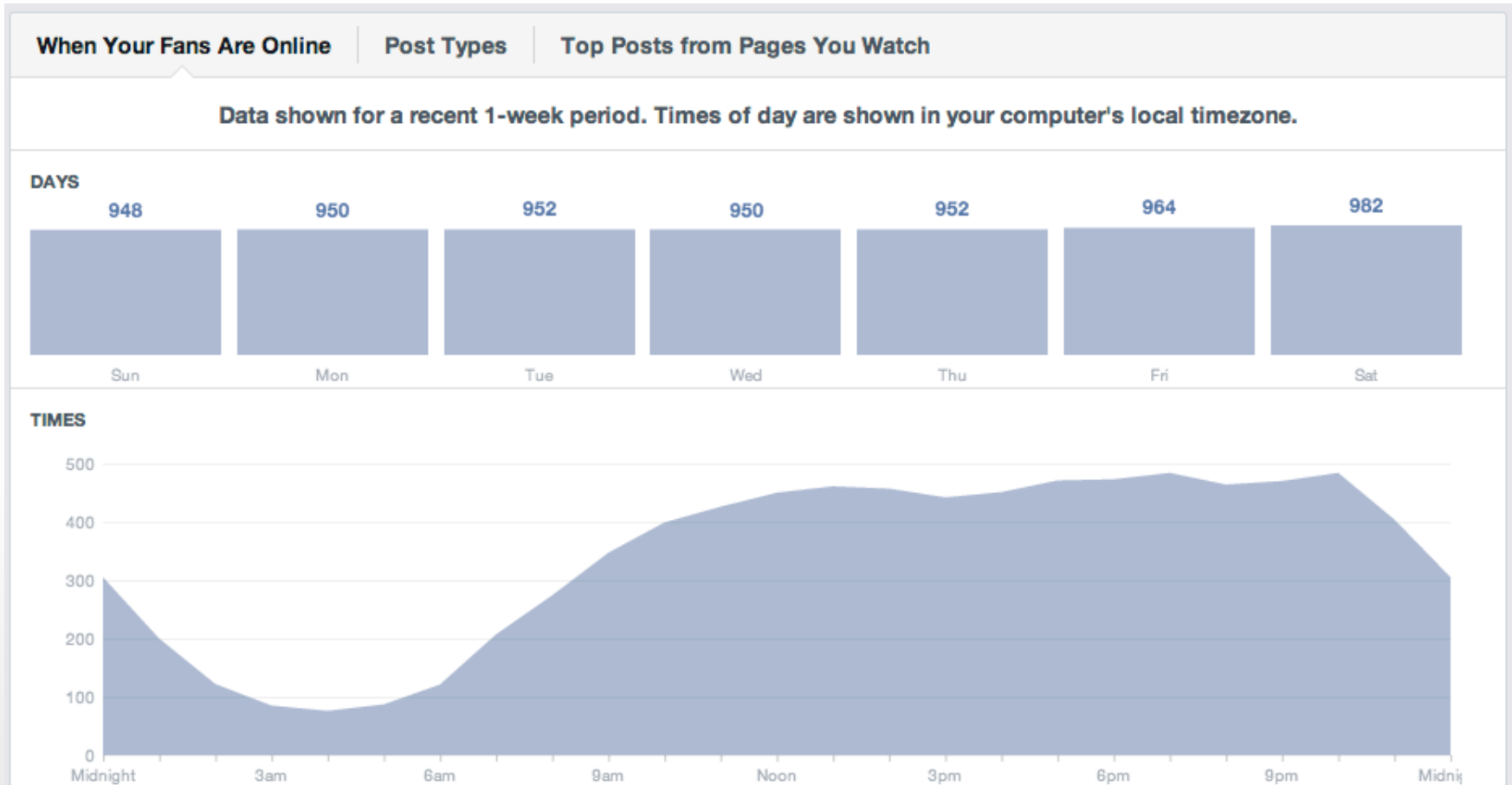
WHAT DO USERS GET TO SEE?

ENGAGEMENT LIFETIME



Pages are experiencing Post Lifetimes of around 3 hours

POST AT A TIME APPROPRIATE TO THE AUDIENCE



Use analytics to understand your fan base, schedule posts for when they are online, and feed updates through regularly

TARGETING THE TIMELINES

Page | Activity **14** | Insights | **Settings** | Build Audience ▾ | Help ▾

General

- Page Info
- Post Attribution
- Notifications

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline	Edit
Targeting and Privacy for Posts	<input checked="" type="checkbox"/> Allow targeting and privacy options when I create posts on my Page. [?]	

[Save Changes](#) [Cancel](#)



Status | Photo / Video | Offer, Event +

What have you been up to?

Target by Location London, United Kingdom ▾

Target by Gender Women ▾

Target by Age 13 ▾ - 40 ▾

Add Targeting ▾ Targeted to: **3,800**

[Boost Post ▾](#) [Public ▾](#) [Post](#)

- Location
- Gender
- Relationship Status
- Education
- Interested In
- Age

NEW TARGETING: INTERESTS AND END DATE

Status Photo / Video 31 Event, Milestone +

<http://www.buzzfeed.com/emilyorley/cory-and-shawns-girl-meets-world-reunion-is-the-best-thing-y>

Audience is interested in at least one of the following:

Girl Meets World x Television x Boy Meets World x Rider Strong x
Ben Savage x Friendship x |

Target Interests Cancel

+ Upload Image

Cory And Shawn's "Girl Meets World" Reunion Is The Best Thing You'll See On TV All Week

In this exclusive clip, Shawn Hunter (Rider Strong) returns to Cory Matthews' (Ben Savage) world and confirms what we all know to be true: "Cory and I are the best..."

WWW.BUZZFEED.COM | BY EMILY ORLEY


Target by Interests All Interests +

Select Targeting - Targeted to: 1,000,000

Boost Post Post

Status Photo / Video 31 Event, Milestone +

ESPN The Cleveland Browns have a 7-5 record going into the game this Sunday at 1pm.



Hoyer remains confident: 7-5 not due to luck

Brian Hoyer does not believe he should lose his job as the Cleveland Browns' quarterback.

ESPN.GO.COM

Post End Date 12/14/2014 1:00 pm PST

Boost Post Post

TARGETING CONTENT

Status | **Photo / Video** | **Offer, Event +**

music:ally What have you been up to?

Add Targeting ▾ Targeted to: 898

🕒 🌐 📍 📷

Boost Post ▾ **Public ▾** **Post**

music:ally Music Ally changed their cover photo 29 July 🌐

Limit audience by:
⚙️ **Location/Language**

Control Who Can See Your Post

Choose who can see your post on Facebook based on their language or location. For example: If you enter "Spanish" below, only people who have Spanish set as their language on Facebook will be eligible to see your post on your Page, in News Feed and in search. [Learn more.](#)

Locations

☒ Everywhere
☐ By State/Province
☐ By City

Languages

Save Post Settings **Cancel**

Add Targeting ▾ Targeted to: 0 - 20

MENTIONED IN



Dwight Howard was mentioned in a photo.



Bleacher Report

James Harden and Dwight Howard throw down some sick dunks during practice.

VIDEO: <http://bit.ly/1kXwzL3>



Like · Comment · Share ·  2,041  101  225 · February 19 at 9:37am · 

HOW TO ENCOURAGE ENGAGEMENT ON FACEBOOK

ENCOURAGE FANS TO TAG PHOTOS AND VIDEOS POSTED BY Music Ally



Mayer Hawthorne

Liked · 18 August

Georgia - that was so rad! Thank you so much for singing along tonight. — with Jessica Lowy, Michelle Read Griffin, Jermaine Raetone Johnson, Will Brown, Mei Brasel, Steve O'Bryan, Clare O'Bryan, Jimmy Tran, Allyson Callahan Sanderson, Woo Yon Hwang, Paul Rico, Laura Wu, Michele Jordan, Leslie Wolfe Dixon, Dana Marie Jordan and Gene Bailey.

