Social Media - Growing up

Martin Stoll
CEO
Sparkloft Media
@coldinpdx

7 Trends

5 Predictions

3 Best Practices

Hello! We are Sparkloft

SOCIAL MEDIA STRATEGY

COMMUNITY MONITORING & MANAGEMENT

INFLUENCER MARKETING & SOCIAL PR

SOCIAL COMMERCE

MEETINGS & CONFERENCES

Our clients

Alaska Airlines

ATLANTA

AUSTIN
LIVE MUSIC CAPITAL OF THE WORLD

CAA

California
find yourself here

Can Manufacturers Institute

DIAGEO

FIJI AIRWAYS

Germany
The travel destination

Georgia
On My Mind

visit Ogden
convention & visitors bureau

KEEN

Holland.

NORWAY
POWERED BY NATURE

One&Only

OREGON CONVENTION CENTER
METRO

SEDONA
Sedona Chamber of Commerce

SKI UTAH
THE GREATEST SNOW ON EARTH

SOUTH AFRICAN AIRWAYS
A STAR ALLIANCE MEMBER

South Africa
It's Possible

SWISS

TRAVEL OREGON

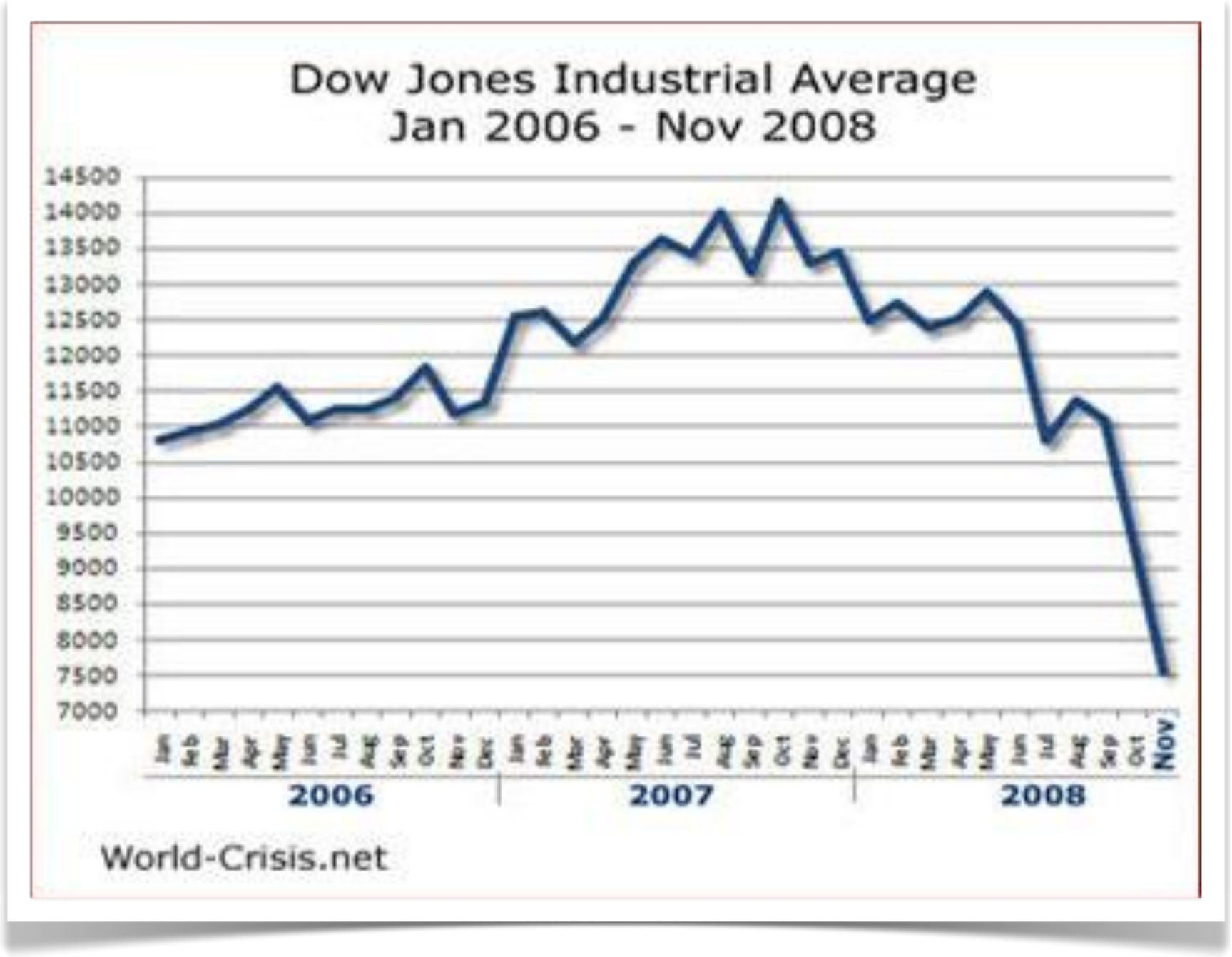
travel PORTLAND

germanwings

The last five years

The President

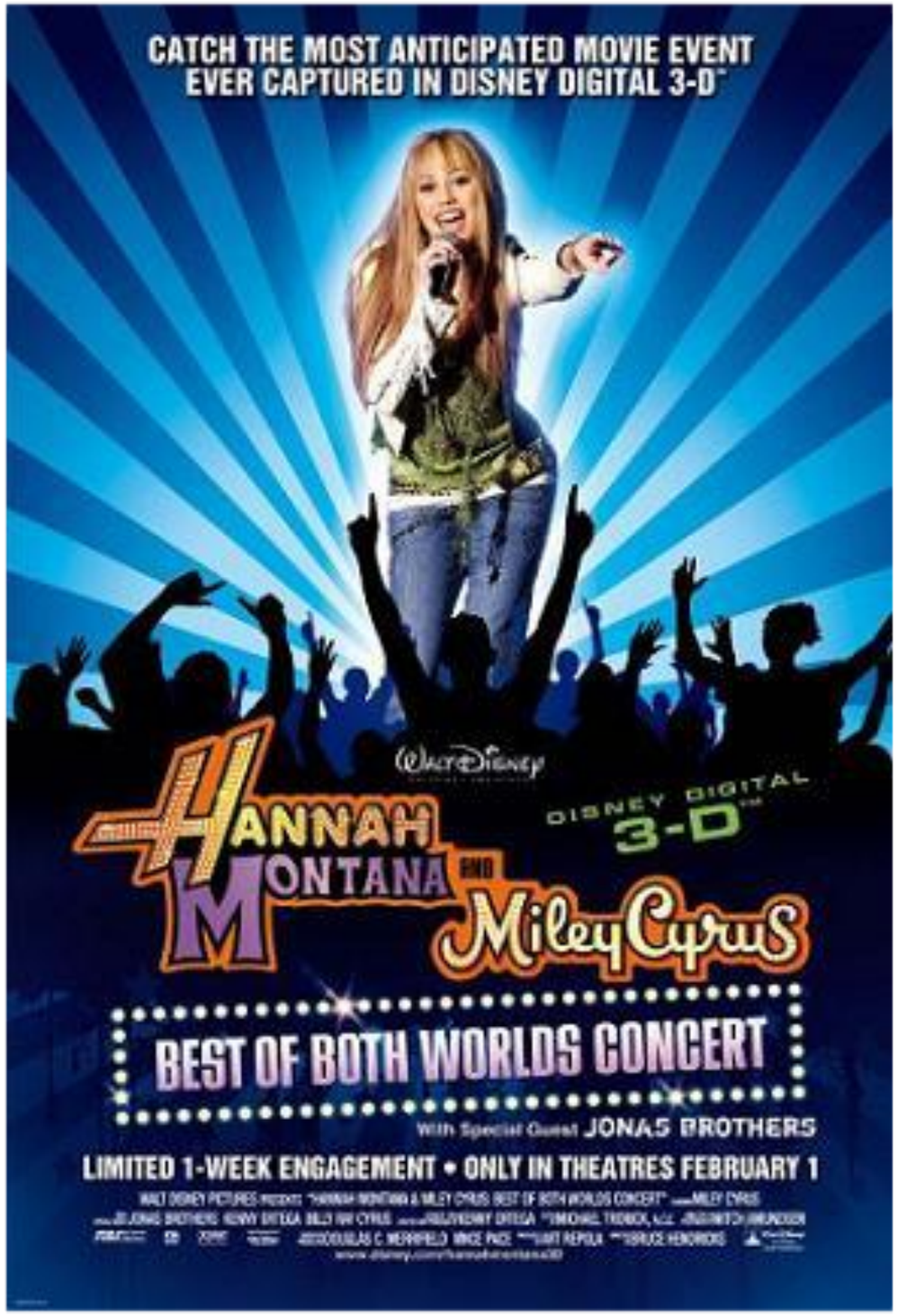
The Financial Crisis



Global Terrorism

The Economy

Has anything changed?

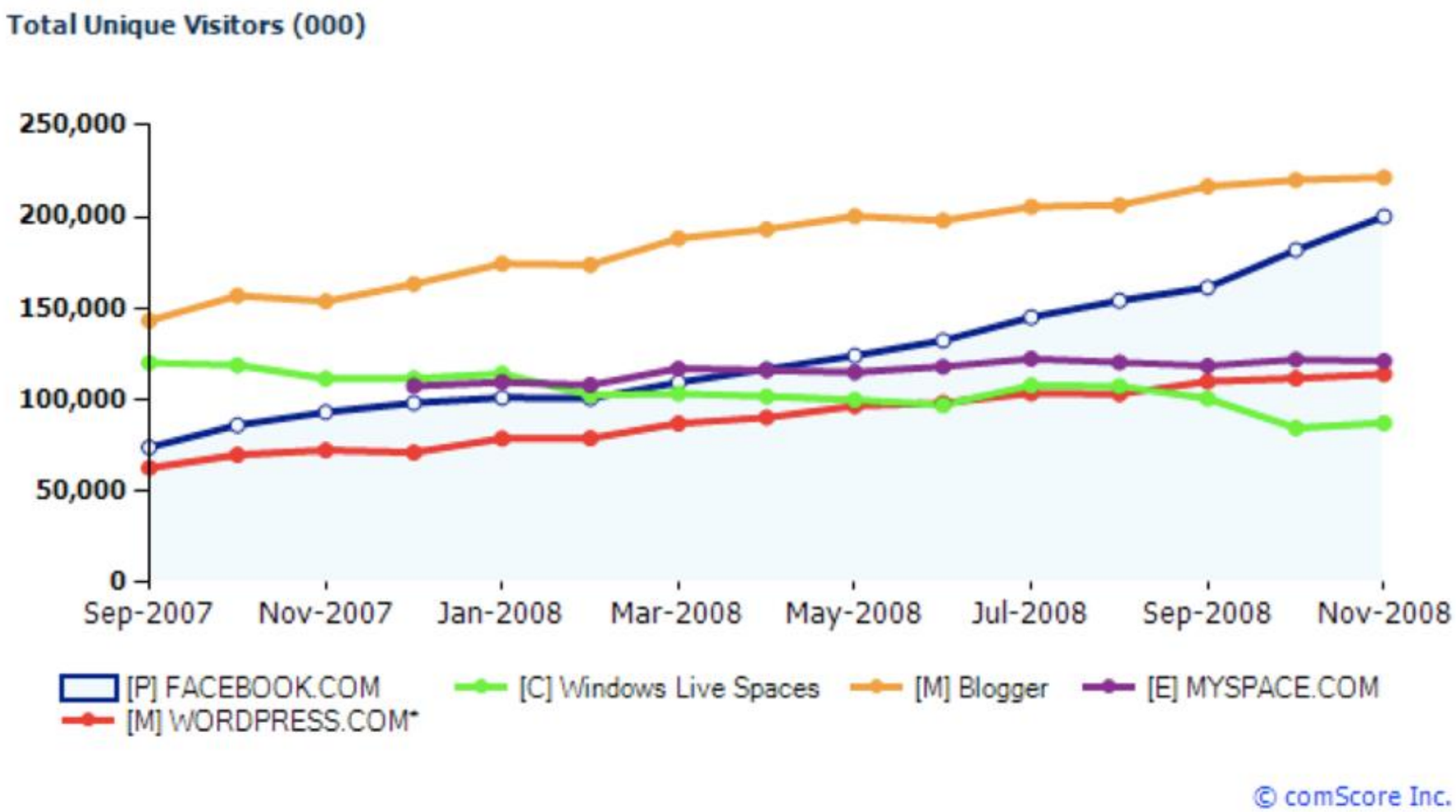


And social?

Top Social Media Sites of 2008 (Facebook Still Rising)

ERICK SCHONFELD

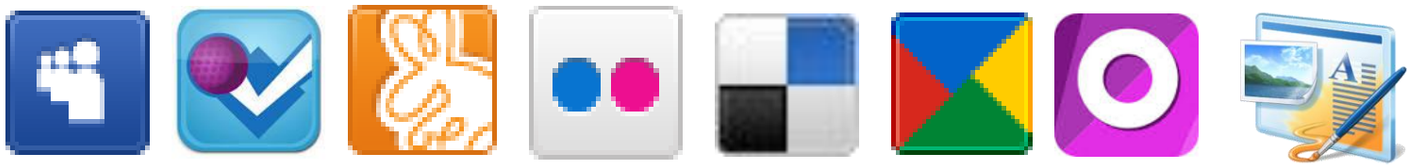
Wednesday, December 31st, 2008 0 Comments



The Winners & Losers

Alive and kicking:

Got kicked:

