



# THE FUTURE OF SOCIAL MEDIA

McKenzie Claydon | Design Team Lead

# THE AGENDA

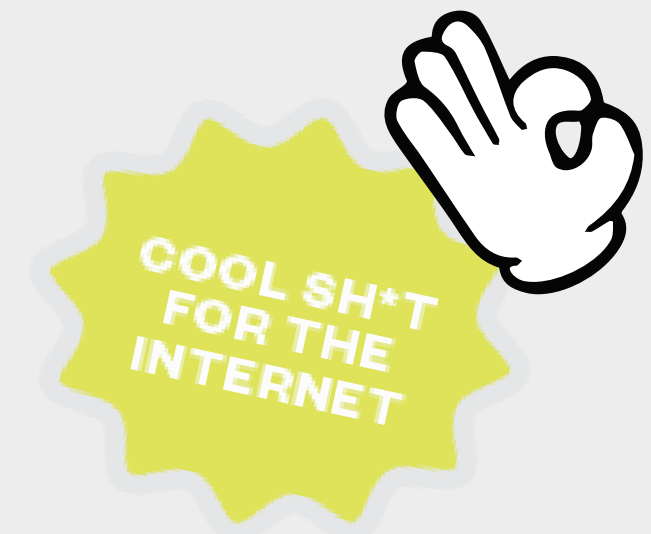
## THE AGENDA

- Who is McKenzie?
- Who is Likeable Lab?
- The Future of Social Media
- The Difference Between Platforms
- TikTok
- A.I (Artificial Intelligence)
- Best Practises in Social Media
- Providing Value



# WHO IS MCKENZIE?

## WHO IS MCKENZIE?

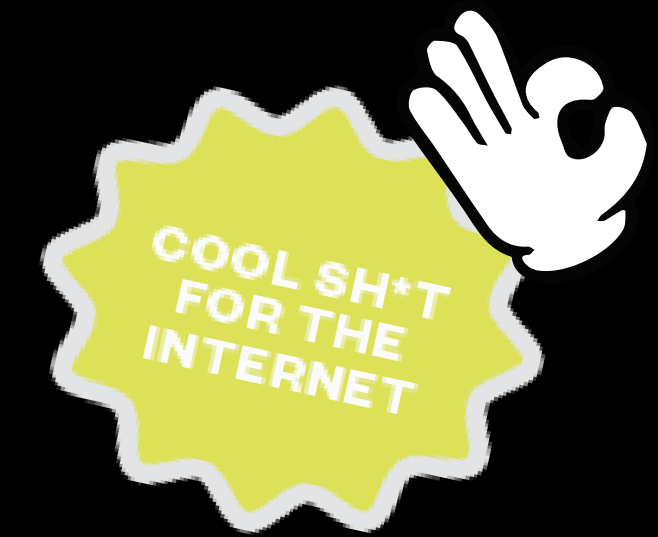


- Design Team Lead at Likeable Lab
- Been with Likeable Lab for 3 years
- Transitioned from Content Creator/Account Manager to Design Team Lead



# WHO IS LIKEABLE LAB?

## WHO IS LIKEABLE LAB?



- Digital Marketing Agency in Waikato & BOP
- We Help Likeable Business to Thrive Online
- We Make Cool Sh\*t for the Internet
- Clients in NZ, AUS, UK, UAE
- Team of 20 approx
- Two Offices – Kirikiriroa & Tauranga
- Team members in London & Philippines



# THE FUTURE OF SOCIAL MEDIA

There are lots to consider when it comes to content, how to use, where to use it, when to use it!