Like · Comment · Share

606 people like this.

Top Comments

13 shares



Maya Garner So glad I opted for this show over the Chastain opening show. You had a DOPE opener tonight, too. Well worth the drive from ATL in the rain. Come back soon!

Like · Reply · 2 · 18 August at 07:40



Allyson Callahan Sanderson Do Atlanta next time...or an outdoor venue for room to groove proper ~

Like · Reply · 1 · 18 August at 06:39 via mobile



Mary Magdalene Galloway Wish I could have been there. 😊

Like · Reply · 1 · 18 August at 06:27



Allyson Callahan Sanderson Loved it!!! 1st show, finally ...will not be my last...love the groove you were throwing down ...oh yeahhh !!! 😊

Like · Reply · 4 · 18 August at 06:36 via mobile

Tagging Ability

☒ Allow others to tag photos and videos posted by Music Ally

Save Changes

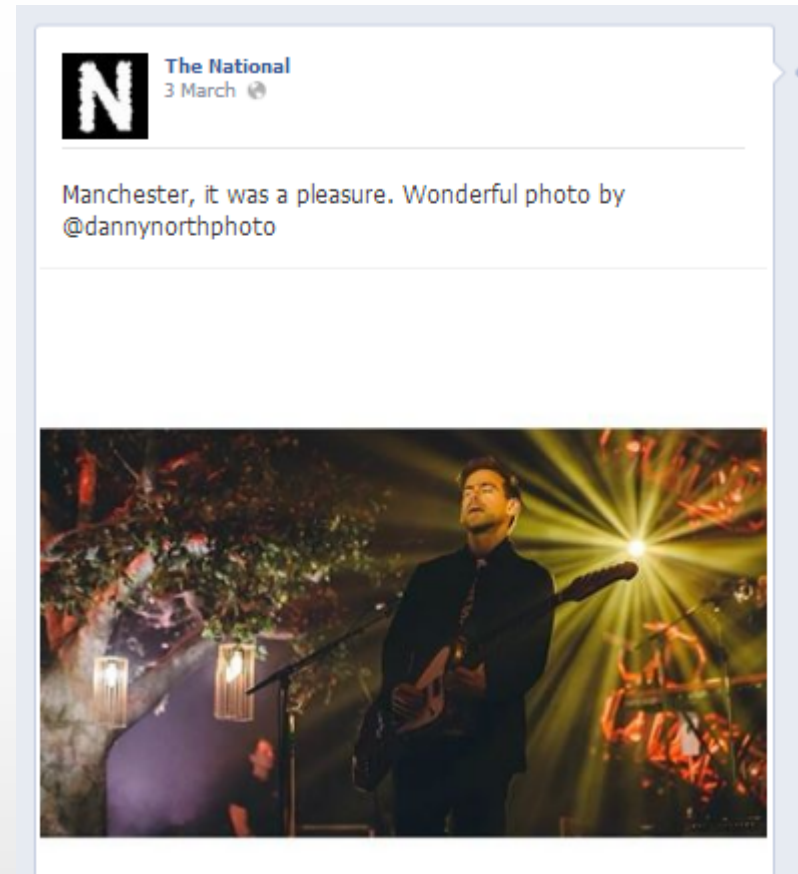
Cancel



ENGAGEMENT: GET YOUR AUDIENCE INVOLVED

Include your call to action early
and make it clear

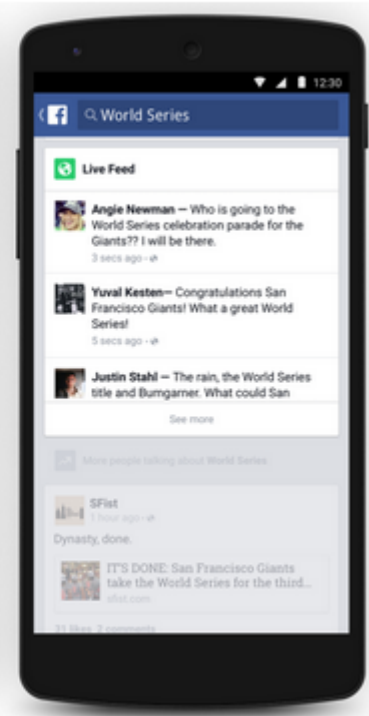
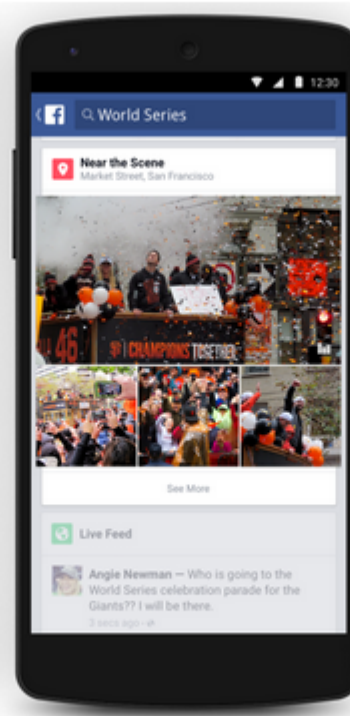
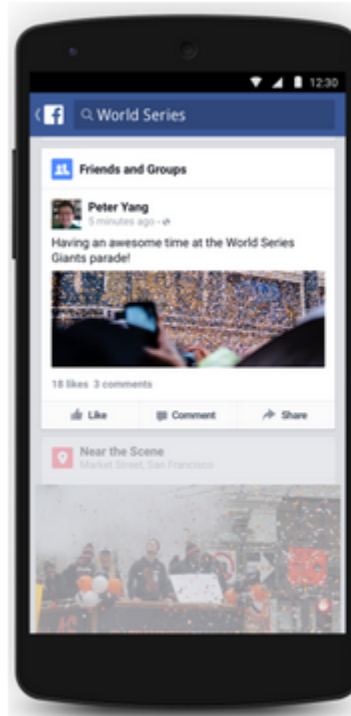
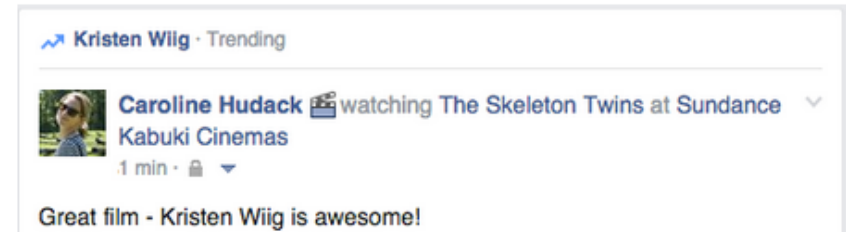
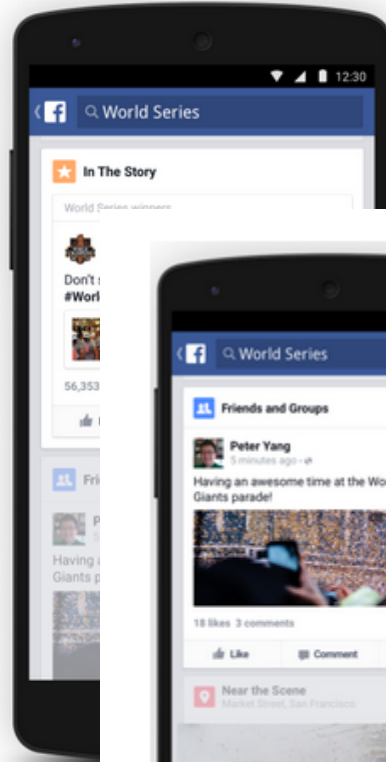
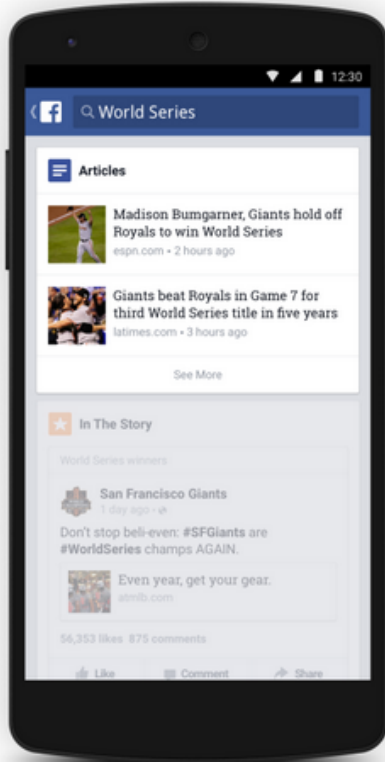
Use Hashtags