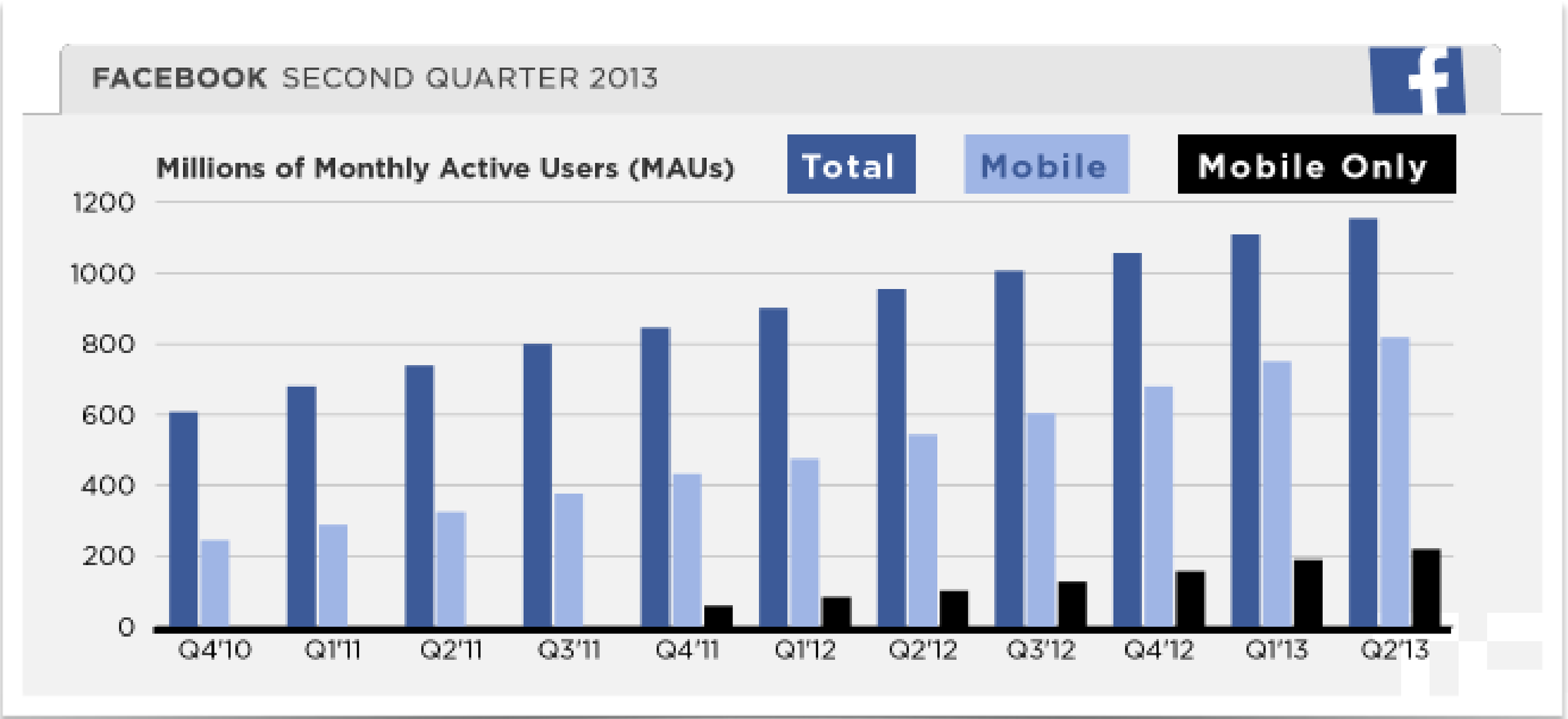


7 trends

#prettypicturesplease

#prettypicturesplease

#socialismobile


FACEBOOK SECOND QUARTER 2013
Millions of Monthly Active Users (MAUs)
Total
Mobile
Mobile Only
1200
1000
800
600
400
200
0
Q4'10
Q1'11
Q2'11
Q3'11
Q4'11
Q1'12
Q2'12
Q3'12
Q4'12
Q1'13
Q2'13

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Keep your ideas moving with unlimited file storage and sharing at your desk or on the go.

Best MMORTS on Facebook!

Join the Horrific Army of Stormfall. PLAY NOW!

Play Now · 1,000,000 people played Stormfall: Age of War.

iStock · Suggested Post

Like Page

Original Images to match your original idea. http://istockpho.to/18el5cD

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Follow

A Luxury Travel Blog @luxury__tr…
Followed by Tourism BC North an…
Follow

ASOS_US @ASOS_Us 2h
Did you do something incredible today? Check out some out-of-this-world snaps and join in here: asos.to/1h7Rc0E #TodayIs
Promoted by ASOS_US Dismiss
Expand Reply Retweet Favorite More

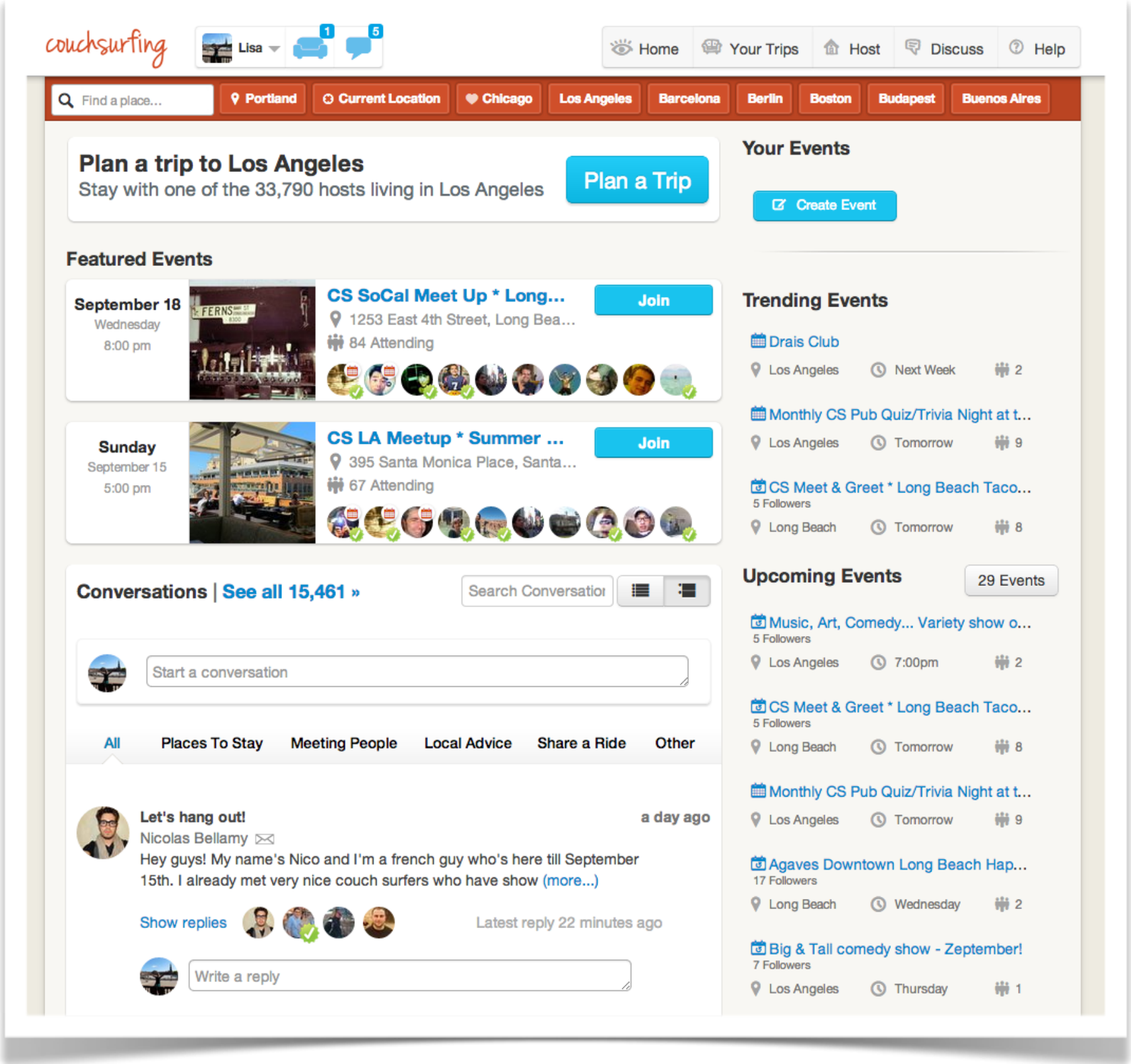
#FOMO

#FOMO

#FOMO

#collaborativeconsumption

#collaborativeconsumption



All | Places To Stay | Meeting People | Local Advice | Share a Ride | Other

Let's hang out! — a day ago
Nicolas Bellamy
Hey guys! My name's Nico and I'm a french guy who's here till September 15th. I already met very nice couch surfers who have show (more...)

