

DO YOU TRUST ME NOW?

CONTENT IN THE AGE OF SOCIAL MEDIA





Testing for trust is a continuous activity.

Can You Hear Me Now? Yes, We Can.


Those old Verizon commercials meet the NSA.

By Andrew Bouvé

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With revelations that Verizon has been sending streams of customer phone data to the National Security Agency, those brain-burning "Can you hear me now?" commercials suddenly take on new meaning. As it turns out, yes, they can.

 Rare Photos of Queer Life in Kampala, Uganda, in the Days of the Anti-Homosexuality Act.

 If Every State Had an Official Dessert, What Would It Be? (Montana Gets S'mores.)

 Here's Why We Need to Protect Public Libraries

TalkTalk

HURRY 7 days left

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 There Is a Great Bra Protest Happening in


THAT MOMENT



 /LighterSideOfRealEstate

**YOU LOWER THE MUSIC WHEN
LOOKING FOR THE STREET
ADDRESS SO YOU CAN
SEE BETTER**

I thought I was the only one who did this!



FOCUS

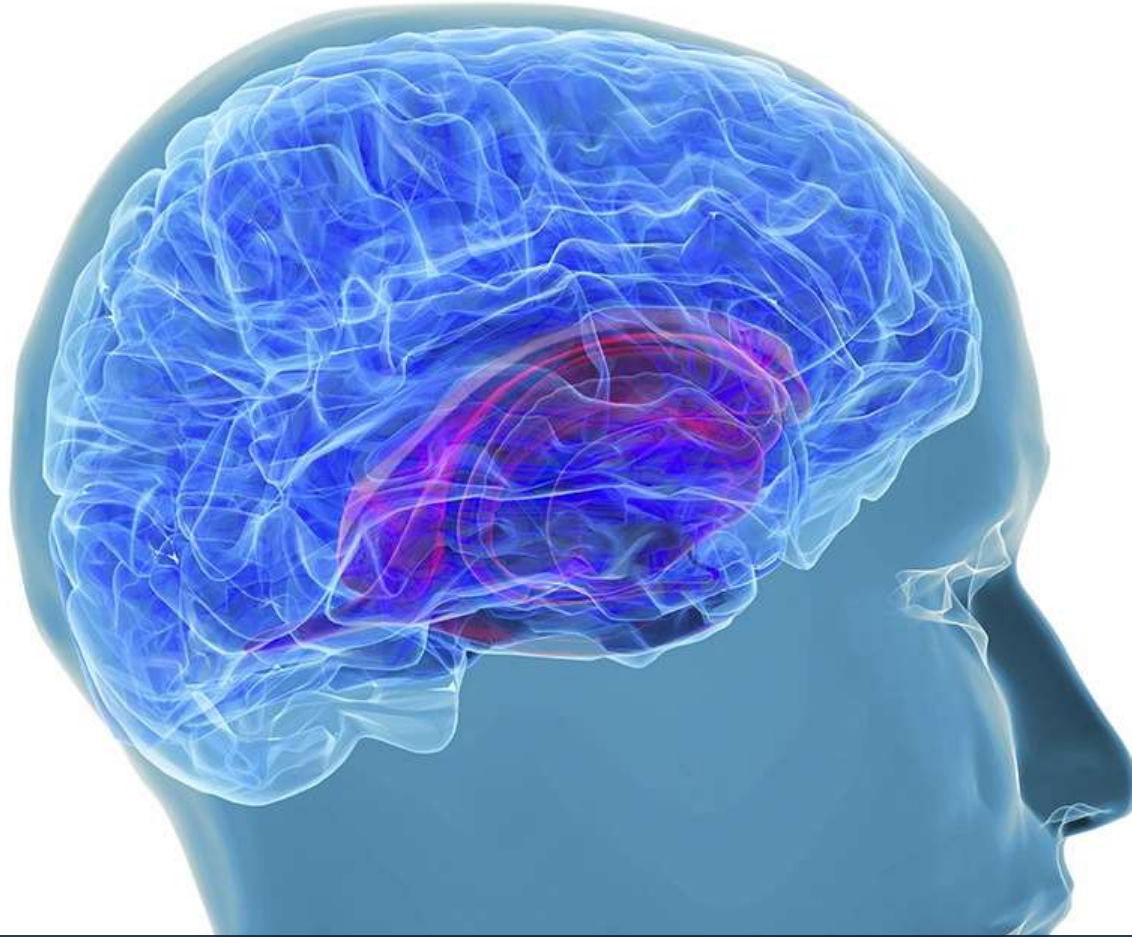




Sorting through each sign, while driving, is cognitive overload.



Gamma waves help you tune in – literally, it seems.



Cells from two areas of the brain can literally tune into each other's wavelength.



The cocktail party effect: the ability to focus by filtering out background noise.



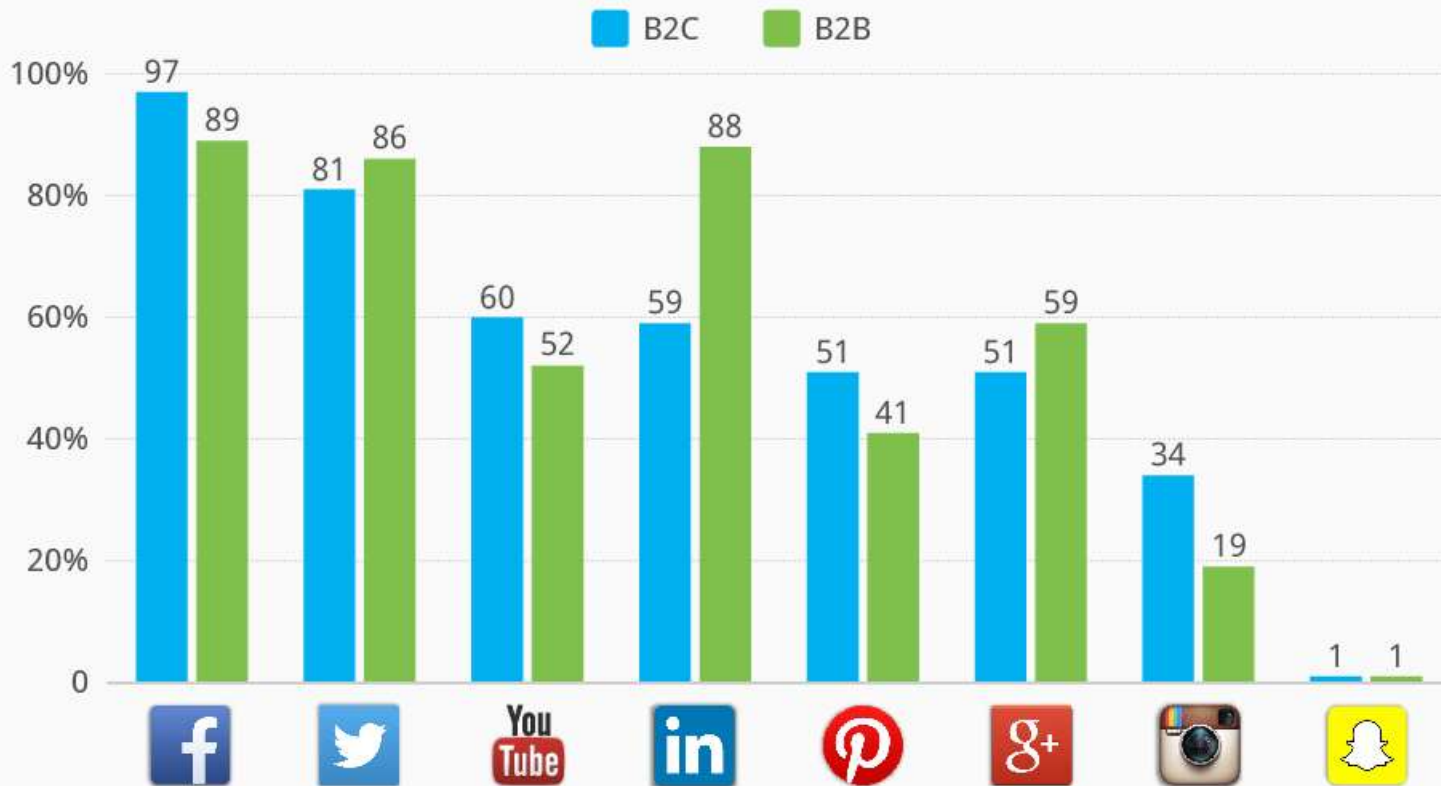
Before you focus, you decide which conversation you will consider joining.

