Throwing the Social Grenade

Discussing Facebook, Twitter, Instagram and YouTube with your customers or prospects

Erik Okerholm - Senior Sales Engineer
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Agenda

1. Quick Social Media Stats
2. Reviewing “Online Persona”
3. YouTube
4. Instagram
5. Social Feeds and MicroStrategy
6. Live Demos – FB & Twitter Dashboard Builds
Visualizing Scale – The Petabyte

1 PB = 1,000,000,000,000,000 = 10^{15} \text{ bytes}

= (Billion) 1,000,000,000 megabytes

= (Million) 1,000,000 gigabytes

= (Thousand) 1,000 terabytes

| 86,400 seconds/day | 1,000,000 seconds | 11.57407 days | 1,000,000,000 seconds | 11574.07 days | 31.69 years! |
The world is home to 8.6 billion gadgets (2015), and they’re multiplying *five times* faster than we are.

Of the 7.4 billion People in the world..... Only 4.5 billion have access to toilets.

https://www.connected-uk.com/more-mobile-devices-in-the-world-than-people-how-many-do-you-have/
http://newsfeed.time.com/2013/03/25/more-people-have-cell-phones-than-toilets-u-n-study-shows/
50+ Social Media Statistics
This chart shows the net favorability of the 'most loved brands' in the U.S. in 2017

Amazon CEO Jeff Bezos once said: "If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends." As the infographic shows, the founder of 'earth's biggest bookstore' certainly seems to have kept this wisdom in mind, building his company into the 'most loved' brand in the United States.

A recent survey by Morning Consult revealed that Amazon currently enjoys a nationwide-best net favorability of 76 percent.

- Close behind the Seattle-based retail giant is Google, with a 75 percent score.
- The top ten is dominated by American companies, with one exception;
  - Japanese tech firm Sony makes it into joint eighth position with Home Depot and Lowe's with 70 percent.

https://www.statista.com/chart/9214/americas-favorite-brands/
Social Media.....By the Numbers....

1. 52% of online adults now use two or more social media sites. (Pew Research)

2. 70% of the U.S. population has at least one social networking profile. (Statistica)

3. Of the 7.4 billion people on earth,
   • 3 billion have Internet access;
   • 2.1 billion are active on social media; and
   • 1.7 billion use social networks from a mobile device. (Link Humans)

4. The number of worldwide social media users is expected to reach 2.5 billion by 2018. (Statistica)

5. 90% of young adults (ages 18 to 29) use social media. 35% of those over age 65 do.

6. Website traffic and “vanity metrics” (friends, followers, “likes”) are the most common metrics marketers use to measure the business impact of social media.
   • Just 14% tie social media to sales levels. (The CMO Survey)

7. “Engagement” (such as likes, shares, etc.) is considered the most important metric for evaluating social media marketing success,
   • with 80% of marketers identifying it as one of the top three metrics.
   • Audience size (61%) and
   • Website traffic (56%) round out the top three.

8. The tools most commonly used to measure social media marketing results are the native analytics provided by the social networks (Facebook, Twitter, etc.) themselves, at 65%. These are followed by social media management platforms like HootSuite (62%) and web analytics (e.g., Google Analytics) at 59%.
   • Just 22% of businesses use dedicated social media measurement platforms.
9. The share of marketing budgets spent on social media is expected to more than double over the next five years, from **11% today to 24% by 2020.** *(The CMO Survey)*

10. Social media advertising revenue will reach **$9.8 billion in 2016.** *(Link Humans)*

11. **22% of social media marketing activities** are performed by outside agencies. *(The CMO Survey)*

12. Developing a social media strategy is a more common challenge among small businesses (55%) than enterprises (34%),
   • while securing enough internal resources is a more common problem in larger companies (47%) than in SMBs (33%). *(Simply Measured)*

13. **33% of millennials** identify social media as one of their preferred channels for communicating with businesses.
   • Less then 5% of those 55 and older agree. *(MarketingSherpa)*

14. **74% of salespeople who beat their 2014 quota by 10% or more** say they have an excellent understanding about the use of social media for prospecting, nurturing relationships and closing deals.
   • They were **over 6x** as likely to exceed their quota than sales peers with rudimentary or no social media skills. *(Forbes)*

15. **64% of sales professionals** reported closing at least one deal in 2014 as a direct result of using social media. *(Forbes)*

