

WELCOME TO

Digital Jam





Visual Beats: Scroll-Stopping Creative

SESSION SEVEN

DIGITAL JAM // 2024

Why Scroll- Stopping Matters

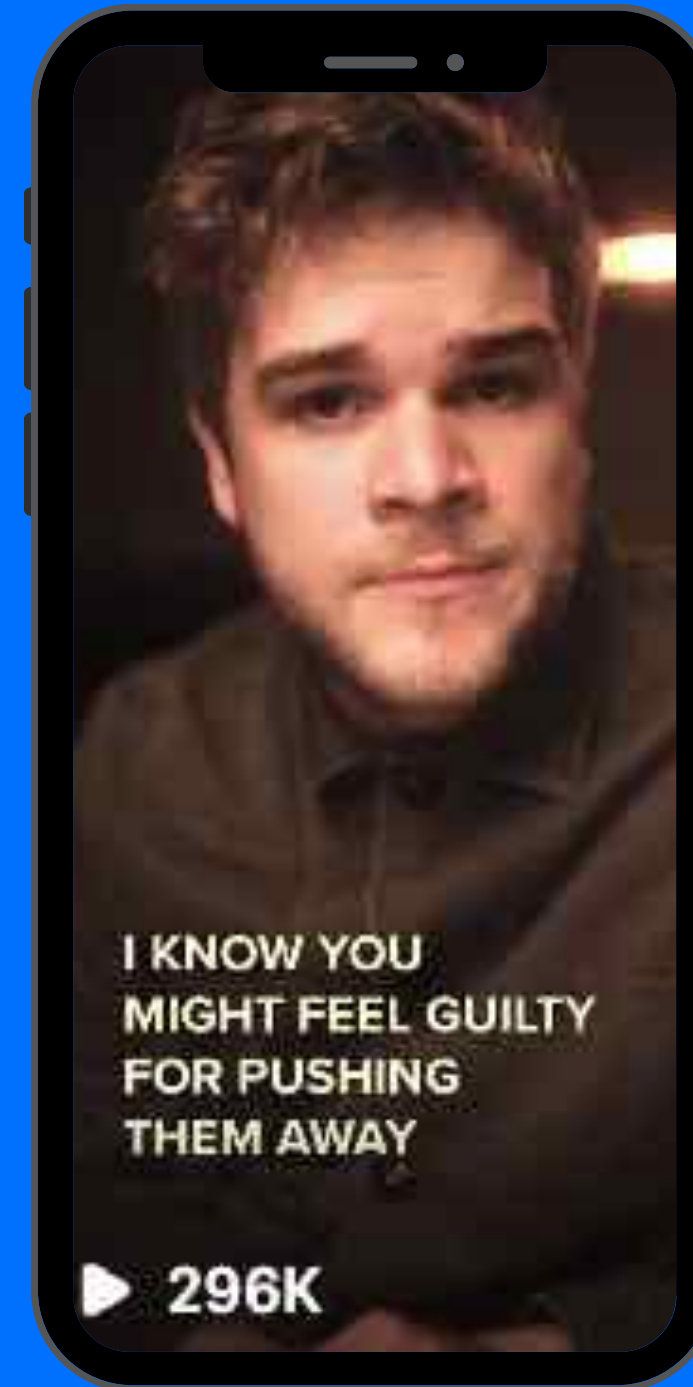
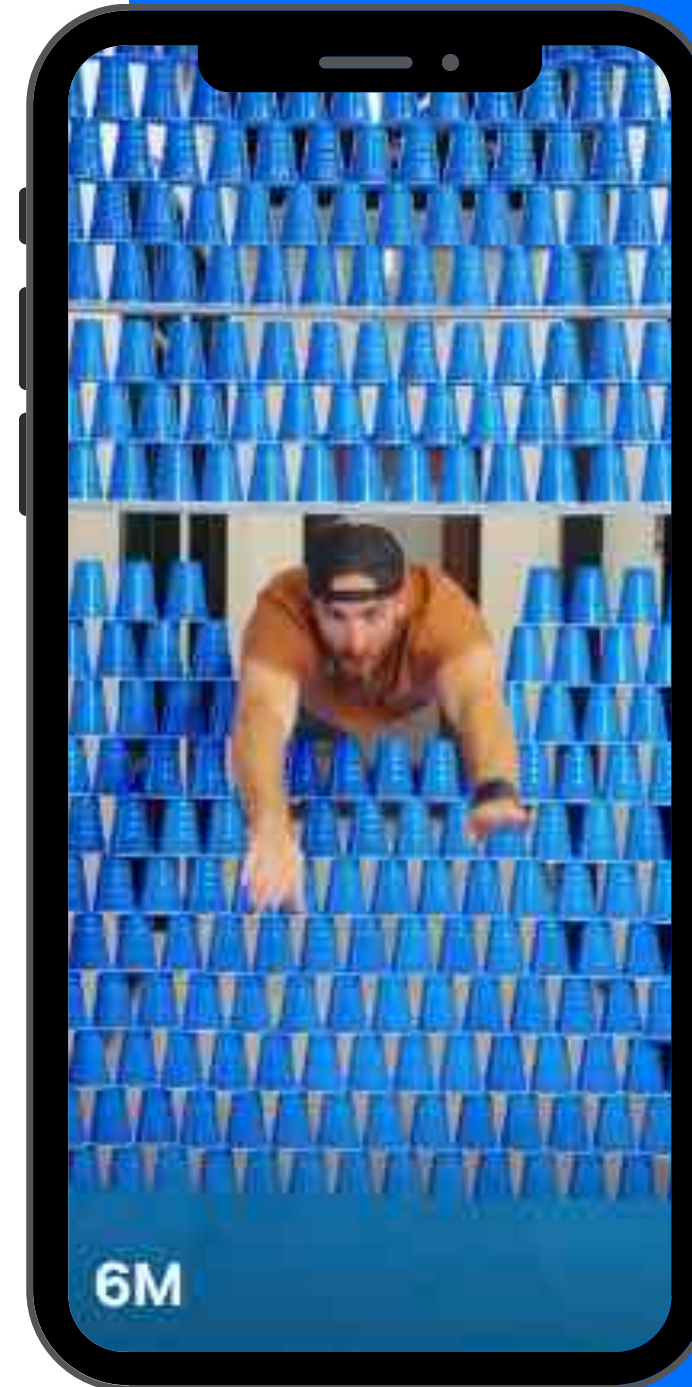
- ✓ Social feeds are **oversaturated**.
- ✓ You have less than **3 seconds** to grab attention.
- ✓ About 30% of content in your FB feed is suggested content and on IG it's even higher.



