



# Social Media Hands on training Summer of HPC training week @ IT4Innovations

Cornelia Staub

*on behalf of PRACE aisbl  
7 July 2017, Ostrava, CZ*



# Agenda

- ▶ Warm-Up
- ▶ What is Social Media, trends and how is PRACE handling it?
- ▶ Social Media within Summer of HPC
- ▶ Do's and Dont's
- ▶ Hands on excercise



## Warm-up: Short introduction

- ▶ Who are you? Where are you from?
- ▶ Are you using Social Media Platforms?  
Or do you have a blog, website, etc.?
- ▶ If yes, which ones (and tell us your handles!)?
- ▶ If you could be a social media platform, which one would you like to be?

*Cornelia, Austria*

*Yes (a lot), no blog and a static website*

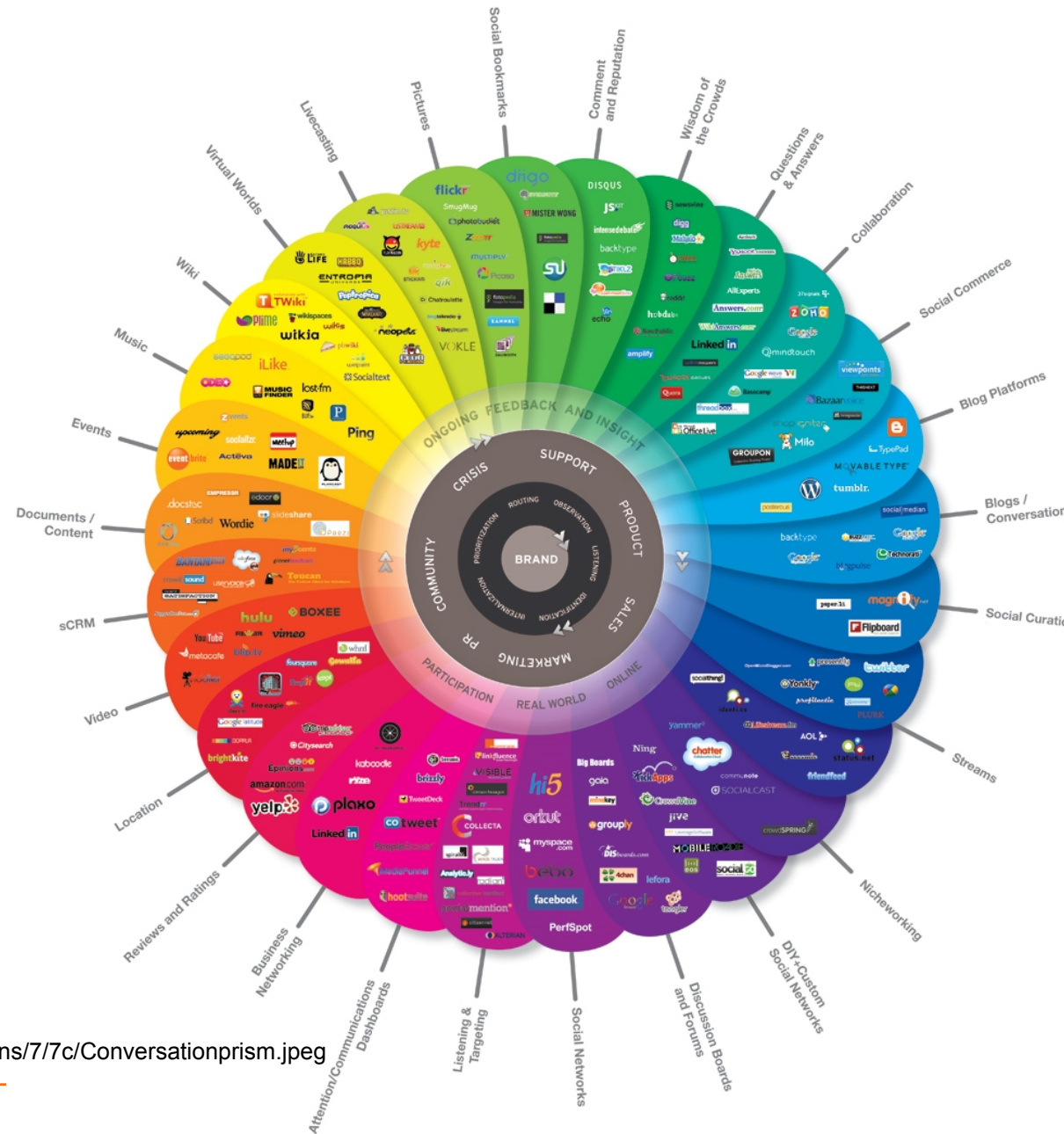
*Facebook, Instagram, LinkedIn, Xing, twitter (@staubcornelia), Snapchat, Skype*