16. **96% of small business owners/marketers use social media marketing,** and
   • **92% of those agree or strongly agree** with the phrase, “Social media marketing is important for my business.” *(Social Media Examiner)*

17. The top three goals for SMB social media marketing programs are **brand awareness (74%), website traffic (53%), and lead generation (41%).** *(Simply Measured)*

18. **61% of startups** use social media for marketing. *(TNW News)*

19. **43% of digital marketers say social media is one of their most effective tactics,**
   • but **49% call it one of the most difficult.** *(TNW News)*
20. Social media is viewed as the **second-most effective digital marketing tactic** for customer retention purposes, behind only email. ([TNW News](https://www.tnw.com/2013/11/07/social-media-marketing-customer-retention/) )

21. The three characteristics of brand social media posting most important to consumers, in order, are
   1) the **brand shares new content**;
   2) the **content is relevant to the brand**; and
   3) the **brand engages with its followers**. ([SocialTimes](https://www.socialtimes.com/))

22. **57%** of consumers say they’d be somewhat or very influenced to think more highly of a business after seeing positive comments or praise online, and
   - 16% say they **only share positive reviews on social media**. ([Direct Marketing](https://www.marketingprofs.com/Articles/2015/13793))

23. And yet–
   - 34% of small businesses have no social media presence at all, and
   - 36% of those who do **never respond to customer comments online**. ([Direct Marketing](https://www.marketingprofs.com/Articles/2015/13793))
24. Online adults aged 18-34 are most likely follow a brand via social networking (95%). (Source: MarketingSherpa)
   • Think about your audience and see where they are most likely to follow your brand.

25. 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: Ambassador)
   Use social media as an effective customer service tool to increase brand engagement and win new customer
Usage statistics:

- 79% of Internet users (68% of all U.S. adults) use Facebook.
- Worldwide, there are over 2.07 billion monthly active Facebook users, which is a 16% increase YOY.
- 1.66 billion people log onto Facebook daily active users for January 2017, a 17% increase YOY (with 8x/day avg).
- Nearly 85 percent of Facebook's daily active users are outside the US and Canada.
- There are 1.74 billion mobile active users for September 2017, an increase of 20% YOY.

Average User on Facebook has 155 friends. (28% genuine)

Average number of pages, groups, and events a user is connected to is

Everyone on Facebook is connected to one another by an average of 57 degrees of separation.

Avg User to User is 3.57

Average time spent per Facebook visit is 20 minutes making the average monthly time spent to 600 minutes.

Every 60 seconds on Facebook:
- 510,000 comments are posted,
- 293,000 statuses are updated,
- 136,000 photos are uploaded.

Every 20 Minutes:
- 1 M links are shared,
- 20 M friend requests are sent
- 3 M messages are sent.
1.13 Trillion

50% of 18-24 year-olds go on Facebook when they wake up (Source: The Social Skinny)
What this means for you:
Facebook is important to these users, and potentially, if done correctly, so is the content you post on it.

400 new profiles are created every minute.

Highest traffic occurs mid-week between 1 to 3pm (Source: Bit.ly blog) On another note, a Facebook post at 7pm will result in more clicks on average than posting at 8pm (Source: Forbes).
You have the potential to reach more consumers and drive higher traffic to your site during peak usage times, but people may be more likely to be more engaged in the evenings.

This statistic may be a factor when you are planning social communication scheduling.
### Always on...Facebook

Share that use the following social media apps "several times a day" in the U.S.:

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Usage Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>44%</td>
</tr>
<tr>
<td>YouTube</td>
<td>35%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>34%</td>
</tr>
<tr>
<td>Instagram</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter</td>
<td>32%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>25%</td>
</tr>
<tr>
<td>Reddit</td>
<td>22%</td>
</tr>
<tr>
<td>Periscope</td>
<td>20%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>12%</td>
</tr>
</tbody>
</table>

*mobile only; Q1 and Q2 2017; multiple responses possible

Source: Audience Project

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### Facebook remains the most popular social media platform

% of online adults who use...

- Facebook: 79%
- Instagram: 32%
- Pinterest: 31%
- LinkedIn: 29%
- Twitter: 24%

Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016. "Social Media Update 2016"

PEW RESEARCH CENTER
In Europe, over 307 million people are on Facebook. (Source: Search Engine Journal) The Takeaway: This isn’t just a U.S. phenomenon – a worldwide market is available via Facebook.