NEW FEATURES



TRENDING





GRAPH SEARCH


The screenshot shows a Facebook interface. At the top, a search bar contains the text "pop music posts". Below the search bar, the profile of "Claire Mas" is visible with an "Edit Profile" link. The left sidebar contains a list of navigation options: News Feed, Ads Manager, Messages, Events (4), Labyrinth Ear (7), Music Ally (9), Crocodiles (Band) (14), and Saved. Below these are sections for "PAGES" (Henry Maybury 1, Pages Feed 20+, Like Pages 9, Create Page, Create Ad) and "GROUPS" (Bandsintown VIP A... 3). The main content area shows a post from "Ed Sheeran" dated "June 26, 2012". The post text reads: "as far as that post about writing tunes for other artists earlier, i didnt post it, im taking control of this page again, starting to piss me off not having full control on here. i have always said i will do what i want musically, whether it be making songs with underground rappers, or writing songs for pop acts, or doing my own solo thing, i love making music, if you are a fan of me you will understand that i am always gonna continue making good music for myself, collaborating with my favourite artists, and as far as songwriting is concerned, i will write for who i want, i just enjoy writing songs, hope this has cleared things up for anyone who was confused, im back to running this page, no one else ello ed x". The post has 23,766 likes, 1,251 comments, and 146 shares.


Facebook interface showing a search for "pop music posts". The page displays a post from Ed Sheeran dated June 26, 2012. The post text reads: "as far as that post about writing tunes for other artists earlier, i didnt post it, im taking control of this page again, starting to piss me off not having full control on here. i have always said i will do what i want musically, whether it be making songs with underground rappers, or writing songs for pop acts, or doing my own solo thing, i love making music, if you are a fan of me you will understand that i am always gonna continue making good music for myself, collaborating with my favourite artists, and as far as songwriting is concerned, i will write for who i want, i just enjoy writing songs, hope this has cleared things up for anyone who was confused, im back to running this page, no one else ello ed x". The post has 23,766 likes, 1,251 comments, and 146 shares.

GRAPH SEARCH

 my friends that like ed sheeran





**Claire Mas**
Edit Profile

News Feed

Ads Manager

Messages

Events 4

Labyrinth Ear 7

Music Ally 9

Crocodiles (Band) 14

Saved

PAGES

Henry Maybury 1

Pages Feed 20+

Like Pages 9

Create Page

Create Ad

GROUPS

Bandsintown VIP A... 3

Redhill Class 2005 7

Manage Your Gro...

Create Group

Find New Groups

APPS

Posts


People

Photos


Pages


Places


More ▾

 **My friends who like Ed Sheeran**

See More

**Karim Fanous**
Head of Research at Mu...
Your friend


**Kyle Verhagen-Rob...**
Singer, songwriter and m...
Your friend

**Candy Magazine** ✓

4 hrs · 🌐


Like Page ▾

Listen to some of our fave love songs this month, Candy Girls! ❤️





These Songs Make Us Want to Fall in Love


music:ally



EXPORT MUSIC SWEDEN

GRAPH SEARCH

 my friends who live in london and like katy perry 

**Claire Mas**
Edit Profile

News Feed

Ads Manager

Messages

6 Events 4


Labyrinth Ear 7


Music Ally 9


Crocodiles (Band) 14


Saved


PAGES

 Henry Maybury 1

 Pages Feed 20+

 Like Pages 9

 Create Page

 Create Ad

GROUPS

Posts


People

Photos


Pages

Places


More ▾

**David Adams**
London, United Kingdom
Your friend since February 2014
Lives in London, United Kingdom · From Romford, United Kingdom
Likes Katy Perry, Artist And Manager Awards 2014 and 164 oth...

✓ Friends Message ... ▾

**Olivier de Simone**
Head of Music at Urturn
Your friend since October 2013
Lives in London, United Kingdom · From Lausanne, Switzerland
Likes Katy Perry, Rosie Lowe and 364 others

✓ Friends Message ... ▾

**Ida Ahlbom**
BIMM London
Your friend since May 2014
Lives in London, United Kingdom · From Stockholm, Sweden
Likes Katy Perry, IDA KUDO and 143 others

✓ Friends Message ... ▾

End of results

LIKE-BAITING

Facebook interface showing a post titled "FAVORITE ANIMAL?" with four images: a puppy (labeled "Like"), a kitten (labeled "Share"), dolphins (labeled "Comment"), and a mosquito (labeled "IGNORE"). The post is from a user named Caroline.

Facebook interface showing a post titled "FAVORITE ANIMAL?" with four images: a puppy (labeled "Like"), a kitten (labeled "Share"), dolphins (labeled "Comment"), and a mosquito (labeled "IGNORE"). The post is from a user named Caroline.

when your teacher accidentally scrapes her nails on the chalkboard and you're like whaaaaaat
Don't get BIT. LIKE, SHARE, or COMMENT!
Like · Comment · Share · April 7

