Privacy in Social Media Communication

Ralph Szeto

HKAIM Chairman

May 10th, 2018

Social Media Communications

All About Dialogues

Engagement
Continuous dialogue with audience

Content
From brand stories, tips, event, call-for-actions, services and causal topics, etc.

Integration
Internal & 3rd party communication activities & channels

The 5Cs

Community
Define your objectives and your target audience

Consumer Insights
Understand brand and competitor intelligence

Social Media Centric

Content
Create always-on & activation content for audience engagement

Commerce
Drive conversion & induce sales

Communications
Deepen the bonding through interactions

1ˢᵗ C
Consumer Insights

Technology empower corporations & brands to understand awareness, perceptions and competitive intelligence, etc.
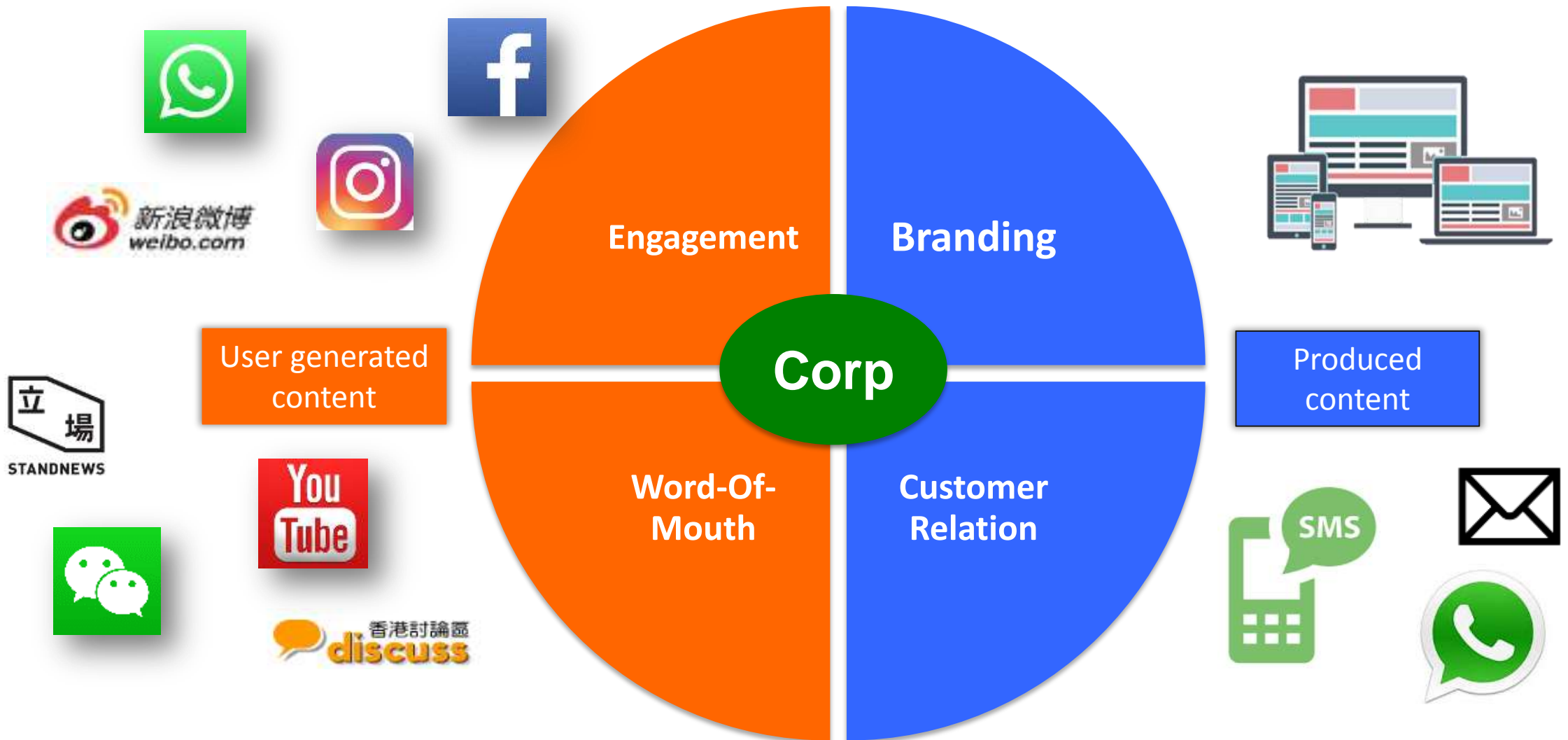
Social Listening

- Monitor various social media sites that mention corporations, brands and products, etc.

