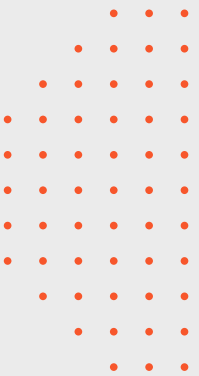
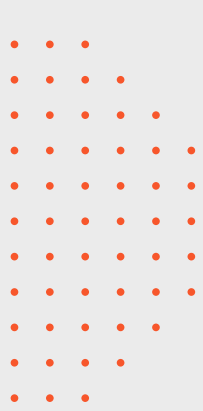


COMMUNICATION IN NEW MEDIA

COMMUNICATING IN A CHALLENGING
CONTEXT





01

**A CONTEXT OF
CHALLENGES**

SOCIAL MEDIA, WHAT DO I NEED YOU FOR (THE MOST RELEVANT PLATFORMS)

1. **Facebook: 3.08 billion users**
2. **YouTube: 2.5 billion users**
3. **Instagram: 2+ billion users**
4. **TikTok: 1.1 billion users**
5. **LinkedIn: 950 million users**
6. **X (formerly Twitter): 540 million users**

SOCIAL MEDIA EXPLAINED WITH DONUTS



A PURPOSE FOR EACH PLATFORM

Facebook: Raise awareness, promote, create buzz.

1. Main social media platform.
2. Allows for clear separation of differentiated strategies.
3. Shares what the follower wants to read.
4. Informal, dynamic content that is also informative and of high quality.
5. There is not a great level of segmentation.

YouTube: Share video media, follow trends.

1. Share content in video format.
2. Search and organize by themes relevant to the user.
3. A platform for commenting on the information presented.

Instagram: Emotional connection with the brand.

1. Works on an emotional level – captivates (shares moments and desires, an intimate analysis of the user derived from gestures).
2. Hashtags aggregate content, allowing trends to be identified.
3. Clean, young, social, and upbeat application.

TikTok: The app of choice for Generation Z.

1. Share short mobile video content.
2. Huge library of filters, effects, and music available.
3. High potential for virality.

LinkedIn: Build professional network, positioning.

1. Business-focused: marketing of the organization + talent.
2. Important to demonstrate content expertise.
3. Encourages employee empowerment within companies.
4. Professional scope.

X (formerly Twitter): Establish positions, opinions, and relationships.

1. General platform that encourages opinion sharing.
2. Open information.
3. Effective for gaining more intimate knowledge of users.
4. Facilitates contact with relevant entities.
5. Informal.
6. Humor and sarcastic trends.
7. Hashtags aggregate content, define trends.





02

A STRATEGIC DIGITAL FOOTPRINT

HAVE YOU EVER SEARCHED YOUR NAME ON GOOGLE?

There is a high probability that the first results you find will be your social media profiles, so make sure they stand out and convey the personal and professional image you want.

THE ADVANTAGES OF A PERSONAL BRAND

Wider Visibility.

By creating a strong personal brand, it becomes easier to be found online and recognized, which will also lead to more recognition for your company.

Recognition as an Expert.

A personal brand boosts recognition as an expert in your field. The information you share on social media contributes to your overall credibility.

Positioning as a Leader.

A strong personal brand built through social media can help create opportunities to present yourself as an opinion leader.

Opportunities for Partnerships.

Since the internet makes it possible to find anyone, it creates the conditions to develop partnerships that were not previously possible or practical.

Added Value.

The value for your company and your value as a brand increase when you have a strong personal brand as part of your social media strategy. When you strengthen your online presence, your brand becomes attractive, and as a result, your company's brand is strengthened.

The Steps to Conquest

1. Know who we are and who we want to be.
2. Understand the context.
3. Set objectives.
4. The story is everything.
5. Unveil the secret: engagement.

Challenge

Improvement and optimization of the digital footprint

- **Scope:** personal profiles of professionals on Facebook and LinkedIn.
- **Visibility:** strengthen presence on the network and increase traffic and brand awareness.
- **Engagement:** build relationships on the network with other professionals.





03

**SOCIAL MEDIA WITH
A SUCCESSFUL
PRESENCE**

AND NOW? THE PRACTICE

Strategically define how we will communicate...

Master the tools that allow us to communicate.

1. Cultivate your brand.

- Your name is associated with everything you share, like, or comment on.
- Remember that all your actions and posts can leave lasting marks that can affect your reputation, for better or worse – make sure it's always for the better!

2. Help the organization stand out.

- The success of the organization lies in its people.
- We build our reputation through the competence of our team.
- By showcasing experience in the activities carried out and in the client sectors, you can help gain more recognition among clients and stakeholders.
- It's a win-win agreement!

3. Professional secrecy and confidentiality.

- You should use your social media in an ethical, independent, and respectful manner.
- Be cautious with your personal data.
- Never share internal information or documents about your clients.