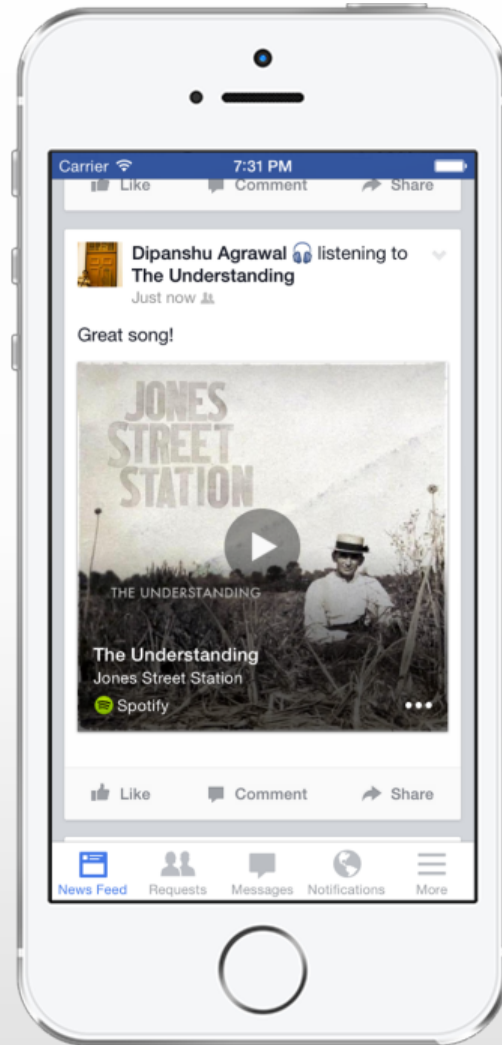
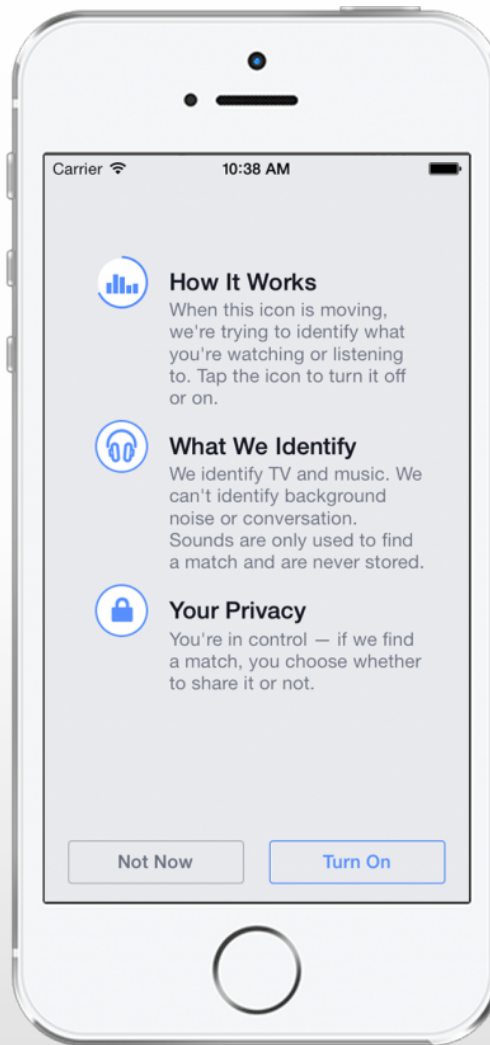
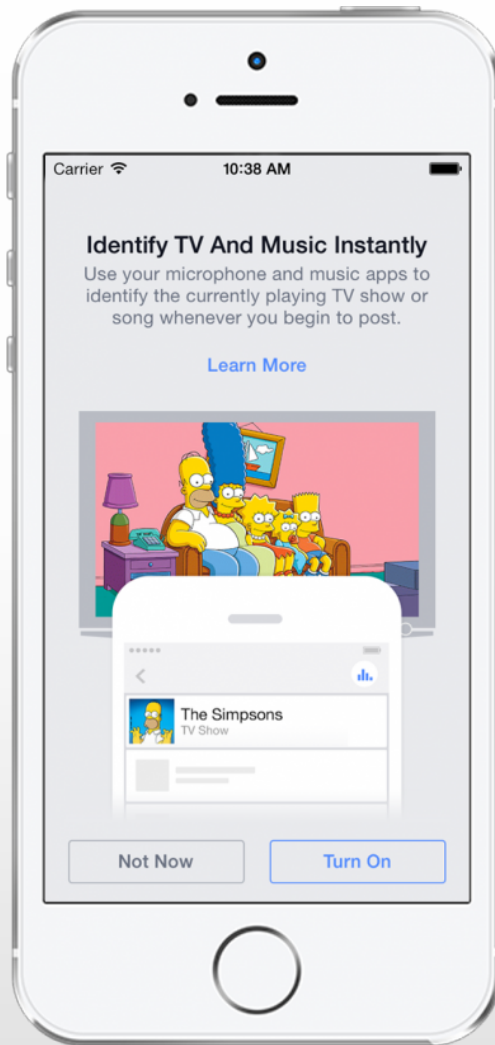
Album: Timeline Photos
Shared with: Public
Open Photo Viewer



PROMOTIONAL POSTS REDUCTION



FACEBOOK AUDIO RECOGNITION



music:)ally



EXPORT MUSIC SWEDEN

TWITTER

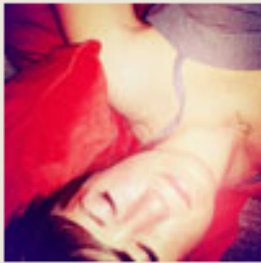


WHAT'S THE DIFFERENCE BETWEEN FACEBOOK AND TWITTER?



**YOU SEE EVERYTHING ON
TWITTER RIGHT?**

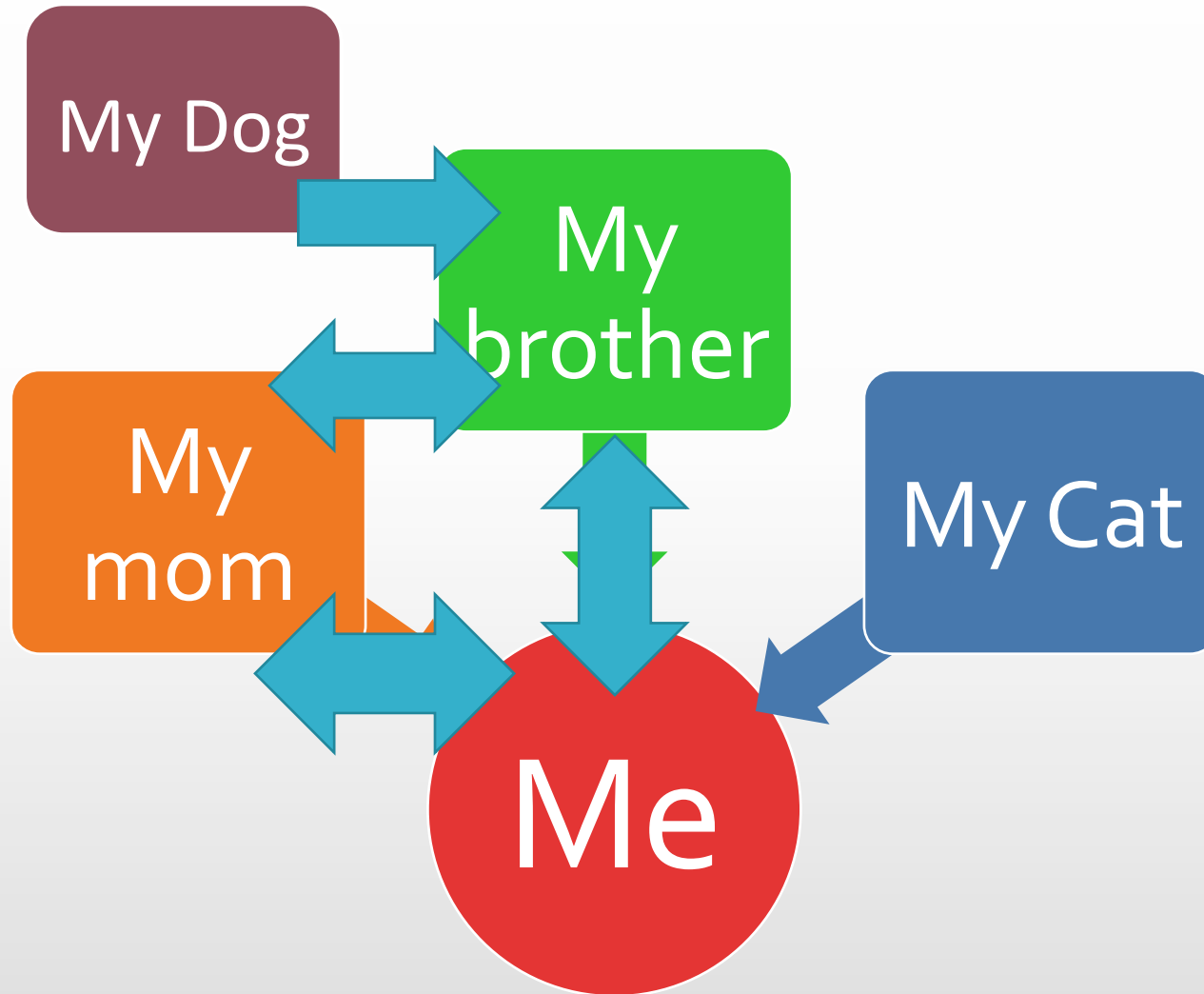
WHO SEES THIS?



me Jessica Hische

I am a compulsive oversharer!

TWITTER FAMILY



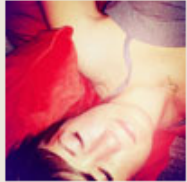
WHO SEES THIS?



me Jessica Hische

@mybrother hey bro, que pasa?

WHO SEES THIS?



me Jessica Hische

@mybrother hey bro, que pasa?

By putting another person's username at the start of a statement, it limits who sees it

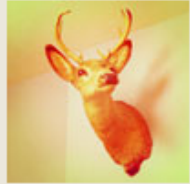
WHO SEES THIS?



mybrother Jessica's Brother

Not much, @me. What's good?

WHO SEES THIS?

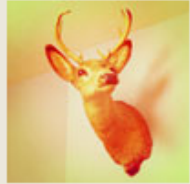


mybrother Jessica's Brother

Not much, @me. What's good?

