

# **Social Media**

## **finding the right platform**

Blair Brady  
Partner & VP  
WITH/Sims  
[@blairbradyatl](https://twitter.com/blairbradyatl)

# what is social media?



the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks

*your  
brands*

*your  
audience*

control

**you still need to tell your story**

you must **earn** people's attention





**How do I  
choose?**



**Lets begin with 2  
very important  
factors**

***No.1:***

# ***Understand your audience***

***You should know (or find out):***

- 1** The types of content they are accustomed to and already enjoy consuming
- 2** The places and platforms where they are already consuming content
- 3** What you want them to do and why

## **No.2:**

# ***The importance of a good mix of channels***

## ***Understand:***

- 1** One channel cannot be all things to all strategies or all people
- 2** What it is you're trying to accomplish and each channel's role in achieving that
- 3** Your content needs to fit the channel(s) it is on

*Without Further adieu,*

**Lets talk channels!**



# Snapshot



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

**70** MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

**5,700** TWEETS

HAPPEN EVERY SECOND

**560** MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE

**2.5 BILLION** PIECES OF CONTENT EACH DAY

**1** BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

**# HASHTAGS**

AND POSTING

**PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS



**150** MILLION ACTIVE USERS



LINKEDIN

**BUSINESS ORIENTED** SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS**

GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**



**79%** OF USERS

ARE **35** OR OLDER

**240** MILLION ACTIVE USERS



## what it is

personal social media channel with profile types including: people, companies, locations, and groups  
environment of a true social community feel by facilitating through easy commenting & engagement

## types of content

VISUAL & captures attention in the cluttered newsfeed (no one clicks through to a company's page anymore)  
photos, videos  
NOTE: not GIF-friendly

## user flow/ experience

piece of content is posted --> it appears in the newsfeed of all of those who are friends/follow/like that person/company\*-->they can like, share or comment

## audience\* demos

Totals: 937M (global); 53% female; 53% 18-24  
Notes: Teens on Facebook have declined -25.3% over the last 3 years.  
55+ has exploded with +80.4% growth in the last 3 years

## right for you?

Target is a mass-market  
Your content is visual (and you can maintain a visual content stream)  
You're building a community and are ready to engage  
You have a paid media budget to support it

Suggested Post

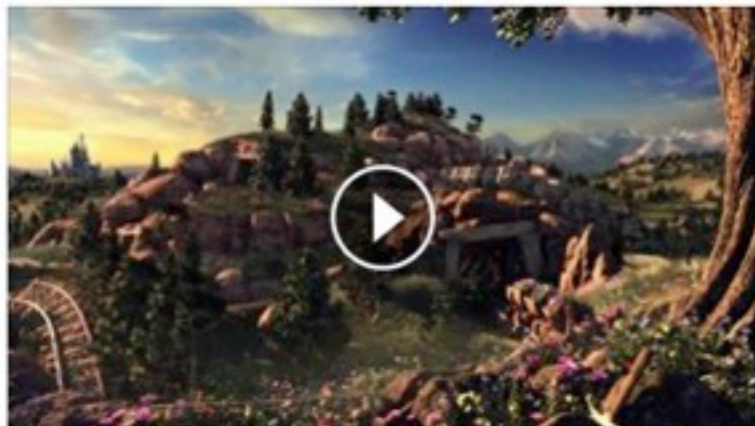


Walt Disney World

Sponsored ·

Like Page

Check out this video of Seven Dwarfs Mine Train – opening soon at Magic Kingdom! Learn more:<http://dl.sn/sWN>



Like · Comment · Share · 6,239 366 2,149

Nicole Black was tagged in a post.



Brian Roland with Nicole Black and 6 others

22 hrs · Fort Myers, FL ·

Happy Easter Dance from Junior G Gordon



Like · Comment · Share

28 people like this.

View 2 more comments



Patty Kraft Becker What a hoot!

21 hours ago · Like · 3



Chef Pyro Nice

21 hours ago · Like · 4



Cheryl Herrmann What a fun guy! Cheers to you Junior!

17 hours ago · Like · 3



Blake Becker We all cook, and we... ALL DANCE!!

15 hours ago · Like



Write a comment...



Tanya Pai and 2 others

TRENDING

**Lindsay Lohan:** Lindsay Lohan says she had a miscarriage during filming of OWN reality show

**Hawaiian Airlines:** Teenager Survives California-to-Maui Flight in Plane's Wheel Well

**Carlos Gómez:** Carlos Gomez ignites benches-clearing brawl with Pirates after showboating on triple

See More

SPONSORED

Create Ad

Growing your small...

Ready to get started?



Interested in growing your business using Facebook? Now is the time to get started.

Create a Facebook Store

[shopify.com](http://shopify.com)



I'll give you a job.

Bridgestone Golf

All New e Series



Become a fan of Bridgestone Golf today to learn about the all NEW e Series!

Like · Art Brady likes Bridgestone Golf.

Get Our Best Selling Bib...

[www.BaubleBar.com/Potpouri-Bib](http://www.BaubleBar.com/Potpouri-Bib)



Our Best Selling Potpourri Bib is only \$18 for a limited time! Get it while it lasts!

Mid-Century Design Sale

[dotandbo.com](http://dotandbo.com)



Mid-Century Inspired Designs Curated Daily at Up to 60% Off. Shop Now!

Dorothy Tyndall Thames and Patti Harben Fox like this.

BP Driver Rewards

[bpdriverrewards.com](http://bpdriverrewards.com)



A smarter way to purchase quality BP fuel. CLICK to find out more!

COLOR FUN FEST 5K ATLANTA

[colorfunfest5k.com](http://colorfunfest5k.com)



Experience Atlanta's most Epic Day & Night Color Run & Finish-Line Festival for only \$35!