More than 40 million small businesses have active pages

Facebook is available in 101 languages with over 300,000 users helping in translation.

Age 25 to 34, at 29.7% of users, is the most common age demographic. This is the prime target demographic for many businesses’ marketing efforts, and you have the chance to engage these key consumers on Facebook.

The most effective length for an ad title on Facebook is four words—15 words for a link description.

Page views in the United States is done on Facebook

1 in 5
Thoughts to take with you:

At 2.07 billion,
Facebook has more Monthly Active Users (MAU) than
- WhatsApp (500 million),
- Twitter (330 million) and
- Instagram (600 million)—combined
  (Source: CNBC).

Facebook’s stock-market valuation tops $245 billion and has now passed Walmart.
1. 24% of Internet users (21 percent of all U.S. adults) use Twitter.
2. 80% of Twitter’s active users use the platform on their mobile device.
3. 79% of Twitter accounts are outside the US.
4. Twitter has about 330 million Monthly Active Users (MAU). (69 Million in the US)
5. Daily Active User (DAU) 100 Million year over year growth has increased 14 percent for Q3 2017 14 marking the fourth consecutive quarter of accelerating growth
6. Twitter users send 6,000 tweets per second. (518.4 Million/Day)
   That’s a ton of tweets. It may seem chaotic, but there are a lot of conversations to be had if you know where to look. Follow relevant users and thought leaders in your networks and start conversations with them and build relationships by responding to tweets, RT’s and favorites.
7. 84% of the world’s heads of state are active Twitter users.
8. 53% of people recommend companies and products on Twitter.
   If that many people are recommending your company or products, your company should have a presence to be a part of the conversation.
9. The average consumer mentions brands 90 times/week with family, friends and co-workers.
   You’re much more likely to be mentioned if you are part of the conversation and build relationships with your brand advocates.
10. 64% of Twitter users and 51% of Facebook users are more likely to buy the products of brands they follow online
    Building your online following is essential to extending the e-commerce efforts of your brand online. Users are much more likely to respond and buy brands that make them feel special.
11. 50% of shoppers have made a purchase based on a recommendation through a social media network
    Your participation, communication and presence affect SALES.
12. Link clicks account for 92% of all user interaction with tweets. (Source: HubSpot)
    Link clicks are the your easiest and strongest chance of gaining views and shares for your content.
13. 78% of people who complain to a brand via Twitter expect a response within an hour. (Source: Lithium)
    Customers are turning to social media outlets to unleash their frustration or questions. Make sure you are actively engaged on your social networks.

So if after all of this, your brand still isn’t using social media, it’s time to start considering how not using social media can be hurting your brand in the long run.
Case Study: Whataburger –
The Importance of a Filtered YouTube Channel

- No named/filtered/organized YouTube Channel
  - https://www.youtube.com/results?search_query=Whataburger
- Red Robin Ad on Whataburger YouTube Search
- #1 & #3 Colorful Food Review (6.2M views) (NSFW)
- #5 Fight Captured on Cell Phone Video (1.4M Views)
  - Good Press: Poetry Slam
  - Bad Press: Lewisville, TX
Case Study: Visionworks – Effective Use of Instagram

https://www.instagram.com/explore/tags/visionworks

Great following and traction for location
### Stuller Twitter Feed Analysis (latest 500 Tweets)

#### Stuller Twitter User Analysis

<table>
<thead>
<tr>
<th>Username</th>
<th>User Profile Count</th>
<th>User Followers Count</th>
<th>User TWEET_Count</th>
<th>User started Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>User1</td>
<td>1200</td>
<td>500</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>User2</td>
<td>800</td>
<td>300</td>
<td>90</td>
<td>150</td>
</tr>
</tbody>
</table>

#### Tweets and User Info

<table>
<thead>
<tr>
<th>Text</th>
<th>Username</th>
<th>User Status</th>
<th>User List</th>
<th>User TWEET</th>
<th>User Hashtags</th>
<th>User Location</th>
<th>User Private</th>
<th>User Entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stuller presents on the International Conference of Social Media</td>
<td>User1</td>
<td>Real User</td>
<td></td>
<td>100</td>
<td>#socialmedia</td>
<td>USA</td>
<td>False</td>
<td></td>
</tr>
</tbody>
</table>