If a username is not at the start of a statement, everyone that follows @mybrother can see it

WHO SEES THIS?



mybrother Jessica's Brother

Not much, @me. What's good?

If a username is not at the start of a statement, everyone that follows @mybrother can see it



mymom Jessica's Mom

.@mybrother only ate pizza from age 5 to 25. #turtlepower

WHO SEES THIS?



me Jessica Hische

@mymom @mybrother so. full. of. pizza.

WHO SEES THIS?

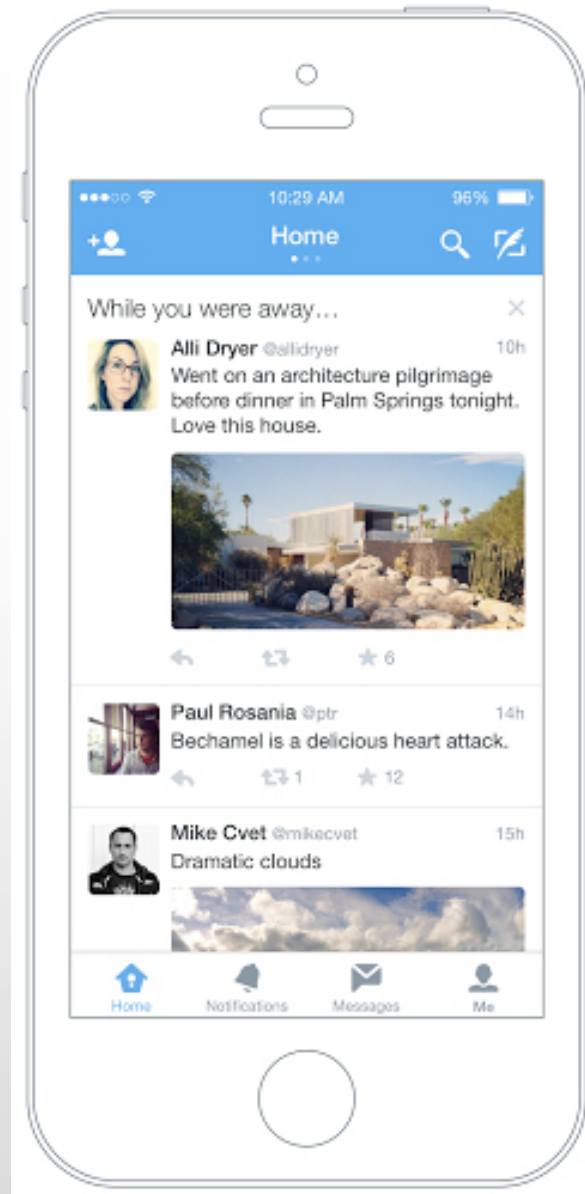


me Jessica Hische

@mymom @mybrother so. full. of. pizza.

Only the first user mentioned at the beginning and my username control who sees this tweet, any users mentioned after, even directly after, does not affect this

TO FILTER OR NOT TO FILTER



CONTENT THAT WORKS

KEEPING IT REAL



Immy 'BADMAN' Bugti @BadManBugti

08 Mar

@Argos_Online YO wen u gettin da ps4 tings in moss side? Ain't waitin no more. Plus da asian guy whu works dere got bare attitude #wasteman



Argos Helpers

@ArgosHelpers

 Follow

@BadManBugti Safe badman, we gettin sum more PS4 tings in wivin da next week y'get me. Soz bout da attitude, probz avin a bad day yo.

LD

8:26 AM - 8 Mar 2014

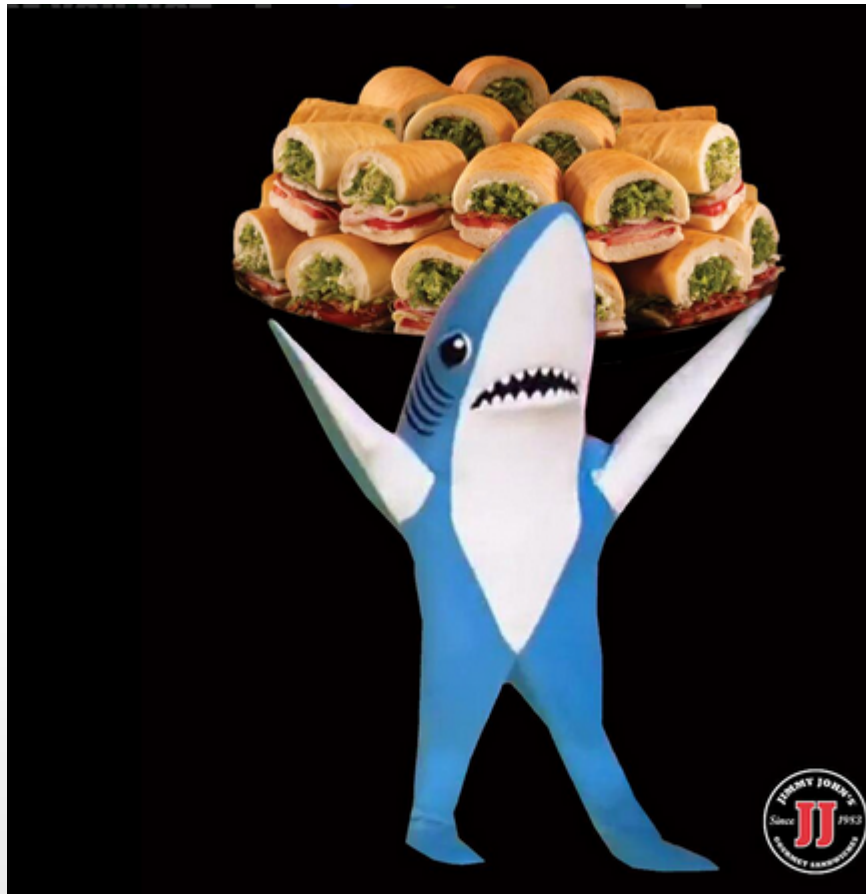
1,621 RETWEETS 824 FAVORITES




VISUAL JOKES WORK IN ALL LANGUAGES



SERENDIPITY



 **James Dator**
@James_Dator [Follow](#)

Left Shark isn't the hero we need, but the one we deserve.
sbnation.com/lookit/2015/2/...

4:49 PM - 2 Feb 2015

539 RETWEETS 394 FAVORITES



Jimmy John's @jimmyjohns · Feb 2
I got u #leftshark RT @leftshark: @jimmyjohns I'll take 20, DM for the address. Love seeing people #DareToBeDifferent

  123  265  



BEING TOPICAL - #ROYALBABY



NissanUK
@NissanUK



+ Follow

It could be triplets and there would *still* be enough room for the Queen... #XTrail #SevenSeats #RoyalBaby

↩ Reply ↻ Retweet ★ Favorite ... More



RETWEETS
66

FAVORITES
34



© Twitter

2:32 AM - 8 Sep 2014

Flag media

music:)ally



EXPORT MUSIC SWEDEN

JOINING A CONVERSATION



rhian harron @rhianharron

21 Aug

the IKEA advert with the dolls is really creepy ☹

[Details](#)



IKEA Mandy

@IKEAMandy



Following

[@rhianharron](#) well this is awkward.