50,386 people like this.



FBI - Federal Bureau of Investigation

**FBI - Federal Bureau of Investigation**  
 4.3 ★★★★★ (18,868 ratings)  
 636,674 likes · 12,403 talking about this · 29,846 were here

Government Organization  
 Welcome to the official FBI Facebook page where you will find the most recent news coverage, videos and photos highlighting our work around the globe.

Like - Comment - Share  
 636k

**Boston Bombing Investigation**  
 April 15, 2013 · Taken in Boston, Massachusetts

Seeking information on suspects in Boston Marathon bombing.  
 Submit tips to: <https://bostonmarathontips.fbi.gov/>; More at: <http://www.fbi.gov/bostonbombings>

Like - Comment - Share  
 5,222

FBI - Federal Bureau of Investigation shared a link. March 21

Reward offered for information in the 2009 Iraq murder of U.S. contractor James Kitterman.

Murder Victim  
 Baghdad, Iraq  
 May 2009

**JAMES OWEN KITTERMAN**

Help Us Solve a Case  
[www.fbi.gov](http://www.fbi.gov)

American contractor James Kitterman was last seen alive on the evening of May 21, 2009, in Baghdad, Iraq.

Like - Comment - Share  
 534 211 321

FBI - Federal Bureau of Investigation shared a link. March 14

For reasons that remain unclear, Andrew Cunanan began a murderous spree in late April 1997 that ended with the death of Gianni Versace.

UNLAWFUL FLIGHT TO AVOID PROSECUTION MURDER SECOND DEGREE

**WANTED BY FBI**

**ANDREW PHILLIP CUNANAN**

Serial Killers, Part 6  
[www.fbi.gov](http://www.fbi.gov)

Our series looks at Andrew Cunanan, who murdered fashion icon Gianni Versace in 1997.

Like - Comment - Share  
 1,255 123 318

FBI - Federal Bureau of Investigation shared a link. March 5

In a room at a Los Angeles Police Department facility, thick binders are stacked in boxes on and under tables and piled from floor to ceiling. Each binder represents a

Like - Comment - Share

Like - Comment - Share  
 684

977 people like this.

View previous comments  
 1 of 97

Mamd Hail hi guys how r u?  
 4 hours ago · Like

Write a comment...

FBI - Federal Bureau of Investigation shared a link. March 18

Identity theft-related tax refund fraud victimizes not only law-abiding individuals but all honest U.S. taxpayers who ultimately foot the bill for this stolen revenue.

Investigating Tax Refund Fraud  
[www.fbi.gov](http://www.fbi.gov)

We work with our federal partners to combat the rising tide of tax-related identity theft.

Like - Comment - Share  
 1,362 255 146

FBI - Federal Bureau of Investigation shared a link. March 14

Seeking Information in Amy Mihaljevic Murder

The FBI is offering a reward of up to \$25,000 for information leading to the arrest and conviction of the person who abducted and killed

Like - Comment - Share  
 374 43 163

FBI - Federal Bureau of Investigation shared a link. March 12

A look at how our Los Angeles Field Office partners with various agencies on a variety of initiatives with the goal of leveraging all of law enforcement's resources to dismantle the worst gangs from the top down while also helping affected communities.

Like - Comment - Share

- 2013
- 2012
- 2011
- 2010
- 2009
- 2001
- 2000
- 1999
- 1997
- 1996
- 1993
- 1992
- 1987
- 1976
- 1969
- 1964
- 1958
- 1943
- 1935
- 1934
- 1932
- 1927
- 1918
- Founded



## what it is

a scrolling newsfeed of updates 140 characters or less  
sorted by no degree of popularity - strictly based on time of post  
(outside of paid media)

## types of content

Text - 140 characters or less. **TIMELY** content.  
Images, video & gifs appear directly in the newsfeed upon click-to-expand/play; hashtags are used for search and filtering  
Popular Content areas include: news, articles, lists, timely photos

## user flow/ experience

a tweet is composed (photo/video/link added) --> it appears in the feed of all of those who follow person/company-->they can like, re-tweet or respond. **NOTE:** You can create lists to sort your feed for a more manageable newsfeed experience.

## audience demos\*

Totals: 1B registered users; 31% 18-29 year olds (equal in gender)  
Notes: 80% of World Leaders use Twitter; 90% of the Top 50 US Law Firms have a Twitter profile; 45% of users are on Twitter at least once per day

## right for you?

You're publishing/sharing news or engage in timely conversation like around an event or occurrence.  
You have the bandwidth to be active.  
You have a place to drive users to (via links) for expanded content.



**Blair Brady**  
@BlairBradyATL

TWEETS **1,211** FOLLOWING **665** FOLLOWERS **407**

**Gain more followers**  
Promote your account and get discovered by more people on Twitter. [Preview it first below.](#)

Compose new Tweet...

Who to follow · Refresh · View all

 **PUMA GOLF** @PUMAGolf  
Followed by G/FORE and ot...  
[Follow](#) Promoted

 **Karen Houghton** @kc\_hou...  
[Follow](#)

 **Jack Dorsey** @jack  
Followed by Jim Tomanche...  
[Follow](#)

 **Find people you know**  
Import your contacts from Gmail

[Connect other address books](#)

Tweets

Followed by Cama Gebhart, SmartBrief and Jim Tomanchek.  
 **Twitter Small Biz** @TwitterSmallBiz · Apr 9  
Considering Twitter Ads for your business? Log into Twitter Ads and set up a Promoted Account campaign. Start here: [bit.ly/1o2g0jp](http://bit.ly/1o2g0jp)  
Promoted by Twitter Small Biz  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **40Billion** @40billion · 6s  
The #1 Career Mistake Capable People Make ... [40billion.com/post/13454](http://40billion.com/post/13454)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)


