



SOCIAL MOBILE USER ENGAGEMENT

ANALYSIS AND STRATEGIES FOR SUCCESSFUL MOBILE USER
ENGAGEMENT ON SOCIAL NETWORKS

NOVEMBER 07, 2011

vitrue

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INTRODUCTION

Vitruo explored how mobile users are engaging with social networks, in particular how they are connecting with brands on Facebook. Our goal for this whitepaper is to provide effective insights and engagement strategies for mobile social engagement. This information will allow marketers around the world to be prepared for the continued rise of smartphone and tablet proliferation, plus the rapid adoption of social networks. The insight and best practices provided in this study will answer some of the key mobile social questions that leading brands and marketers around the world are asking.

KEY TRENDS:

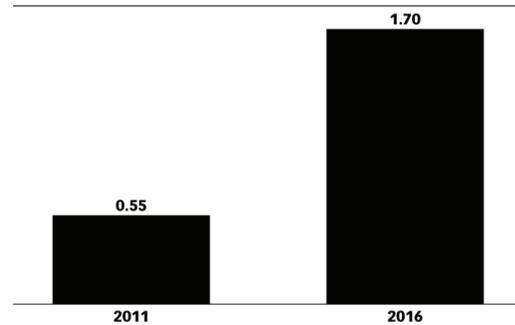
- ENGAGEMENT IS INCREASING ACROSS THE BOARD; LIKES AND COMMENT ENGAGEMENT IS RISING
- VISUAL POSTS GENERATE THE MOST COMMENTS VIA MOBILE DEVICES
- TEXT AND IMAGE POSTS GENERATE THE MOST LIKES VIA MOBILE DEVICES
- SHORTER POSTS PERFORM THE BEST ON MOBILE DEVICES
- USING PUNCTUATION CAN HAVE AN ADVERSE EFFECT ON ENGAGEMENT PERFORMANCE

Overall, mobile social usage on Facebook is on the rise. Specifically, we see increased engagement in both Likes and Comments during weeknight hours and weekend days (Thursday – Sunday), when users have more leisure time and freedom from their work or school activities.

MOBILE OUTLOOK

At Vitruv we are at the forefront of producing engaging insight into the world of social networks. Our research on mobile social usage will highlight the growth in the mobile space and provide you with the insight needed to better engage with your audience.

Mobile Social Network Users Worldwide, 2011 & 2016
billions



Source: ABI Research, "Mobile Social Networking" as cited in press release, Sep 21, 2011
132843 www.eMarketer.com

According to eMarketer, by 2016 the growth of mobile social network users is expected to reach 1.7 billion users, an amazing 210% increase from 2011. As marketers, we have to be aware of this growth and start building the foundation of an effective mobile social engagement strategy today.

Based on additional research data from eMarketer, we can see how mobile users are engaging with social networks. Think of the amount of opportunity there is to engage with your audience while they are mobile: social games, deals, check-ins, content, coupons, contests, etc. If you recognize how important the rise of mobile social usage is, then the information contained in this study will be invaluable to you.

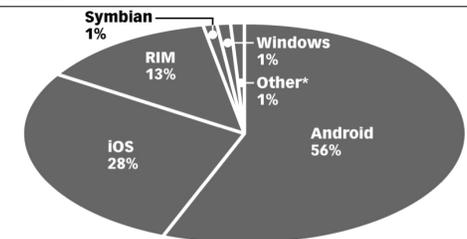
Mobile Social Network Activities of US Mobile Social Network Users, Aug 2011

	Total mobile social network users (millions)	% of mobile social network users
Read posts from people known personally	58.0	80.3%
Posted status update	50.2	69.5%
Followed posted link to website	38.4	53.2%
Read posts from organizations/brands/events	38.2	52.9%
Read posts from public figures/celebrities	32.4	44.8%
Posted link to website	25.2	34.8%
Received coupon/offer/deal	24.1	33.3%
Clicked on ad	20.0	27.7%
Total	72.3	100.0%

Note: ages 13+; three-month average for period ending Aug 2011; smartphone and non-smartphone users
Source: comScore MobilLens as cited in press release, Oct 20, 2011

133765 www.eMarketer.com

US Mobile Ad Requests Served to Smartphones and Connected Devices by Millennial Media, by OS, Q3 2011
% of total



Note: data does not include what could be considered smartphones running a proprietary OS, e.g., Samsung Instinct, LG Vu; connected devices are defined as handheld devices that can access the mobile web but are not mobile phones; *includes webOS, Danger, Nokia OS and Palm OS
Source: Millennial Media, "Mobile Mix: The Mobile Device Index," Oct 15, 2011

133783 www.eMarketer.com

It is also important to understand the current breakdown of mobile operating systems when considering social mobile engagement. As we can see from eMarketer in this pie chart, the market is dominated by Android and iOS with 84% combined market share. This is important as we look at post type performance. Given that iOS does not support Flash, marketers need to understand that although Flash is a highly engaging format, by using just one post type and not all of them, you are ignoring a large portion of your mobile audience.

