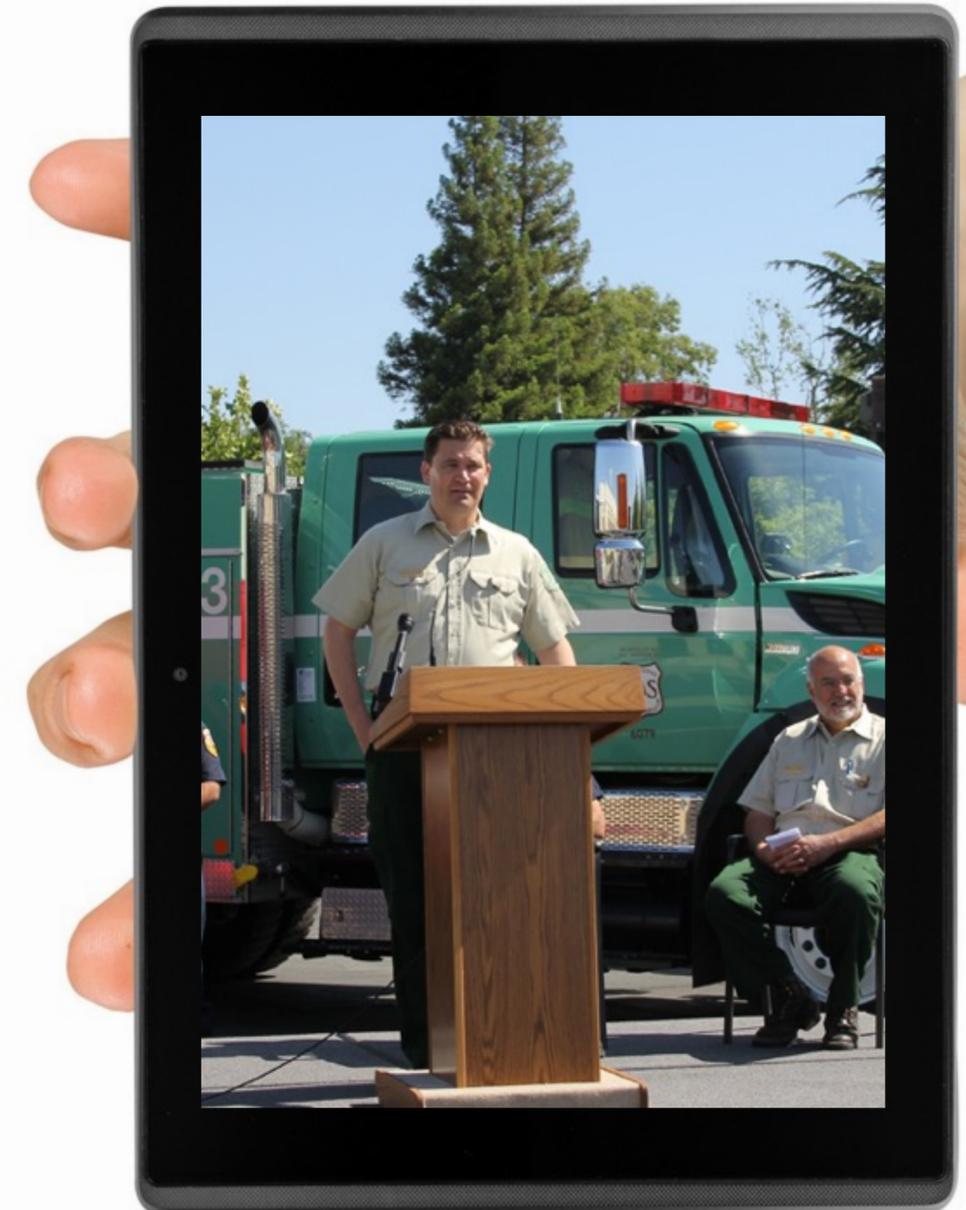


# Public Alerting Conference

Philadelphia OEM - April 27-28, 2016



**Kerry Shearer**

[www.KerryShearer.com](http://www.KerryShearer.com)

# What We're Covering at the Conference

Latest Tools & Developments  
Live Streaming  
Smartphone Video Production  
Twitter & Facebook  
Techniques  
Content Repurposing  
YouTube  
Answers to Your Questions!