 **Ekaterina Walter** @Ekaterina · 26s  
Love this review of "The Power of Visual Storytelling"! [amazon.com/gp/pdp/profile...](http://amazon.com/gp/pdp/profile...)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Today's Social Media** @todaysocial · 48s  
A collection of elegantly hand-lettered slogans & logotypes [ow.ly/vYTaS](http://ow.ly/vYTaS)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Charlie Rose Show** @CharlieRoseShow · 50s  
"The brain and blindness" with Carla Schatz, Jean Bennett, Steven Schwartz, Eberhart Zrenner, Sanford Greenberg&Eric Kandel tonight on @PBS  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Social Media Insider** @SocialMedia411 · 53s  
Fueled by Flurry of Tweets—and a Selfie Fascina Challenge Traditional Crowd-Control Tactics [ow.ly/vYTaS](http://ow.ly/vYTaS)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **22squared** @22squared · 1m  
Best way to kick off the week? Monday Munchie [instagram.com/p/nEBUntkGF/](http://instagram.com/p/nEBUntkGF/) #noms #22culture  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **22squared** @22squared · 1m  
Best way to kick off the week? Monday Munchie [instagram.com/p/nEBUntkGF/](http://instagram.com/p/nEBUntkGF/) #noms #22culture  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Social Media Insider** @SocialMedia411 · 53s  
Fueled by Flurry of Tweets—and a Selfie Fascina Challenge Traditional Crowd-Control Tactics [ow.ly/vYTaS](http://ow.ly/vYTaS)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **22squared** @22squared · 1m  
Best way to kick off the week? Monday Munchie [instagram.com/p/nEBUntkGF/](http://instagram.com/p/nEBUntkGF/) #noms #22culture  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)




**Blair Brady**  
@BlairBradyATL

TWEETS **1,212** FOLLOWING **667** FOLLOWERS **407**


Compose new Tweet...

Who to follow · Refresh · View all

 **Johnny Appleseed** @jap...  
[Follow](#) Promoted

 **AtlantaDaybook** @AtlantaD...  
[Follow](#)

 **Linda Stouffer** @LindaW...  
[Follow](#)

 **Find people you know**  
Import your contacts from Gmail

[Connect other address books](#)

Trends · Change

- #PapaPearSaga Promoted
- #BostonMarathon
- Mike Woodson
- Atlanta
- @CBBreak

Tweets

3 new Tweets

 **Blair Brady** @BlairBradyATL · 11s  
Excited to be with my friends @georgiagov for tomorrow's #GaGovTalks to speak on how to know which platforms fit your biz best! @WITH4Sms  
Expand [Reply](#) [Delete](#) [Favorite](#) [More](#)

 **Shawn Eledge** @IMSummit · 38s  
Here are 10 things you can do to create and promote a successful #business #blog [ow.ly/vZk7](http://ow.ly/vZk7)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Retweeted by Fast Company  
 **FastCoLabs** @FastCoLabs · 25m  
How to know what that curveball interview question is really asking. [bit.ly/1tsZ9GH](http://bit.ly/1tsZ9GH) by @mivers02 pic.twitter.com/vaDZncQEGK6



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

 **40Billion** @40billion · 1m  
How to Get Ahead: Lie, Cheat and Steal ... [40billion.com/post/13068](http://40billion.com/post/13068)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **40Billion** @40billion · 1m  
How to Get Ahead: Lie, Cheat and Steal ... [40billion.com/post/13068](http://40billion.com/post/13068)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Dunwoody Police

@DunwoodyPolice

Photos and videos



Who to follow · Refresh · View all

- Morin Rufai** @Dreamer\_Morin  
Followed by Josh Martin and 1 other  
Follow
- AMA ATL Collegiate** @AMATL  
Follow
- Mary Stenmark** @mstenmark  
Follow

Find people you know  
Import your contacts from Gmail

Connect other address books

Trends · Change

- #PapaPearSaga Promoted
- #BostonMarathon
- Mike Woodson
- #Atlanta
- #RHQAReunion
- #SaySomethingLiberalsInWords
- #eamponsha
- Pablo Zabaleta
- Meb Keflezighi

© 2014 Twitter About Help Terms Privacy



Dunwoody Police

@DunwoodyPolice

This is the official Dunwoody Police Twitter account. Site not monitored 24/7. Call 9-1-1 if you need the police.

TWEETS 3,741 FOLLOWING 637 FOLLOWERS 6,107

Following

Followed by Donna Lampkin, Matt Pearl, Matt Kramer and 6 others.

Tweets

**Dunwoody Police** @DunwoodyPolice · Apr 19  
@NoneElse we hate that your transportation arrangements fell through. We were looking forward to the group visiting.  
View conversation

**Dunwoody Police** @DunwoodyPolice · Apr 18  
Free child seat check 9-1p 5015 Tilly Mill Rd pic.twitter.com/w0X3ruPANK



Expand

**Dunwoody Police** @DunwoodyPolice · Apr 18  
@DunwoodyPolice Due to weather Seat Check now 9am-1PM!!  
View conversation

**Dunwoody Police** @DunwoodyPolice · Apr 18  
Don't forget our free child safety seat event today at 10:00-2:00!  
#KingswoodUnitedMethodist dunwoodyga.gov/Departments/Du  
Expand

**Dunwoody Police** @DunwoodyPolice · Apr 18  
We're hosting a tour & presentation for the #DunwoodyHigh Crim  
Class today. Should be fun!  
Expand

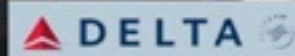
**Dunwoody Police** @DunwoodyPolice · Apr 14  
@ChiefGrogan giving a #socialmedia class to police dept's social media contributors pic.twitter.com/P0hF3JHWPD