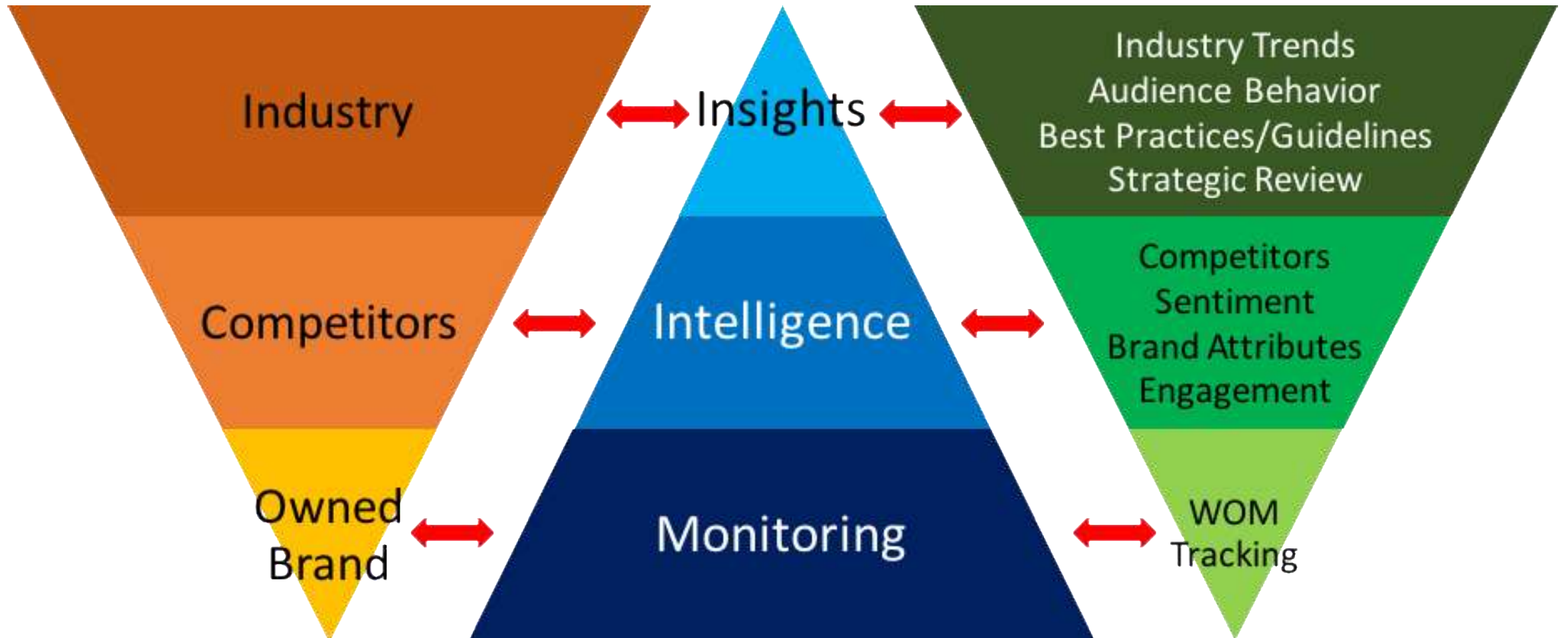- Understand consumer behavior, public perception & competitors' reputation

Branded Channels Analysis

- Review : channel, content, tactics, campaign, etc.

- Benchmark and KPI setting

Buzz from diversified digital touch points

Monitor, Intelligence & Insights

Industry
Competitors
Owned Brand

Insights
Intelligence
Monitoring

Industry Trends
Audience Behavior
Best Practices/Guidelines
Strategic Review

Competitors
Sentiment
Brand Attributes
Engagement

WOM
Tracking

2nd C

Community

Define Well

Objective & Role

For Branding? Marketing? Customer Relationship Management (CRM)? Talent Recruitment ? Sales ?

