



# Social Psychology, dynamics and Communication Design in SN

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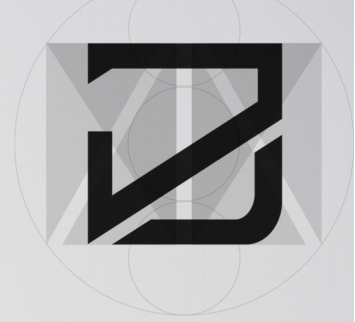
# OUR GOALS FOR TODAY



- Becoming conscious of the importance of social psychology;
- Understand user behavior patterns in order to improve communication strategies;
- Understand why social psychology, communications and design must work together to create amazing results.



# WHERE ARE WE NOW ?



"We currently stand at the threshold of an incalculably large emergent organic information network"

- *Andy Fitzgerald, Desiring Ecologies Seminar*



# WHERE'S THE COST ?



"Information is cheap. Understanding is expensive"

- *Karl Fast*



# ASK YOURSELF THIS



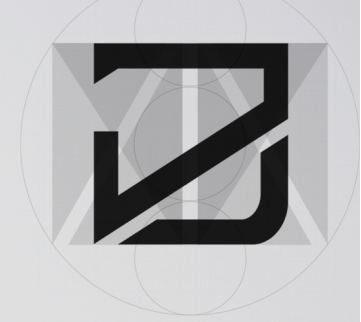
How do you communicate online?

How many communication channels do you prefer the most?

Is your personal image coherent between one channel and another?



# SN MARKETING STRATEGY



How can designing communication help us?

- 1) Facebook users upload 300million photos per day.
- 2) 2.5 billion content items are shared each day
- 3) 2.7 billion likes a day



# SN MARKETING STRATEGY

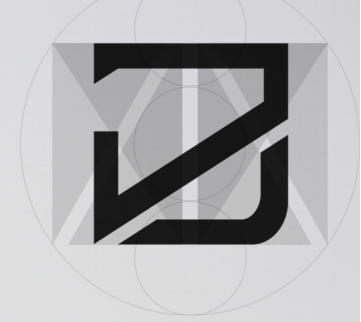


## 1. GET THE BASICS RIGHT

- brand your page correctly: optimal image dimensions;
- Communicate who you are and what you do
- use bright colors to catch attention;



# SN MARKETING STRATEGY



## 1. GET THE BASICS RIGHT

- change your photo often, add description of services in ad-style manner;
- share stories of your brand;
- promote what you have right now on your business (offers, etc);



# SN MARKETING STRATEGY



## 2. GROW YOUR FANBASE

- Is your timeline cover photo branded?
- Have you linked you page to your profile?
- Have you secured your custom URL for your facebook page?
- Have you added a like box to your website?
- Do you post from 2 to 5 times a day?



# SN MARKETING STRATEGY



## 3. CREATE MASSIVE ENGAGEMENT

- keep your posts around 80 characters or less. You can receive 27% more engagement rate (source: Buddy Media);
- Your fans have to physically do something: share, comment and get involved in activities (games, competitions, etc)
- Create involvement for your fans into your activities;



# SN MARKETING STRATEGY



## 3. CREATE MASSIVE ENGAGEMENT

- create engagement with images: photos generate 53% more likes than average posts (Hubspot 2012);
- amplify your potential with whatsapp, instagram, twitter;
- create strategy for your image posts;



# SN MARKETING STRATEGY



## 4. TURN YOUR FANS INTO PROFITS

- listen to what they say and take the time to reply!



# COMMUNICATING VALUE



- Make core values public and tangible; be transparent!
- What moves you? Let people know what you're passionate about;
- Your values communicate your goals;
- Communicate through design and branding (logos, text, photos);
- Know the best design practices;



# COMMUNICATING VALUE



- create empathy with your fans;
- live a mindset, don't just talk about it;



# UNDERSTANDING CONTEXT



**DATA = INFORMATION**

True or False?



# UNDERSTANDING CONTEXT



- Understanding context means creating meaning.
- Meaning, when interrelated with other meaning, produces value for people.
- Understanding occurs when **interaction** happens.
- If we touch things with hands, interactions are more immediate.



# UNDERSTANDING CONTEXT



How does understanding occur? In 2 different ways:

- PRAGMATIC

actions performed to bring one physically closer to a goal;  
there is a tangible change in the environment;

- EPISTEMIC

actions that use the world to improve cognition;  
there is no change in the environment, but the change is internal;



# UNDERSTANDING CONTEXT



Perception is our (neural) map of reality.

Your brain constructs (a subjective experience of) reality.

Human brain is really good at expanding the boundaries of what something does or can do.

A LOT of what is visual design makes sense if you think about the brain as a pattern matching machine.