### Stuller Twitter Feed Detail

<table>
<thead>
<tr>
<th>Username</th>
<th>User Status</th>
<th>User Follow</th>
<th>User Tweet</th>
<th>User Hashtags</th>
<th>User Time Zone</th>
<th>User Bio</th>
<th>User Location</th>
<th>User Private</th>
<th>User Entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>User1</td>
<td>Real User</td>
<td>500</td>
<td>100</td>
<td>#socialmedia</td>
<td>UTC</td>
<td></td>
<td>USA</td>
<td>False</td>
<td></td>
</tr>
</tbody>
</table>
Mariano Urman
Manager, Sales Engineering
Presales-Argentina
Stuller Twitter Feed Analysis (latest 500 Tweets)

Stuller Twitter User Analysis

Tweets and User KPIs

<table>
<thead>
<tr>
<th>Username</th>
<th>User Followers Count</th>
<th>User Friends Count</th>
<th>User Statistics Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUS AM800</td>
<td>5,818</td>
<td>1,233</td>
<td>16,904</td>
</tr>
<tr>
<td>Serena_dile</td>
<td>2,994</td>
<td>1,675</td>
<td>68,541</td>
</tr>
<tr>
<td>RT @ParraStudios: MiN PPT G005x50, STULLER - DOSIS DE REALIDAD</td>
<td>2,762</td>
<td>4,288</td>
<td>3,654</td>
</tr>
<tr>
<td>RT @Stuller: STULLER 18KT PLATINUM GEMSTONE RING - SIZE 5.5</td>
<td>2,386</td>
<td>3,206</td>
<td>260,984</td>
</tr>
<tr>
<td>RT @LuisStuller: Please, Robert Patterson</td>
<td>2,326</td>
<td>2,875</td>
<td>48,488</td>
</tr>
<tr>
<td>RT @RPStuller: STULLER 18KT PLATINUM GEMSTONE RING - SIZE 5.5</td>
<td>2,108</td>
<td>2,775</td>
<td>362,550</td>
</tr>
</tbody>
</table>

Stuller Twitter Feed Detail

<table>
<thead>
<tr>
<th>User Name</th>
<th>User Screen Name</th>
<th>User Location</th>
<th>User Description</th>
<th>User Time Zone</th>
<th>User Notifications</th>
<th>User Lang</th>
<th>User in Following</th>
<th>User Is Followed</th>
<th>User Is Retweeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEARL GUIDE</td>
<td>PEARLGUIDE</td>
<td>The World's Largest Pearl Information Source</td>
<td>Pacific Time (US &amp; Canada)</td>
<td>false</td>
<td>en</td>
<td>false</td>
<td>false</td>
<td>false</td>
<td>false</td>
</tr>
<tr>
<td>@AprilJewelry</td>
<td>@Brand Stuller-Matsumoto</td>
<td>@Jaynash Corbett</td>
<td>@Marqueta Thomas</td>
<td>false</td>
<td>en</td>
<td>false</td>
<td>false</td>
<td>false</td>
<td>false</td>
</tr>
<tr>
<td>@AZIrisanne_1</td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>false</td>
<td>en</td>
<td>false</td>
<td>false</td>
<td>false</td>
<td>false</td>
</tr>
<tr>
<td>@AZIirisanne_1</td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>@<a href="https://twitter.com/">https://twitter.com/</a></td>
<td>false</td>
<td>en</td>
<td>false</td>
<td>false</td>
<td>false</td>
<td>false</td>
</tr>
</tbody>
</table>
This is how you do it!

