

WELCOME TO

# Digital Jam



# Visual Beats: Scroll-Stopping Creative

SESSION SEVEN  
DIGITAL JAM // 2024

# Why Scroll- Stopping Matters

- ✓ Social feeds are **oversaturated**.
- ✓ You have less than **3 seconds** to grab attention.
- ✓ About 30% of content in your FB feed is suggested content and on IG it's even higher.



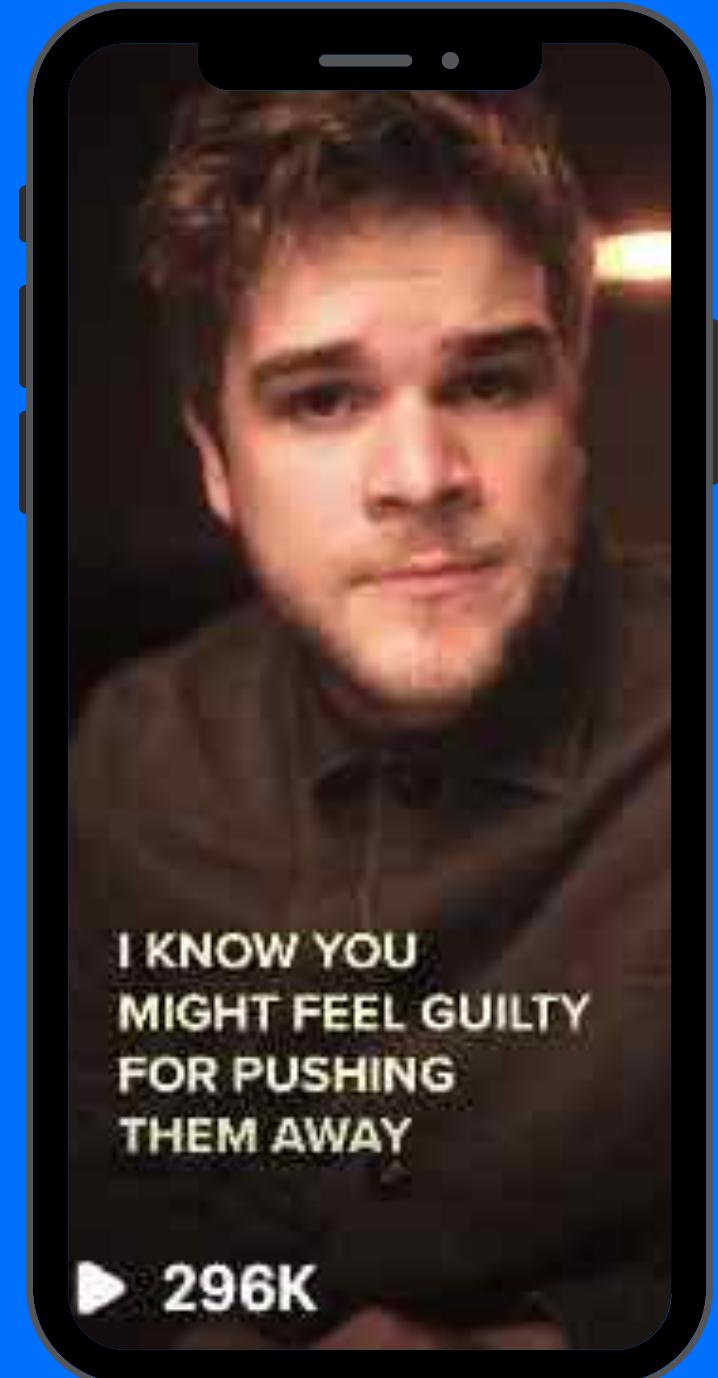
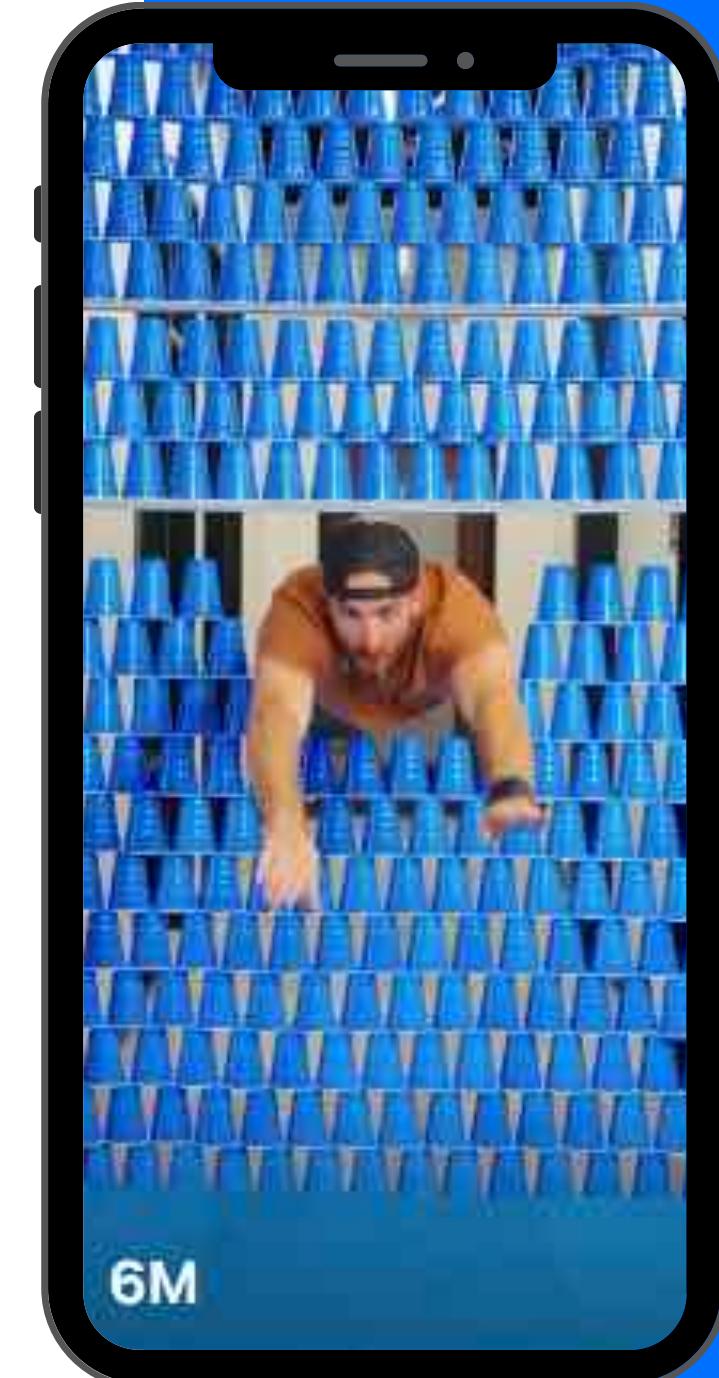
A person spends **1.7 to 2.5 seconds** looking at an individual post on social media before deciding whether to scroll past or engage with it.