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

3

RETWEETS

2

FAVORITES



12:42 AM - 22 Aug 13

LIVE TWEETING EXAMPLES -EUROVISION

Retweeted by Tobias Fauntleroy



Alessio @AlessioAjPardo · May 10

just found who was the French guitarist #Eurovision



5.6K


★ 2.7K



[View more photos and videos](#)


DM - ENRIQUE IGLESIAS & PITBULL



 Enrique Iglesias @enrique305 · Apr 29
not many left @pitbull... I'm picking
@chelita_8_8 to tweet the next tour date.
check your DM's and tweet!
[#enriquepitbulltour](#)

  197  378 

 Retweeted by Pitbull

 Chelita @chelita_8_8 · Apr 29
[@enrique305](#) [@pitbull](#) thank you both and I'll see you oct 10th at
[@STAPLESCenter](#)

HASHTAGS



HASHTAG #TRAINING

music:)ally



EXPORT MUSIC SWEDEN

THREE MAIN WAYS HASHTAGS ARE USED

- A word that a brand or cause is trying to generate as a hashtag (only works for big accounts)



THREE MAIN WAYS HASHTAGS ARE USED

- An existing word / trend being used by the public
 - allowing you plug into existing conversation



Ed Balls @edballsmp · 1m

I'm in.. RT @Peston: @MyStephanomics Well naturally I will if @edballsmp and @George_Osborne also rise to your challenge #IceBucketChallenge

Expand

Reply Retweet Favorite More HootSuite



Star Movies PH @StarMovies_PH · 3m

The first #IceBucketChallenge participant? Jack in TITANIC! Catch the greatest love story told tonight at 10:40PM! pic.twitter.com/xWNV3FgnVs

View photo Reply Retweet Favorite Pocket More HootSuite



Medi Taker ALS:



noëlle @Noelleclairee · Aug 25

each member of 5sos can father my children #sorryimnotsorry

East Hanover, NJ

Expand

Reply Retweet Favorite More HootSuite

THREE MAIN WAYS HASHTAGS ARE USED

- To add/ commentary / humour / recontextualise something – e.g. #JustSaying



Eamonn Forde @Eamonn_Forde · Dec 12

So @MasMusicMadness is getting on an easyJet plane where they are going to make the passengers sing carols. #branding #balls



2



Robin Murray @ClashRobin · Nov 25

Imagine being stuck in a lift full of music journos complaining about the format their free music is delivered in. #nightmare



10



HASHTAG CAMPAIGNS CAN BACKFIRE

The [#NYPD](#) will also help you de-tangle your hair. [#myNYPD](#) pic.twitter.com/nrngQ1bOWv

↩ Reply ↻ Retweet ★ Favorite ⋮ More



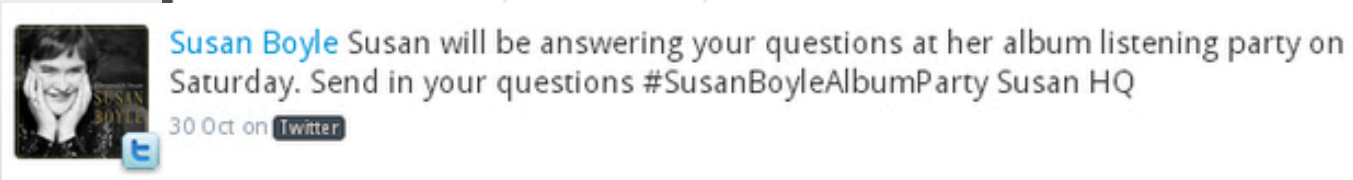
Occupy Wall Street @OccupyWallStNYC · 10h

Here the [#NYPD](#) engages with its community members, changing hearts and minds one baton at a time. [#myNYPD](#) pic.twitter.com/GERbIFFDvY

↩ Reply ↻ Retweet ★ Favorite

Flag media

HASHTAG CAMPAIGNS CAN BACKFIRE



TWITTER Q&A



NICK CAVE TWITTER Q&A

1. Are you hating this, Nick Cave?

.@ronanfay I am hating this... beyond measure and I haven't even started yet. #aksNickCave

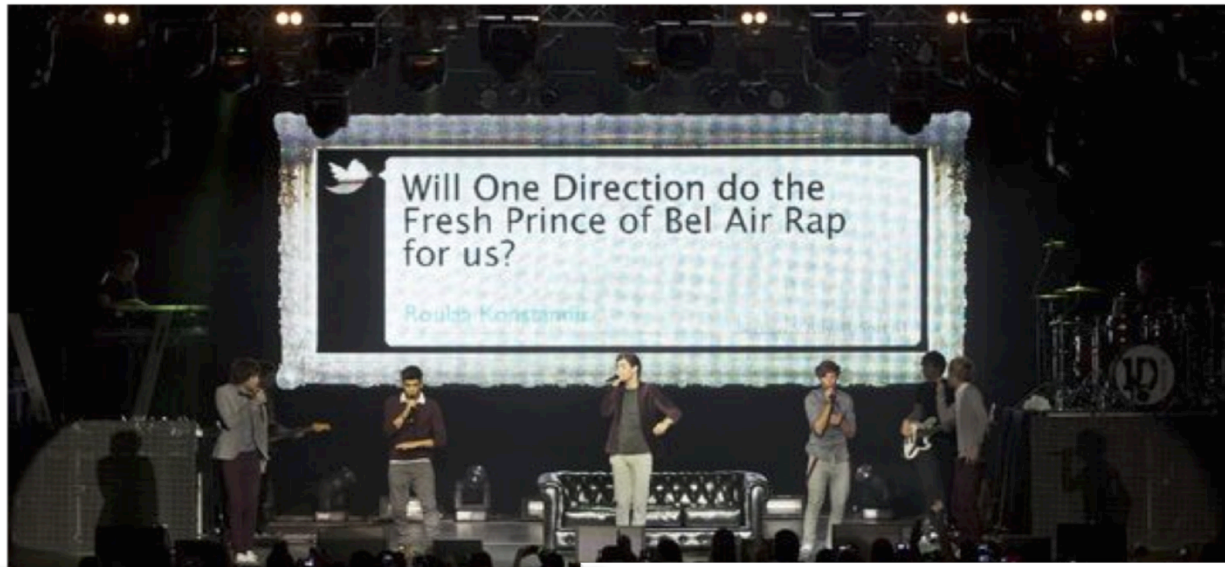
— Nick Cave & TBS (@ncandtbs) February 19, 2013

2. What would you recommend for young musicians hoping to be as great as you, Nick Cave?

.@chrizantemus Lower your expectations. #askNickCave

— Nick Cave & TBS (@ncandtbs) February 19, 2013

ONE DIRECTION



One Direction
@onedirection

Follow

Want to ask the boys a question? Leave your name, location & creative question here - we'll ask them live at their next shows! [#Ask1D](#) 1DHQ x

Reply Retweet Favorite More

RETWEETS
8,751

FAVORITES
9,014



7:21 AM - 21 Nov 2012



SEARCH



JAMES BLUNT MASTERS TWITTER



Twitter: @jamesblunt

JAMES BLUNT IS USING SEARCH



James Blunt ✓
@JamesBlunt

Follow

Nope, you're on your own. RT @chickenoriental: I must be 1 of only 2 who genuinely likes every @jamesblunt song. The other person being him.



James Blunt ✓
@JamesBlunt

Follow

Only I was drunk at the time. RT @tianpogiaf: People who think you're beautiful -
1. Your parents
2. James Blunt