Expand

**Dunwoody Police** @DunwoodyPolice · Apr 14  
#FREE Child seat check FRIDAY! tinyurl.com/ozmt22  
Expand

Retweeted by Dunwoody Police  
**Fidel Espinoza** @SgtFEspinoza · Apr 14  
Morning @DunwoodyGA I'll be your day shift duty sgt for the next couple days and the upcoming weekend. I'm a phone call away  
Expand



Welcome to the official Delta Assist site. Meet the team:

- Bea B. \*BB
- Carlyne S. \*CS
- Cecelia B. \*CB
- Deirdra L. \*DL
- Derric H. \*DH
- Diane R. \*DR
- Erika C. \*EC
- Jerry F. \*JF
- Jonathan G. \*JG
- Joseph H. \*JH
- Kimberly M. \*KM
- Lisa H. \*LH
- Mason R. \*MR
- Renata R. \*RR
- Rick B. \*RB
- Ron W. \*RW
- Theresa H. \*TH
- Tiff N. \*TN
- Tiffany A. \*TA
- Tyler D. \*TD
- Winston G. \*WG

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Delta Assist

@DeltaAssist

Photos and videos



Who to follow



Jonah Lupton @JonahLupton

Follow



Golf.com @si\_golf

Follow



Maddie Rodgers @thema...

Follow



Find people you know

Connect other address books

Trends

- #PapaPearSaga Promoted
- #BostonMarathon
- Mike Woodson
- #Atlanta
- #RHORReunion
- #SaySomethingLiberalIn4Words
- #sampursha
- Easter
- Pablo Zabaleta
- Meb Keflezighi



Delta Assist @DeltaAssist

We're listening around the clock, 7 days a week. We try to answer all tweets but if you require a response pls visit delta.com/talktous or call 800-221-1212 delta.com

TWEETS 264K FOLLOWING 60.9K FOLLOWERS 135K

Following

Followed by Kevin Nemeth, Liz Nixon, Mike Stiles and 60 others.

Tweets

- Delta Assist @DeltaAssist - Apr 15 @MsLouiseGloverPlease refer to this page. delta.com/baggage/landin... \*BB
- Delta Assist @DeltaAssist - Apr 10 @Brian32223Brian ...equipment change should occur. \*BB 2/2
- Delta Assist @DeltaAssist - Apr 10 @Brian32223Brian you may be able to select your seats in advance,however seat assignment are subject to change if a schedule or... 1/2
- Delta Assist @DeltaAssist - Mar 19 @CSJTweet I apologize for the inconvenience. However, any changes would incur a \$200 fee. \*TA
- Delta Assist @DeltaAssist - Mar 1 @BMcCollom I can look at your confirmation number, however you will not be able to exit the aircraft unless the flight is cancelled? \*BB
- Delta Assist @DeltaAssist - Feb 28 @antoniakoiHmmm, not sure I understand? \*BB
- Delta Assist @DeltaAssist - Feb 28 @Minnette12 Please refer to this page. delta.com/contactus/page... \*BB
- Delta Assist @DeltaAssist - Feb 15 @Siepecki27Scott apologies,unable to make calls via twitter. Can, I further assist with something? \*BB





## what it is

a digital scrapbook and bulletin board where users can save ideas, webpages, and images in custom categories (called Boards)  
Users can follow each other to see what they are pinning and can “repin” to their own boards.

## types of content

Static images  
Images that are hi-res, sharp and full of color do well  
Popular Content areas include: home decor, fashion, food/recipes

## user flow/ experience

piece of content is posted --> it appears in the main feed of all of those who follow that person/company-->they can like, re-pin or comment.  
NOTE: You can follow all of a users Pin Boards, OR select which specific Pin Boards you want to follow

## audience demos\*

Totals: 70M; 84% female  
Notes: Tablet viewing dominates Pinterest (75% of daily traffic comes thru the mobile app); 500,000 business are on Pinterest; 30% growth in web traffic referrals

## right for you?

Target is primarily female  
Your content is visual, not personal imagery but lifestyle imagery  
You are looking to drive traffic to your site or another online destination

**Invite Friends To Pinterest**

- Scott Barber [Invite](#)
- Tafiti Omari Ajamu [Invite](#)
- Fox Bros Bbq [Invite](#)

**Find Friends**

- Leslie Krendl [Follow](#)
- Elissa Schuetz [Follow](#)
- Jessi Cerra [Follow](#)



**Skinny Raspberry Acai Mint Spritzer**

Cheryl DeMunbrun  
B&B BAR: Share Your Best!



**Safavieh Handmade Moroccan Cambridge Brown Wool Rug (6' x 9')**

Beth Moneyhan  
For the Home



**Dog proof litter box**


Dorothy Thames  
Craft Ideas



No matter how many bottles you place on a translucent bar cart, the overall effect is streamlined rather than busy.

10 2


One Kings Lane  
Let's Drink!



Blue and Lucite are fresh for spring. See more of how we're loving Lucite here: [www.onekingslane.com](http://www.onekingslane.com)

7 1

One Kings Lane  
Spring Living Rooms



**Beech Nut's Baby Food is as Simple as it Gets!**

Walmart  
Baby on Board




**Banana Split Cake**

from UnsophisticCook

Banana Split Cake -- all the flavors of a classic banana split rolled into one fantastically decadent cake recipe!