Social judgement:
Do I trust you right now?
Will I trust you later?
Can I trust you ever?

SOCIAL

How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms



* based on a 2014 survey among more than 2,800 marketers
Source: Social Media Examiner

Mashable statista

Social channels are many, and vary by audience.

Customers may claim they don't care about social in a business context. They're in denial.

Feelings of social acceptance or rejection works online as in real life.

**Unless we're creating content
meant for social validation and
social interaction, we're not
doing it right.**

**The Jones generation like
anonymity and privacy.
Millenials want social proof.**

Genres

Persuasive

Edutainment

Instructional

Support

Entertainment

Channels

Marketing

Pre-sales

Sales and adoption

Support and renewal

Social

Is your “social” really social?

**Do you have an
omnichannel approach?**



Get social business right: listen and analyse to gain insights.

**Social media is often just
another output channel.**

HL

Deloitte

BÉCH-BRUUN

Comwell

**Social media is not the same
as social business. One-way
communication is not social.
It's advertising.**

**Social business is a state of mind,
that happens in an organisation
that has matured socially.**

**Everybody in the business
should be a brand ambassador.**



**Success is more complex than likes
and follows. As are people.**

The Relationship Economy

Technology and the Human Network



Friends & Followers Are Meaningless

by JAY DERAGON on 11/17/2011



According to Oxford University's professor of evolutionary anthropology, Robin Dunbar, after you have amassed 150 friends on Facebook, any more are meaningless because the human brain can only remember 150 meaningful relationships anyway. Professor Dunbar says this number applies to different societies and has remained unchanged throughout history.

Professor Dunbar's observation also applies to the current social media craze for followers. Having 10,000 followers is meaningless. The same applies to "Likes" and in many cases the whole obsession with traffic. In the end who really cares and what is the purpose? The only people who care are the

people chasing bigger numbers than yours and both you and them have no clue as to the purpose of chasing all these numbers.

Meaningless Numbers Create Meaningless Value

Popular posts

- The Influence of Technology On Humanity
- Why Management Consulting Will Be Disrupted: Part 1
- A New Business Model for Management Consulting
- 5 Stages of Social Transformation
- Transforming the Business Models of Management Consulting