- Statics
- Carousels
- Videos
- Photos
- Animations
- Lead Generation
- Traffic
- Engagement
- Conversion



# THE DIFFERENCE BETWEEN THE PLATFORMS



## FACEBOOK

- Most popular platform  
**3.03 billion users**
- Diverse user base
- Easy to build a community & engagement
- Variety of content
- Ability to keep personal and business separate
- Extra tools available
- 29.9% of users are 25-34 yrs

## INSTAGRAM

- VERY visual
- Content is a lot more visual.
- More storytelling
- Can be more personal: especially with IG stories
- Hashtags and location tags
- 30.8% are 18-24 yrs
- 30.3% are 24-35 yrs

## LINKEDIN

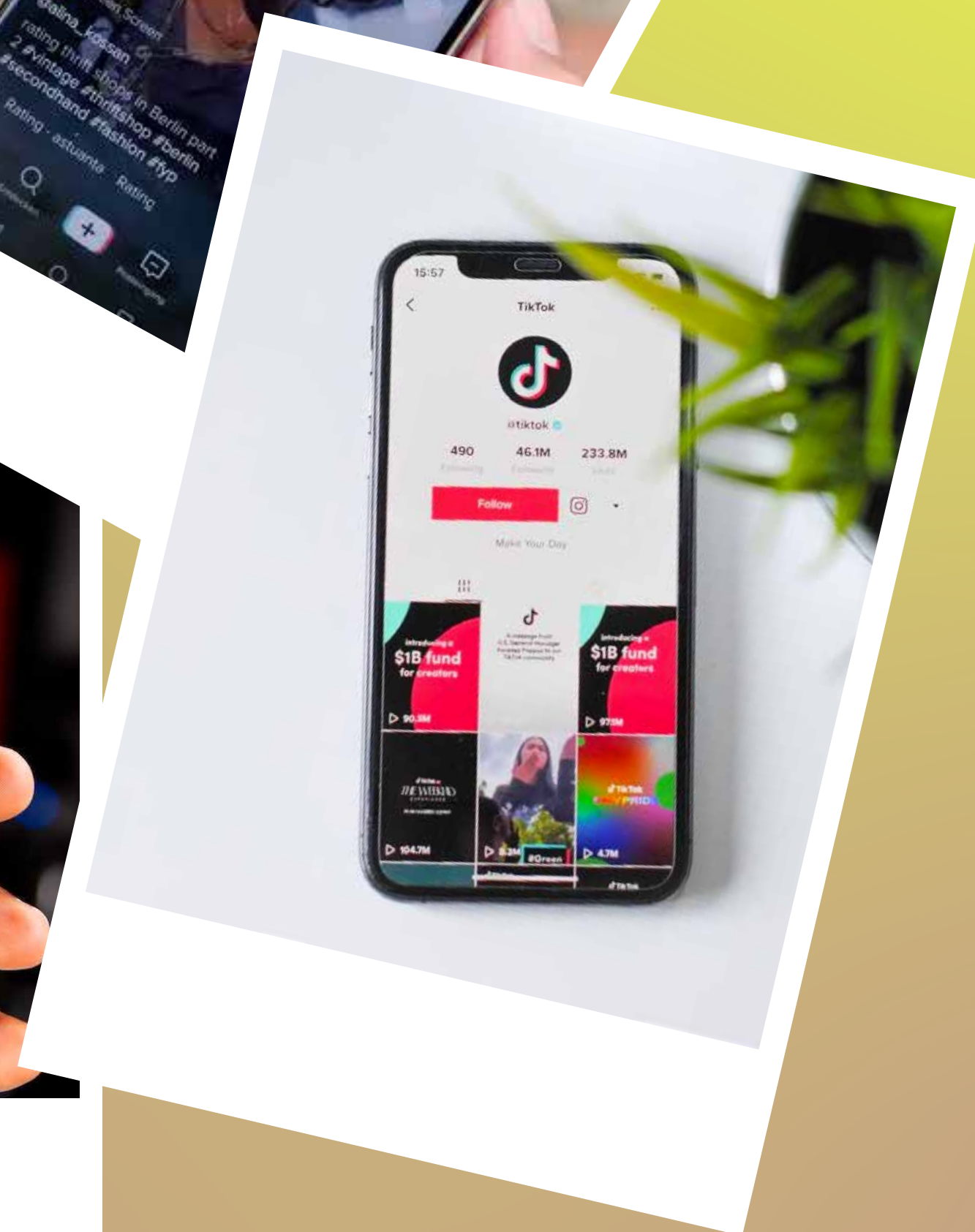