# Survey!

- **Who would consider themselves very experienced with social media? Moderately? Getting started?**
- **What kind of device do you use? iPhone? Android phone? iPad tablet? Android or Windows tablet?**





# About Me

- Background in radio & TV
- News & traffic reporting
- Longtime PIO/Media Officer
- Focused on social media/web video and crisis/emergency communications
- Certifiable technogeek

# **90-second Discuss-o-rama**

- Turn to one or two other people and tell them the biggest challenges you currently have with social media**



# Social Media - Stats

**1.44 billion active monthly users  
(1.25 billion via mobile)**



**270 million active users. 1/5th of  
internet users have Twitter accounts.**



**1 billion monthly page views**



# Social Media - The Latest Stats

**300 million active monthly users**

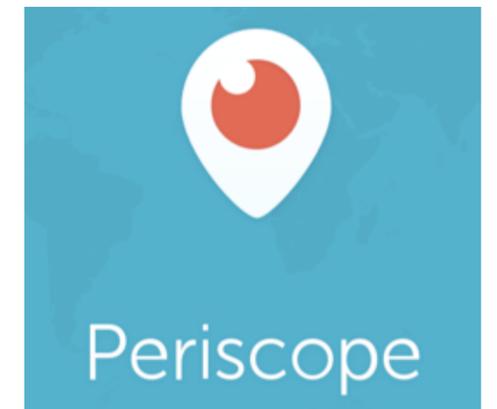
**75 million of those use it daily**

**41% of audience is age 16-24**



**20,000,000 users in 6 months.**

**40 years of video watched daily.**





**Second-largest  
search engine!**

# People Flock to YouTube for News

**The most popular videos tend to depict natural disasters**

**Citizens play a big role in producing and supplying footage**

**Public agencies can use this tool to our advantage!**

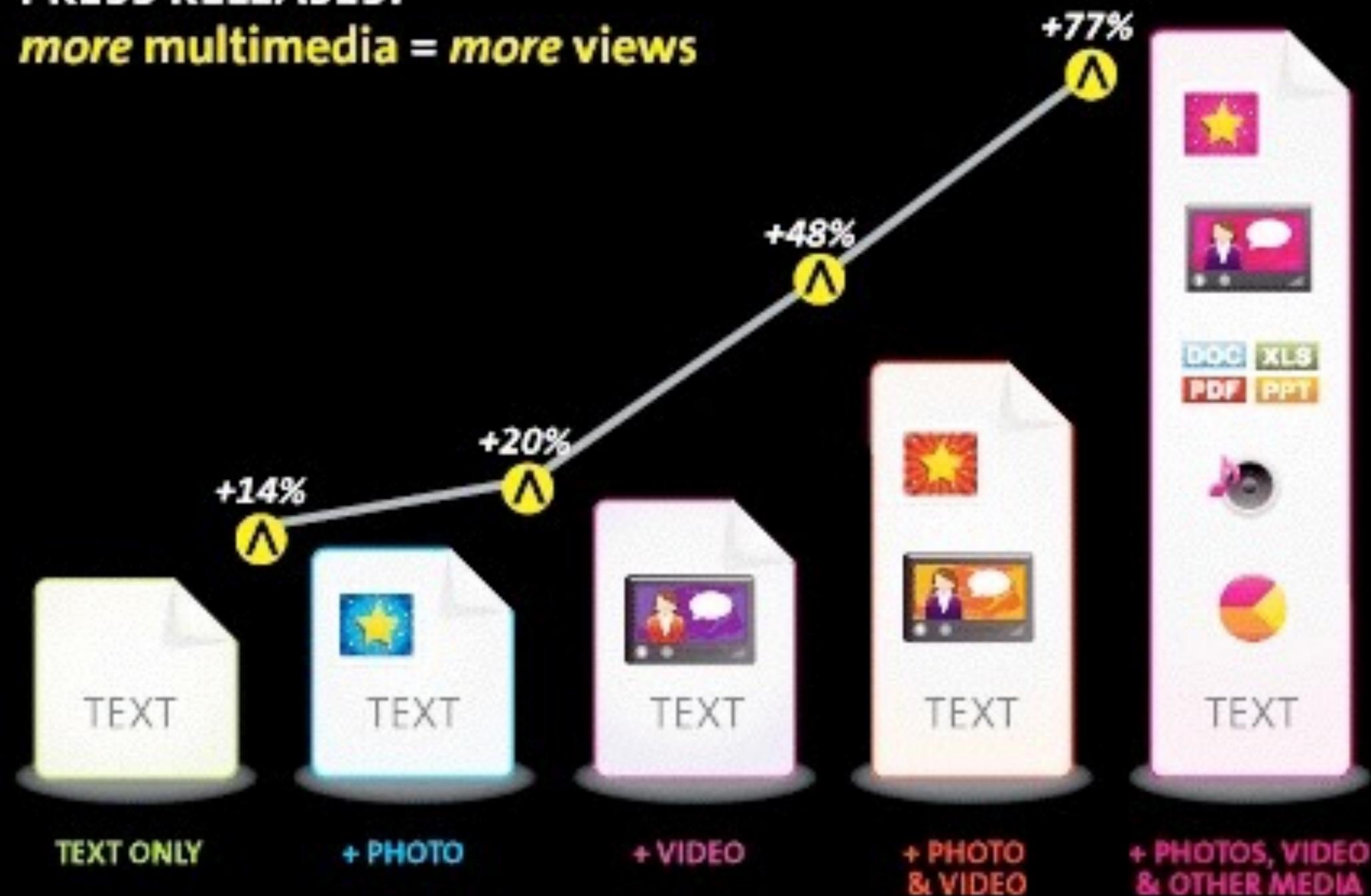


# Why Use Video?

**-It's like being on TV!**

**-It positions you as the expert.  
You have the opportunity to  
share your expertise and add  
value to citizens, your clients,  
or customers**

# PRESS RELEASES: *more multimedia = more views*



Increase in average online views per press release, when multimedia elements are added.  
Source: PR Newswire web analytics.

# Instagram



**150,000,000**

USERS