Archives

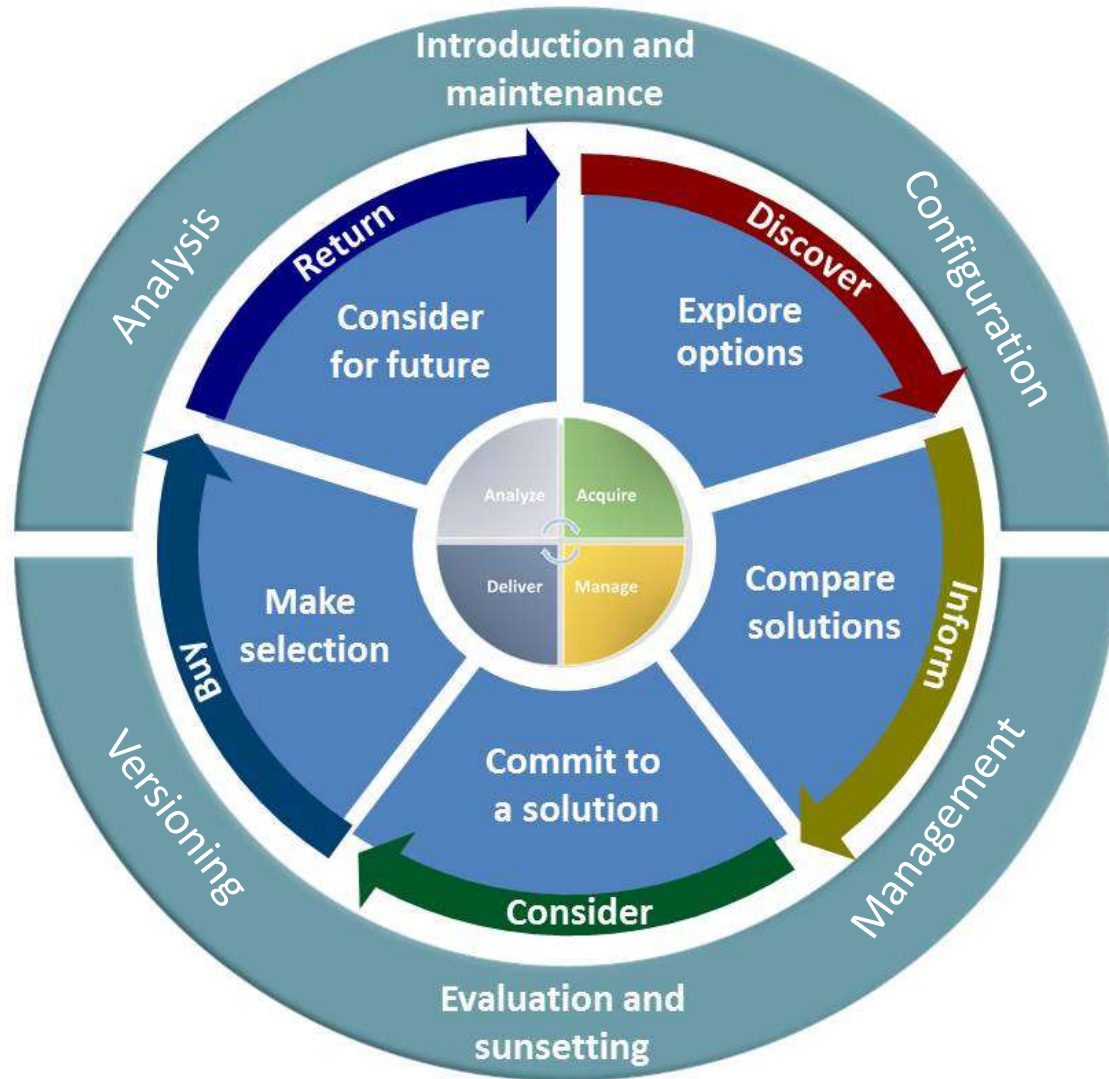
**Not all social is created equal.
Some things should stay private.**

CONTENT

the
cluetrain
manifesto

Doing social goes back to Cluetrain basics, published in 1999.

Is our content fit for purpose?



**Cross-device delivery is no longer
an option. Just do it.**

Fortune 500
executive



Corporate
executive

I wanted to share the note, not the entire folder!

**Platform: should it matter
what device I use if I want to
communicate with someone?**

**Personalisation: it won't happen
without the right delivery
infrastructure.**

**Ephemeral content:
here, then gone.**

Banks

What Africa Can Teach Us About the Future of Banking

By Bernhard Warner | March 05, 2013



Photograph by Benedikte Desrus/AP Photo

M-Pesa's success reflects its simplicity: To transfer money, you need only the creditor's phone number.

In the six years since Kenya's M-Pesa brought banking-by-phone to Africa, the service has grown from a novelty to a bona fide payment network.