# Know Your Audience

✓ **Why** is your audience on social media?

- Entertainment?
- Validation?
- Information?

✓ Analyze audience behavior and **adapt**; iterate, don't imitate.



What works today might not work  
tomorrow. And what doesn't work  
today...might work tomorrow.

Experimentation and  
adaptation is 

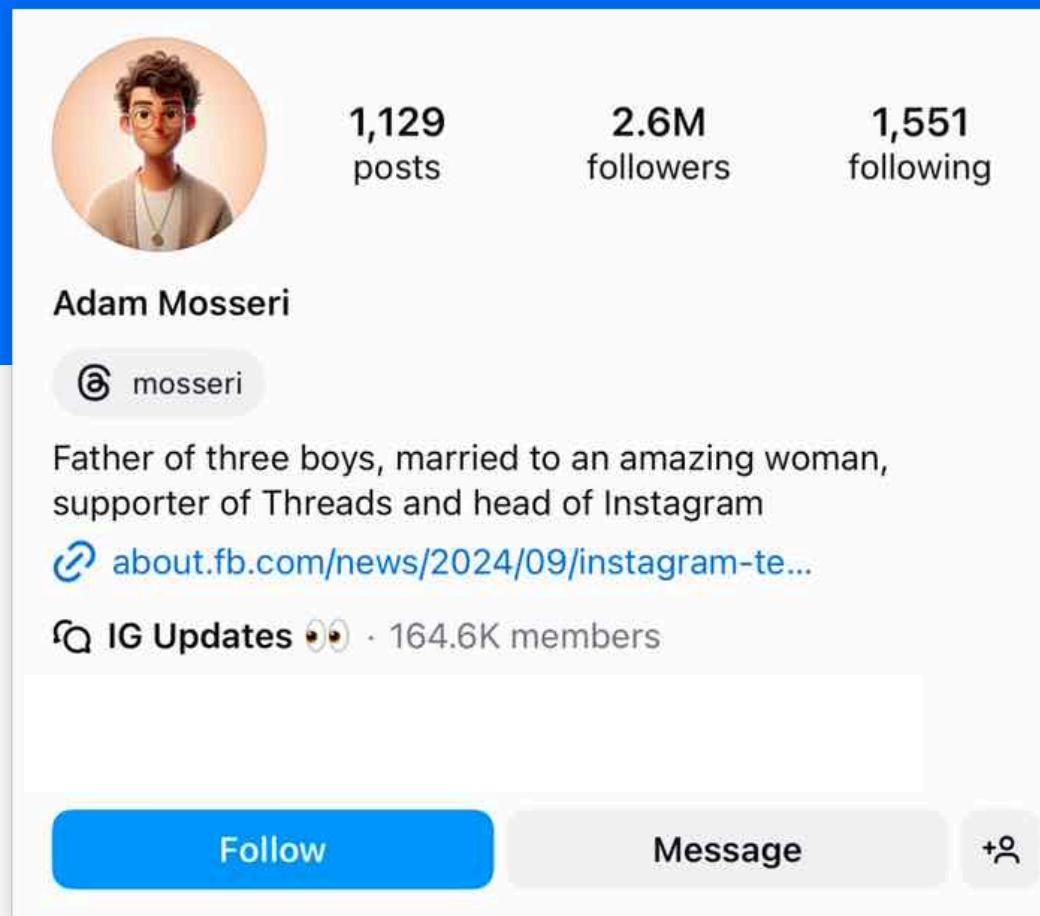
# Followers ≠ Account Health

- ✓ Healthy accounts grow, but follower count is not an accurate reading of an account's health
- ✓ Metrics that are more informative include:
  - Engagement rate
  - Reach
  - Impressions



# Tools over trends

- ✓ Keep an eye on new features
  - Use them wisely!
- ✓ Utilize industry resources
- ✓ Maintain brand voice and style