DATA DEFINITION

POST LENGTH

SHORT POSTS

LESS THAN

70

CHARACTERS

LONG POSTS

MORE THAN

70

CHARACTERS

STANDARDIZED TIME

ALL DATA ANALYZED DURING
EASTERN TIME ZONE (ET)



PAGE

SIZE

SMALL
< 100,000

FANS

MEDIUM
< 500,000

FANS

LARGE
< 1,000,000

FANS

HUGE
> 1,000,000

FANS

MOBILE DEVICES

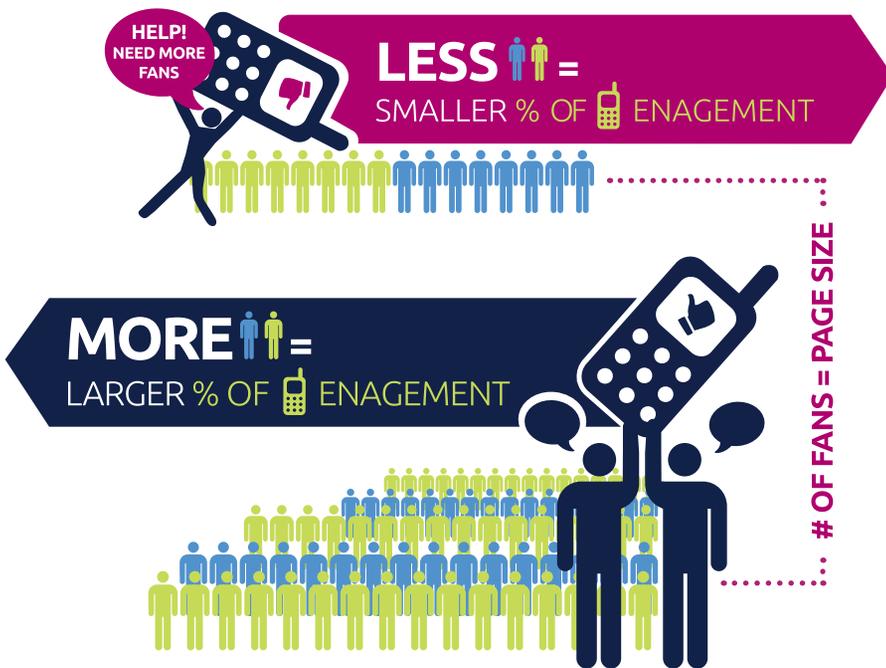
MOBILE DEVICES INCLUDE
SMARTPHONES, TABLETS AND WEB
ACTIVATED MOBILE PHONES



METHODOLOGY

Vitruve analyzed mobile social engagement of Facebook users and brand pages from a randomly selected sample of more than 1,000 streams including some of the most innovative global brands during a three-month period from June 1st to September 30th, 2011. These streams were randomly selected from our clients' more than 935 million social relationships across almost 4,000 Twitter and Facebook pages in more than 47 countries.

DOES PAGE SIZE MATTER?



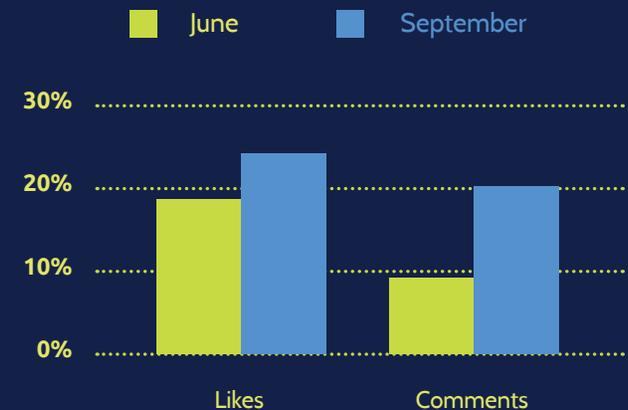
BIGGER GETS BETTER ENGAGEMENT

Across all page sizes, we are seeing an increase in mobile device engagement. Both Likes and Comments are increasing, but Likes are growing at a faster rate than Comments. Mobile Likes as a percentage of Total Likes have increased 22.4% from June to September. The % of Comments from mobile has increased 57% during the same period. In addition, large pages see a higher percentage of Comments from mobile than smaller pages (4.51% vs. 3.23%) and interestingly, the percentage of Comments from mobile decreases with each page size.