When Does a \$5 Toll Cost \$30? When You're Driving a Rental Car

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America Has Hit 'Peak Gun,' and the Obama Gun Bubble Is Bursting

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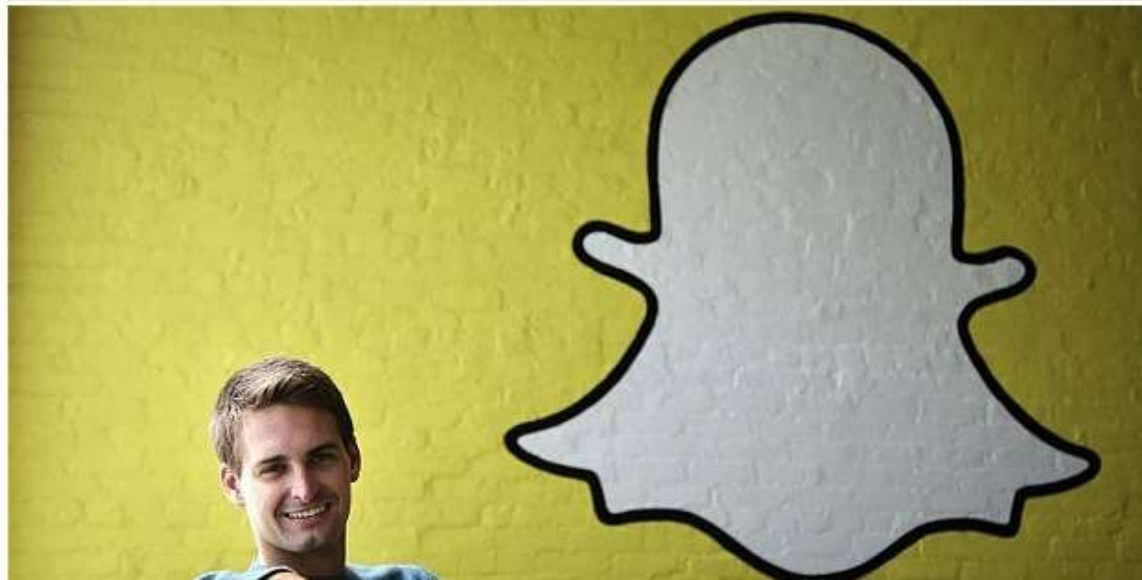
Companies Mentioned

VOD:SJ (Vodacom Group Ltd)

\$12835.0 ZAr -150.00 -1.17%

Betfair to offer 'self destructing odds' via Snapchat

Betfair will use Snapchat to offer “self destructing” offers of bets at better odds to gamblers during a two Premier League football games on Saturday

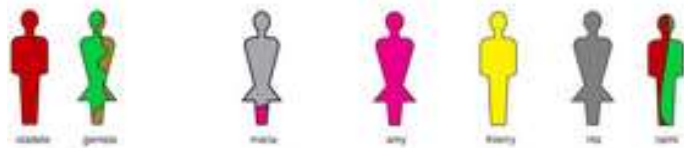


**Transitory content
+ ephemeral offers
= stealth marketing.**

Netnography

Doing Ethnographic Research Online

Robert V. Kozinets



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- BM on the Rocks (AutoCAD QW3D) - Dennis Probert
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Google plans YouTube clean-up, ready for kid customers