7 3


Walmart  
Cakes, Cupcakes and Pies Oh My



**THRIFT TO REUSE** THRIFT AS A WAY TO REUSE ITEMS AND REDUCE ENERGY, EMISSIONS, AND MATERIALS

#30GreenDays: Thrift To Reduce Carbon Footprint [SophisticShe.com](http://SophisticShe.com)

Walmart  
Thrifty Reinventions





**Lucite chairs keep your space bright and airy.**

10 3

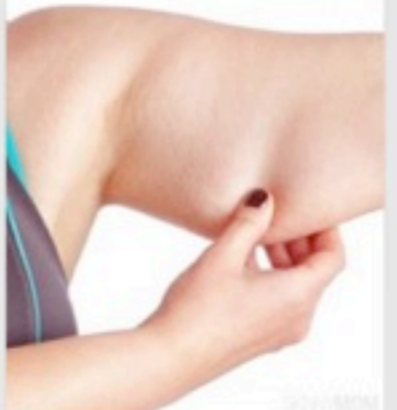
One Kings Lane  
Spring Kitchen & Dining Room

Shift word choice in the favor of emotion

	
<b>Intellectual words</b>	<b>Emotional words</b>
analyze	adore
evaluate	cherish
compare	treasure
weigh	prize
ponder	revel
contemplate	revel

2017 word choice guide for the words by [Wordnik](#)

**BEST EXERCISES FOR ARM FLAB**



from Skinny Mom

**17 Exercises for Arms**



A sweet spring boudoir. Love how the Lucite desk makes the items on it appear to float in midair.

10 1

One Kings Lane  
Spring Bedrooms








# Florida Museum

The Florida Museum of Natural History inspires people to care about life on Earth. Located on the UF campus, we are also the state natural history museum.

Gainesville, Florida · www.flmnh.ufl.edu

Pins from:

-  Marina Castilla
-  Melissa Borghorst
-  Nancy Hunt

34 Boards

1,888 Pins

411 Likes

Follow All

Send Profile

216,635 Followers

465 Following

### FLMNH: Exhibits



Follow

### FLMNH: Research



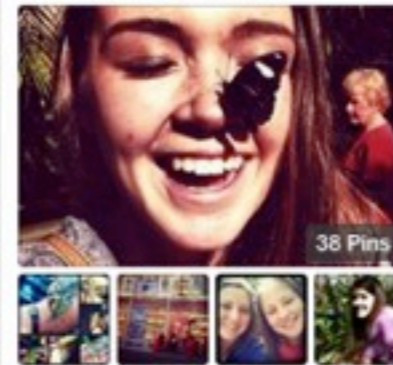
Follow

### FLMNH: Events & Programs



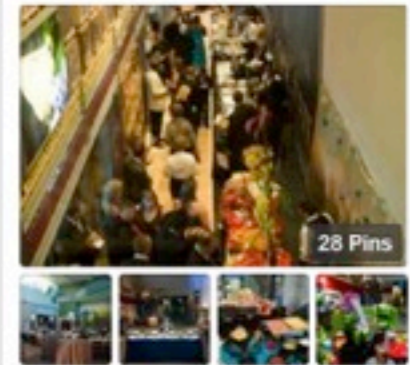
Follow

### FLMNH Visitor Photos



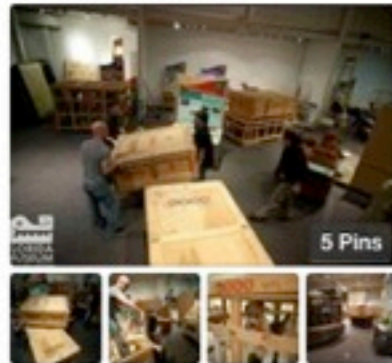
Follow

### FLMNH: Rentals



Follow

### Behind the Scenes



Follow

### Megalodon: Largest Shark th...



Follow

### Butterfly Rainforest: Birds



Follow

### Butterfly Rainforest: Black



Follow

### Butterfly Rainforest: Blue

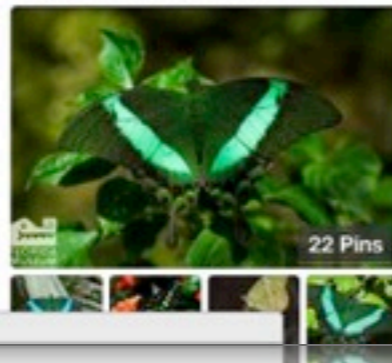


Follow

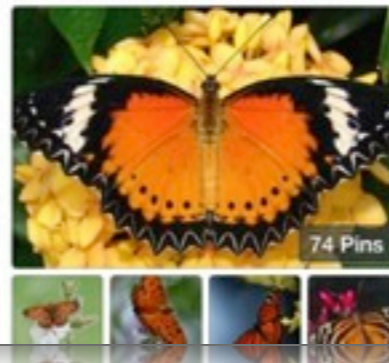
### Butterfly Rainforest: Brown



### Butterfly Rainforest: Green



### Butterfly Rainforest: Orange



### Butterfly Rainforest: Plants



### Butterfly Rainforest: Red





## what it is

An app featuring scrolling feed of images and or short videos  
Users can follow each other to see their photo feeds. (owned by FB)  
sorted by no degree of popularity - strictly based on time of post  
(outside of paid media)

## types of content

Static images or short video (15 seconds or less)  
Users can add artistic filters and effects to their photos  
Popular Content areas include: selfies, food, vacations, kids/pets

## user flow/ experience

a user opens the app, they can choose a photo they've already taken or take one right then --> they can then add a comment or filters, tag friends, or add a location --> it appears in the feed of all of those who follow that person/company-->they can like or comment.