TO INCREASE BOTH LIKES AND COMMENTS, MARKETERS SHOULD FOCUS ON TARGETING THE CORE OF THEIR COMMUNITY.

Even though larger pages do have higher Comment engagements, we are seeing Likes and Comment rates increase across all page sizes. Focus on the two-way conversation with your community and Likes and Comments will grow organically.

CHANGE OF MOBILE ENGAGEMENTS



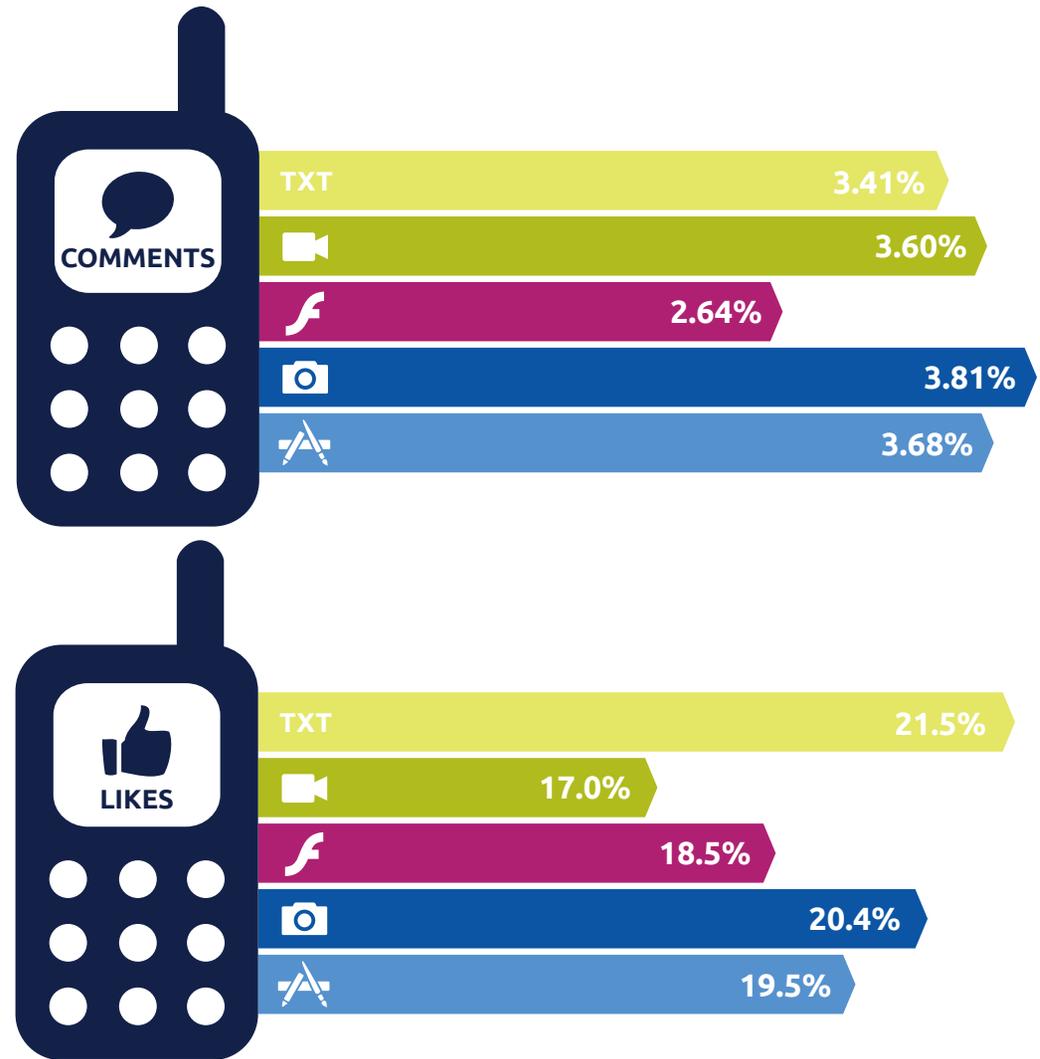
WHAT POST TYPE PERFORMS THE BEST?