Target Audience

- General consumers ? Youngsters ? Sneaker lovers ? Foodies ? Various segments ?

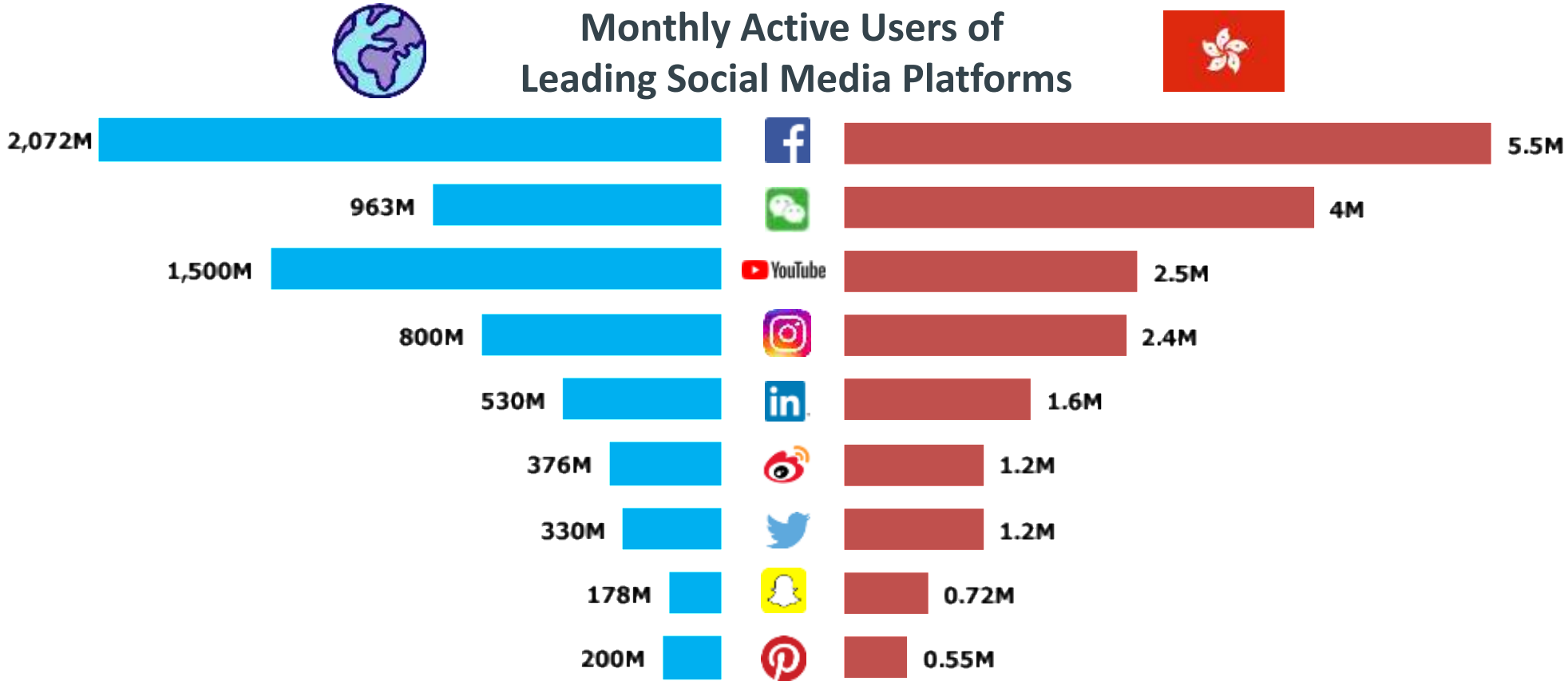FACEBOOK   INSTAGRAM   LINKEDIN   SNAPCHAT   TWITTER   PINTEREST

Social Media - Glocal

Monthly Active Users of Leading Social Media Platforms

World	Platform	Hong Kong
2,072M	f (Facebook)	5.5M
963M	WeChat	4M
1,500M	YouTube	2.5M
800M	Instagram	2.4M
530M	in (LinkedIn)	1.6M
376M	Weibo	1.2M
330M	Twitter	1.2M
178M	Snapchat	0.72M
200M	Pinterest	0.55M