Show replies — Latest reply 37 minutes ago

Write a reply

I would like to meet a learner portuguese — about an hour ago
Vitor Santos
Hi guys, my name is Vitor Santos... I'm from Brasil and I'm learning english. And as the couchsurfing platform was made for to me (more...)

Write a reply

HI FRIENDS — about 2 hours ago
Osiel Jaimes Martinez
I'M GOING TO LOS ANGELES FOR A DAY. WHO WANT'S TO HANG OUT!!!??

Write a reply

looking for some good people to hang out with — about 10 hours ago
Alexandra Van Hoozer
im wanting to move to CA. I just don't know anyone is the city

Show reply — Latest reply about 4 hours ago

Write a reply

Let's hang out! — a day ago
Nicolas Bellamy
Hey guys! My name's Nico and I'm a french guy who's here till September 15th.

I already met very nice couch surfers who have showed me some nice places in L.A and had an amazing time with them, so I' d like to renew the experience by having a lot of fun in meeting new people:):)

So, let me know if you wanna meet me and let's have a lot of fun together:)

Daniel Ferrara — a day ago
Hey Nicolas! Sure, I'm up for meeting and seeing some of LA! I'm thinking I'm going kayaking tomorrow, but let me know if you want to do other things around LA. It's all new to me too

Nicolas Bellamy — about 13 hours ago
Hey Daniel, it would be awesome if you would join me to Universal Studio tomorrow:)
If anyone else is interested, you're welcome to join me:)

Daniel Ferrara — about 13 hours ago
Won't be able to tomorrow since it is my mom's birthday :(

Kasia Middleton — about 11 hours ago
Hey Nicholas! Hope to see you at some of the events. Let me know if you are ever on the west side or at the beach.

Antoun Khoury — about 2 hours ago
Hello Nicolas!
I'll be in LA from Sept 12 till the 15th.
I'm willing to go sightseeing and visit LA's most popular attractions, if you're interested, I'll be pleased to meet you :)

Michael Terry — 36 minutes ago
Hi Nico and Antoun, I'm free to show you guys around.
Let me know. Michael

#notyourstoryanymore

#notyourstoryanymore

24 @HVSVN 23h

Thanks for ruining my EU business trip #britishairways. I shouldnt have flown @BritishAirways @British_Airways. Never flying with you again

Expand

24 @HVSVN 23h

@BritishAirways @British_Airways is the worst airline ever. Lost my luggage & can't even track it down. Absolutely pathetic #britishairways

Expand

#notyourstoryanymore

41 Rubi Godinez @rubigodi 23h

This was a promoted tweet?! RT @HVSVN: British Airways sucks. Don't ever fly with them #britishairways @britishairways @british_airways

Expand Reply Retweet Favorite More

24 @HVSVN 23h

@rubigodi @BritishAirways @British_Airways Yes. I'm promoting my tweets to all BA followers since their Customer Service is horrendous.

Hide conversation Reply Retweet Favorite More

12 RETWEETS **8** FAVORITES

4:54 PM - 2 Sep 13 · Details

@HVSVN

Follow

Final Stats pic.twitter.com/adNW4JMTAL

Reply Retweet Favorite More

Name and campaign type		Dates		Impressions	Engagements					Eng. rate
		START	END							
I CAN HAZ MY BAGGAGE? Interests in timeline	EXHAUSTED Edit	2 Sep	–	73,343	13,612	45	37	30	0	18.7%

2 RETWEETS

2 FAVORITES

3:27 PM - 3 Sep 13

Flag media

#notyourstoryanymore

90 British Airways @British_Airways 15h

@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this.

Expand Reply Retweet Favorite More

24 @HVSVN 15h

@British_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves.

Hide conversation Reply Retweet Favorite More

38 RETWEETS **25** FAVORITES

1:00 AM - 3 Sep 13 · Details

#notyourstoryanymore

90 British Airways @British_Airways 15h

@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this.

Expand Reply Retweet Favorite More

24 @HVSVN 15h

@British_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves.

Hide conversation Reply Retweet Favorite More

38 RETWEETS **25** FAVORITES

1:00 AM - 3 Sep 13 · Details

Companies & Industries

Barilla in Hot Water Offers a Lesson in Reputation Management

By Daniel Diermeier | October 07, 2013

SEND TO kindle

Photograph by Gabriel Bouys/AFP via Getty Images

#notyourstoryanymore

#hashtagification

#Hashtagification

What is next?

#whatisthestory

#bakesocialin

#onaduck

TOUR STARTS AT SPACE NEEDLE 206-441-DUCK
LAND & WATER
WN 1508 NX
7
LAND & WATER

#onaduck

Share the fun
with your friends!
/ridetheducks
@seattleducks
@ridetheducksofseattle
@ridetheducksofseattle
/ridetheducks
#onaduck

WINDOW
G1
G2
AISLE
#onaduck

Share Your Experience
www.myridetheducksofseattlephotos.com
Go online to add your photo to facebook
My
PhotoCard
Number
SD06XXM
SharpShooter Imaging is not responsible
for missing, lost or damaged photos.
SharpShooter
IMAGING