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 

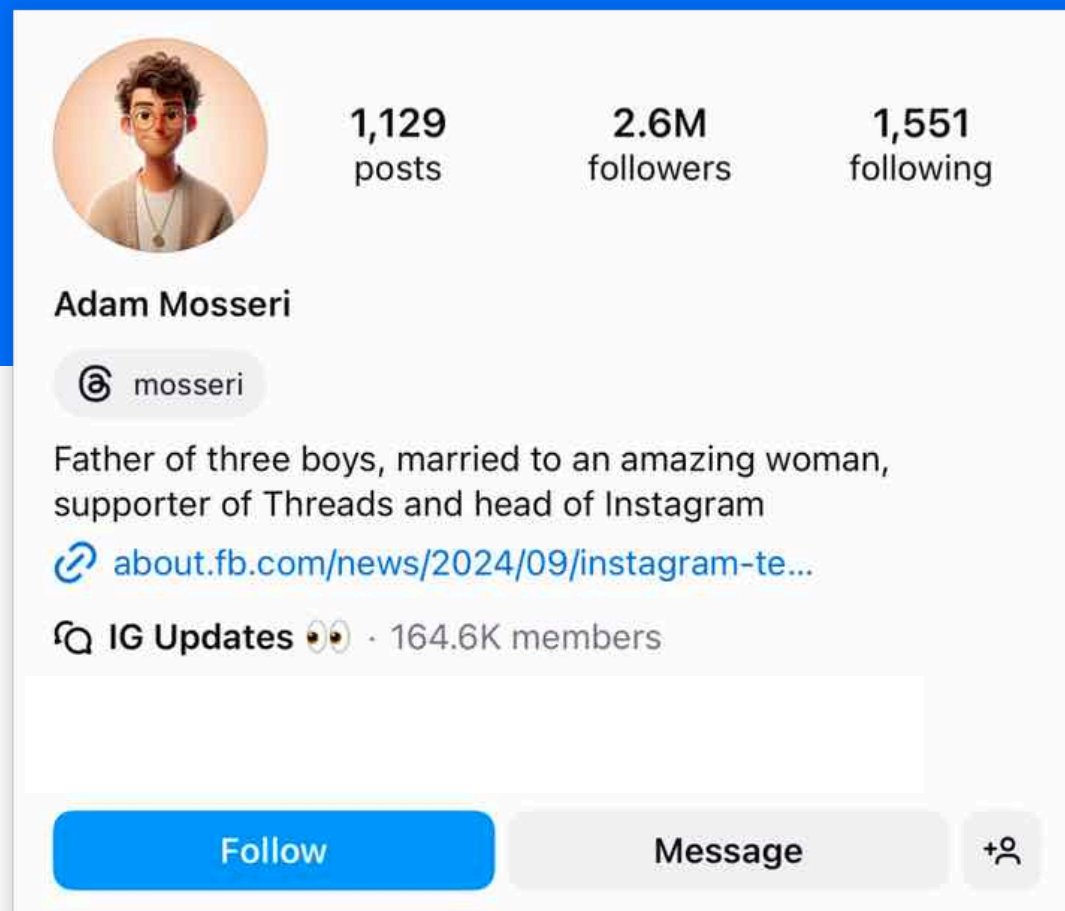
Followers ≠ Account Health

- ✓ 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