TEXT POSTS OR IMAGES WIN

Our analysis found that across all page sizes, 21.5% of Likes on Text posts came from mobile, followed very closely by 20.4% of Likes from mobile on Image posts. Apps, Flash and then Video posts all followed in performance. Additionally, outside of Small pages, posts that included an Image garnered more Likes as opposed to those posts not using an image. This trend continues with image posts garnering 3.8% of Comments from mobile when compared to all other post types, followed by Apps, Video, Text and finally Flash.

MARKETERS NEED TO BE AWARE THAT MOBILE USERS ARE ENGAGING MOSTLY WITH TEXT AND IMAGE BASED POSTS.

Although the other post types do get engagement, it is clear that the mobile preference is Text and Image posts.



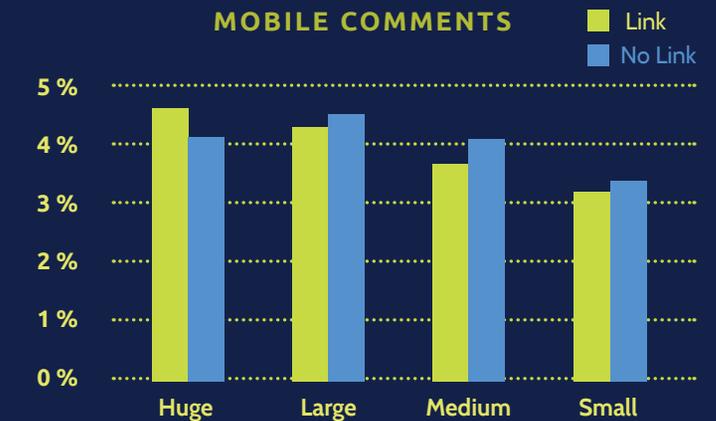
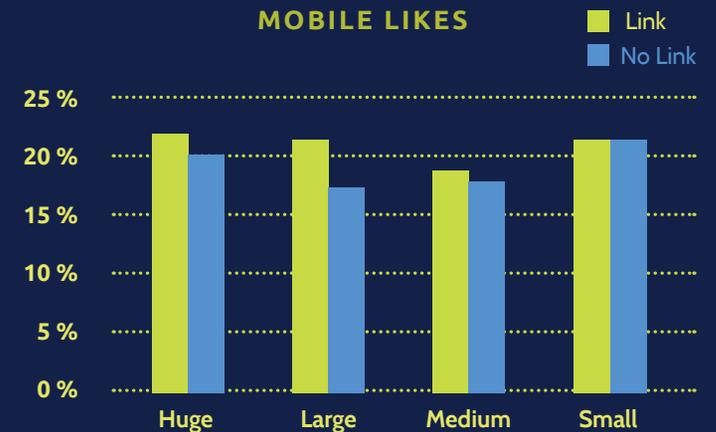
SHOULD POSTS

INCLUDE A LINK?