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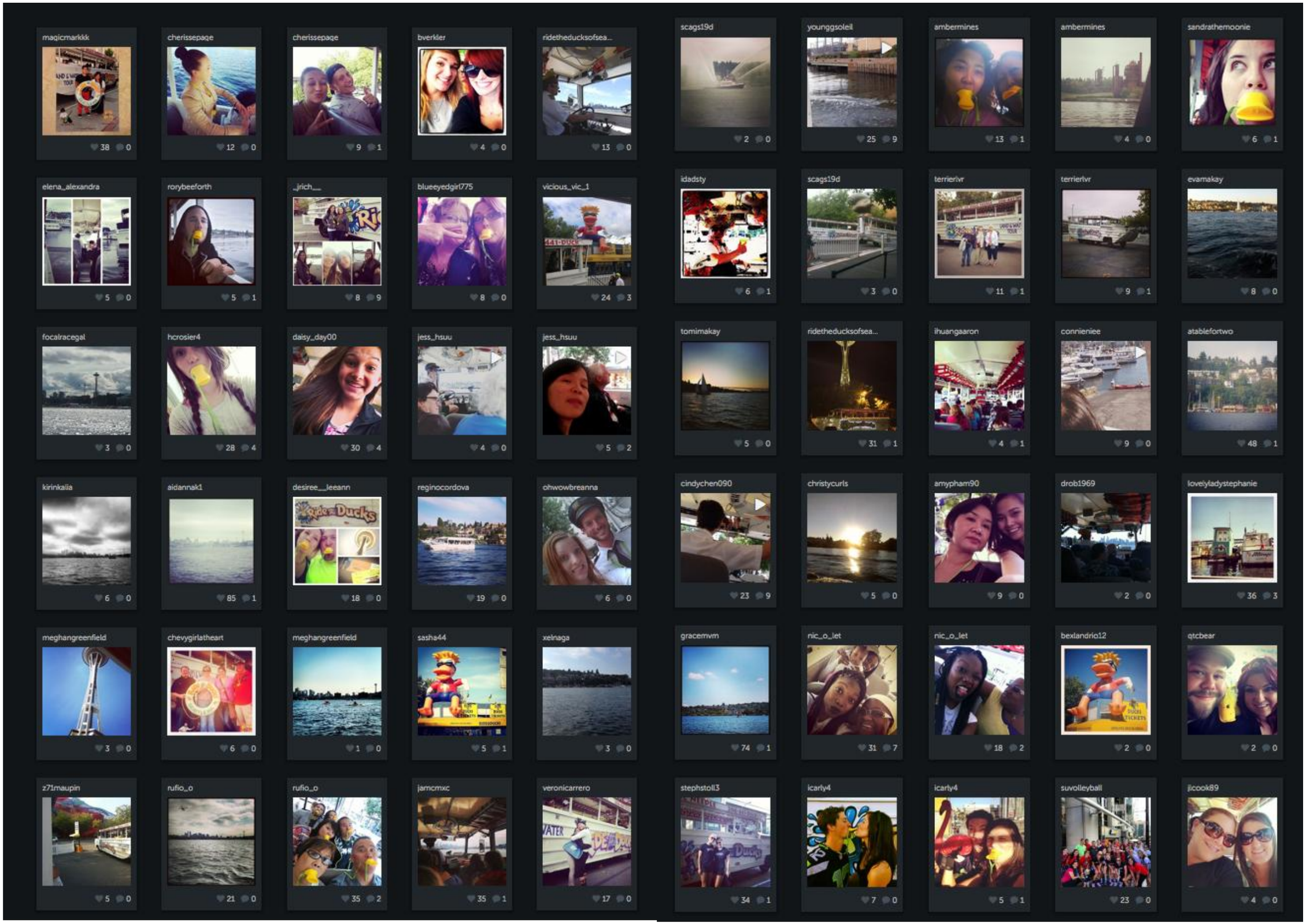
magicmarkkk
cherissepage
cherissepage
bverkler
ridetheducksofsea...
scags19d
younggsoleil
ambermines
ambermines
sandrathemoonie
elena_alexandra
rorybeeforth
jrich
blueeyedgirl775
vicious_vic_1
idadsty
scags19d
terrierlvr
terrierlvr
evamakay
focalracegal
hcrosier4
daisy_day00
jess_hsuu
jess_hsuu
tomimakay
ridetheducksofsea...
ihuangaaron
connieniee
atablefortwo
kirinkalia
aidannak1
desiree__leeann
reginocordova
ohwowbreanna
cindychen090
christycurls
amypham90
drob1969
lovelyladystephanie
meghangreenfield
chevygirlatheart
meghangreenfield
sasha44
xelnaga
gracemvm
nic_o_let
nic_o_let
bexlandrio12
qtcbear
z71maupin
rufio_o
rufio_o
jamcmxc
veronicarrero
stephstoll3
icarly4
icarly4
suvolleyball
jjcook89

#IamAmsterdam

#oldschoolsocial

#oldschoolsocial

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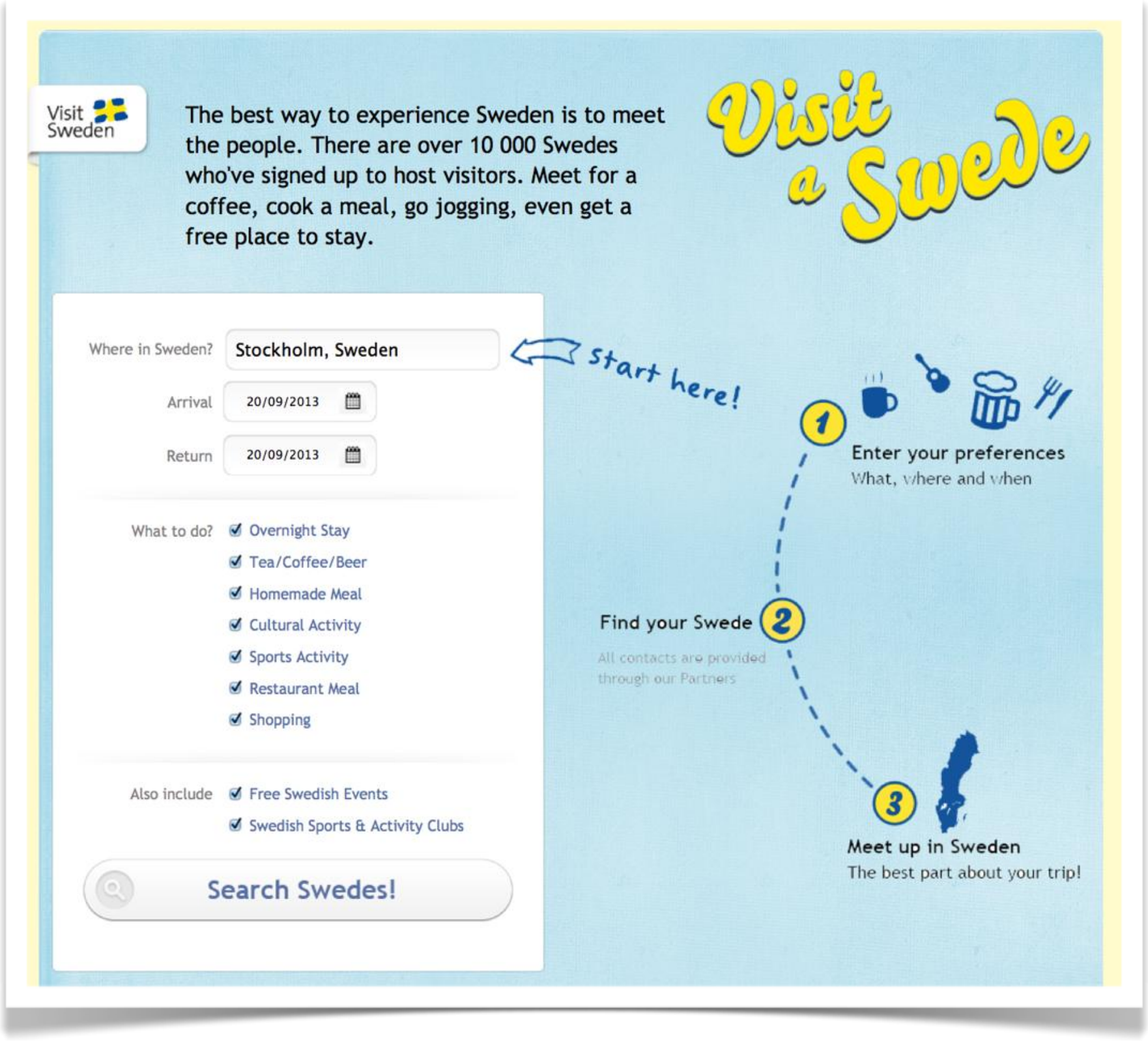
Reservations | Find a Hotel | Promotions | Dine/Drink | Meetings/Weddings | The Fun Stuff | Loyalty Program