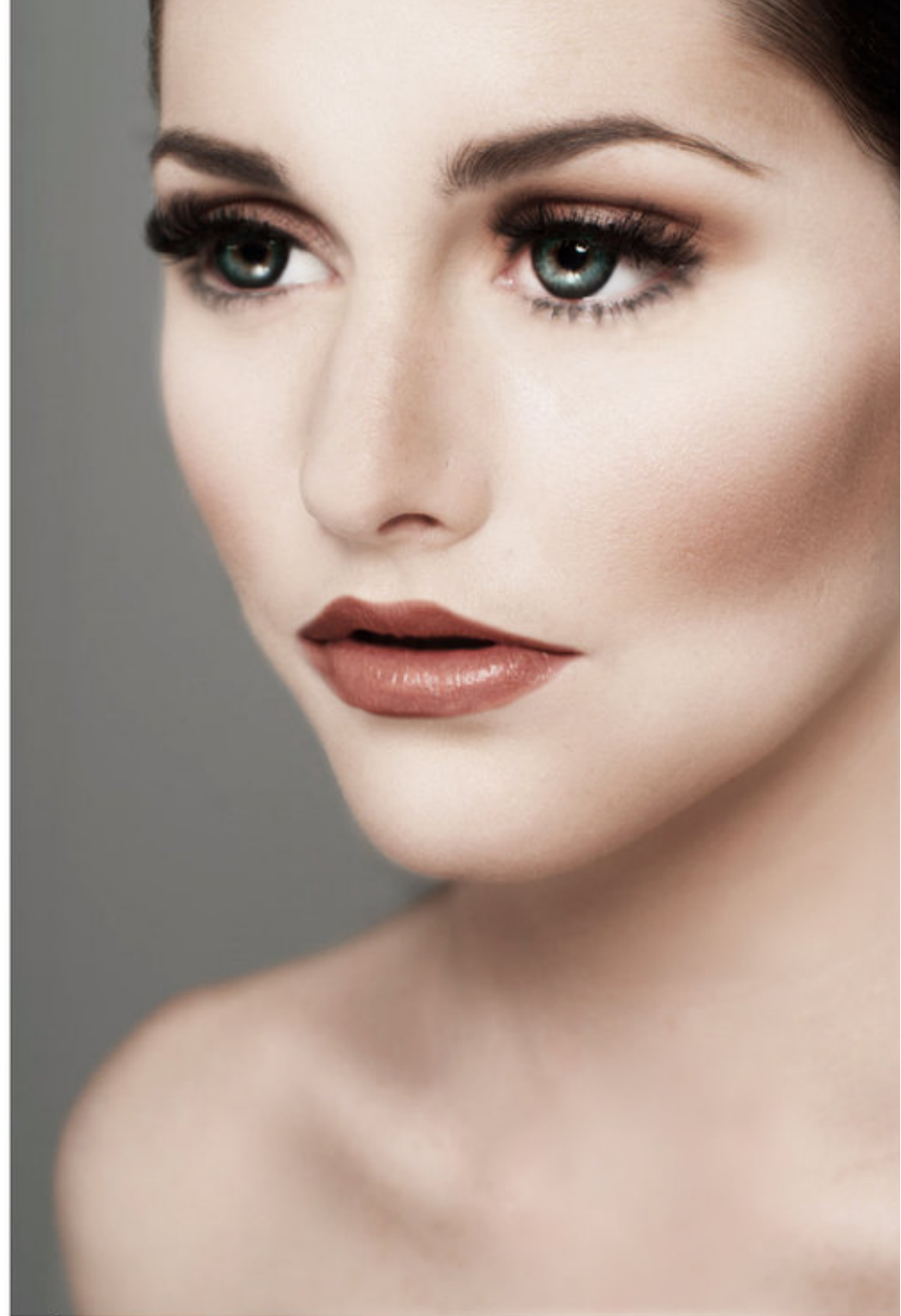








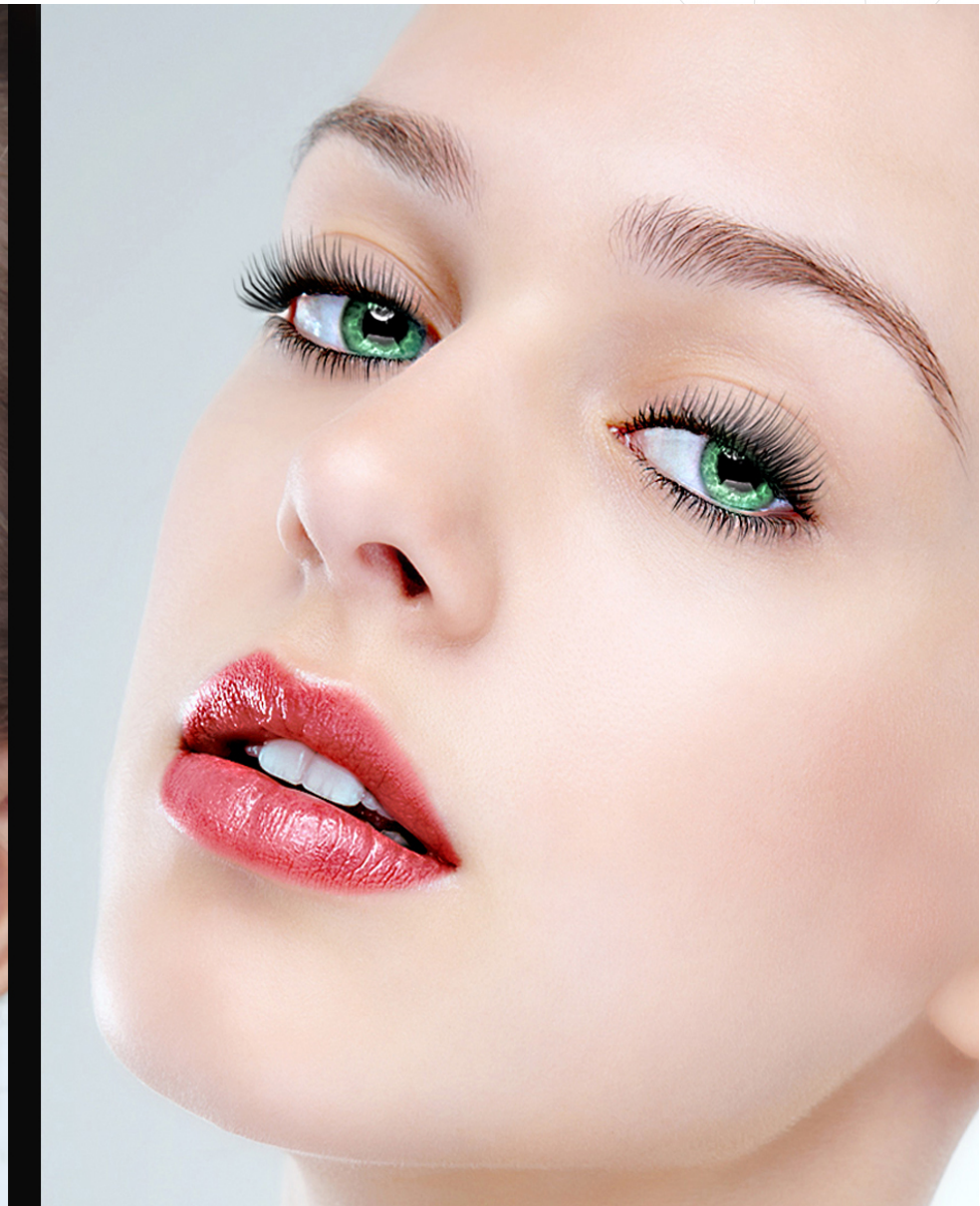
Before



After



# UNDERSTANDING CONTEXT





# PAUL PANGARO'S BIOGOST THEORY



How do we approach contents in social networking environments?

There are 3 layers of use:

- **interaction**: what does this imply?
- **information**: how is the information structured and located in order to be experienced by the user?
- **cognition**: the process of thinking about the artifact

For this dynamics to run, you need the user's mental energy, **his cognitive surplus**.



# PAUL PANGARO'S BIOGOST THEORY

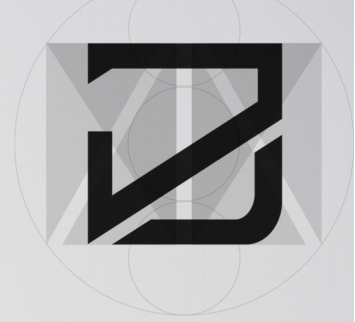


Cognitive Surplus = f (Attention x Time)

cognition is a function of time and attention.



# PAUL PANGARO'S BIO-COST THEORY



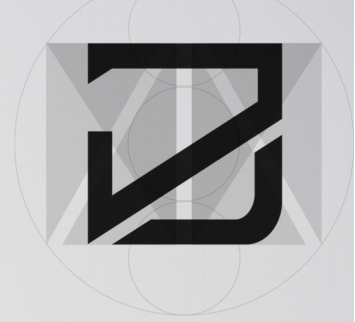
When associated with every human activity, products and interfaces have a cost in energy, time, attention and stress

Every single interaction we create has a (bio)cost in human terms

Time we spend doing what a computer could do is wasted biocost.  
Don't waste time with an old technology if a new one can do something immediately and better.



# PAUL PANGARO'S BIO-COST THEORY



ANSWER THIS QUESTION!