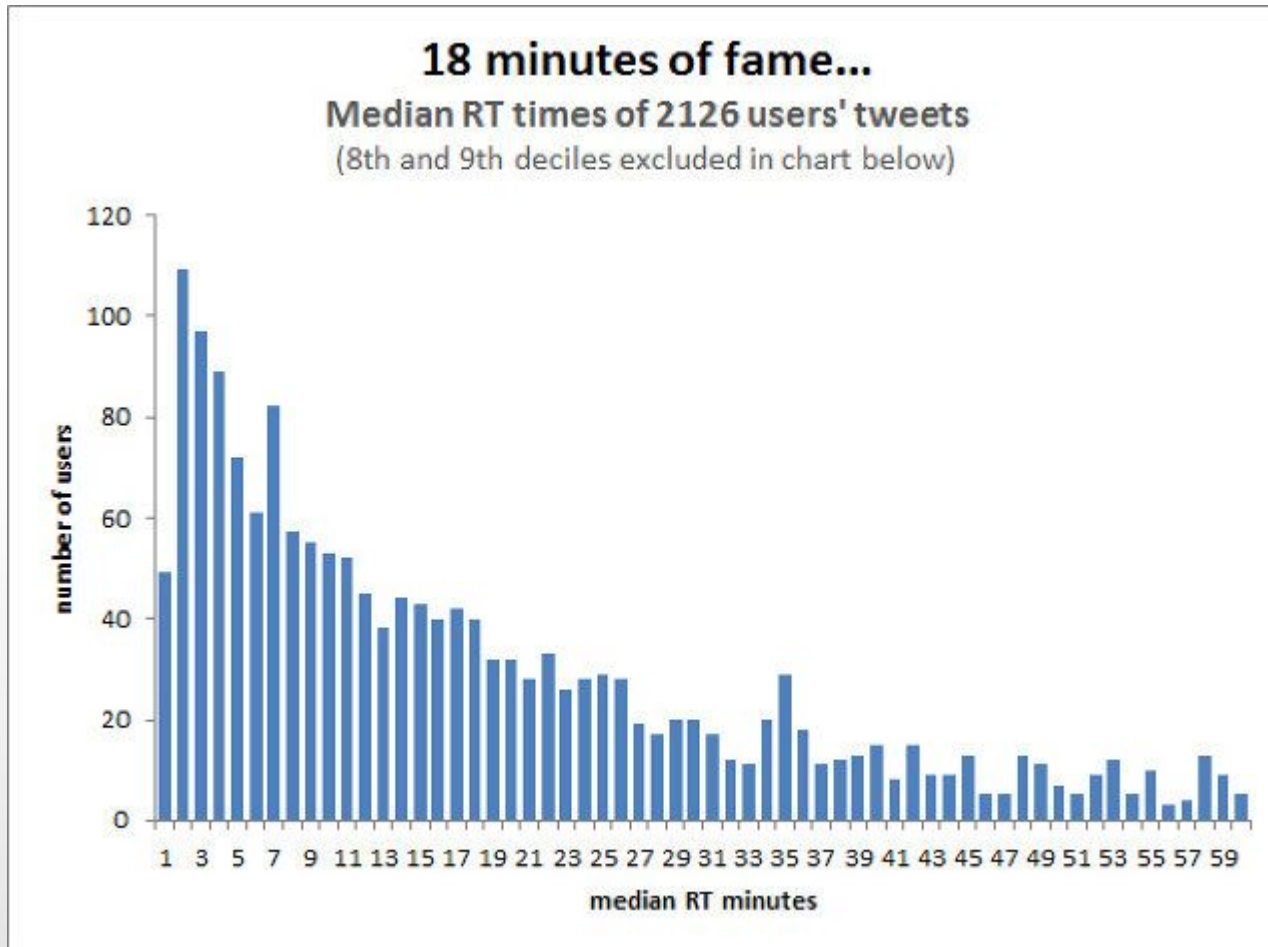
James Blunt ✓
@JamesBlunt

Just searched your name. Nothing. @mennie_james:
@JamesBlunt must have a sad life just searching his name on twitter & wait to reply 2 stuf

4:17 AM - 5 Nov 2013

CONTENT TECHNICALITIES

FREQUENCY AND LIFETIME



USE IMAGES

pic.twitter.com/COHw0Ct5wI



Expand Reply Retweet Favorite Buffer



PRRS Foundation @PRRSFoundation · 10m

Thanks @jewishmusicUK: powerful images of their production music by Jocelyn Pook ow.ly/uAmZ9 #FundedbyPRSF

Expand Reply Retweet Favorite Buffer



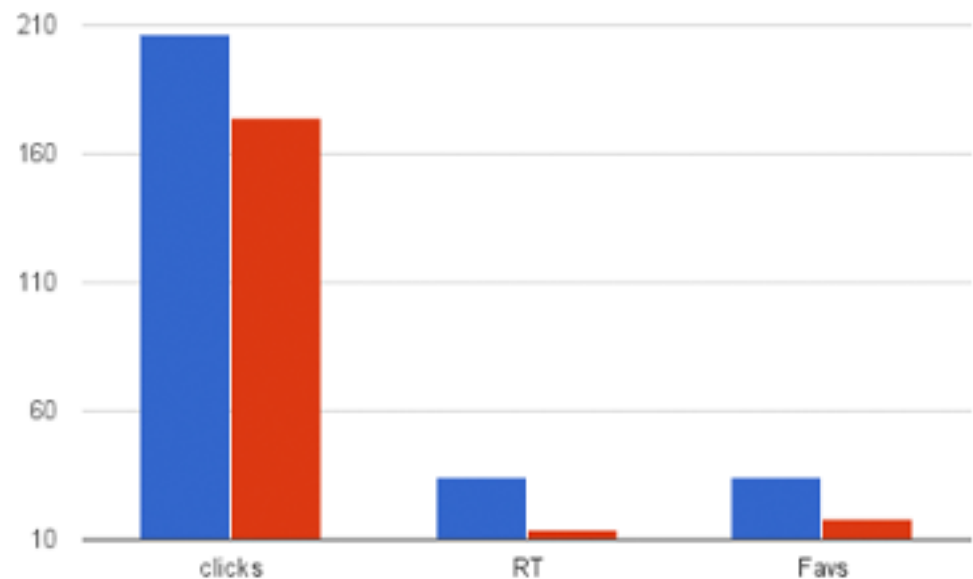
THE LINE OF BEST FIT @bestfitmusic · 11m

Dev Hynes performs with Le1f on Letterman, Letterman asks are rentals... bit.ly/1gpUvDA pic.twitter.com/sGabdgsffe



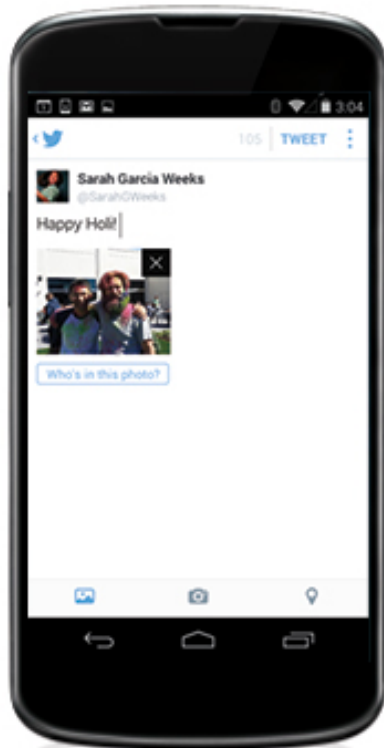
Twitter Stats - With or Without Images

With Images Without Images



Source: Fast Company Nov 13

PHOTOS AND TAGGING



Select a photo and tap on "Who's in this photo?"



Type and select the name of the person you want to tag.




Select up to four photos from the Tweet composer.



Tap on a photo to see it in full, then swipe to see the rest.

TWITTER CARDS


Lead Generation Card

**MusicAlly**
@MusicAlly

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013


Free trial of daily music industry analysis & news



music:)ally #EASTREATMUSICALLY
EASTER TREAT
AT THE CUTTING EDGE OF THE DIGITAL MUSIC
2 MONTHS FREETRIAL


Grab it. Ends Friday

Share your name and email address with MusicAlly

**Twitter User**
@twitter_handle
tw****@ex****.com


[View advertiser privacy policy](#)