*Instagram*

# What is Social Media?

## Features:

- ▶ internet-based applications
- ▶ user-generated content
- ▶ to share information and opinions
- ▶ personal profile or site
- ▶ connections between them



The Conversation Prism 2.0,  
<https://upload.wikimedia.org/wikipedia/commons/7/7c/Conversationprism.jpeg>





Social media has had an enormous impact in today's digital marketing landscape.

In 2016, the social media sphere has continued to rise with more...

**2.3 BILLION**  
ACTIVE USERS



and more than  
**1.9 BILLION** ACTIVE MOBILE  
SOCIAL USERS

In return, **83% of all marketers** have already taken advantage of social media marketing to increase their sales and boost their brand identity.

Source: <http://t3n.de/news/social-media-trends-marketing-816108/> , CJG Digital Marketing



# Social Media Trends 2017

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Source: <http://t3n.de/news/social-media-trends-marketing-816108/> , CJG Digital Marketing

# Live Streaming Video



Video sharing site YouTube is still the top contender today in terms of number of video content being uploaded and viewed every day- with **48% of marketers** planning to add YouTube to their content strategy in 2017.



But 12 years after it was founded, and with the introduction of smartphones, almost all the people are now able to use their device to capture live event and share it to their social media followings real-time



Twitter's  
Periscope



Facebook "Live"



Instagram's Stories

are three of the live streaming services that social media networks offers to its user free of charge, giving businesses great opportunity to present their products and services to their followings in a more transparent, creative, and timely manner.



# The Rise of Chatbots



Chatbots have been generating a lot of buzzes this year, and there is a valid reason for that. For the uninitiated, a chatbot, according to Chatbots Magazine, is a service powered by rules and sometimes artificial intelligence, that a person can interact with via a chat interface.



One of the best example that gaining attention nowadays are the chatbots that are embedded within Facebook Messenger.

Though people think that chatbots were made to add entertainment value in chat services, Facebook and other social media networks are already using these to automate tasks and assist in data retrieving process.



They can also be used to improve the customer experience by responding to various queries by the user.

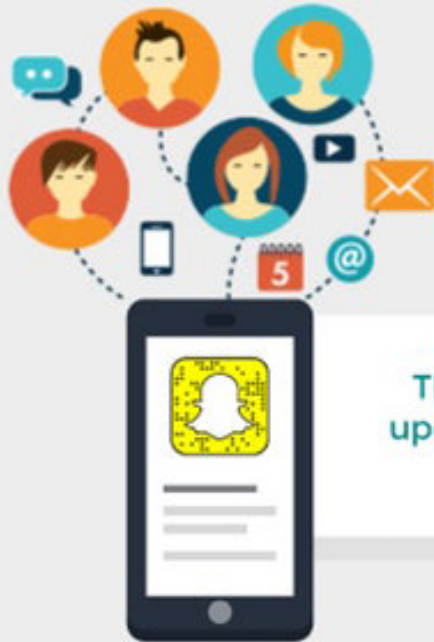


Mark Zuckerberg have already announced that third parties could use the Messenger to create their own personal chatbot.





# More Expiring Social Content



Snapchat, which currently have **150 million daily active users** can be said to be the one who popularized the concept of short-lived content in the web – those videos or images that disappeared after the visitor has viewed them.

This was further extended when Snapchat rolled the update to their platform called **"Stories"** which extends the life of the content for 24 hours.