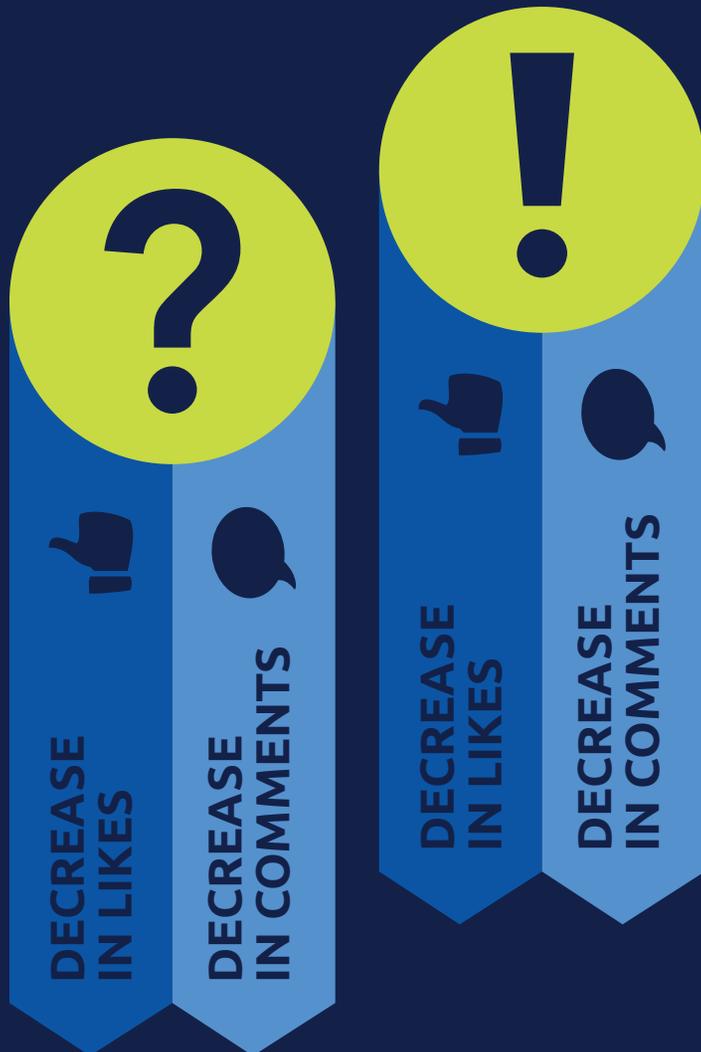


LINKING DRIVES ENGAGEMENT

No matter the post type or page size, all posts including a link received higher Likes from mobile than those without a link. The data does change when we look at Comments from mobile though. Here we found that only the largest pages (Huge) receive more comments from mobile with a link (11%), while all other page sizes (Large, Medium and Small) actually perform better without a link (4.9%, 10% and 7%).



CHOOSE YOUR PUNCTUATION CAREFULLY

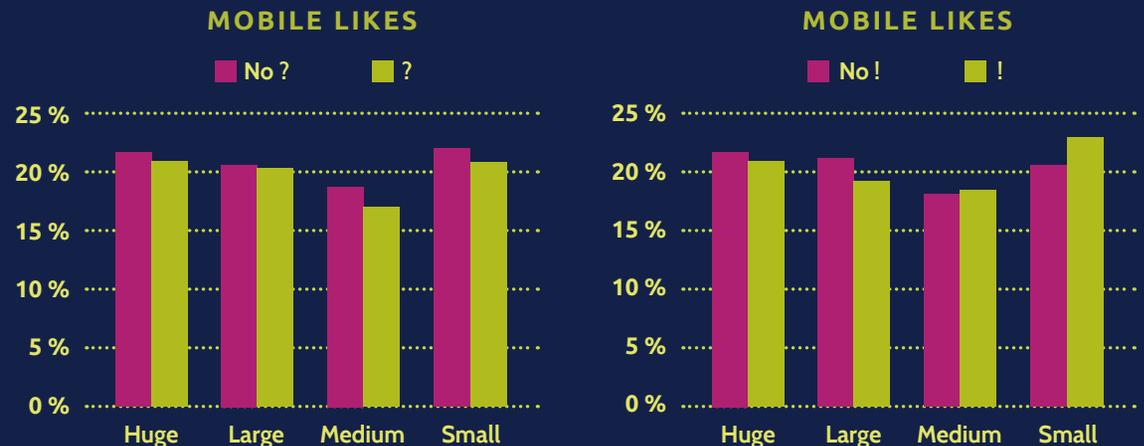


Results show that the use of punctuation marks can actually decrease user engagement. In both cases, those posts that used punctuation marks received 4.8% less Likes for “?” and 13.7% less likes for “!” than those posts that did not include them.

The only outlier applies to Small pages that did receive 12.4% more Likes from mobile when using an exclamation mark. Additionally, all page sizes saw a decrease in Comment engagement when using question marks, while only Small pages seem to benefit from an exclamation mark.

MARKETERS NEED TO BE CAREFUL ABOUT OVERUSING EXCLAMATION MARKS IN POSTS.

Users are savvy enough today that over-usage of these marks will detract from post performance. Focus on the message and less on punctuation emphasis.

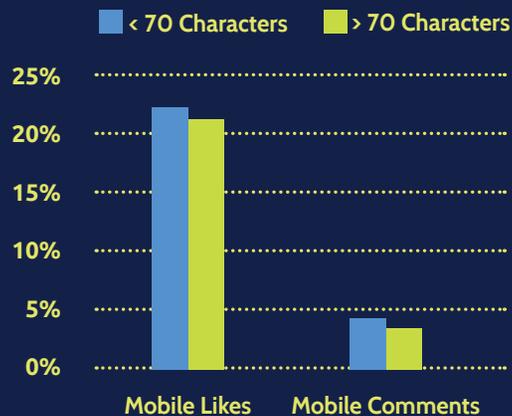


IS THERE AN IDEAL POST LENGTH?