Website Card

**MusicAlly**
@MusicAlly

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



COMING ON 16 OCTOBER 2014
music:)ally
DIGITAL MUSIC AWARDS 2014
CAMDEN CENTRE
LONDON

Book your ticket for the Music Ally Digital Music Awards 2014

Book now

TWITTER CARDS

Basic App Card



Claire Mas

@MasMusicMadness

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



Instagram

Free

Install

Image App Card



Claire Mas

@MasMusicMadness

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



Instagram

4.5 / 5.0 stars - 3285 ratings

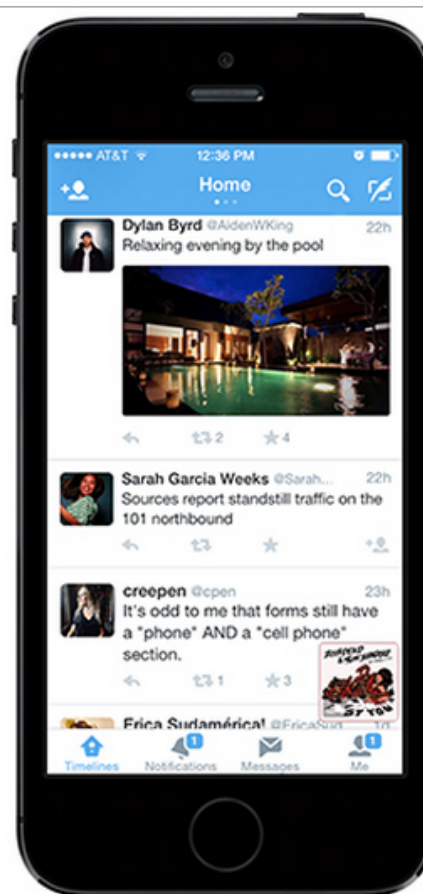
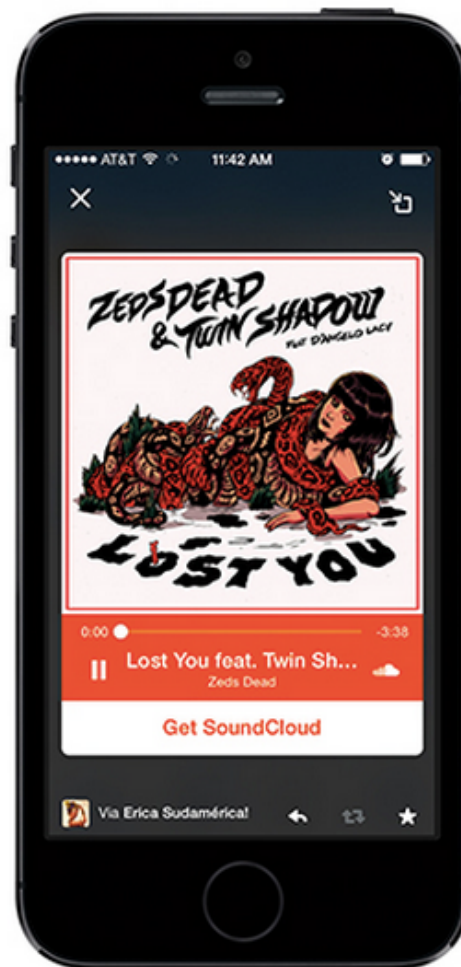
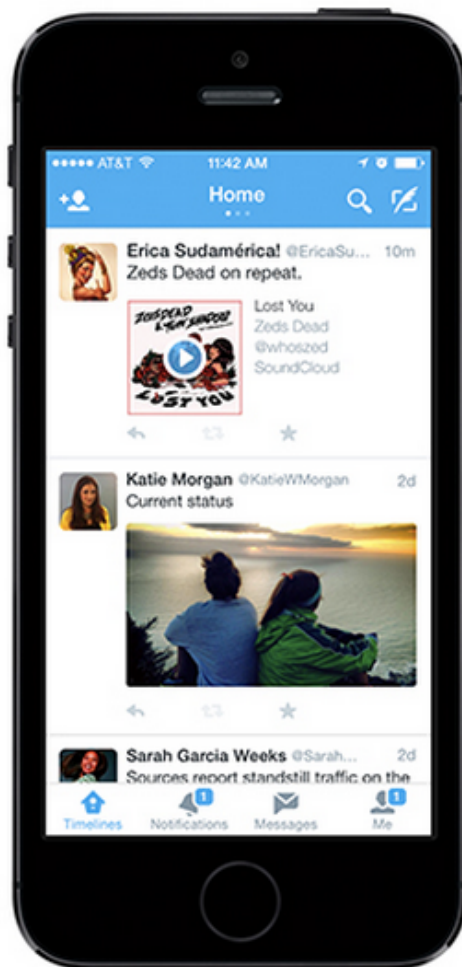
Install

TWITTER CARDS - ADVANCED

Card Types

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution.
- **Summary Card with Large Image**: Similar to a Summary Card, but with a prominently featured image.
- **Photo Card**: A Card with a photo only.
- **Gallery Card**: A Card highlighting a collection of four photos.
- **App Card**: A Card to detail a mobile app with direct download.
- **Player Card**: A Card to provide video/audio/media.
- **Product Card**: A Card optimized for product information.

AUDIO CARD



Listeners can continue to use Twitter while streaming content.

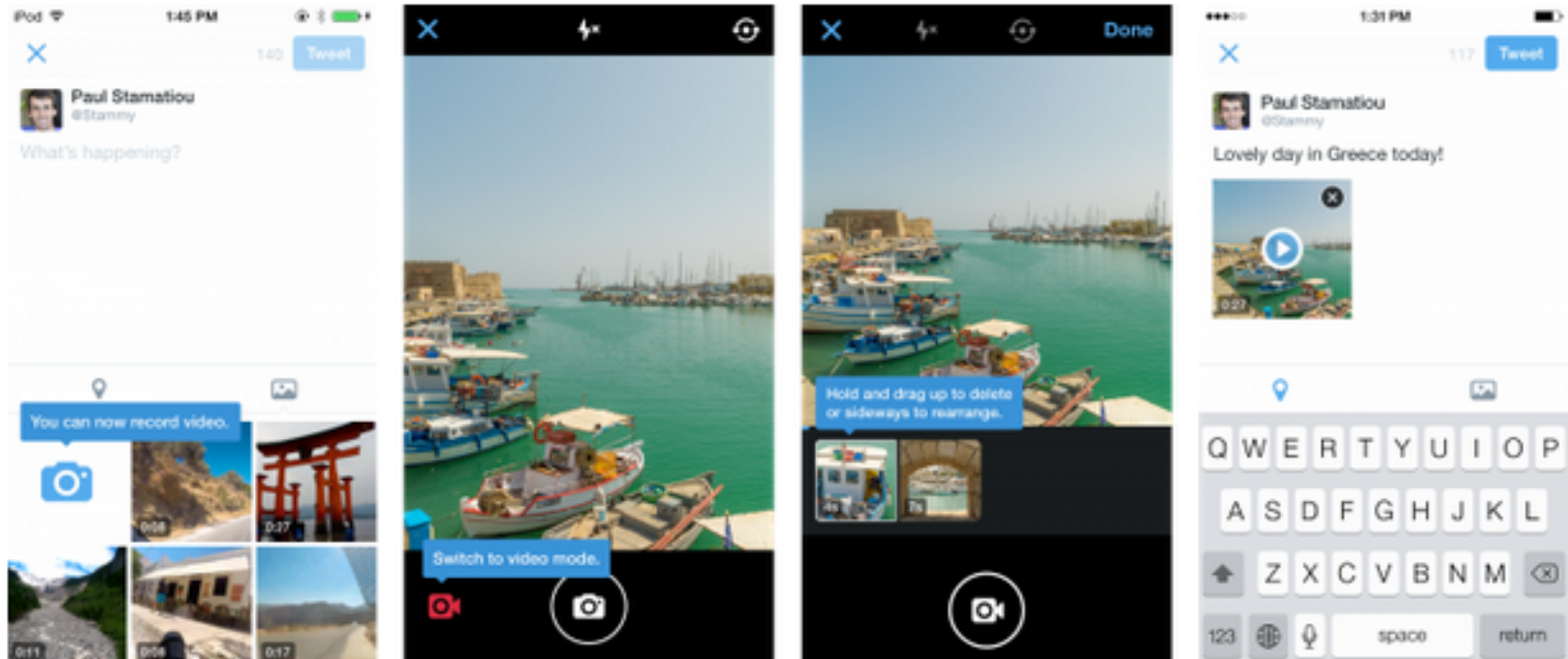
NEW FEATURES



GROUP MESSAGING



NATIVE VIDEO



ANY QUESTIONS?

CLAIRE MAS

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CLAIRE@MUSICALLY.COM

@MASMUSICMADNESS / @MUSICALLY