**257 MINUTES/MONTH**

AVG. TIME SPENT ON INSTAGRAM



**55 MILLION**

PHOTOS UPLOADED EVERY DAY



**16**

**BILLION**

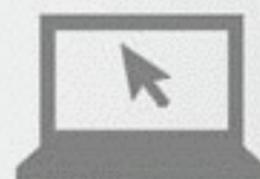
TOTAL SHARED  
PHOTOS



**1.2**

**BILLION**

LIKES PER  
DAY



**70%**

OF USERS  
**CHECK  
INSTAGRAM  
DAILY**



# Instagram

**Shoot stills AND video; add filters and effects**

**Shoot 15-sec videos; 60 sec vids being rolled out starting March, 2016**



Pinterest



**70,000,000**

USERS



**14.2 MINUTES/DAY**

AVG. TIME SPENT ON PINTEREST



**80% OF PINS**

ARE RE-PINS



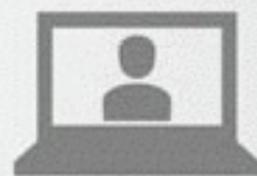
**80%**

**OF USERS  
ARE FEMALE**



**50%**

**OF USERS  
HAVE  
CHILDREN**



**10**

**MILLION**

U.S. MONTHLY  
UNIQUE VISITORS  
(FASTER THAN ANY  
INDEPENDENT SITE IN HISTORY)



**Pinterest**

**Image sharing, bulletin board style!**

**Users 80% female/20% male**

**1-billion monthly page views**

**Grew 4,000% in one year!**

*Pinterest*



# Snapchat

**200 million monthly active users  
send 700 million photos and  
videos daily**

**10 billion+ daily video views**

**18-24 year olds make up 45% of  
Snapchat users**

**More older adults are hopping on!**





# Blab

**Live video podcasts “Brady Bunch” style with up to 4 chat windows**

**Chat roll allows all viewers to text-comment**

**Shows can be scheduled and push-promoted to viewers**



Morning Social Media Marketing Talk...

On the Record

Tell a little bird

**TC Cooper** @upwardaction  
Morning Social Media Marketing Talk... w/ @Mike\_Stelzner @Schmittastic @SueBZimmerman @vincenzolandino blab.im/xacfoq #blab  
3:32 PM - 22 Aug 2015

**TheInstagramExp...** @SueBZimmerman  
Morning Social Media Marketing Talk... w/ @Mike\_Stelzner @Schmittastic @vincenzolandino blab.im/xacfoq #blab  
3:28 PM - 22 Aug 2015