8

Privacy in Social Media Platforms

The privacy policies of major social media corporations (Facebook, Google, LinkedIn, Twitter) give the following information:

What sort of data they colle

What they use it for

Who they share it with

User controls

Sources :
https://www.google.com/policies/privacy/; https://www.facebook.com/policy.php;
https://www.linkedin.com/legal/privacy-policy; https://twitter.com/en/privacy
Image: http://flashlarevista.com/content/share-this-facebook-twitter.html

Privacy in Social Media Platforms

What data is collected:

Personal details, e.g.:

Name

Email

Location

Activity details, e.g.:

Sites visited

Pages liked or reposted

What the data is used for:

- Personalizing content
- Suggesting connections
- Contact purposes

Privacy in Social Media Platforms

What data is shared:

With other users: any public profile information

With third parties: unidentifiable information only

User controls:

- Opting out of sharing data with advertisers
- Protecting profiles from public view

3rd C

Content

Engaging content is KEY for all social media sites to achieve the set objectives of corporation, brand, campaign, etc.

1. **Categorized content**
   - "Always-on" and "Activation"

2. **Through-the-line activities & happening**
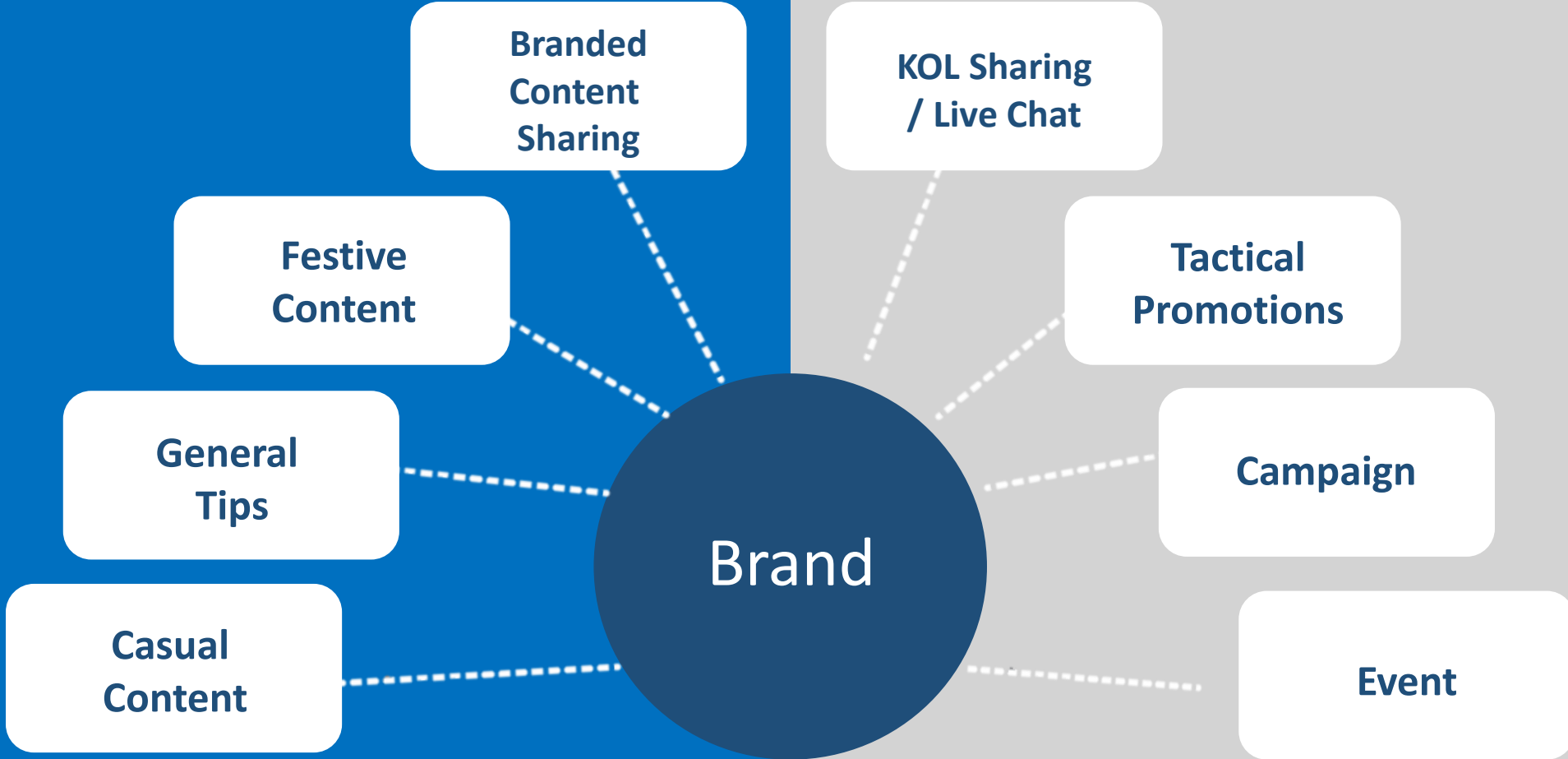   - Offline events, print ads or press conferences