Our Hosted Evening Wine Hour

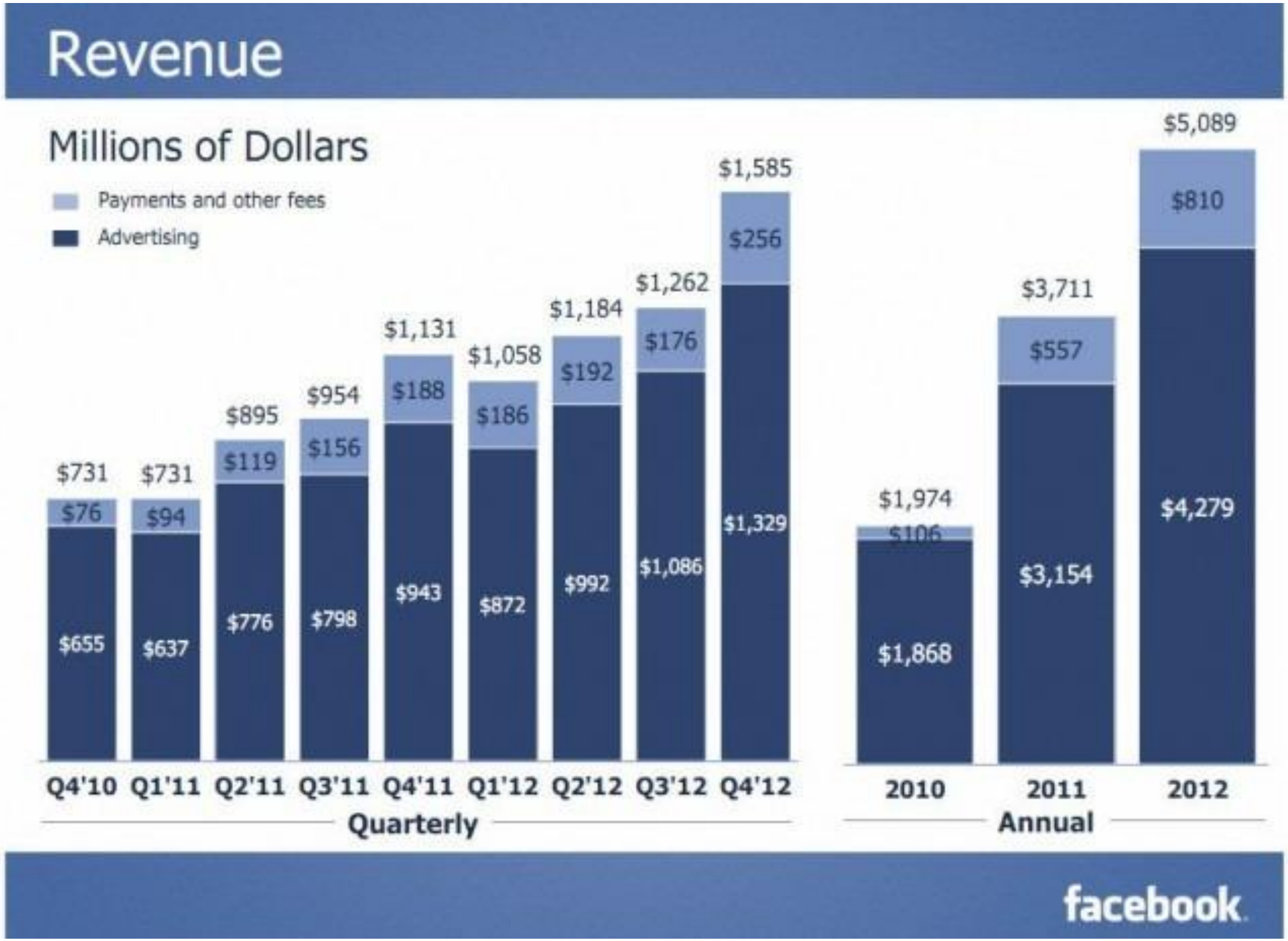
You're invited! From 5-6 p.m. every day, come unwind in the welcoming ambiance of your Kimpton hotel as select vintages are uncorked and fellow guests become new friends. **It's complimentary!**


Visit Sweden
The best way to experience Sweden is to meet the people. There are over 10 000 Swedes who've signed up to host visitors. Meet for a coffee, cook a meal, go jogging, even get a free place to stay.
Visit a Swede
Where in Sweden?
Stockholm, Sweden
Start here!
Arrival
20/09/2013
Return
20/09/2013
What to do?
Overnight Stay
Tea/Coffee/Beer
Homemade Meal
Cultural Activity
Sports Activity
Restaurant Meal
Shopping
Also include
Free Swedish Events
Swedish Sports & Activity Clubs
Search Swedes!
1
Enter your preferences
What, where and when
Find your Swede
2
All contacts are provided through our Partners
3
Meet up in Sweden
The best part about your trip!

#platformisirrelevant

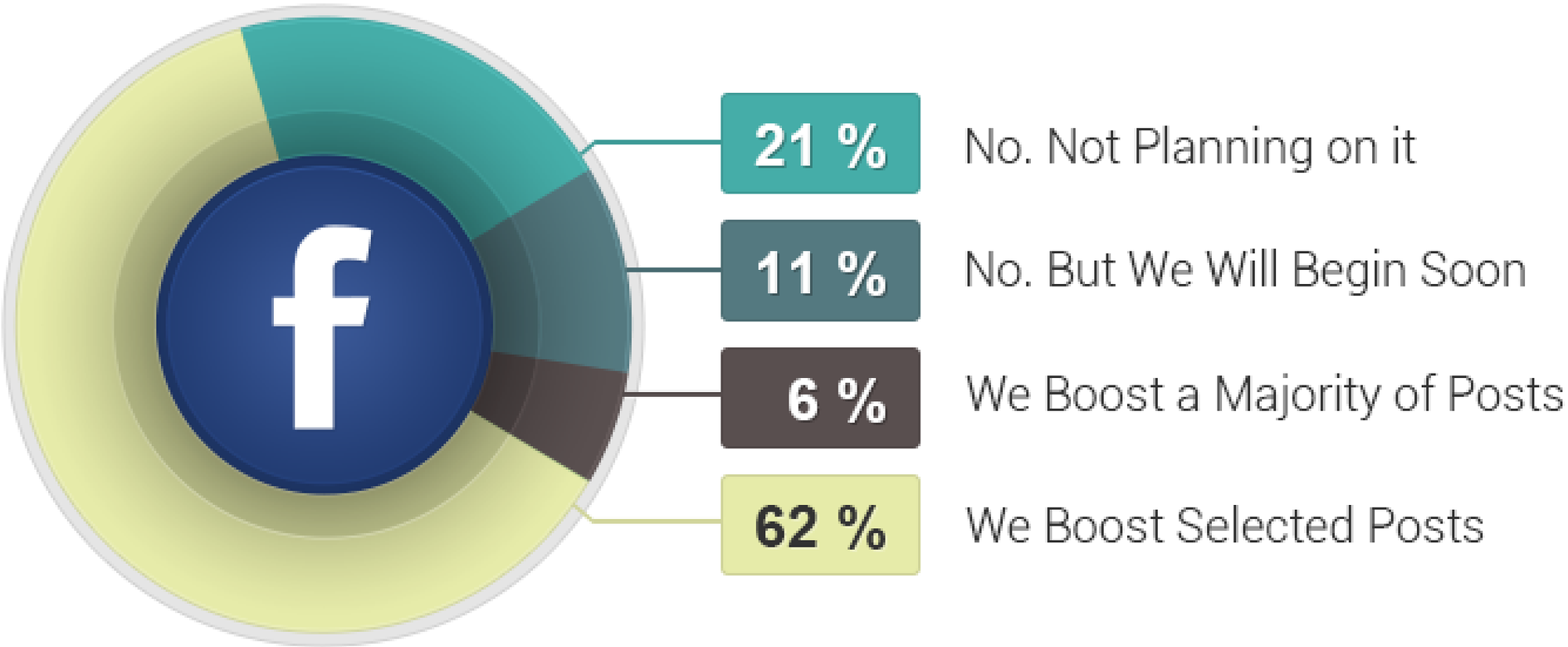
#platformisirrelevant

#payforit


Revenue
Millions of Dollars
Payments and other fees
Advertising
$731
$76
$655
$731
$94
$637
$895
$119
$776
$954
$156
$798
$1,131
$188
$943
$1,058
$186
$872
$1,184
$192
$992
$1,262
$176
$1,086
$1,585
$256
$1,329
$1,974
$106
$1,868
$3,711
$557
$3,154
$5,089
$810
$4,279
Q4'10
Q1'11
Q2'11
Q3'11
Q4'11
Q1'12
Q2'12
Q3'12
Q4'12
Quarterly
2010
2011
2012
Annual
facebook

How Brands Manage Social Media

Do Brands Use Facebook Ads to Boost Post Reach?