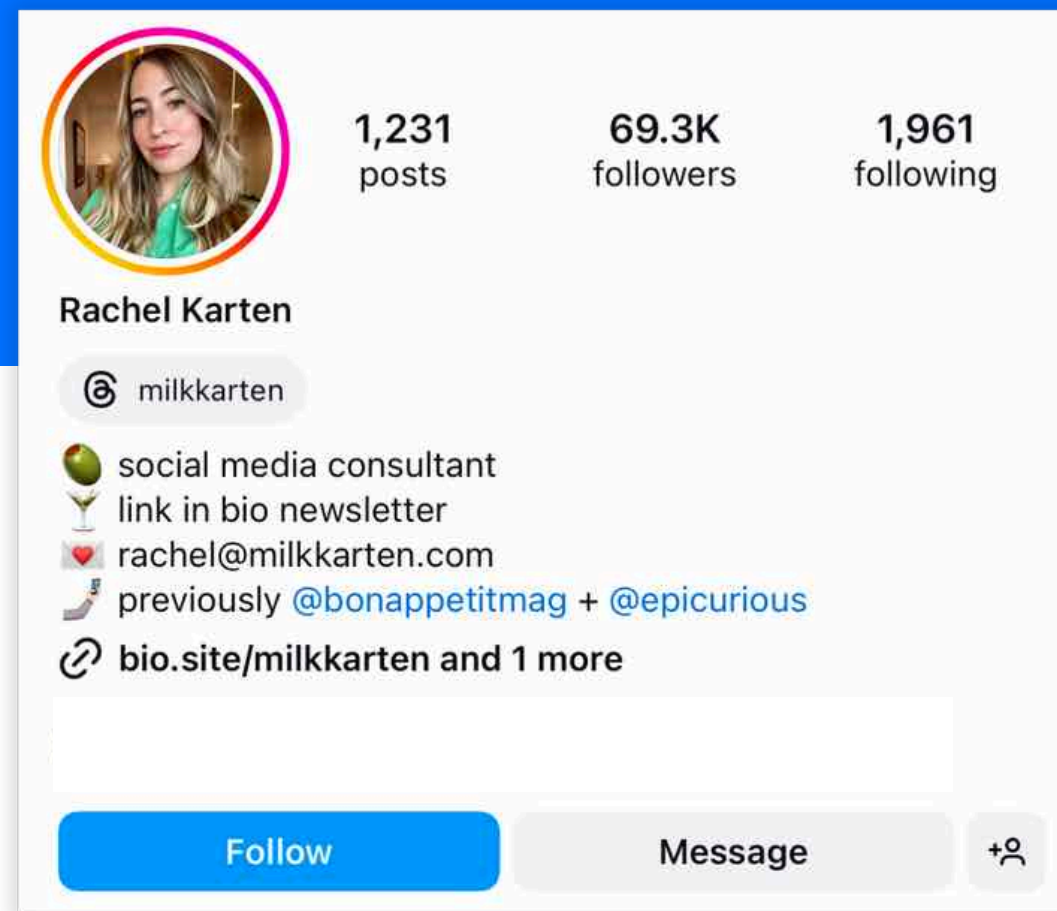


Tools over trends

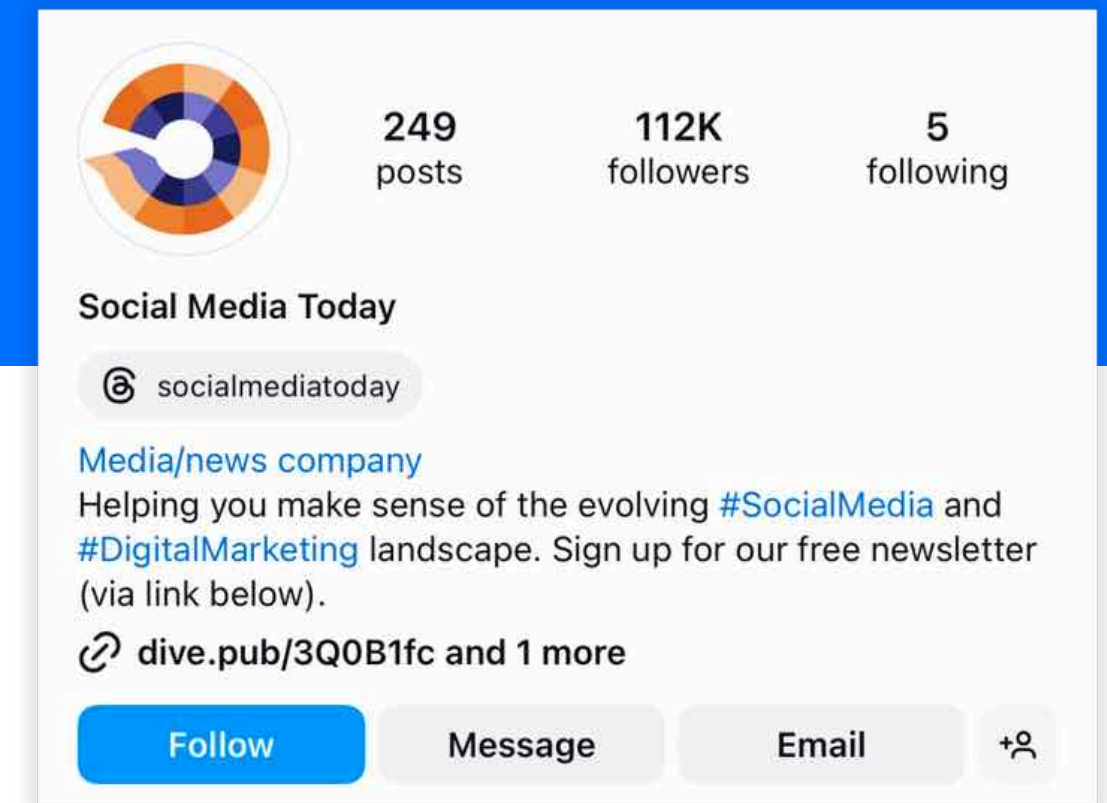
- ✓ Keep an eye on new features
 - Use them wisely!
- ✓ Utilize industry resources
- ✓ Maintain brand voice and style