Adam Mosseri

1,129 posts 2.6M followers 1,551 following

mosseri

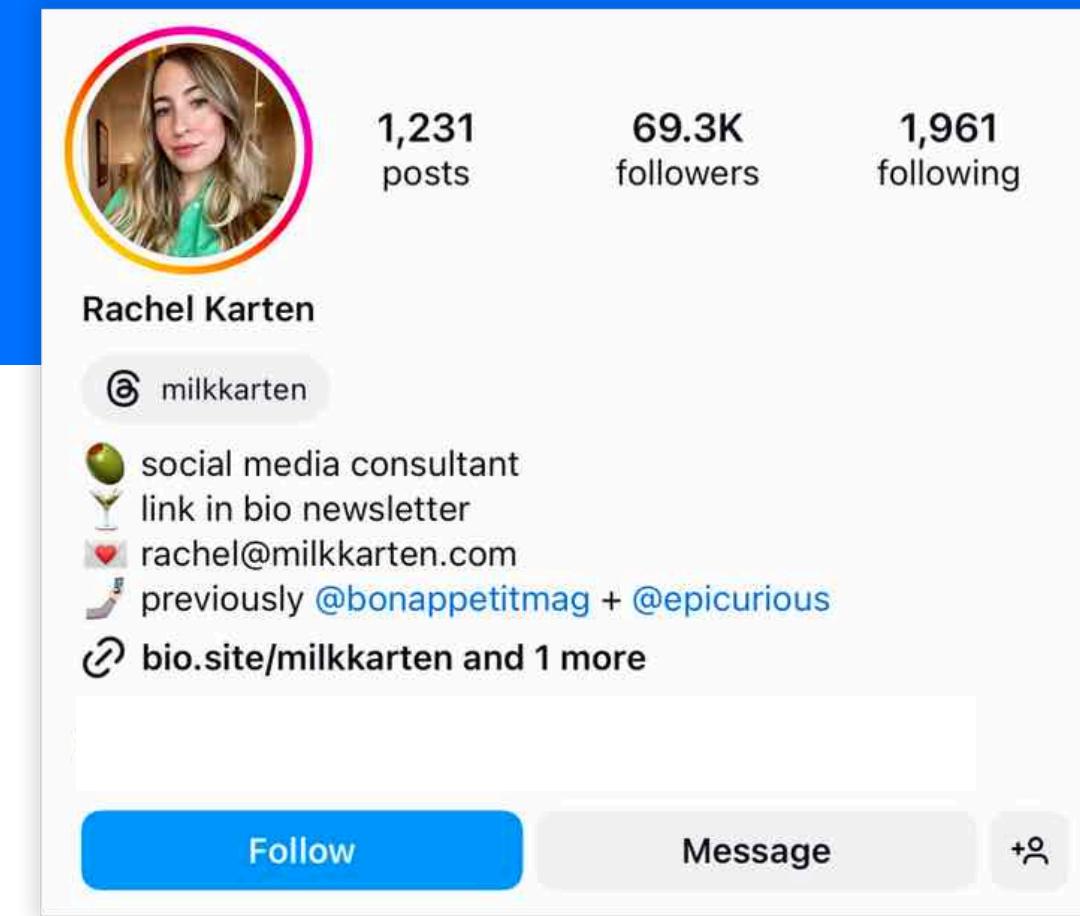
Father of three boys, married to an amazing woman, supporter of Threads and head of Instagram

[about.fb.com/news/2024/09/instagram-te...](https://about.fb.com/news/2024/09/instagram-te...)

IG Updates 164.6K members

Follow Message +8

@mosseri - Head of Instagram



Rachel Karten

1,231 posts 69.3K followers 1,961 following

milkkarten

social media consultant  
link in bio newsletter  
rachel@milkkarten.com  
previously @bonappetitmag + @epicurious  
[bio.site/milkkarten](http://bio.site/milkkarten) and 1 more

Follow Message +8

Rachel Karten - Link in bio newsletter



Social Media Today

249 posts 112K followers 5 following

socialmediatoday

Media/news company  
Helping you make sense of the evolving #SocialMedia and #DigitalMarketing landscape. Sign up for our free newsletter (via link below).