To ensure all content to align with the objectives, we've to continuously develop **content strategy & set content pillars**

4ᵗʰ C

Communications

Social media is a platform for companies to engage & interact with customers continuously

What do companies use to better the communication with customers?

Communication tools are created to improve the connection between customers and companies.
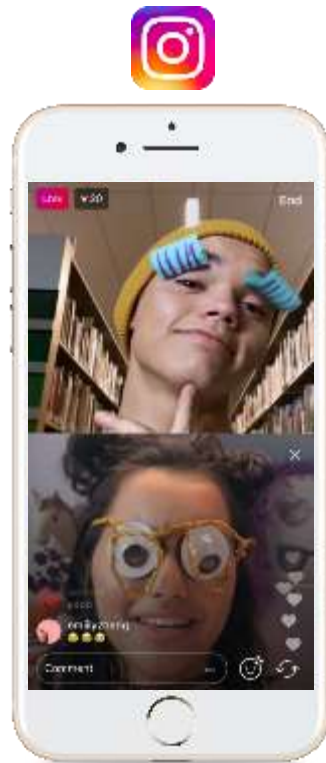
How does communication tools help specifically?

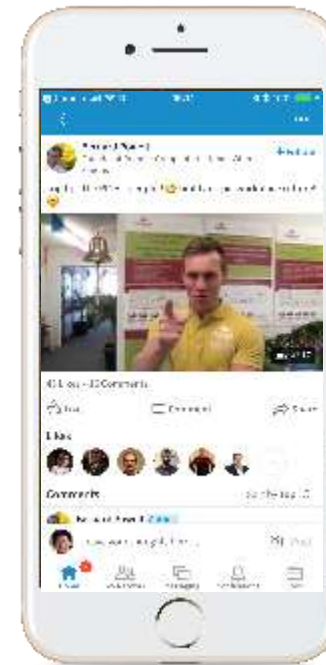Communication tools bring about new functionalities and real-time interactive business opportunities.

LIVE with Life

LIVE No longer a one-person thing
More for KOL collaboration
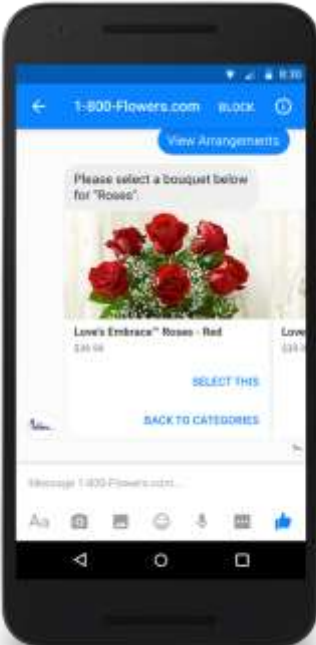
Native video arrives at LinkedIn