@mosseri - Head of Instagram



Rachel Karten - Link in bio newsletter



Social Media Today - Newsletter

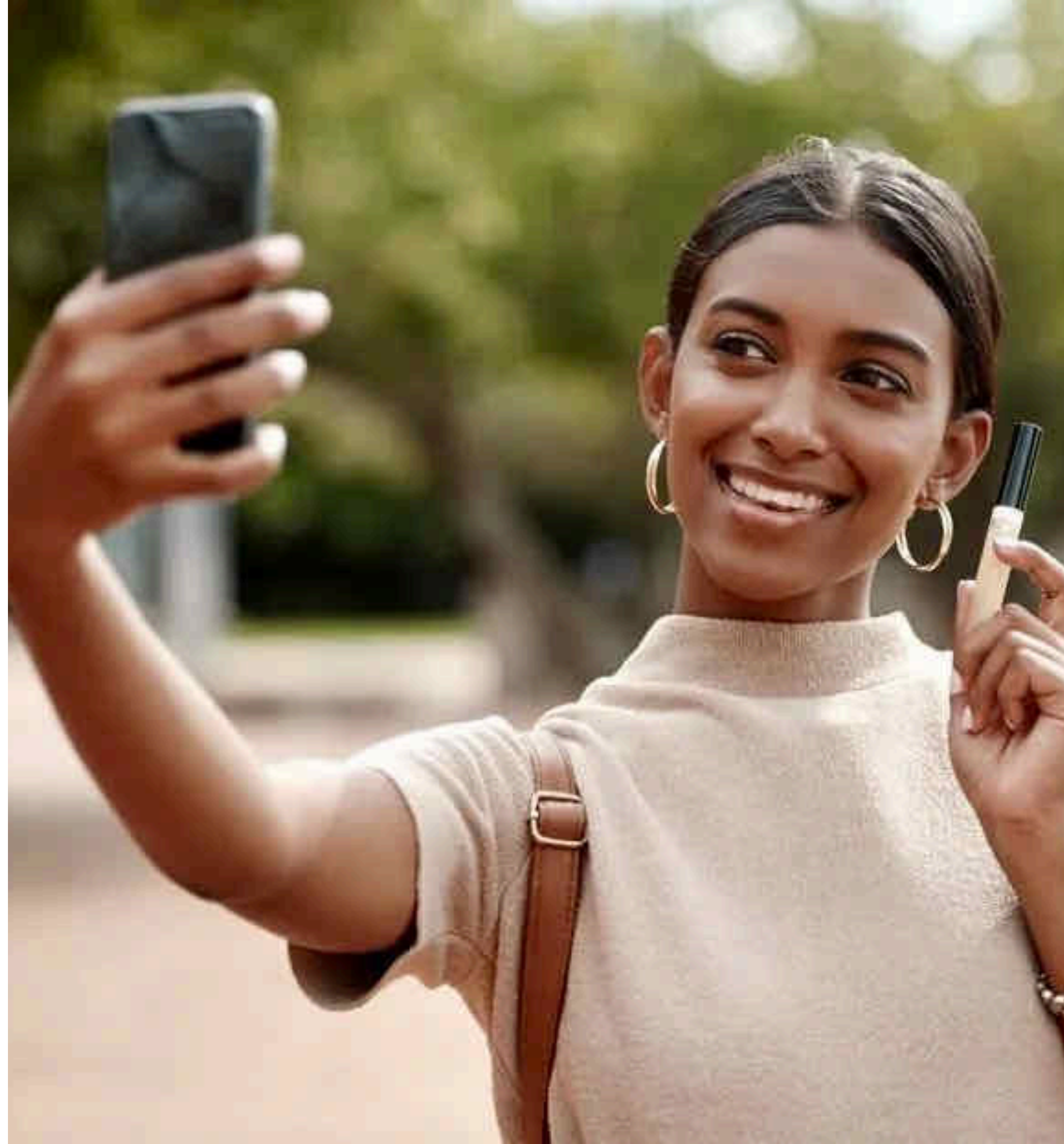
Leveraging the 5 Fs for Emotional Engagement

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.