[dive.pub/3Q0B1fc](https://dive.pub/3Q0B1fc) and 1 more

Follow Message Email +8

Social Media Today - Newsletter

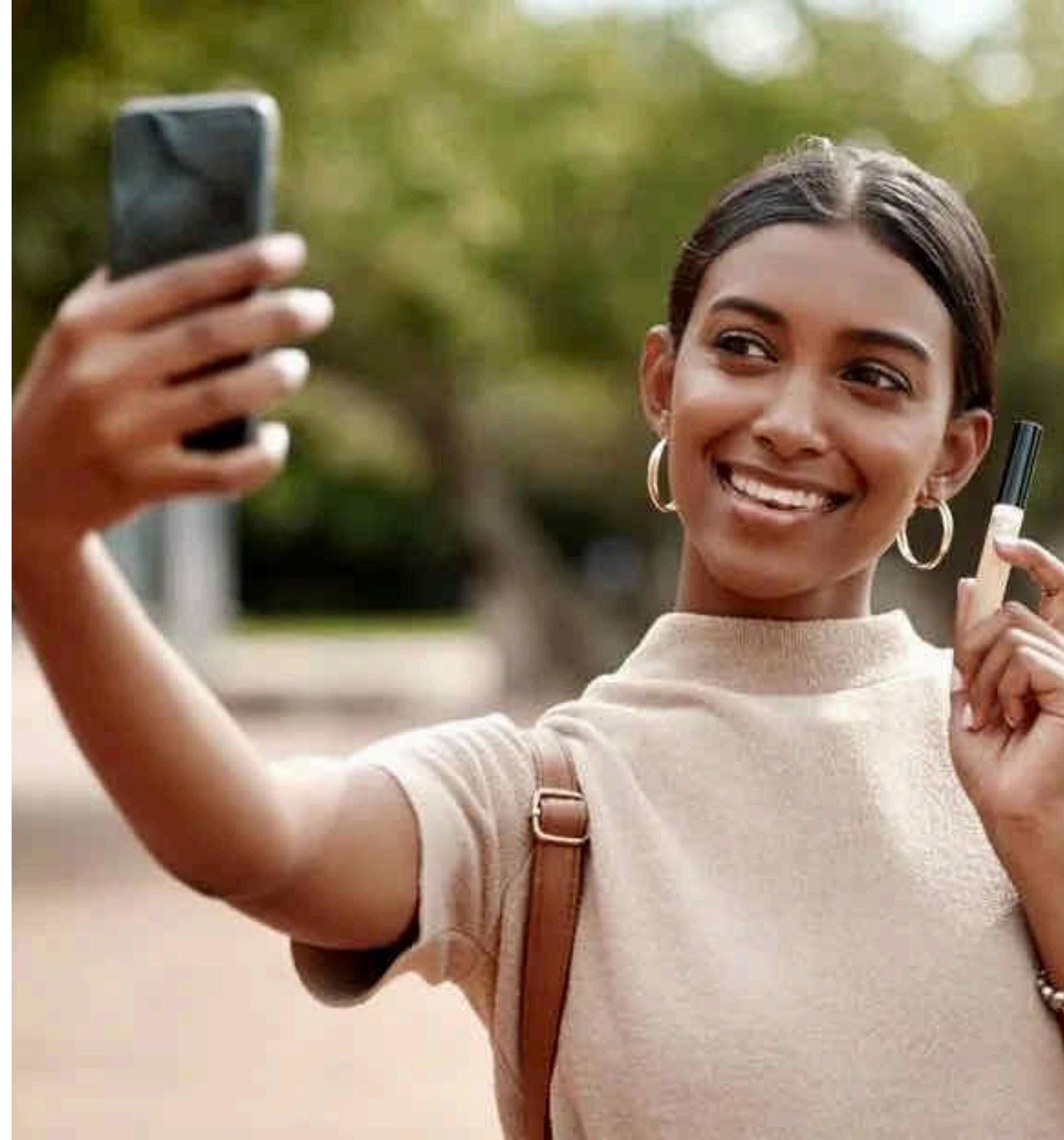
# Leveraging the 5 Fs for Emotional Engagement

Simple, strong hooks that evoke feeling will drive engagement.

- ✓ **Foreign** – Stand out by being unique or different.
- ✓ **Fears** – Appeal to the fear of missing out, failure, or disappointment.
- ✓ **Future Me** – Help them visualize becoming their ideal self.
- ✓ **Faces** – Leverage the power of human faces for connection.
- ✓ **Fables** – Build trust through storytelling.