4. Respect and responsibility.

- Everything you post online reflects on you and your company.
- When joining a conversation, respect others and avoid insulting their opinions.
- Even private conversations can become public and be used against you.
- Do not use social media to participate in defamation campaigns against the organization, its competitors, clients, or stakeholders.

5. Be careful with sources.

- Beware of fake news!
- Before sharing or forwarding something, make sure the source is reliable.
- Well-established media outlets are generally a trustworthy choice.
- In doubt, do not share.

6. Be attentive.

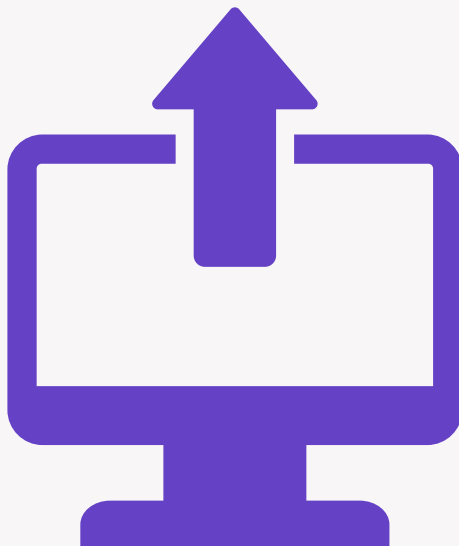
- If you receive or notice any negative messages directed at the organization or its employees, report it to your superior.
- No matter the issue, always avoid conflicts and controversies.

DO'S & DON'TS: WHAT YOU SHOULD POST

- **News:** News related to your professional area of interest or sectors relevant to your network.
- **Links to articles:** Links to blog or media articles that you can comment on positively and add your perspective, highlighting important points, for example.
- **Your perspective and experience:** Your perspective and experience in discussions with colleagues or potential clients, through relevant groups.
- **Images or quotes from speakers:** Images or quotes from speakers at professional events you have attended.
- **Goals and milestones achieved:** New milestones reached in your career, such as awards, certifications, and others.

DO'S & DON'TS: WHAT YOU SHOULD NOT POST

- **News:** News about your professional area of interest or related to sectors of interest to your network.
- **Situations with a lot of personal exposure:** Especially on professional social networks, including images of parties, controversies and personal opinions on sensitive social topics, religion or politics.
- **Photos or videos of people who did not allow it:** Whether at public or private events – the GDPR prohibits the use of personal data without the express consent of its owner (image/photo is sensitive personal data).
- **Any offensive message:** Any offensive or insulting message directed at people or organizations.



PROFILE = PERSONAL BRAND

How to strengthen your personal brand on social media and increase your presence on these platforms?

1. Improve your public **image**.
2. Restructure your **profile**.
3. Create and share **content** to improve your digital footprint.

Improving Your Public Image

- Use a corporate profile photo with good quality and appropriate dimensions (standard image). Dimensions: Facebook – 340px width x 340px height, LinkedIn – 200px width x 200px height (minimum).
- Use a corporate cover image created for this purpose. Dimensions: Facebook – 1200px width x 675px height, LinkedIn – 1584px width x 396px height.

Restructuring Your Profile

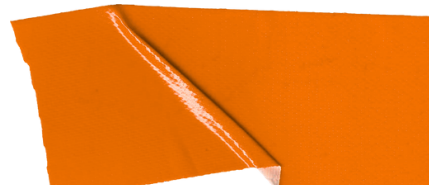
- Change the profile name to the one used in a professional context, facilitating the search on the platform.
- Fill in the biography with personal and professional details. It should be short and encourage reading.
- Fill in the biography with personal and professional details. It should be short and encourage reading.

- Include a description of the tasks performed and goals achieved in the list of positions performed.
- Join groups related to the role or professional area.
- Suggest that colleagues at work or in your professional network that you have met write recommendations on your profile and suggest skills.
- Update the page with any relevant information.

Creating and Sharing Content

- Share articles related to the area of work/role performed or articles of interest/personal at least twice a week.
- Write opinion articles and promote them in identified interest groups, in order to maintain active participation within the community.
- Establish dates and themes - sharing schedule.
- Having your profile visible on the social networks you are present on – we want to be easily identifiable and demonstrate transparency.
- Publicize initiatives carried out by the organization or in which it participates.
- Share identified information that you consider relevant.





CONCLUSION

#1 WE KNOW WHO WE ARE AND WHO WE WANT TO BE

#2 WE KNOW THE CONTEXT

#3 WE SET GOALS

#4 STORY IS EVERYTHING

#5 WE UNCOVERED THE SECRET: ENGAGEMENT

#6 WE MASTER THE POTENTIAL OF NEW MEDIA

#7 WE KNOW HOW TO EVALUATE WHAT SHOULD BE DONE AND WHAT SHOULD NOT BE DONE





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