And just recently, Facebook-owned mobile photo-sharing and social networking site Instagram, which hit the **500 million monthly users mark this year**, have adopted this feature of Snapchat and called it Instagram Stories.



Judging from this fact, we can say that there is a tight competition between the two platforms and we are likely to see the usage of both in the digital marketing campaigns next year and beyond.

# Merging of Social Media Platforms



These past few years, we've seen a lot consolidation between different social media platforms. Facebook bought WhatsApp, Instagram, and Oculus Rift. Twitter acquired Periscope.

And just recently, tech giant Microsoft paid

**\$27 BILLION**

to buy the professional-oriented networking site LinkedIn.



In 2017, expect to see more of this acquisitions as more tech and social startups struggle to enter the mainstream.

For marketers, it is wise to watch out for these consolidations as it will immensely affect the performance of social media channels you have chosen to distribute your content.



# Harder Acquisition of Organic Social Traffic

Another shift that social media marketers may see coming in 2017 is the increasing difficulties in gaining organic traffic from social media sites.



Getting noticed in the digital sphere was so simple way back then: Grow likes on Facebook and followers on Twitter by posting updates on a regular basis.

**But that tactic is already getting obsolete.**

Most of the social media networks have changed their algorithms as they already removed chronological timeline updates - making your business almost invisible unless you implement their paid ads.



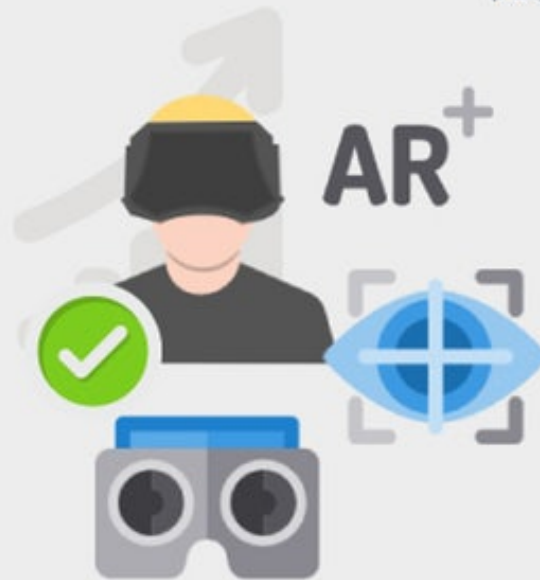
This means that marketers must not only rely on the power of social media to drive organic traffic to their sites, but rather pursue multichannel strategy- from SEO to Email marketing- to maximize their digital marketing campaign.





# Virtual Reality and Augmented Reality

We have witnessed the success that virtual reality (VR) and augmented reality (AR) have reached in 2016.



Pokémon Go has been effective in introducing AR to the public, and several VR headset firms such as Facebook (Oculus Rift), Sony, and Alphabet (Google Cardboard) generated hype enough to create a solid market for their products.

In 2017, we're likely to see Facebook to be the frontrunner of AR application in the social media sphere as they are already experimenting with lenses and masks in Facebook Live.



This feature will allow the users to try on a variety of different masks while sharing a live video- delivering a different experience for their users worldwide.

# More Personalized Content



As more and more people are becoming less appreciative with traditional advertising, the need for personalized and relevant content and advertising delivery becomes more important.



Most of the marketers today are taking advantage of Facebook re-targeting that allows them to craft adverts and content driven by identifying where the audience have been on the web, as well as their own preferences and interests.

Because relevant content helps consumers to recall a brand, it also prompts them to interact with the company more personally, and eventually convert into a loyal customer of the business.





# Increase Usage of Social Influencer

From fashion, food and tech industry, we've seen a lot of brands who have activated influencers to construct credibility and trust to their audience this year.

Google Trends has shown a steady decline of interest in print advertising over the past two years (2014-2016), while influencer marketing continues to gain prominence and is on rival with video advertising.