## audience demos\*


Totals: 150M; 90% under 35; 68% female  
Notes: Instagram video attracts more engagement than Twitter-owned Vine. Audience skews more urban than suburban





## right for you?


Target is primarily younger  
Your content is visual and tells a story (different than Pinterest)  
Ability to post via mobile


Instagram blairbradyatl

discoveratlanta 2 hours ago  Piedmont Park





 \_sig\_ xmarshawcx j\_whoa and 61 others like this.

 discoveratlanta We just love the peace of walking... and sometimes running through Piedmont Park. What are some of your favorite #Atlanta trails?


 discoveratlanta #atl #figatl #weloveatl #igersatlanta #igersgeorgia #igatlanta #photooftheday #picoftoday #walk #walking #stroll #strolling #nature #beautiful #blossom #spring #park #parks #tree #trees


Write a comment...

dianamarie22 2 hours ago 





Instagram blairbradyatl




 **blairbradyatl**  
Blair Brady

179 posts 209 followers 175 following


April 2014



March 2014



February 2014





793 likes  
 tsa #TSACatch: This novelty alarm clock resembling an explosive device was discovered in a carry-on bag at the Kansas City (#MCI) airport last week. Any item resembling an explosive (real or not) can cause significant delays in screening while explosives detection professionals



708 likes  
 tsa #TSA Explosives Detection Canine Allie and her handler meet with TSA Administrator Pistole at the #Spokane (#GEG) International Airport on Wednesday. #TSACatch



954 likes  
 tsa #TSACatch A taser disguised as a tube of lipstick was discovered in a traveler's carry-on baggage at the #StLouis International Airport. #TSA #STL See more prohibited items at [Plea-tee.gov](#)



## what it is

An online community where professional, job seekers and companies can find each other and engage in conversation.

Popular for job searching and professional networking.

## types of content

Sharing articles, business resources or available jobs.

Popular Content areas include: news articles and slideshare-type presentations

## user flow/ experience

Users upload a professional profile that is very similar to a resume including a photo, title and current job --> they can connect with other users and also follow companies --> every time a user or company updates their profile or posts something, a connected user will see it in their feed -->they can like, comment or share.

## audience demos\*

Totals: 277M (global) 84M US; skews male; most users have a HHI of \$150K+


## right for you?

Great for B2B communication

If you're looking to engage with other professional groups/organizations

You're recruiting for jobs

in Search for people, jobs, companies, and more... Advanced 15

Sean Trigony likes:  
 **Craig Spengler, CFA**


**Wealth Access Announces Streamlined Estate Platform Version 3.0**  
 globenewswire.com · NASHVILLE, Tenn., April 16, 2014 (GLOBE NEWSWIRE) – Ultra High Net Worth (UHNW) clientele of

Like (1) · Comment · Share · 28m ago

Sean Trigony  
 Add a comment...

---

10 people have new connections.




Rachelle Daglis connected to **Marshall Maher**, Vice President, Digital Strategy at Ketchum.  
 Connect with Marshall · 12m ago

---

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By 2030, global demand for water will exceed supply by 40%. It's one of the issues that matter to people who, in growing numbers, are looking for ways to match their values to their investments. Learn more from this video:



**Values-Based Investing: Looking for Growth and a Better Future**  
 youtube.com · Investors are increasingly seeking to marry their personal values with their portfolios, Sarbjit Nahal with BofA Merrill Lynch Global Research, explains why this trend is here to stay.

Follow Merrill Lynch · Like (149) · Comment (25) · Share · 7d ago

Katherine Gabriel, Mauricio Jaramillo, PE, QSD and 147 others

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Talbot Howard E3SPACE.com is based on enabling those looking for certain investments that stabilize our Food, Fuel, and Health Standardization programs via new Water Technologies.  
 3d ago


Tonora Smith(LION) I wish more would care about the environment vs. what building should be built next. we should have seen this coming when we were told our forests were being cut down due to new work sites. this really grinds my gears...we all need jobs first I guess.  
 2h ago

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**Tips and Tricks To Cut Your Earth Day Commute - Regus Blog | USA**  
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alrajhi, hamdi and Kacy 3K+ Workaholic LION

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**Regus** We want to help you go green by cutting your commute on Earth Day. We are opening all of our lounges for free tomorrow.



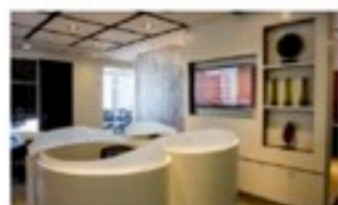
### Tips and Tricks To Cut Your Earth Day Commute - Regus Blog | USA

regus.com · Free Workspace on Earth Day How long did it take you to get to work today? The latest data from the U.S. Census Bureau reveals the average one-way commute is 25 minutes. Those minutes quickly add up to more than .....

Like (2) · [Comment](#) · [Share](#) · 1 hour ago

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**Regus** Recuerda que mañana, Día de la Tierra (22 de abril) te invitamos a trabajar en nuestros Business Lounges en México de manera gratuita. Toda la información, aquí: <http://bit.ly/1kYQar0>



### En el Día de la Tierra, Regus propone el trabajo flexible como...

bit.ly · Regus ofrecerá espacios de trabajo flexible gratuitos durante el Día Internacional de la Tierra para reducir el impacto ambiental a causa de desplazamientos largos. Regus, líder mundial en espacios de trabajo flexible, ofrecerá libre acceso a sus...

## How You're Connected



**12** second-degree connections  
**7,121** Employees on LinkedIn

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## Careers



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## Blair Waugh Brady

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## Featured Groups



### Regus

2,952 members

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## People Also Viewed



## what it is

A blog community where each user receives their own .tumblr.com web address to post original or shared content

## types of content

Images, typography, gifs and videos  
Popular Content areas include: design, fashion, art, humor, pop culture

## user flow/ experience

Users can post text, photos/gifs, video, and links --> they can follow other blogs with content they find interesting --> every time a blog posts something new that a user follows, that user will see it in their dashboard -->they can like, comment or reblog.