Nationwide Facebook Feed Analysis (Last 60 days)

<table>
<thead>
<tr>
<th>Date</th>
<th>Posts type</th>
<th>Posts message</th>
<th>Comments message</th>
<th>Comments from Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-12-26</td>
<td>status</td>
<td>Apparently nationwide is on your side if it's convenient for them. I had a rock hit my windshield this morning while driving on the freeway. No big deal, with my nationwide plan, it won't cost me a thing as long as it can be patched... well, I still have to have someone patch it. Apparently it happens on weekends. It's bad. I have to wait until Monday if the crack grows between now and then. I'll have to pay my $500 deductible for a new windshield. Looks like if that happens, I'll be searching for a new insurance company.</td>
<td>Good afternoon, would you be willing to jump into a call with me for you? Please contact us at <a href="mailto:info@nationwide.com">info@nationwide.com</a> with more information. Thank you.</td>
<td></td>
</tr>
</tbody>
</table>
Live Demo –
Twitter Dashboard
Set OAuth Parameters

- TN 204734 Configure Twitter Connector
- TN 204764 Configure Facebook Connector

TN325135: How to configure Facebook Data Import connector in MicroStrategy Analytics Enterprise Platform 10.x
MicroStrategy Facebook Analytics with Desktop

Out of the box connectors make it simple and fast for users to do more with their Facebook Page

Facebook Analysis for Coca-Cola with 107,145,424 page Likes and 10,919 Talking Abouts.

Welcome to the happiest Facebook page on, um, Facebook.
MicroStrategy Facebook Analytics with Desktop
Live links directly to Facebook

<table>
<thead>
<tr>
<th>Post Type</th>
<th>Link to Post</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>video</td>
<td>2017-12-20 22:38:25</td>
<td>6,172</td>
</tr>
<tr>
<td>photo</td>
<td>2017-12-24 16:00:02</td>
<td>2,326</td>
</tr>
<tr>
<td>video</td>
<td>2017-12-12 14:11:28</td>
<td>2,230</td>
</tr>
<tr>
<td>video</td>
<td>2017-10-10 23:26:35</td>
<td>1,722</td>
</tr>
<tr>
<td>video</td>
<td>2017-12-26 16:00:26</td>
<td>1,488</td>
</tr>
</tbody>
</table>
MicroStrategy Facebook Analytics with Desktop
Comments and Likes by Day

<table>
<thead>
<tr>
<th>Comment From</th>
<th>Comment Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jorden Marsengill</td>
<td>I love coke, don't give a damn for Jimmy Kimmel. There was a time long ago when entertainers were entertainers and not political baters</td>
</tr>
<tr>
<td>Chris Boydan</td>
<td>Loved it!</td>
</tr>
<tr>
<td>Rikky Porch</td>
<td>I really love it</td>
</tr>
<tr>
<td>Sonia Kaliman</td>
<td>Coca-Cola will always be in my heart.</td>
</tr>
<tr>
<td>Jae Sue</td>
<td>I tried Coca-Cola. It is without question the best drink in the world. Thank you, Coca-Cola</td>
</tr>
<tr>
<td>Basmia Abbas</td>
<td>THAT'S ME IN THE SECOND OF RCA.</td>
</tr>
<tr>
<td>Bimmy Loo</td>
<td>BRING BACK DON'T MAKE US MISS YOU</td>
</tr>
</tbody>
</table>

Like Name:
- Abubakor Ibrahim
- Akani Mabunda
- Akawa Jay
- Akpoveta Mary
- Alcides Caballa
- Ali de Rayanny

Metrics:
- # of Comments
- # of Likes
MicroStrategy Facebook Analytics with Desktop

Facebook Analysis for Coca-Cola with 107,145,424 page Likes and 10,919 Talking About.

Welcome to the happiest Facebook page on, um, Facebook.

Likes and Shares by Day

Post Type | # of Posts | Likes | Shares | % Shared
--- | --- | --- | --- | ---
link | 9 | 3 | 369 | 12.54%
photo | 132 | 2,851 | 11 | 31.82%
status | 104 | 47 | 15,139 | 32.05%
video | 14 | 15,139 | 4,852 | 32.05%

Post Type | Link to Post | Likes
--- | --- | ---
video | 2017-12-20 22:38:25 | 6,172
photo | 2017-12-24 16:08:02 | 2,125
video | 2017-12-14 15:28:41 | 2,230
video | 2017-10-10 22:28:35 | 1,722
video | 2017-12-26 16:00:20 | 1,458
Find the account you’d like to analyze
Grab a few tweets (500-1000 is plenty)
Do some Data Wrangling to clean up the Date/Timestamp

1) Split By Fixed Length (created_at) (100 Rows)
2) Rename Column (created_at 0.2) To (Date)
3) Split By Fixed Length (created_at) (100 Rows)
Create a Dashboard
Facebook and Twitter Dashboards
Go out there and get them, soldiers.....that’s an order!