**Should we use a productivity app if we spend the majority of our time managing it and setting it up correctly?**

(es. configuration, managing settings, adding data day by day, etc).

Yes or No?



# THE VALUE OF TIME



Why is time so valuable?

- Time is the most valuable asset we have;
- Time is the only thing we can't save. We always spend it.
- Time is the only thing we can't replace with money. We try to in every job, but the deal is always imaginary;
- how can I objectively tell a monetary value of my time?



# THE VALUE OF ATTENTION



Why is attention so valuable?

- Attention is valuable because it's a function of time and focus (and it is limited by them).
- focus is biologically limited by psychological and physiological features of our body.
- If our posts ask the user to do too many or too complicated things, this will be highly demanding on the cognitive capacity of the user, which will stop reading the artifact. (for example: if a video or an ad is too long to watch; if a text is too long to read)



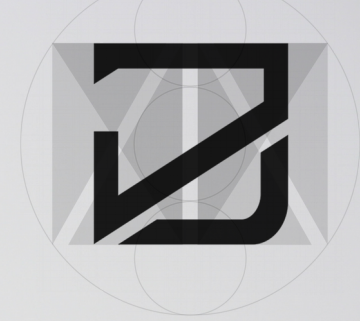
# TIPS FOR CONTENT STRATEGISTS



- Doing traditional things will get you traditional results;
- Care for what you write: copywriting: impacts 38.4% of our business;



# TIPS FOR CONTENT STRATEGISTS



How many users click on Facebook ads?

1) **90,1%**

2) **59,4%**

3) **30,5%**

4) **10,9%**

5) **0.5%**



# TIPS FOR CONTENT STRATEGISTS



- Only 0.5% users click on facebook ads;
- If you want to reach clients, **email** is the best choice for its efficiency and accuracy and that's why copywriting is still one of the best marketing strategy nowadays;



# TIPS FOR CONTENT STRATEGISTS



- marketing is creating attention and spreading the voice: if you have the attention of your customer, keep it!

For example:

- in your site, add “follow us on facebook”, “twitter”, “G+” buttons;
- call to action buttons (subscribe, sign up, contact us, ask a quote);



# TIPS FOR CONTENT STRATEGISTS



- build strong relationship with other brands and people of your same field;
- Analyze what your competitors do in the market;
- Connect people as fast as you can with your services;
- Give lots of value, education and trust so that people want to build a relationship with you;



# HOW TO BUILD ENGAGEMENT



- credibility is the pivot point of persuasion
- credibility is the common denominator of success and influence.
- the perception of a person's credibility is critical to their being recognized as a person of influence.
- you must build (1) **true competence** while building a (2) **perception of competence**: the more well balanced you are with these 2 sides of the same coin, the more you're going to be perceived as an expert



# HOW TO BUILD ENGAGEMENT



THE SIX FACTORS THAT MAKE YOU CREDIBLE (source: Kevin Hogan)

- 1) competence;
- 2) trustworthiness;
- 3) expertise;
- 4) likeability;
- 5) composure;
- 6) sociability;



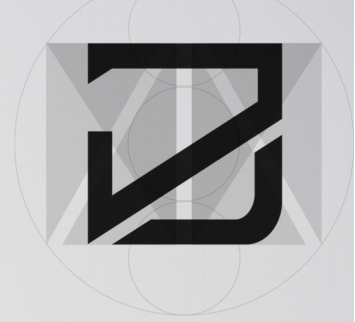
# INCREASING COMPETENCE PERCEPTION



- 1) stress your education,
- 2) your position,
- 3) your experience
- 4) your communication skills
- 5) your ability to cite evidence, inoculate the audience to the opposite point of view



# INCREASING COMPETENCE PERCEPTION



The strategies we undertake constantly have an effect on our environment;



# PERSONAL CREDIBILITY TIPS



On Facebook:

- 1) 5 Photos instead of 1: **+11%**
- 2) Wearing sunglasses in your profile picture: **+16%**
- 3) Description in profile longer than 15 words: **+18%**
- 4) High quality photo vs non quality photo: **+26%**
- 5) Saying something playful in the first message: **+63%**



# CONCLUSION



- 1) Experiment as much as possible. Experiment yourself and also analyse the experiments of other people;
- 2) Watch out for the outcomes you want and spend more time doing things that work;
- 3) As your certainty increases, increase your investment in the things you're doing well and you will be awarded accordingly;





# CONCLUSION

when things are done right, on the outside they look dramatic and revolutionary; inside they are organic, cumulative processes.

There is no miracle moment, just good strategy and consistency, and lots of good steps that buildup in order to produce amazing results.

Never try to skip buildup by jumping too ahead: you'll just crash and burn. Maintaining a consistent direction pays in the long run, never in the short term.

- Jim Collins, *Good to Great*



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