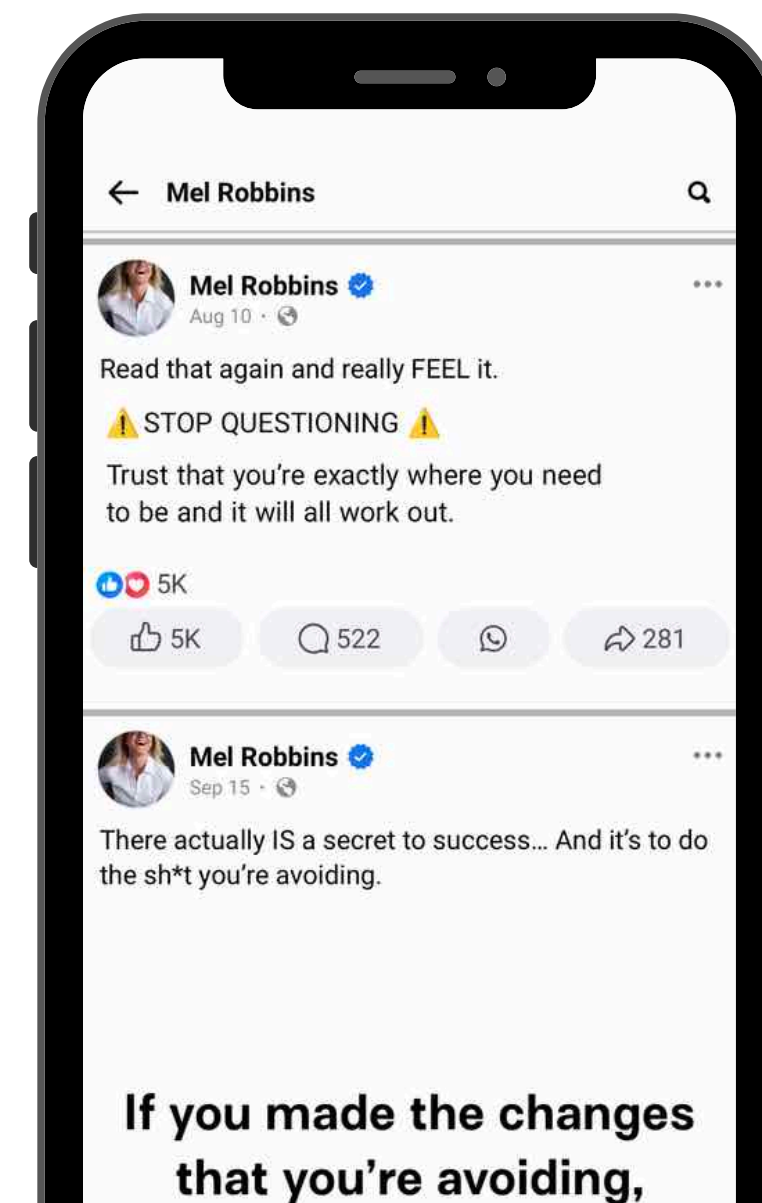
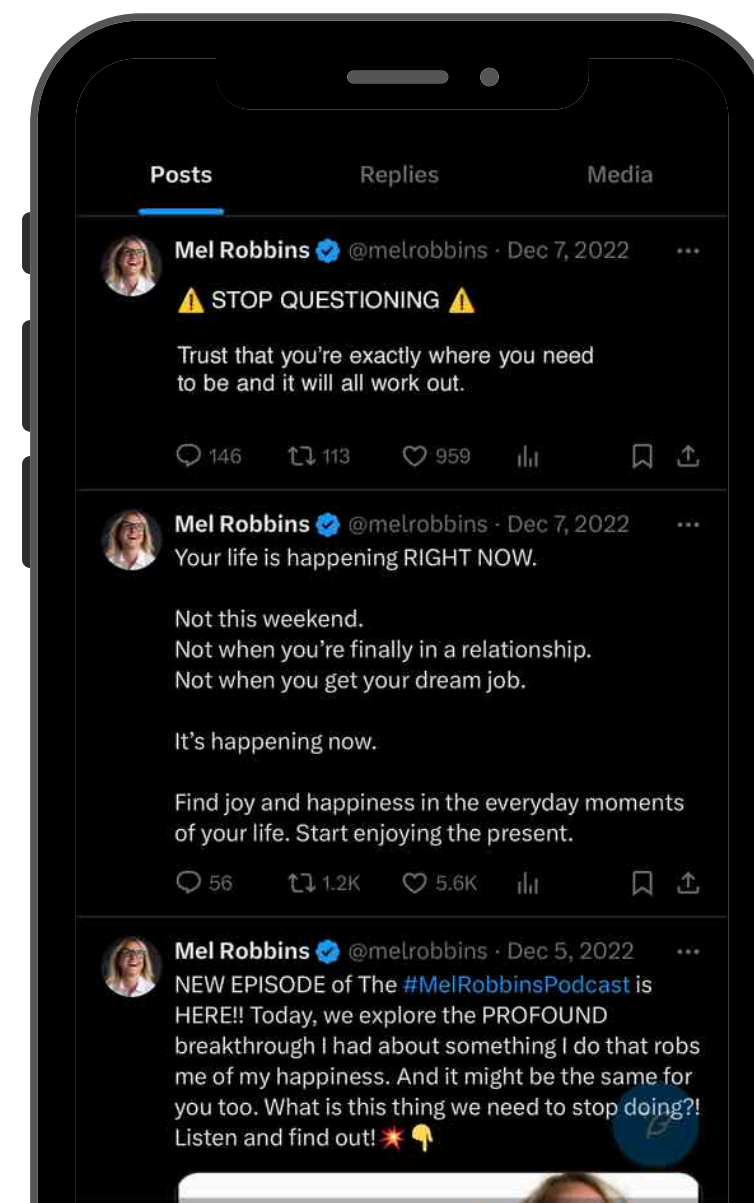
Leverage User-Generated Content

- ✓ **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!

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