SHORTER IS BETTER

Across all page sizes, shorter posts, defined by less than 70 characters, received more Likes and Comments than longer posts, those defined as more than 70 characters. We found that for Likes, engagement increased by 4.3% from mobile devices on shorter posts. In addition, we saw a 31% increase in Comments from mobile devices on shorter posts. As marketers we need to be aware of the best ways to engage with users on mobile devices by creating short and meaningful engagements for our fans.

MOBILE INTERACTION BY POST LENGTH



MORE THAN 70 CHARACTERS



LESS THAN 70 CHARACTERS

WHAT DAYS WORK BEST?



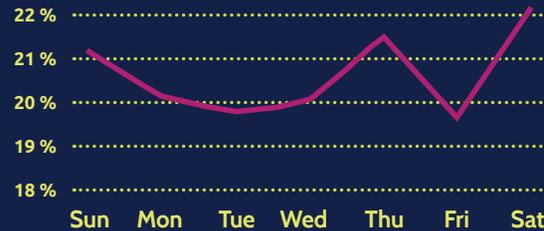
THURSDAY THROUGH SUNDAY IS THE BEST

Across all page sizes, late week into the weekend garnered the most Likes from mobile users with Saturday receiving 11.8% more engagement than Tuesday. Digging deeper into the data we see a large spike (7.45%) on Thursday, followed by a sharp decline (8.4%) on Friday and then strong growth on Saturday (12.5%). Sunday does perform well, but early week performance is lower than late week engagement.

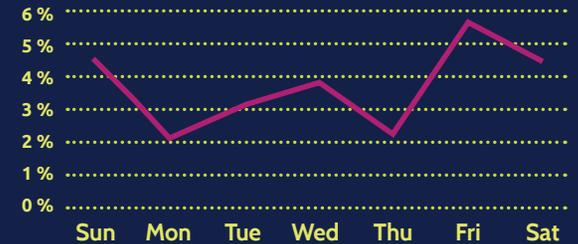
Comments from mobile are highest on Friday, outperforming both Saturday and Sunday by 26.4% (both days performed the same). Similar to mobile Likes, mobile Comments spikes between Thursday and Saturday.

Overall we see mobile users engaging with pages between Thursday and Sunday on their mobile devices the most.

MOBILE LIKES BY DAY OF WEEK

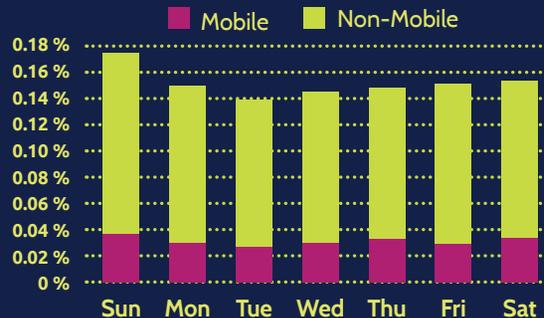


MOBILE COMMENTS BY DAY OF WEEK

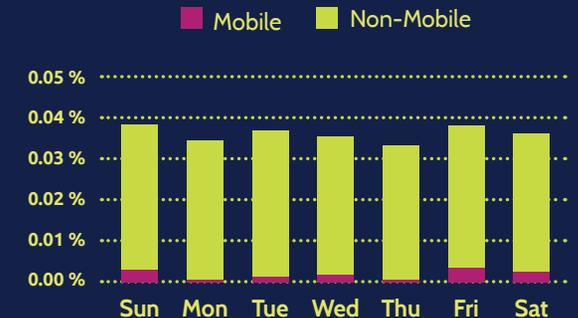


WEEKENDS DRIVE THE MOST INTERACTION AND ALIGN YOUR MOBILE AND NON-MOBILE STRATEGY TO CAPTURE THE BEST ENGAGEMENT.