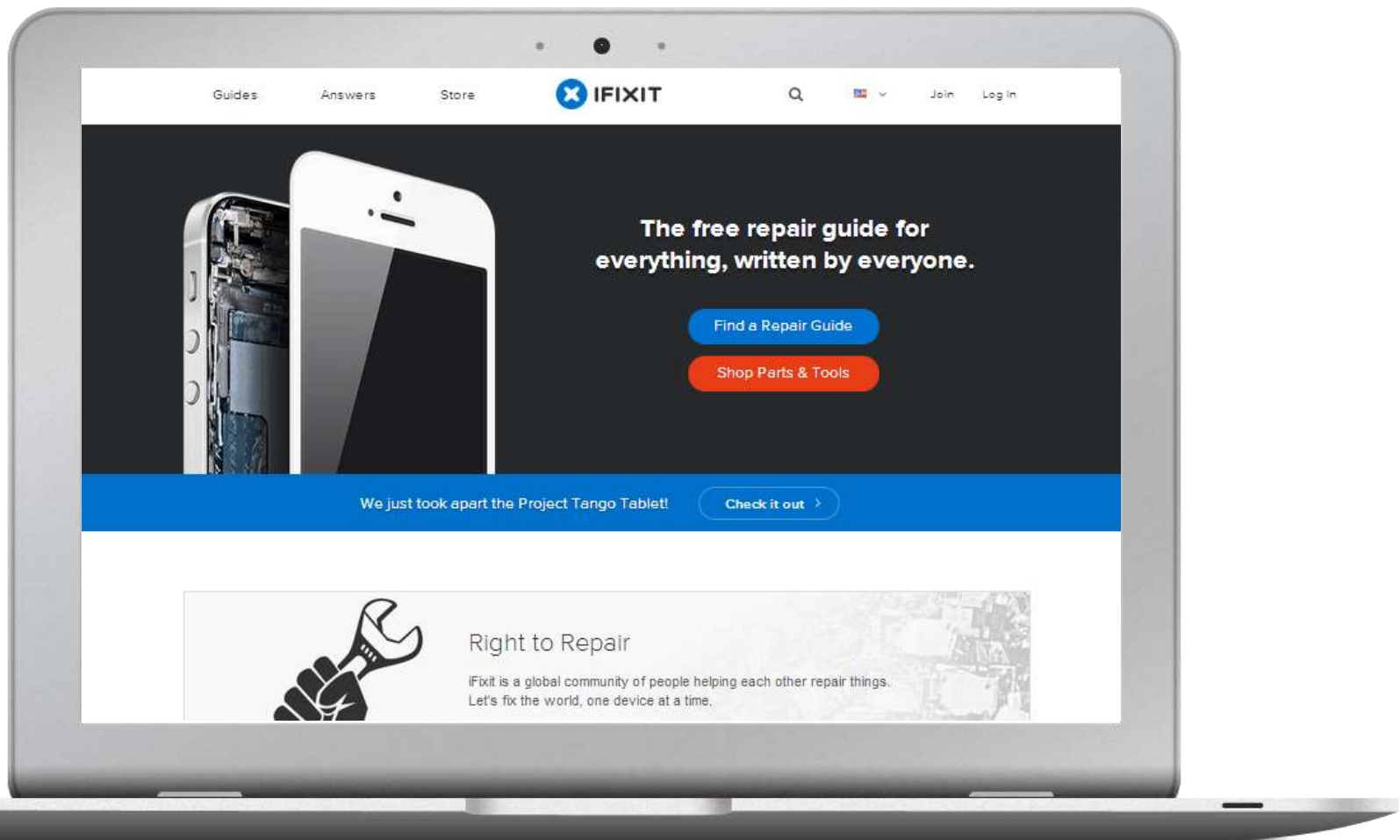


US Nuclear Regulatory Commission hacked 3 times in 3 years



Latest Articles

Delaware passes law to give others access to our e-lives when we die



Zappos Is Getting Rid Of All Its Job Postings



JILLIAN D'ONFRO |

MAY 27, 2014, 2:15 PM | 4,863



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Not long after deciding to nix all of its internal job titles, the shoe and apparel e-commerce company Zappos has decided to get rid of all its online job postings.

The Las Vegas company plans to hire at least 450 people this year, but potential candidates will have to join a community called Zappos Insiders, if they want to be considered for any position.

The Wall Street Journal

[reports that Zappos Insiders will](#)



Mike Nadelman/Business Insider

The social aspects we need to consider have grown exponentially.