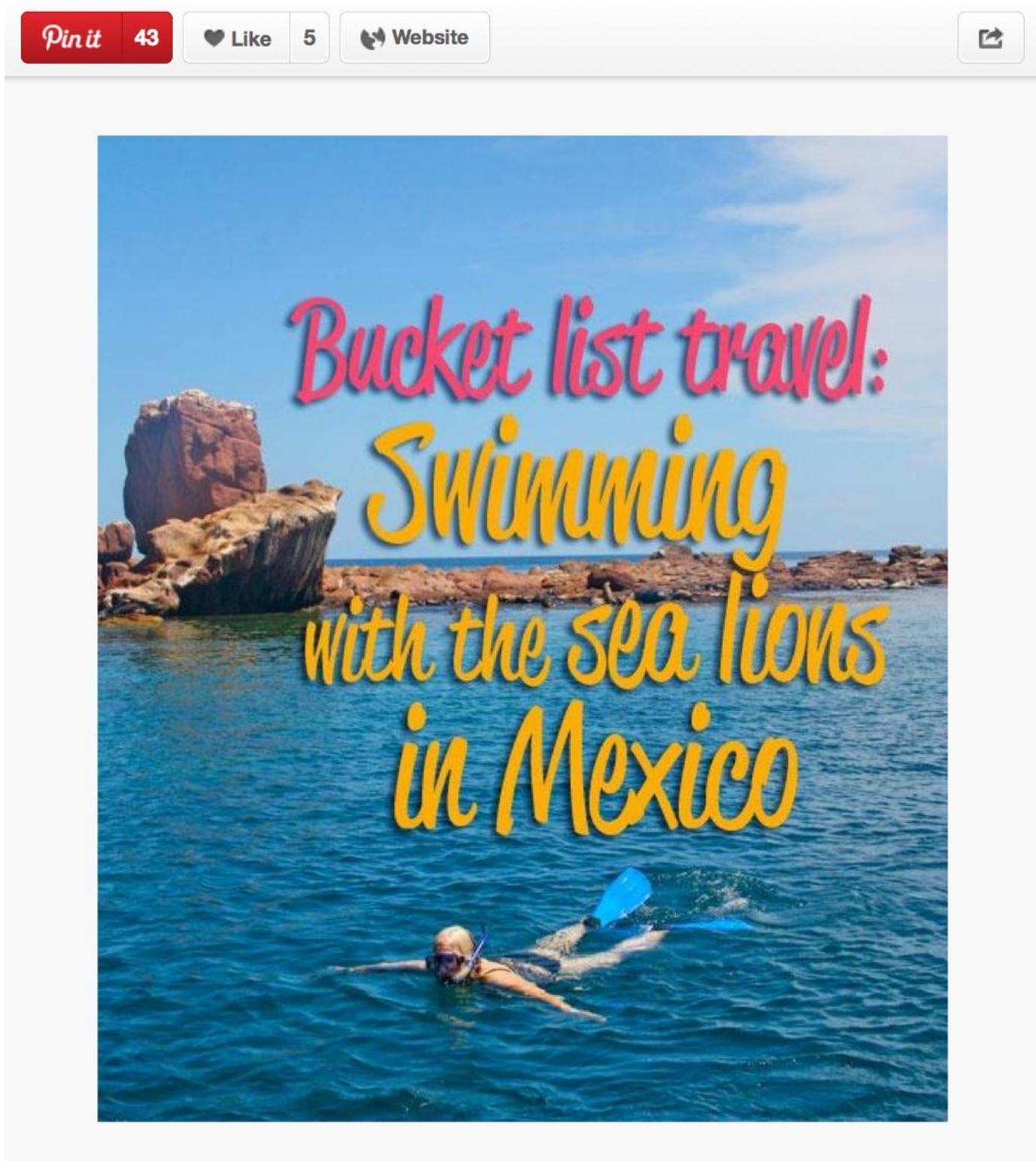
Note: The survey was conducted from the 28th of August until the 2nd of September. 1,137 marketers participated in the survey.

socialbakers

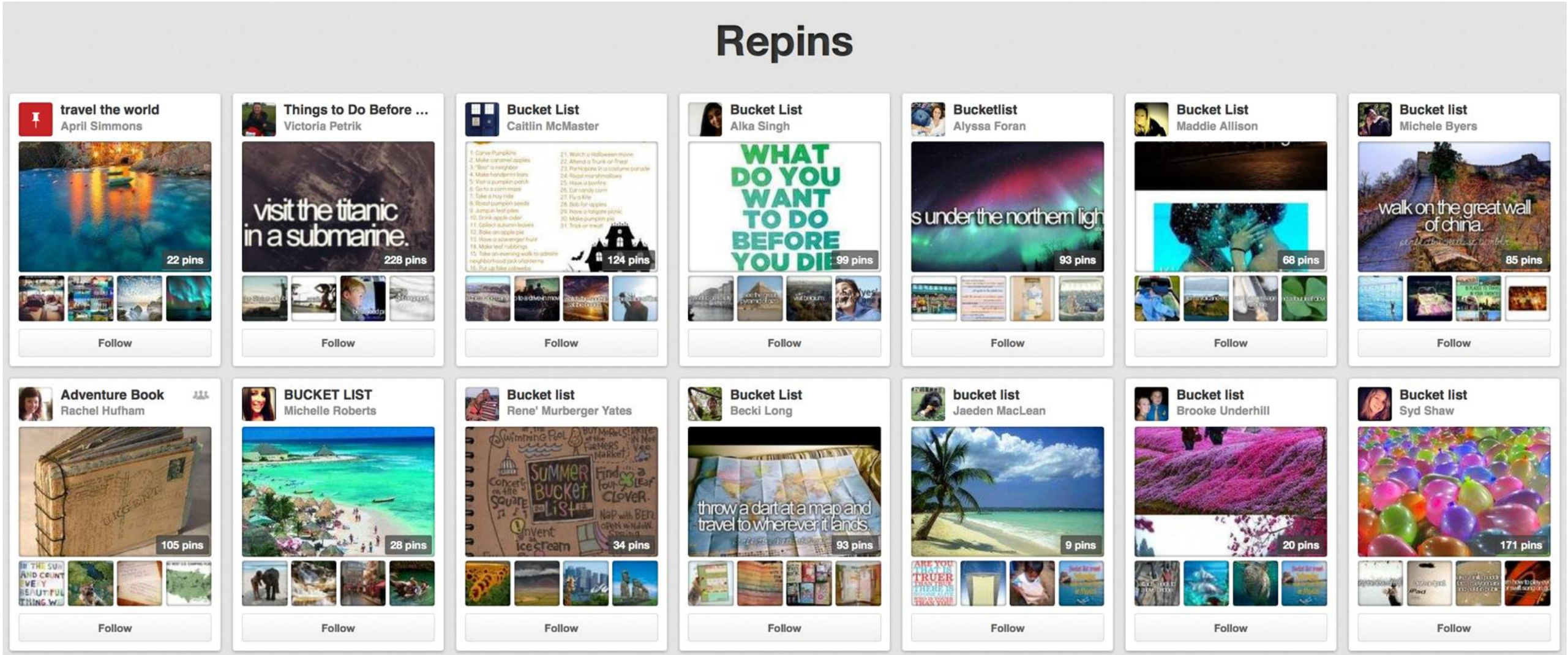
What is working?