LIKES/IMPRESSIONS



COMMENTS/IMPRESSIONS



LIKES IN THE AFTERNOON AND LATE NIGHT – COMMENTS AT LUNCH AND EARLY EVENING

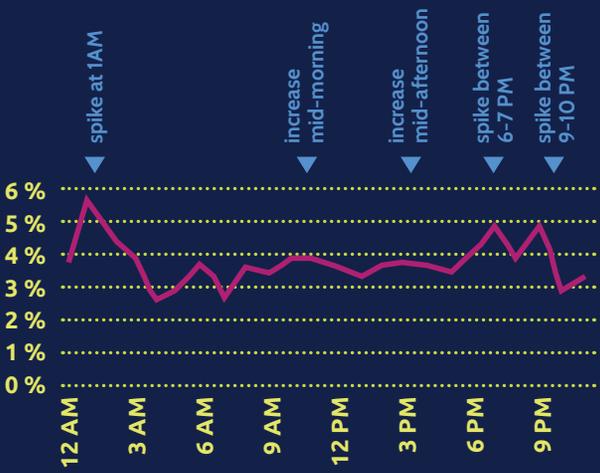
Consistent with our previous analysis of best times to post, on mobile devices we found that across all page sizes Likes garner an increase in engagement during the late hours with a spikes between 10pm to 11pm ET and at 1am ET, as well as significant increases in the afternoon hours. Predictably we also see lunch-time spikes and various levels of engagement during the morning hours.

Comments follow a similar pattern with peak activity happening in three specific areas: 1am ET, 6pm to 7pm ET and 9pm to 10pm ET. There are also smaller spikes in the mid-morning (10am ET) and mid-afternoon (3pm to 4pm ET).

MOBILE LIKES BY HOUR OF DAY

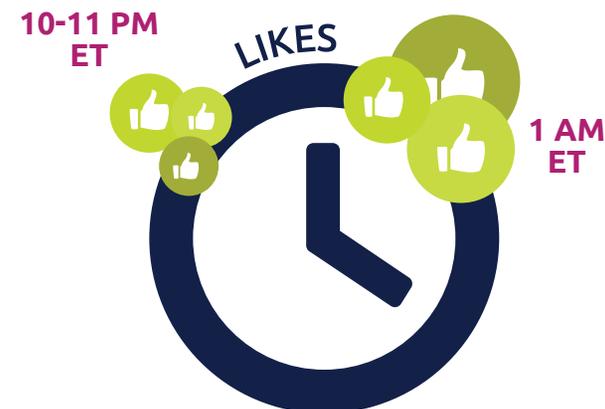
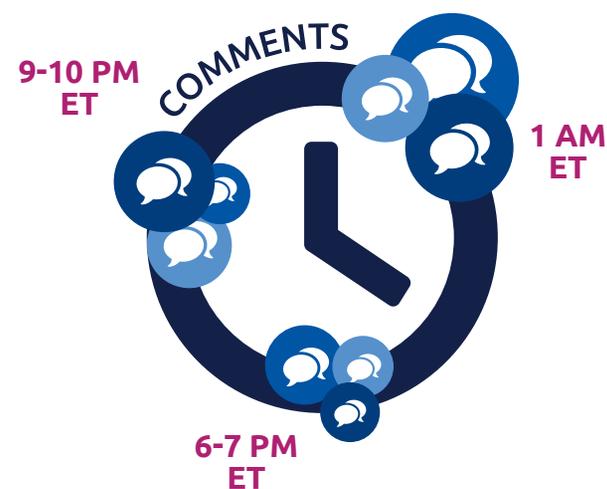


MOBILE COMMENTS BY HOUR OF DAY



DOES HOUR OF THE DAY

MATTER?



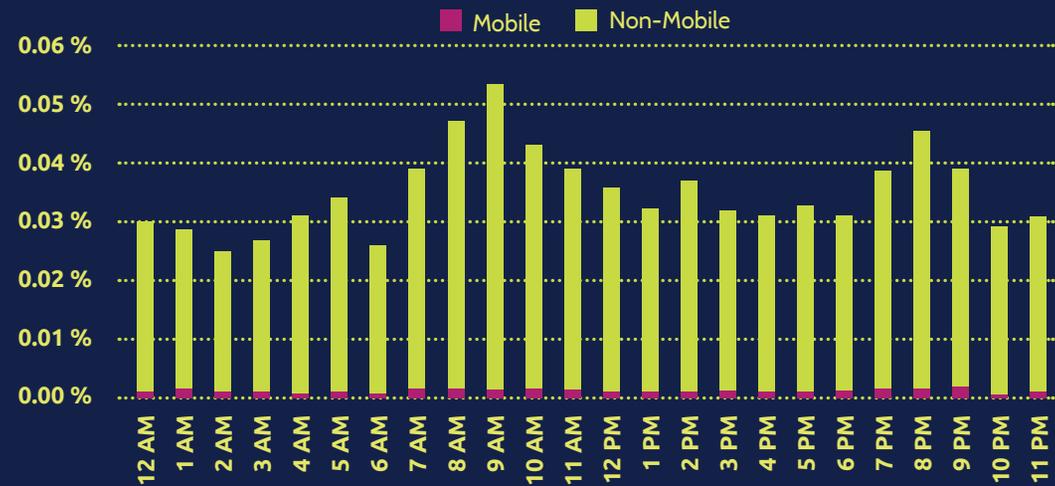
DOES HOUR OF THE DAY MATTER? (CONTINUED)

Marketers must consider mobile engagement usage patterns when building their social strategy. Much like 'best days,' marketers should publish either an image or a text post to maximize mobile engagement. If you are looking for the best performance for mobile and non-mobile users, then image posts are the best option.

