

# TOP SOCIAL MEDIA PLATFORMS



## WHAT

Facebook is considered to be the best social media network for brands because it is the first one that brands joined. Centers can easily update their page and share photos with their audience. Paid advertisement on Facebook has become a very successful piece of what Facebook can offer.

## WHY

Facebook Pages are simple to update, has an ad platform and has a large user base. Both Centers currently use Facebook with great success.



## WHAT

Twitter is a 140 character limit conversational platform where brands can quickly interact with their audience. Centers can advertise on Twitter, but organic reach goes a long way because all of the Centers' followers will see your Tweet in their feed.

## WHY

Your audience wants to be able to talk to a real person, and this is where Twitter works best. Both Centers currently use Twitter.



## WHAT

YouTube is where all video content lives. YouTube makes it easy to host videos. From branded commercials to DIY projects, YouTube has every channel for every audience.

## WHY

YouTube would allow an audience the opportunity to view Center videos on all devices at all times. People are watching video content more than ever. This would be a great venue to house promotional videos for events, Center tours, tenant spotlights, etc.



## WHAT

Snapchat's Story function is a great way to get a fun message across to your brand's entire Snapchat followers. While Snapchat has advertising, the price is very high, which is why using the Story function is best practice. A Snapchat Story can be anything as simple as a photo and as grand as a sequence of 10-second videos.

## WHY

Snapchat's biggest market is millennials. Because the primary users are under the age 25, this outlet is not recommended for Center use.



## WHAT

Instagram is a visual platform. While advertising is limited (and very expensive) it is possible this will change in the future. For now, Centers might capitalize on the usage of hashtags and geotagging.

## WHY

In order to connect with an audience that appreciates visually appealing content, Centers' Instagram content would need to be less sale/ad driven and more photos of Happy Hour at Bar Louie, movie tickets at Studio Movie Grill, statues at Paddock Shops, jewelry at Rabbit in the Moon, etc.



## FACEBOOK

- 1.5 billion monthly users
- Top Demographic: ages 25-54
- Easily share updates with photos, video, event invitations

### HOW IT'S USED

Both Centers have Facebook Pages where users can interact by commenting, posting photos, private messaging. *Both Centers have successfully run engaging contests utilizing this platform.* Purchasing social ads are optional; may target ads to preferred demographic down to location, gender, age, interests, etc.



## TWITTER

- 305 million monthly users
- Top Demographic: ages 25-44
- Messages are limited to 140 characters or less

### HOW IT'S USED

Tagging (ex/@PaddockShops, @ArlingtonHlands) allows direct interaction with online community; hashtags (ex/ #Louisville, #ArlingtonTX) are searchable “keywords” and are great tools for a community seeking #shopping, #restaurantsfordatenight, #sales at their favorite store, etc. Hashtags are helpful for Center research, too! When patrons are instructed to use ex/ #PaddockShops/#ArlingtonHighlands, you can search these hashtags for community feedback: check-ins to locations, photos, reviews, etc.



## INSTAGRAM

- 77 million monthly users
- Top Demographic: ages 18-34
- Lifestyle photo-sharing

### HOW IT'S USED

A visual social platform based entirely on photo and video posts. Many users post about food, art, travel, fashion and similar subjects. Instagram is an entirely mobile platform where artistic niches excel. This would be best used on-site on a continual basis. *Paddock Shops created an Instagram account and utilized it for our first social contest, though it was difficult to curate with little to no audience. Center social contest have been very successful on Facebook.*



## YOUTUBE

- 1 billion monthly users
- Top Demographic: ages 25-44
- Video-sharing

### HOW IT'S USED

Center can create a ‘channel’ and post videos. Commenting can be enabled for interaction. Videos may be used to showcase tours, events, tenant spotlights, etc. *These videos can be shared on Facebook and Twitter. A shortened version may be edited and shared on Instagram. Videos may also be embedded on websites.*



**360° VIDEO:** A 360° video is created with a camera system that simultaneously records all 360 degrees of a scene. Viewers can pan and rotate a 360° video’s perspective to watch from different angles, giving a virtual reality feel. These types of videos might also be used to showcase property tours (off-hours without patron) or events (Implied Consent would be in effect for patrons with approval of video from ownership; patron approval is not needed). *Facebook and YouTube both support these video formats. Financial investment for purchasing equipment and/or hiring video production.*



## SNAPCHAT

- 100 million active users
- Top Demographic: ages 13-24

### HOW IT'S USED

A video messaging app allowing users to record and send ‘snaps’ that are only viewable for a set duration between 1-10 seconds after which they are automatically deleted. This may be beneficial to time-sensitive information.