Driving sales

Driving sales

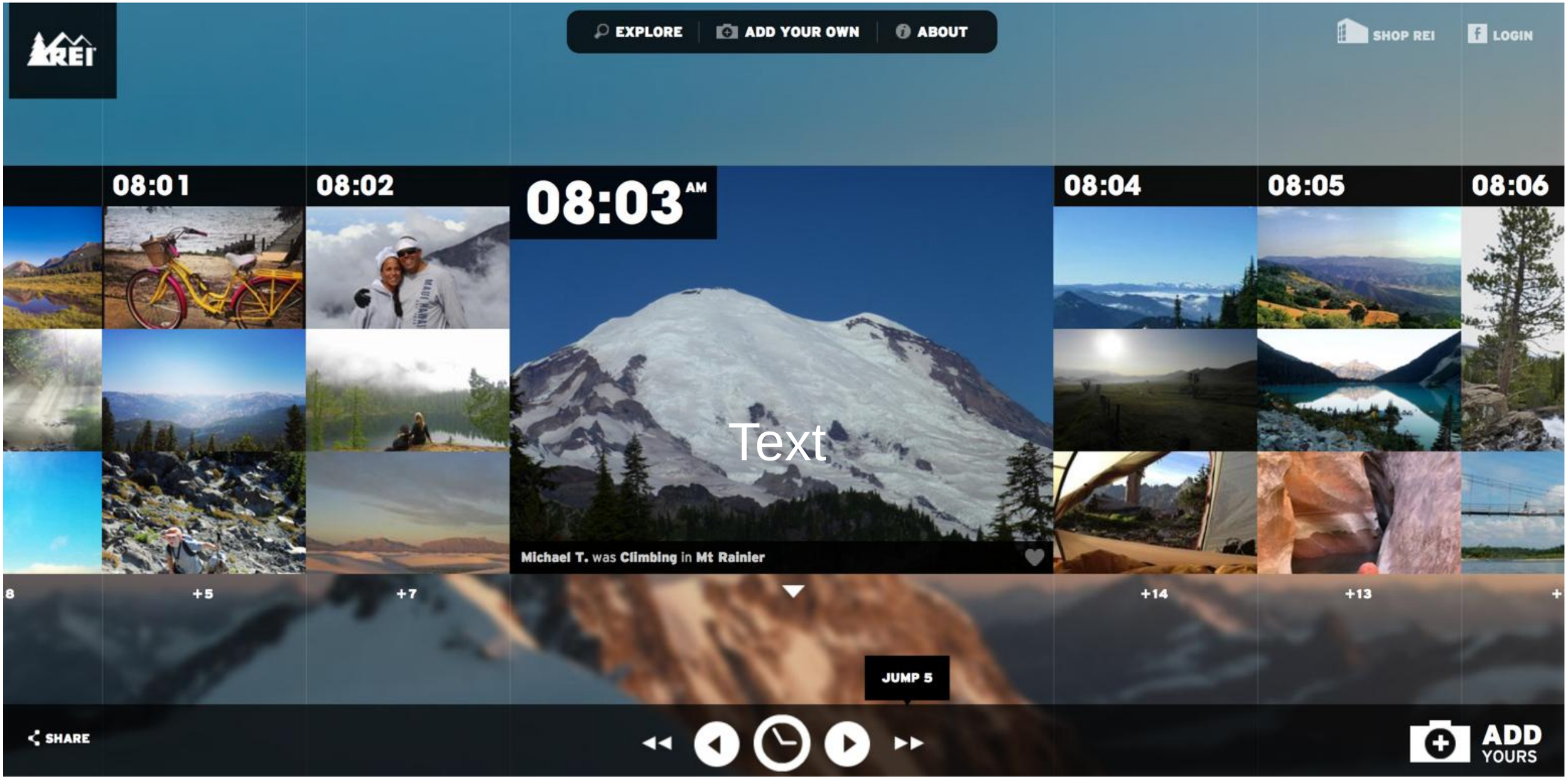


Driving sales



Passion

REI 1440 Project



Move fast

Move fast

JUNE 25 | PRIDE
Made with creme colors that do not exist.
OREO
Like Comment
Oreo
Proudly support love! — with Sondra Shrake, Marie Barkhurst, Joseph Ben, Coy Sheila, Kim Cooper, Nataly Ortiz and Keeda Williams.
Like · Comment · Share · June 25, 2012
295,731 people like this.
90,512 shares
View previous comments
41 of 59,791
Album: Timeline Photos
Shared with: Custom
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Move fast

BUD LIGHT
BUD LIGHT
Like
Comment
Bud Light with Bobby Bauch, Asael Delgado, Nelito Ramirez, Crystal Lucky, Aaron Marriott, Ricardo De Santiago, Justin Ryun, Shayne Lory, Paul Bradley, Estevan Alonzo, Reannon Monroy, Cody Harris, Traci Allday Wilson, Kellie Boo Thomas, Nicole Petershagen, Mindy Pape, Mike Pawlowski, Ashlee Rogers, Monique Conn, Westley Smith, Jose Maria Landeros Banderas, Amanda Nightingale, Amanda Tidmore, Stephanie Luna, Rebecca Burton, Jose Guerrero, Lacy Carpenter, Michael Damron, Chuk Lord, Brad Walstrom, Hosea Vann, Ty Horton, Joe Luvsdabacon Roberts, Tony Ward, Gilverto Montalvo, Wendy Sarmiento, Tristan Micheal Shay, Rachel Skeels, Crystal Higgins, Kallie Powell-Parrott, Jose Maria Banderas, Robbie Lash, Victoria Stanley, Alex Gail, Donna Bennight and Marcella Lorene Ferrell.
Like · Comment · Share · March 26
55,626 people like this.
Top Comments
10,925 shares
Write a comment...
Press Enter to post.
Chase Barnes Inequality? Aint nobody got time for that!!!. . . Don't believe in gay marriage? Then Don't marry the same gender. It's that simple.
Like · Reply · 1,413 · March 26 at 6:51pm via mobile
38 Replies
Album: Timeline Photos
Shared with: Custom
Open Photo Viewer
Download
Embed Post
Report

Move fast

Mayhem · 1,658,355 like this
February 3 at 6:18pm ·

Like

I meant to turn off the scoreboard. Sorry, everybody. Wrong switch.

Like · Comment · Share 19,865

88,829 people like this.

View previous comments 47 of 1,690

Pete March You didn't get it done quite quick enough – Beyonce SUCKED!
February 4 at 8:09pm via mobile · Like · 3

Debbie Cooper Beyers Love it!
February 4 at 8:41pm via mobile · Like · 1

Emily Kesten Ball XD
February 4 at 8:41pm via mobile · Like

Toi Buchanan the big screen was working..i think...so many of your shorts we could have seen (to make up for those commercials that sucked ... godaddy..ahem)
February 4 at 8:42pm · Like

Thank you!

Martin Stoll
Sparkloft Media
martin@sparkloftmedia.com

@coldinpdx