LIKES/IMPRESSIONS



COMMENTS/IMPRESSIONS



BEST PRACTICES

- To increase both Likes and Comments, marketers should focus on targeting the core of their community. Engage with your core audience to get better engagement.
- Marketers need to be aware that mobile users are engaging mostly with text and image based posts. Don't overcomplicate your mobile plans – keep it simple to increase engagement.
- Post engaging content, but be conscious of the length of the post and try and keep the post length short and sweet. Remember that your community is engaging with your brand from a mobile device – shorter is better!
- Be aware of how your posts are engaged with during the week and time of day, then refine over time to build the best community. Understand that later in the week typically does the best, but test and learn within your community to find the best engagement days.
- Test out different posting times and gauge your community engagement. Again – know your audience and engage with them at the best time that they want to be engaged with.
- Marketers need to be careful about overusing exclamation marks in posts. Keep emphasis based punctuation to a minimum. Your community is savvy and knows what messages are important, you don't need to scream at them.
- Ensure your marketing strategy includes tactics for when both mobile and non-mobile engagement is highest. As an example, using an image post, as opposed to a text or video post, will garner better engagement from both non-mobile and mobile users on Saturday late at night, Sunday early morning or in the afternoon on both Saturday and Sunday.

ABOUT VITRUE

Vitruue (www.vitruue.com) is the leading social marketing platform, offering software-as-a-service (SaaS) solutions to help brands and agencies harness the marketing potential of social and manage their expanding and sophisticated social communities on Facebook, Twitter, YouTube and emerging platforms. Anchored by its industry-leading Vitruue Social Relationship Management (SRM) platform, Vitruue is collectively managing its clients' more than 935 million social relationships in 47 countries across 4,000 Facebook and Twitter accounts. Vitruue's stable of clients include many of the world's leading global brands and agencies.

Vitruue has been at the forefront of social media in terms of innovating, developing and intellectually leading the way. We want to use our platform knowledge and best practices to aggressively drive social media forward and continually strive for ways to help shape this ever-changing, ever-growing medium. We are committed to moving the industry forward and will continue to provide our findings to help shape discourse and debate.

Headquartered in Atlanta with offices in New York, Chicago, Cincinnati, Dallas, San Francisco and an international office in London, Vitruue is a Facebook "Preferred Developer Consultant" and has received numerous industry accolades including the Red Herring Global 100 and OnMedia 100. For more information, visit www.vitruue.com.

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ERIKA J. BROOKES

Vice President of Marketing
Vitruue

Erika Jolly Brookes is the Vice President of Marketing for Vitruue, the leading provider of social marketing publishing technology that provides businesses with the power to manage, message and moderate their presence on social networks.

Erika joined MindSpring enterprises in 1995 as Director, Product Marketing, focused on the end-to-end customer experience. From 1997-1999, Erika was the Vice President, Product Marketing for MindSpring Enterprises and launched innovative services such as Spaminator & broadband. From 2000-2006, Mrs. Brookes was Vice President, Brand Strategy & Product Marketing, and contributed to growing Earthlink's total awareness to 60% of US households and its customers to five million. Mrs. Brookes led the launch of new product features such as, high speed, Pop Up Blocker & Accelerator. From 2006-2008, Erika managed the marketing and product as well as revenue forecasting for an EarthLink business unit that generated revenue from value added product sales, advertising and search. As Vice President, Marketing from 2008-2009, Mrs. Brookes ran all aspects of marketing including brand, media, marketing services and loyalty efforts.

Before joining Vitruue in May 2010, Erika was the Vice President, Sales & Marketing for Jungle Disk (a division of Rackspace), a SaaS cloud-based data backup targeted at small to medium-sized businesses. During her tenure, she re-launched the Jungle Disk brand targeted at small business and doubled customer growth.

Mrs. Brookes earned a BS in Business Administration from Berry College and has completed post-graduate executive level education in finance and marketing.