**Combining theories of
focus + filter + tech + social
= our practice.**

TRUST



Each transaction is a like a token trade. You can get more tokens, or forfeit all tokens in a single bad hand.

Multiple types of trust

What we trust

Hard
(tech)

Soft
(brand)

How we trust

Rational

Emotional

Length of interaction

Transient
interactions

Long-term
relationships

TRUST AND SOCIAL

Design professionalism

Detailed analysis

Intent to trust

Trusting activities

Trusting relationship





Our efforts can cause ill will when users feel like lab rats: manipulated through social experiments.

TRUST AND CONTENT

Instagram

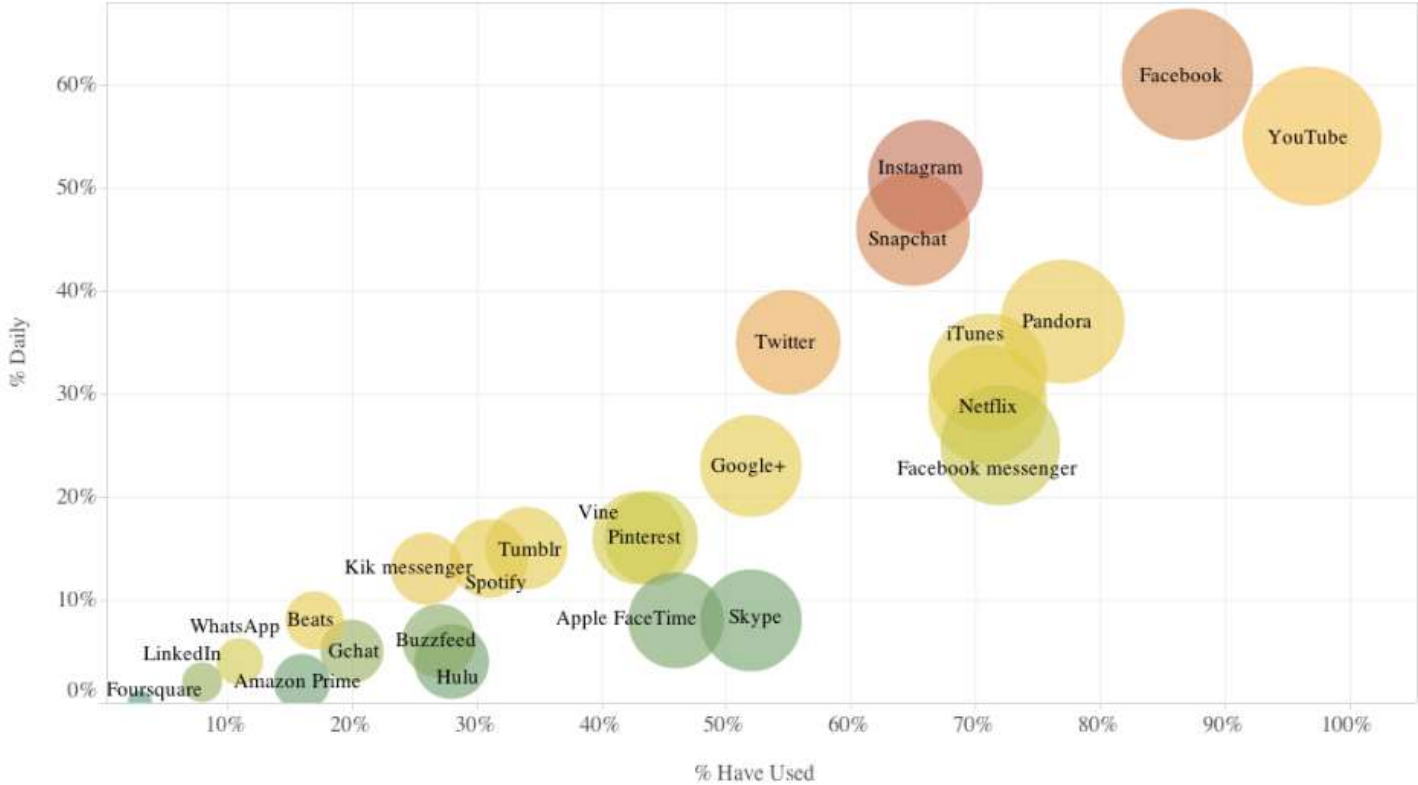
WINNER: Most Engaged Users

Facebook

WINNER: Most Daily Users

YouTube

WINNER: Most Widespread Usage



Most Engaged Userbase (Daily Use / Have Used)



Trust and design

Do we deserve their trust?

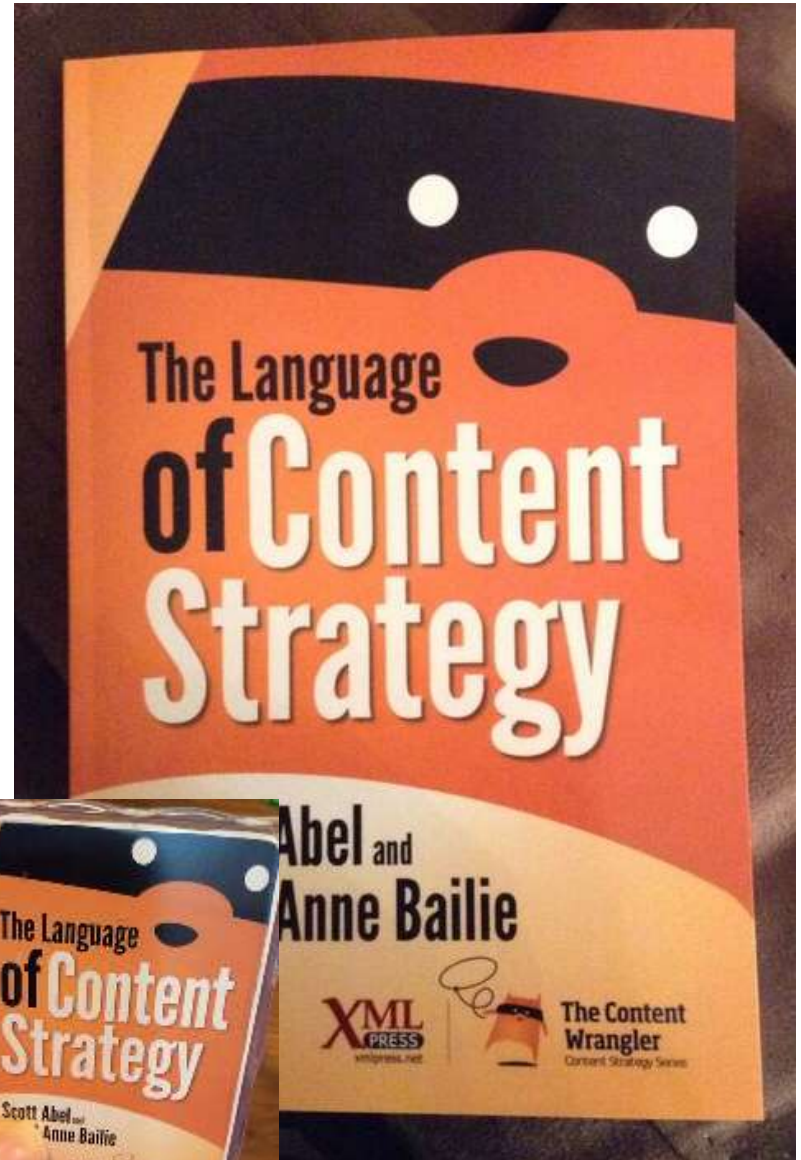
Thank you

**Resources used to inform
this presentation can be found at
<http://intentionaldesign.ca/do-you-trust-me-now>**

Content Strategy

Connecting the dots
between business,
brand, and benefits

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