The State of Social Media
The Platforms, They Are A-Changin’

• Since purchasing Twitter in October 2022, Elon Musk has instituted a wide array of changes to the platform.
  • Prioritizing some voices over others
  • Raising concerns around hate-speech and platform monetization.
• Mark Zuckerberg’s Meta, through its Instagram division, launched a new platform on July 6, 2023 – Threads.
  • This text-based platform serves as a rival to Twitter
  • Shows initial promise, but Meta has a variety of red flags as a company
Organic Reach is Low Across the Board

- Platforms are aggressively moving towards a pay-for-views model, as shown by the current organic reach results:
  - Facebook posts reached 53 users per 1,000 followers
  - Twitter posts reached 47 users per 1,000 followers
  - Instagram posts reached 65 users per 1,000 followers
- While Twitter’s method of boosting posts comes from an untested ads platform and paying for verification, Meta provides a robust paid outreach opportunity.
Digital Ad Performance
Ad Creative

Baltimore City Public Schools (BCPS) ELL

Baltimore City Public Schools (BCPS) Parents

Baltimore City Public Schools (BCPS) Saturday School

Baltimore City Public Schools (BCPS) Specialists

Clark County School District (CCSD) All-Stars

Denver Public Schools (DPS) Summer

St. Paul Public Schools (SPPS) Recruit
Campaign Overview

- We ran Meta (Facebook and Instagram) ads to generate awareness for how four city school districts spent their ARP funds.
- We ran one ad each for Denver Public Schools (DPS), St. Paul Public Schools (SPPS), and Clark County School District (CCSD), as well as five ads for Baltimore City Public Schools (BCPS), for a total of eight ads.
- The ads were targeted to people living in each of the respective school districts

$9,000 spent
1,920,319 impressions
377,225 people reached
11,859 clicks

$4.69 per 1,000 impressions
$0.76 per click
20 critical comments
Ad Performance by District

<table>
<thead>
<tr>
<th>School District</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore City</td>
<td>2,872</td>
<td>424,028</td>
<td>$0.70</td>
</tr>
<tr>
<td>Clark County</td>
<td>2,717</td>
<td>396,110</td>
<td>$0.74</td>
</tr>
<tr>
<td>Denver</td>
<td>2,272</td>
<td>367,882</td>
<td>$0.88</td>
</tr>
<tr>
<td>Saint Paul</td>
<td>3,998</td>
<td>732,299</td>
<td>$0.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,859</strong></td>
<td><strong>1,920,319</strong></td>
<td><strong>$0.76</strong></td>
</tr>
</tbody>
</table>
Ad Performance by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>20,654</td>
</tr>
<tr>
<td>25-34</td>
<td>78,062</td>
</tr>
<tr>
<td>35-44</td>
<td>82,039</td>
</tr>
<tr>
<td>45-54</td>
<td>63,758</td>
</tr>
<tr>
<td>55-64</td>
<td>60,230</td>
</tr>
<tr>
<td>65+</td>
<td>72,482</td>
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</tbody>
</table>
Ad Performance by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>215,456</td>
</tr>
<tr>
<td>Male</td>
<td>158,626</td>
</tr>
<tr>
<td>Uncategorised</td>
<td>3,143</td>
</tr>
</tbody>
</table>
Ad Performance by Device

<table>
<thead>
<tr>
<th>Device</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>356,956</td>
</tr>
<tr>
<td>Tablet</td>
<td>20,911</td>
</tr>
<tr>
<td>Desktop</td>
<td>6,286</td>
</tr>
</tbody>
</table>
Important Platform Flags

- “Social Issues, Elections, or Politics”
  - Page authorizations
  - Individual authorizations
- Required monitoring, daily optimizations
- Trolls/derogatory comments
  - Manual monitoring
  - Sami’s Banned Words List™
- Audience and targeting limitations
- Topic area limitations
  - Employment
  - Social Issues, Elections, or Politics
  - Age
Campaign Takeaways

- Reached for more people than organic, and reached people not actively looking for district content
- Audience information
  - Lessons learned from engagement breakdown
  - Using data for further audience sifting and winnowing
- Dealing with negative feedback
- Using different types of creative (video, GIFs, or static imagery)
- Potential for testing
  - Messaging
  - Images
  - Audiences
- Using budget effectively
Looking Forward:
Twitter and Threads
CGCS Member Districts’ Social Presence

Twitter

Facebook

Instagram

No Profile  Profile

No Profile  Profile

No Profile  Profile
The percentage of CGCS member districts that had a profile on Threads. 24 members have a Threads account, with 17 of those having posted at least once.
Meta's Strong Track Record...

The Top 17 Social Networking Platforms by Users Worldwide

- Monthly Active Users (in millions)

- Facebook
- YouTube
- WhatsApp
- Instagram
- WeChat / Weixin (微信)
- TikTok
- Facebook Messenger*
- Douyin (抖音)
- Telegram
- Snapchat
- Kuaishou (快手)
- Sina Weibo (新浪微博)
- QQ (腾讯QQ)
- Twitter
- Pinterest
- Reddit
- Quora

Data from BankMyCell.com
...and not so strong track record

CoinDesk

It's Lonely in the Metaverse: DappRadar Data Suggests Decentraland Has 38 ‘Daily Active’ Users in $1.3B Ecosystem

By Cam Thompson  Oct 7, 2022 at 12:21 p.m. CDT  Updated Oct 13, 2022 at 12:52 p.m. CDT
The State of Twitter

- Accounts have seen consistent or slightly down metrics
- Focus on profitability
  - Changes to verification / Twitter Blue
  - “Creator Monetization”
- User experience on the platform
  - Overall stability (with some hiccups)
  - Prioritization of Twitter Blue users
  - Hate speech and bots
- Positive platform changes
  - Video focus
  - Some Twitter Blue benefits
The State of Threads

- Unbelievable growth for a new social media app, but plateauing
- Unknown user base
- Not available in the EU due to intensive data collection
- No ads (for now)
- Fewer bots (for now)
- Easy set up via Instagram
- Paid outreach, further growth, platform changes planned
# Comparing Twitter and Threads

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Threads</th>
</tr>
</thead>
<tbody>
<tr>
<td>354 million daily users</td>
<td>112 million total users</td>
</tr>
<tr>
<td>Building a userbase since 2006</td>
<td>Building a userbase since last Thursday</td>
</tr>
<tr>
<td>Questionable ads</td>
<td>No ads</td>
</tr>
<tr>
<td>Existing community trust</td>
<td>Untested</td>
</tr>
<tr>
<td>Pay-for-reach model and algorithmic</td>
<td>Solely algorithmic</td>
</tr>
<tr>
<td>Searchable topics, hashtags, trending topics</td>
<td>Only user search</td>
</tr>
<tr>
<td>Fully released, but constant unpredictable changes</td>
<td>In testing period</td>
</tr>
<tr>
<td>280-character limit for unverified accounts</td>
<td>500-character limit for all</td>
</tr>
<tr>
<td>Owned by problematic billionaire</td>
<td>Owned by problematic billionaire</td>
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Recommendations

• Doesn’t need to be a Twitter or Threads conversation – don’t abandon what works
• Getting your organization’s handle and making your first post is an easy win
• Main considerations for full implementation
  • Bandwidth
  • Audience
  • Platform updates
• Stay proactive
• Benchmark yourself
Questions?
Thank You!

Reach out!
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sghani@thehatchergroup.com