## audience demos\*

Totals: 34M; 46% of users are 16-24; skews urban and educated  
Notes: Users spend a lot of time on Tumblr - 16 minutes/session

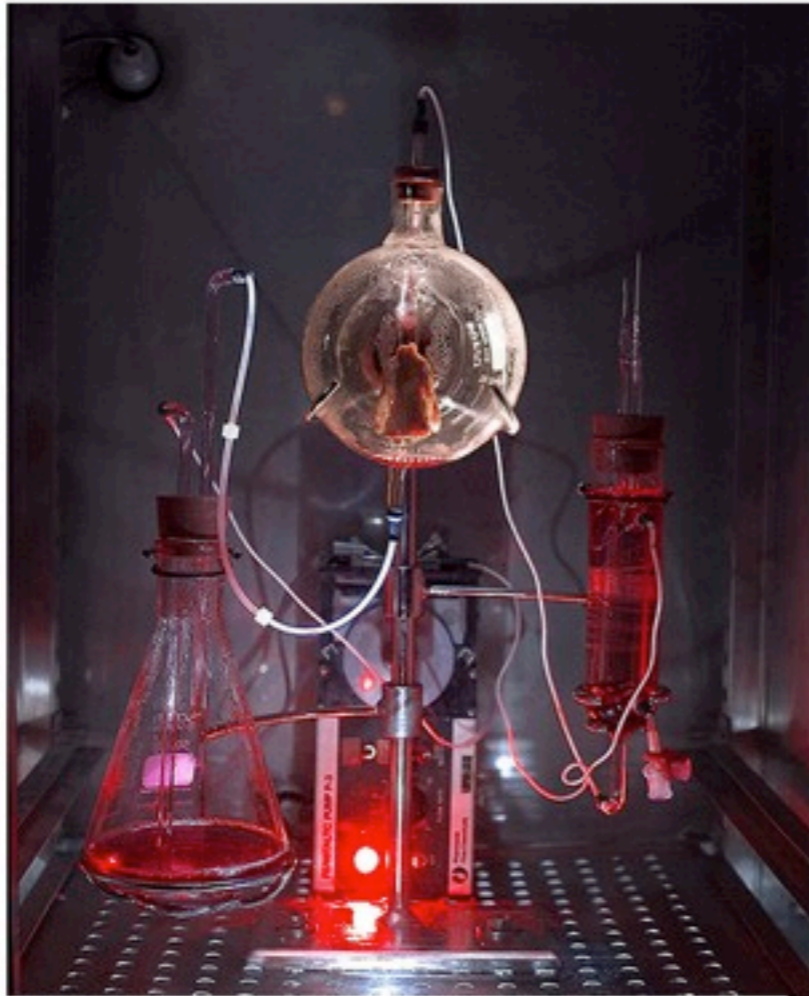
## right for you?

Great if you're posting many types of content  
Easy place to act as a content hub and share out thru other platforms



fastcompany

Source: fastooexist.com



## 5 Things We'll Grow From Cells In The Future

With advances in biotechnology promising a future of lab-grown homes, hamburgers, and even the very shirts on our backs, a better question might be: What won't be grown from cells in the future?

[Read More>](#)

#Science #Tech #Biotechnology

14 notes



You [whatchagottoran](#)

Source: drpepper10



Friendly reminder: Now is a great time to [change your password](#). [Learn more](#) X

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190 notes



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Followers 11

Activity

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ACCOUNT

Liked 100 posts

Following 57 blogs

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The Wall Group Daily

skilshare

SkillsShare

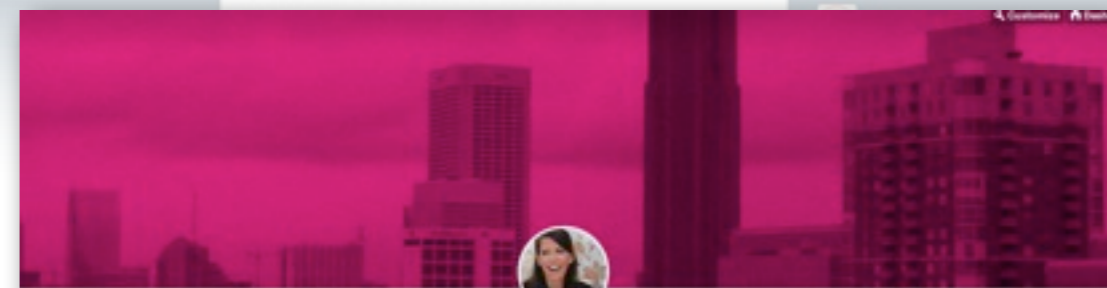
RADAR

viscoverjunkie

Tumblr Radar

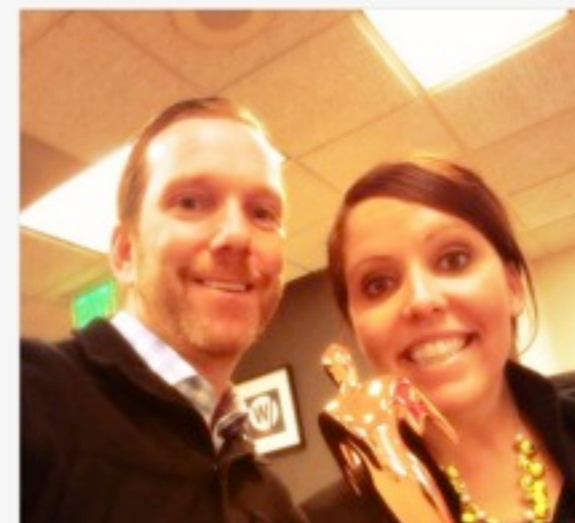
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## Just Let Me Riff

