Covering today

- Consumer as brand creator
- What’s old is new again
- Social media now equals shopping
- The digital media attention food chain
Consumer as Brand Creator

“The future is much more collaborative. We are changing the relationships with brands. We are actually transferring ownership of IP. It changes the role of consumer from somebody who is buying to someone who is co-owning and brand creator.”
Straight advertising no more?
In tests, slick production values lose
Fans aren’t followers
They’re part of your library’s marketing team
Social book recommendations

https://www.instagram.com/p/CUfe1miFL39/
Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! Learn more.

Connect: menus@nypl.org | Twitter | Facebook

The search function is being worked on!

Unfortunately, the search is not working properly on the site, but we are working on it and appreciate your patience!

Map our Menus!

Need a break from transcribing? Help us locate menus with our new Geotagger tool.

http://menus.nypl.org/
Teens consume mostly UCG
Get used to **declines** in content performance
“...employers are either threatened they will lose that employee, think it’s taking time away from their work, or they are worried about their brand. But on everything they post, especially on LinkedIn, it has the company they work for displayed. So they can see this as free impressions and also as a tool for attracting future talent.”

Daniel Murray
LinkedIn’s Editor in Chief
Where’s the value?
Why let patrons build your library’s brand?

- Community building
- Adaptation
What’s Old is New Again

So we switched up our tactics a bit and started incorporating more long-form articles into our content strategy. The goal was to increase user engagement – and it worked extraordinarily well.

Dan Shewan, Web Content Specialist
Short form video has exploded
But...
Work towards COMMUNITY
What about long stuff?
Engagement metrics tanked with shorter pieces
Short form pros

- Single point
- Quicker to produce
- Easier to consume
- Easier to make mobile-friendly
Short form cons

- In-depth harder
- Can become formulaic
- Usually isn’t evergreen
Long form pros

• More backlinks
• Better conversion rate
• Informs, can help people make decisions
Long form cons

- More resources to produce
- Can be harder to produce for mobile
If you don't know where you're going, how can you figure out how to get there?
Shopping takes over social

Constant, frictionless consumption is big business’s wet dream, and while we’re not quite there yet, we’ve gotten a little closer.

Terry Nguyen, “Online shopping changed, and we barely noticed”
4 "TikTok Made Me Buy It" Products You Shouldn't Sleep On

We all love to waste our precious time on TikTok, but some of the products advertised there might not be worth our money. Here are four products that TikTok users might have recommended, but you might want to think twice before buying.

Ali Faccenda, Jacorey Moon, Clara McMahon

We hope you love the products we recommend! All of them were independently selected by our editors. Some may have been sent as samples, but all opinions and reviews are our own. Just so you know, BuzzFeed may collect a share of sales or other compensation from the links on this page if you decide to shop from them. Oh, and FYI — prices are accurate and items in stock as of time of publication.

Upgrade Your Outdoors With The Home Depot

Take your outdoor space up a notch with decor, lighting, rugs and more at The Home Depot.
Entertainment no more?
“People come to our platform to be inspired by new brands and to find new products. It’s what they want to do on Instagram”

Jordana Whayman
Product Marketing Manager
Instagram
Pay right there
What’s the prize?
No friction
One of the most powerful aspects of social media is that it’s a passive experience. You don’t really have a specific goal when you go to Instagram. Your goal is, really, to be entertained in the two minutes you’re waiting for the bus to come, or the microwave to beep. And that makes you really susceptible to manipulation. That means that, whatever is thrown at you, you are willing to accept in the name of entertainment.

Sarah Frier
Editor, Big Tech Coverage
Bloomberg
The Attention Food Chain

It’s ultimately up to the platform to decide what type of content gets recommended, not the social graph of the person producing the content.

Michael Mignano, “The End of Social Media”
FIGHT TODAY FOR A BETTER TOMORROW
Recommendation media
It’s now about the best content, not popularity
The Digital Media ‘Attention Food Chain’ In Progress

The “People Magazine Era”

Your ‘friends’ kill People magazine

Kardashians/professional ‘friends’ kill real friends

Algorithmic everyone kills Kardashians

Pure AI content kills Algorithmic Everyone

Sam Lessin, former Facebook executive  https://twitter.com/lessin/status/1551931628305502208/photo/1
MAKE INSTAGRAM
INSTAGRAM AGAIN.
(stop trying to be tiktok i just
want to see cute photos of my friends.)
SINCERELY, EVERYONE

MAKE INSTAGRAM
INSTAGRAM AGAIN.
SINCERELY, EVERYONE

PRETTY PLEASE

PLEASEEEEEE
Thank you!

Laura Solomon
Meanlaura.com
@laurasolomon on Twitter

WHAT DOES THIS MEAN TO ME, LAURA?