

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Keeping up with the social media
networks

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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Today's Topic



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Digital Masterclass Series

Keeping up with the social media networks

Agenda

1. What you can learn from social media trends and platforms
2. TikTok
3. Snapchat
3. Pinterest
4. Twitch



What you can learn from social media trends

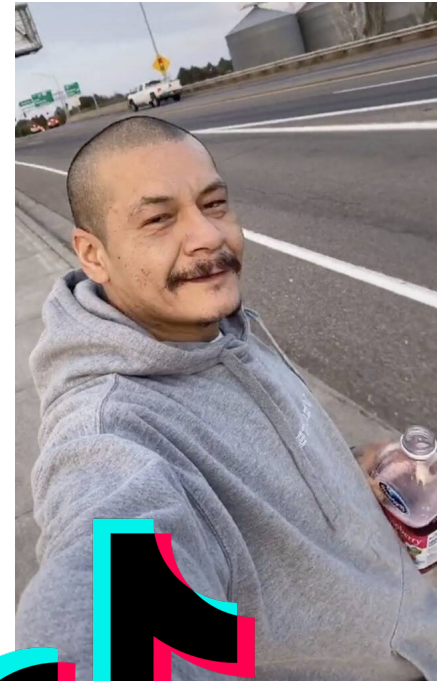


Social media is a constantly changing beast.

- Success in this space requires a combination of market research and creative content development.
- Understanding what the current social media zeitgeist is will give you insight into ways you can distinguish your business on your chosen platform.

TikTok

- A free video sharing social networking platform that became big in 2019.
- The platform puts content above social connection.
- The rise of niche, authentic, not necessarily highly polished content .
- <https://www.youtube.com/watch?v=OtzVKUCZE5w>
- TikTok lesson: The internet celebrates authenticity.

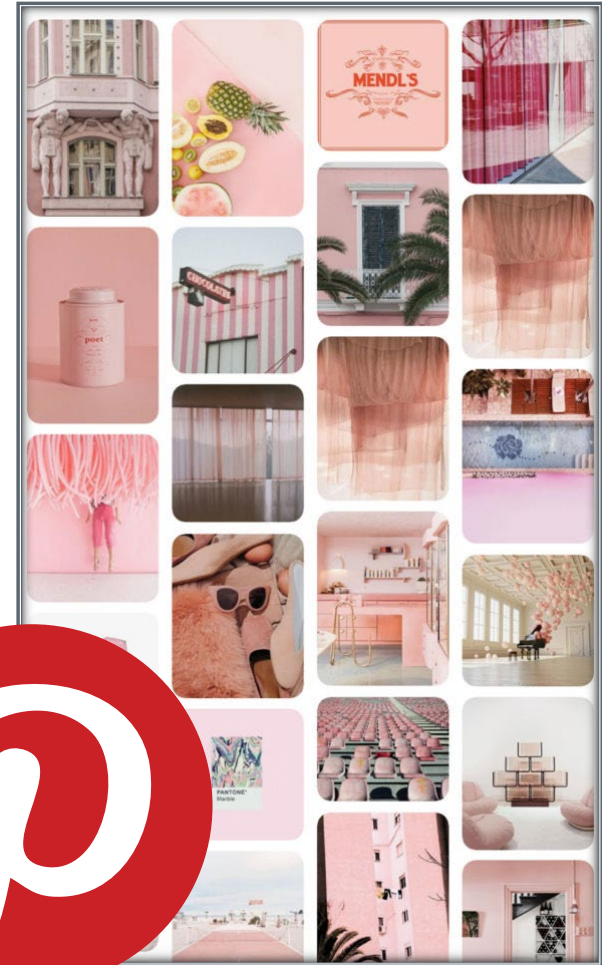


Snapchat

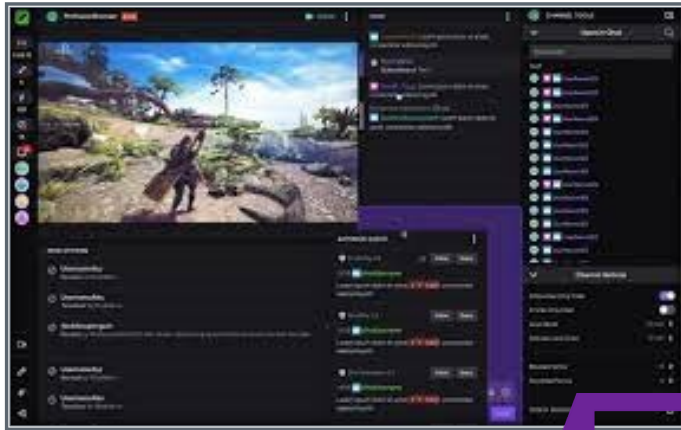


- Free multimedia messaging app that became big in 2015 -2016.
- Messages and images are only available to followers of a particular account for 24 hours.
- Filters were a key reason for the app's initial popularity.
- Snapchat lesson: never underestimate the power of novelty (or vanity), transience on the internet can be a good thing.

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Twitch



- **Live streaming service launched in 2011, mostly used to stream video games and e-sports and has some paid elements.**
- **Twitch became hugely popular during the pandemic.**
- **Users log in to watch a streamer play a video game in real time and interact with them.**
- **Users can learn how to play the game better this way and find a community of people with similar passions.**
- **Twitch lesson: people pay for niche.**

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