Go with me for a sec





### MY PUBLIC LANDS

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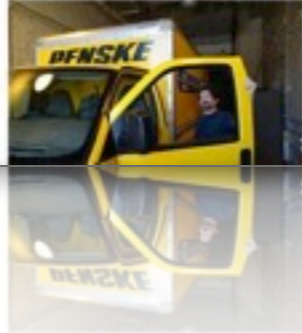
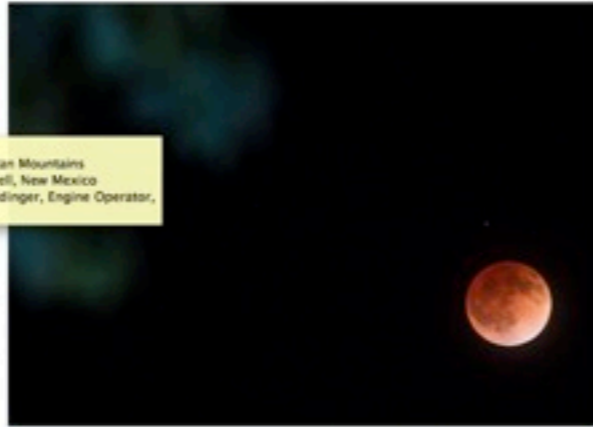
#### POSTS I LIKE



WOLFE | FINE



First Place:  
Title: Fir in the Capitan Mountains  
Location: Near Roswell, New Mexico  
Taken By: Travis Meidinger, Engine Operator, Roswell Field Office



# U.S. National Archives

Photo April 21, 2014 20 notes

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## THE MOST DANGEROUS MAN IN AMERICA

The MAKING of DOUGLAS MACARTHUR

Mark Perry

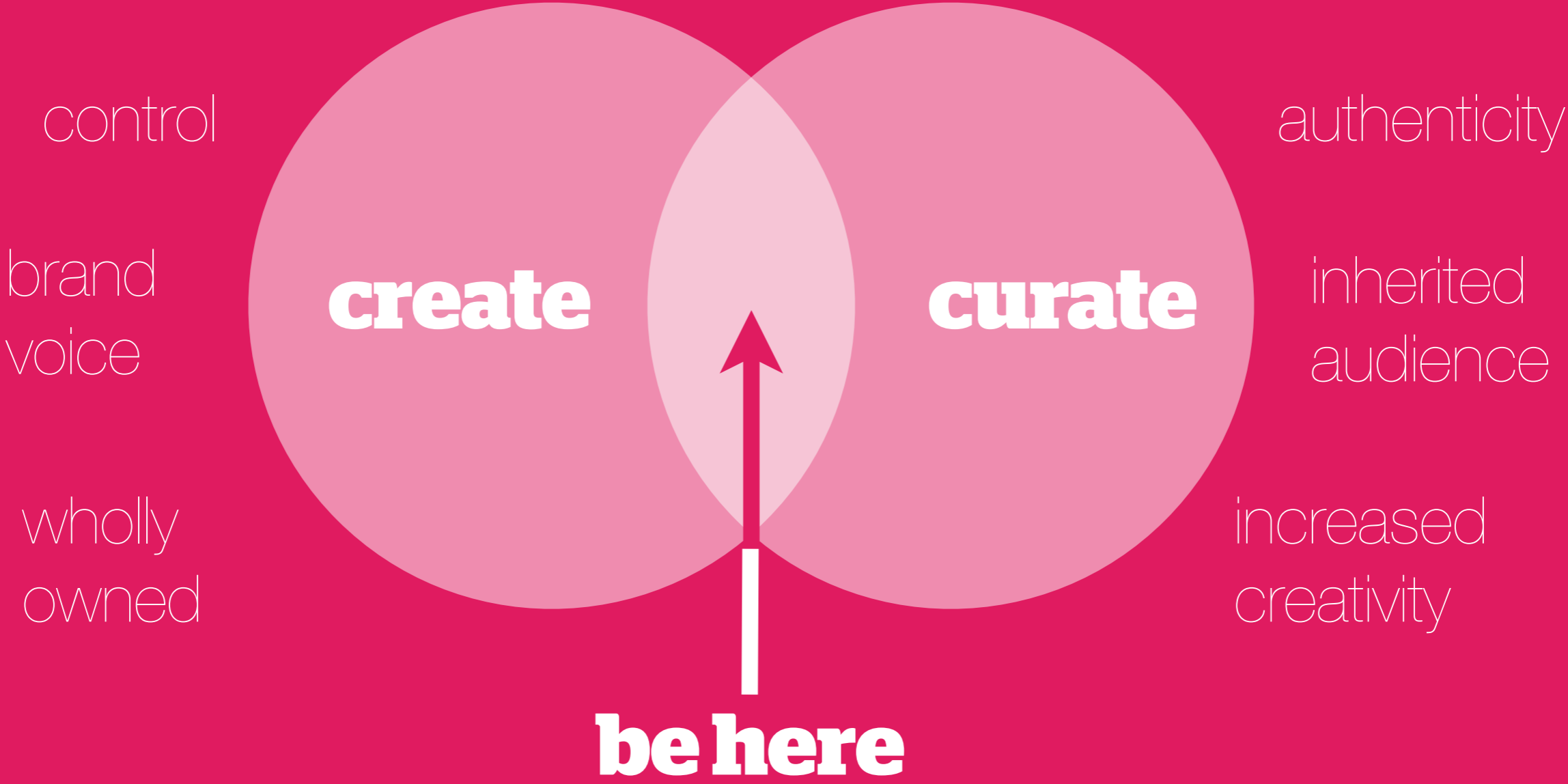
MARK PERRY

THE MAKING OF DOUGLAS MACARTHUR

# A few more



*The importance of a strategic and sustainable content plan that works for you is key.*





What did you say???

**QUESTIONS?**



Blair Brady  
Partner & VP  
WITH/Sims

@blairbradyatl

[justletmeriff.tumblr.com](http://justletmeriff.tumblr.com)

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