Chatbot : Beyond Chat

By incorporating Artificial Intelligence into social media platforms, chatbot enables brand to establish a more intimate relationship with audiences
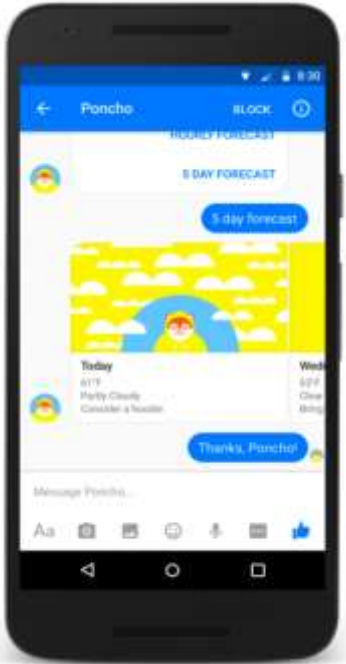
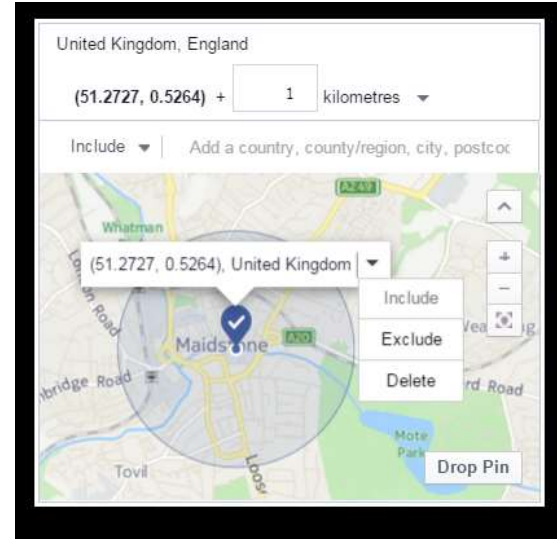**Flight Ticket Booking**

Shop

News

Weather Forecast

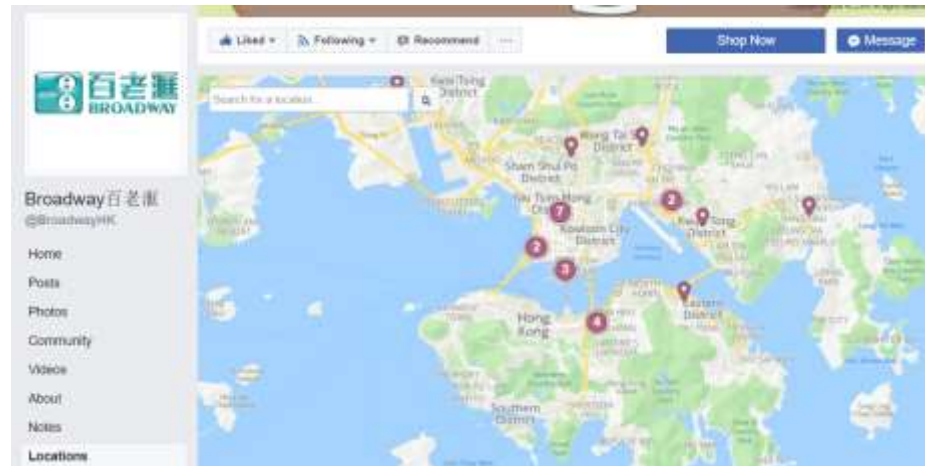# Catch Likes On-the-Go

iNSiGHT

1. **Traffic**
   - Busiest Times

2. **Demographic data**

3. **Ad reach**

1. **Enable Store visit Objective**

2. **Retarget visitors drive from ad**

Location Tab on page

Location place/ page created

17

Custom Audience : Align, Integrate & Precise

Customer data:
Email, phone
(Existing Customer)

Video viewer

App users
(One click to action)