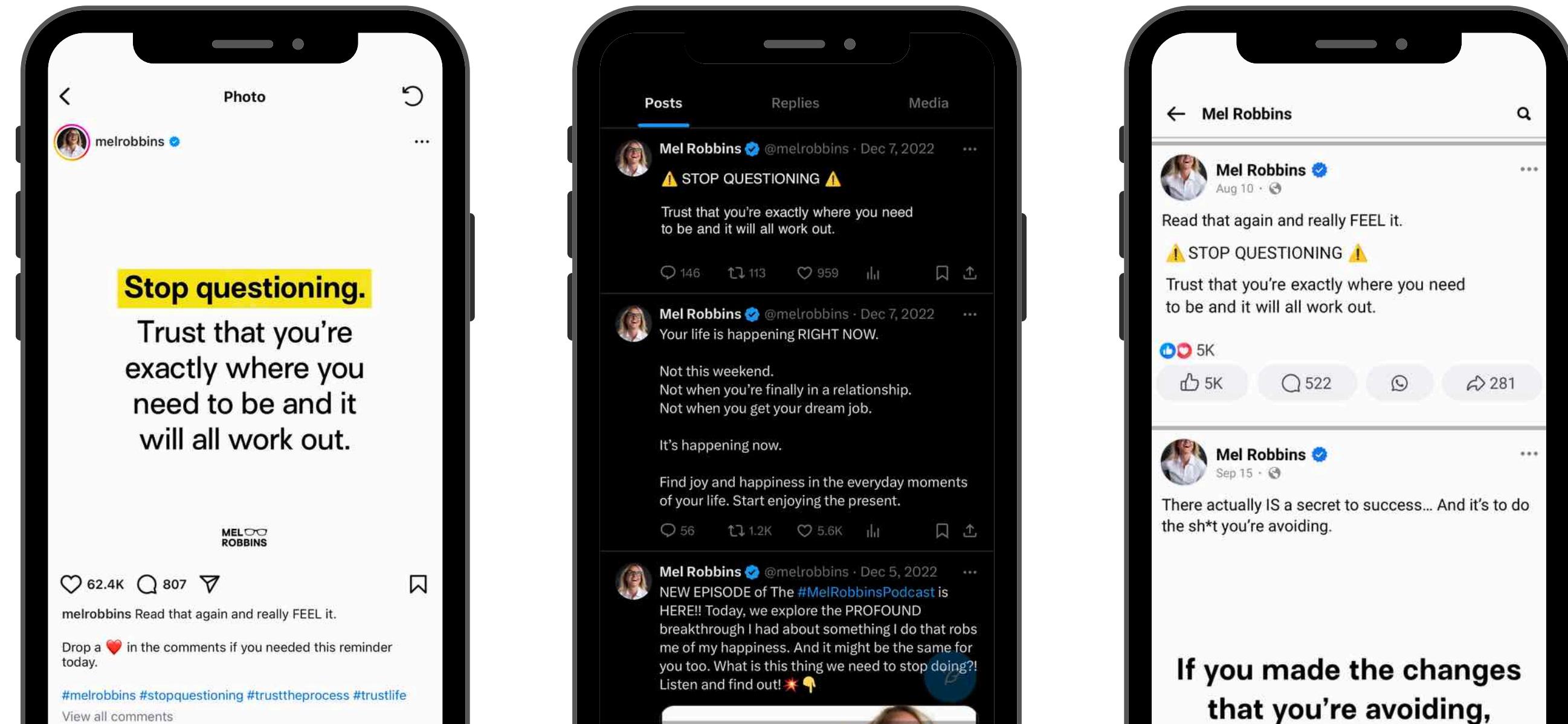
# Leverage User-Generated Content

- ✓ Encourage UGC to foster engagement and brand loyalty.
- ✓ UGC **expands your reach** and builds a sense of community.
- ✓ Read the **comments and your messages!** Create content built on questions/interests of your audience.



# Optimize for Each Platform

- ✓ Different platforms require **different approaches**.
- ✓ **Optimize** tone, format, and style for Instagram, X, Facebook, etc.



# Consistency Wins

Be authentic and consistent with your brand voice.



+



+



=



**Emotional  
Connection**

**Consistency**

**Platform  
Optimization**

**Success**

# Questions

- ✓ Besides the metrics noted here, how do you measure health on your channels? How can you tell when something is "working" with your audience?
- ✓ Have you found that your audience is drawn to a certain content format more than others?
- ✓ How do you maintain an authentic feel on your channels while also utilizing tools like automations, common responses, etc.?



THANK YOU!

Digital  
JAM