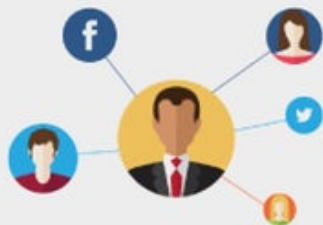
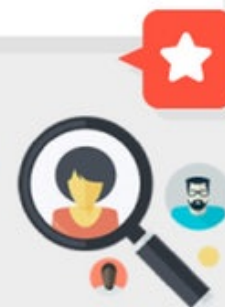


With **47%** of online consumers using Adblockers,



it is only evident that the old techniques of advertising are no longer effective to break the online content clutter.

Instead, marketers are now eyeing to tap the power of influencers to create authentic content for their brand to acquire new customers and establish a trust to their audience.



In fact,

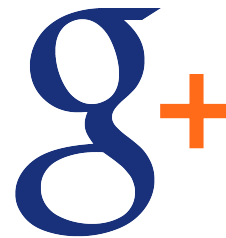
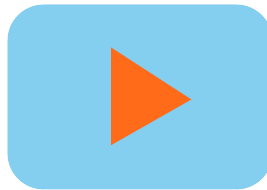
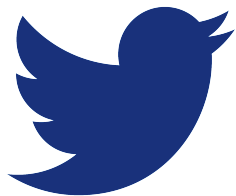
**84%**

of the marketers today are looking forward to using at least one influencer marketing campaign within the next twelve months.





## How PRACE uses Social Media



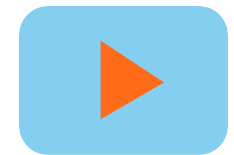
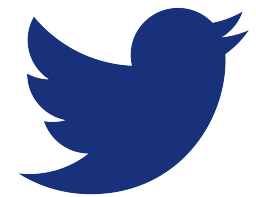
- ▶ Goals:
  - ▶ Increase the awareness and visibility of PRACE
  - ▶ Advertise certain calls, events, etc. for special target groups
  - ▶ Encourage interactions and conversations with certain target groups

- ▶ #HPC
- ▶ #Science
- ▶ #Industry
- ▶ #einfrastructure
- ▶ #PRACEdays17
- ▶ #supercomputing
- ▶ #CodeVault
- ▶ #materialscience
- ▶ .....



## Social Media within Summer of HPC

- ▶ There is no MUST to use Social Media!
- ▶ SoHPC Award: Best HPC ambassador -> blog posts
- ▶ Who is your target group and how to reach it?
  - ▶ Colleagues and friends of friends - personal networks? „offline“ ?
  - ▶ University - on social media? public relations department?
  - ▶ Other SoHPC participants - group to connect to each other?





## Do's and Don'ts

### DOs:



- ▶ Mention many people in your posts or tweets (What is twitter handle of your university, hosting member, Facebook site, etc.)?
- ▶ Use relevant hashtags or buzzwords for search engine
- ▶ Teaser the people to read your blog post: Questions, Curious relations, funny details, rhetorical styles like alliteration, etc.
- ▶ Use pictures, short videos, audio

### DON'Ts:



- ▶ Misspellings, typos
- ▶ wrong or broken links
- ▶ insulting somebody
- ▶ no links, picture, video, hashtag
- ▶ just copy paste the title of your linked site/article (exception if it's really good)
- ▶ Tweet post at times where nobody would read it (especially twitter!)





## Hands on exercise:

- ▶ Write a tweet which promotes your blog post which is about this training week
- ▶ Write a tweet & Facebook post to tease people to read your blog post about your project
- ▶ Write a Facebook to introduce yourself to the Summer of HPC Facebook community and your friends



## Follow and like us!

- ▶ @summerofhpc
- ▶ #SoHPC #HPC
- ▶ [www.facebook.com/summerofhpc](http://www.facebook.com/summerofhpc)
- ▶ LinkedIn: Student Group  
and General Group (<https://www.linkedin.com/groups/4725549>)
  
- ▶ @PRACE\_RI [https://twitter.com/prace\\_ri](https://twitter.com/prace_ri)
- ▶ YouTube <https://www.youtube.com/user/PRACERI>
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**THANK YOU FOR YOUR ATTENTION**

[www.prace-ri.eu](http://www.prace-ri.eu)