Website viewer

Page engaged users

CUSTOM AUDIENCES

TARGETED WITH COMBINATION OF OWNED AND PAID FOR DATA
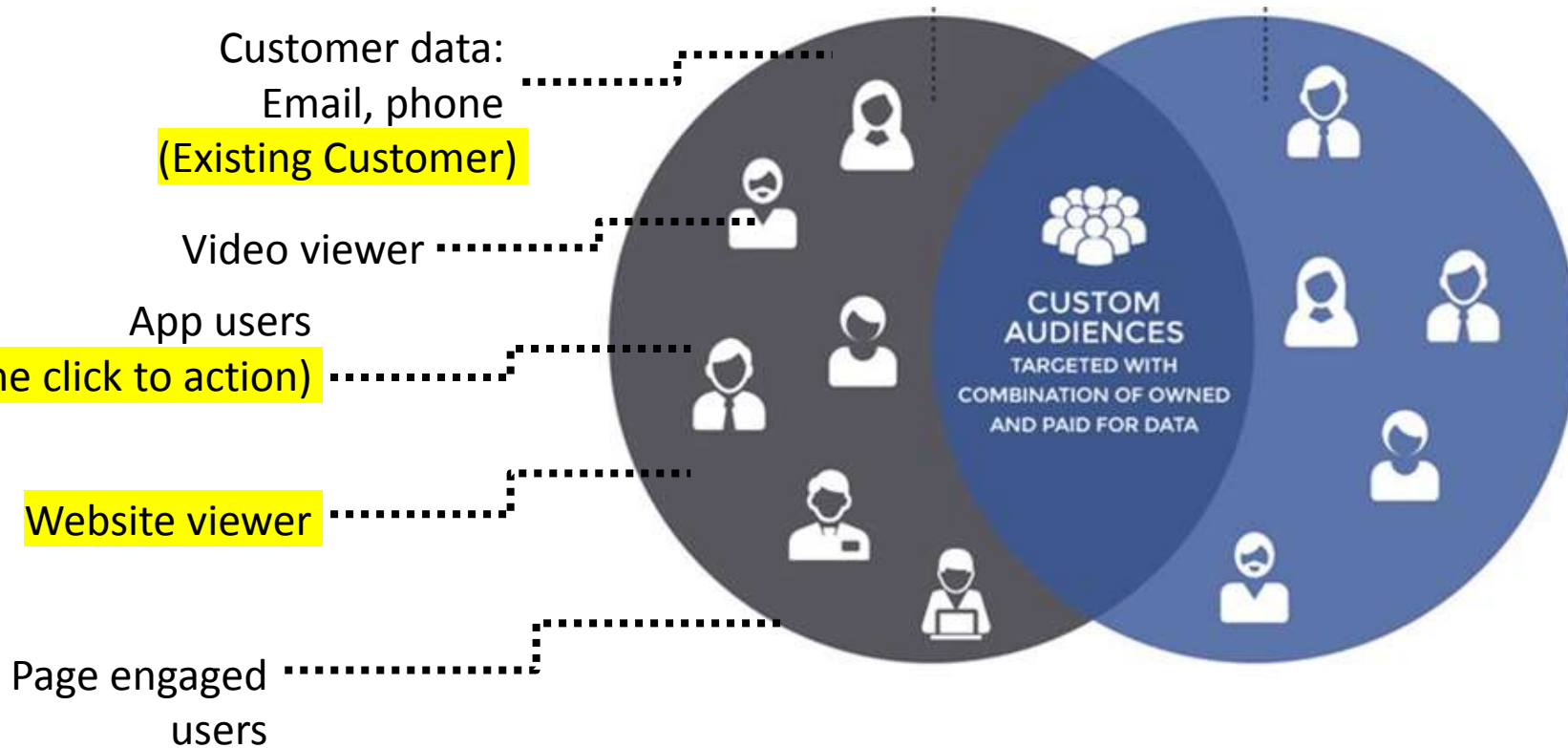
Enhance the Ad targeting

Major social media platforms allow ad targeting to specific audiences using extra data, eg. App users, email list, photo no., website visitor, etc,

This will enhance the accuracy of the targeting, probably increasing the engagement rate.

18

5th C

Commerce

While social e-commerce platforms are definitely increasing, the integration of payment features are also increasing due to impulse purchases.

With the commencement of the Payment Systems and Stored Value Facilities Ordinance in Nov 2015, mobile payment solutions have been launching in HK

WeChat Pay   +   LINE Pay

Pay   pay   支付宝 ALIPAY   SAMSUNG pay   Tap&Go

19

Creating a Privacy Policy

A privacy policy is a resource for your users to understand how you use their personal information. Some things your users may want to know –

What sort of personal data are you collecting?	How can users limit the data you collect from them?	How can users limit who you share their data with?

What will you use this data for?	Who do you share this data with?

Creating a Privacy Policy - Key Areas

Things you may consider doing:

- ❑ Use simpler language

- ❑ Organize content clearly

- ❑ Include summaries of your privacy

- ❑ Avoid small fonts

Reference: LegalDesk.com How to Draft Website Privacy Policy
https://legaldesk.com/how-to-draft-website-privacy-policy

Know more about us

HKAIM   Search

ralph.szeto@hkaim.org