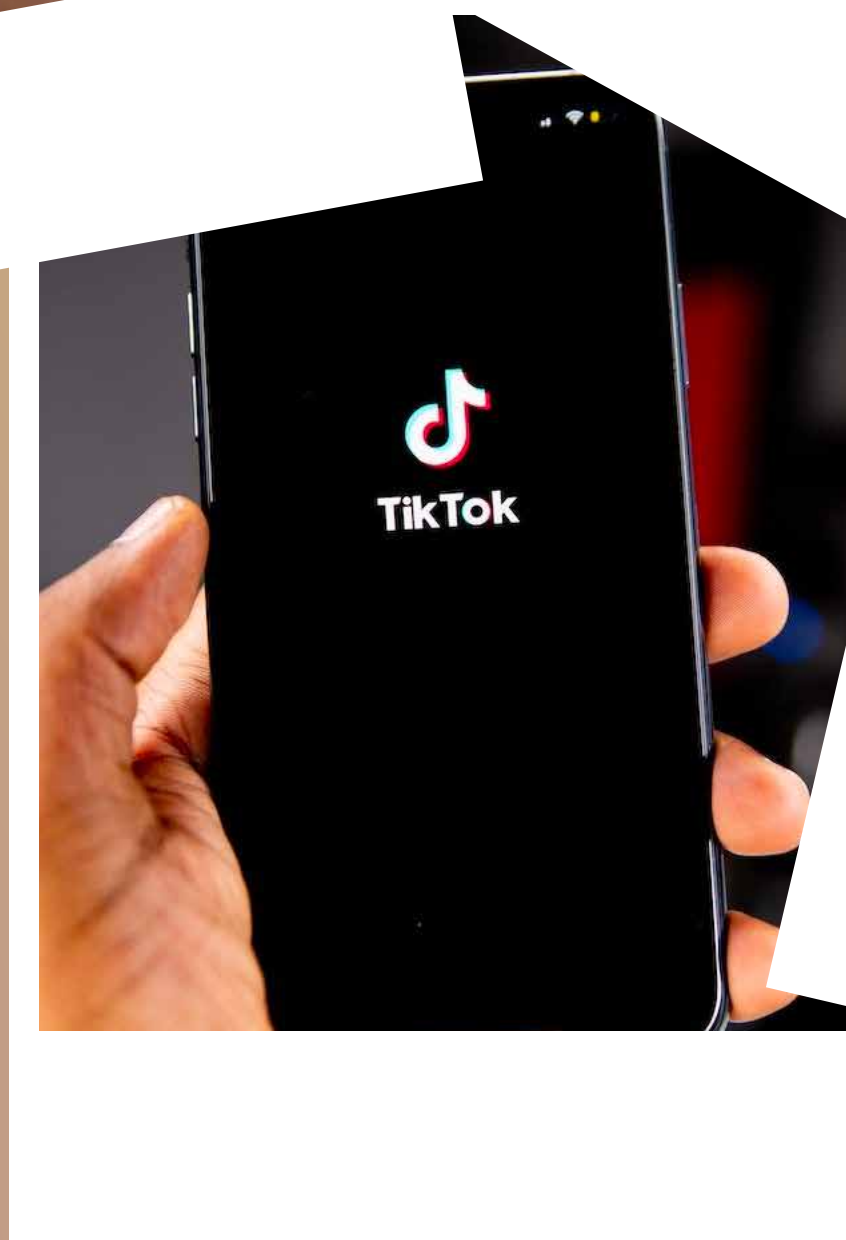
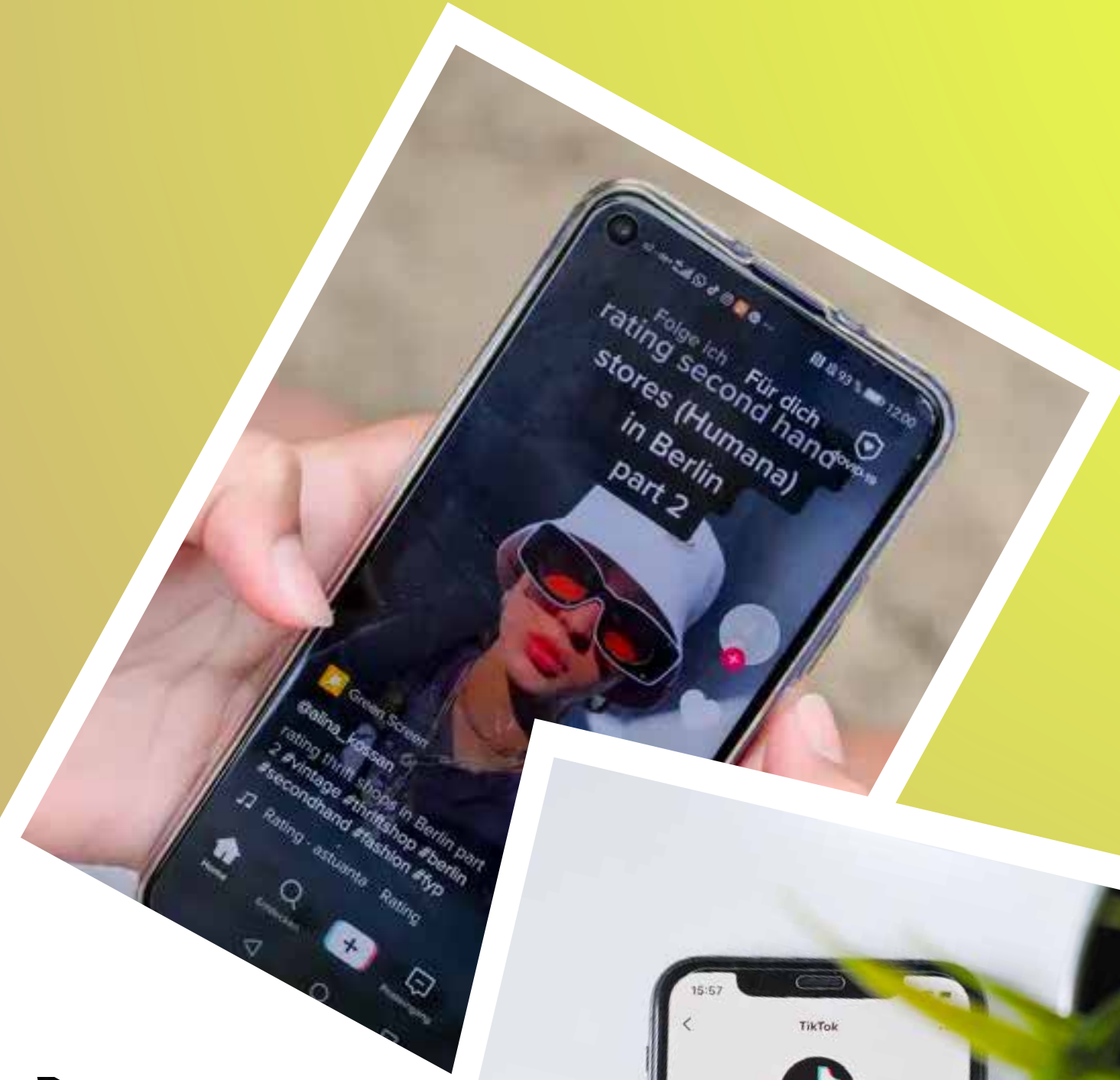
- MORE professional
- Good opportunities for networking
- More text-based long form content
- More industry insights
- More recruitment opportunities
- 60% of users are 25-34 yrs

*\*Stats taken from [www.statista.com/statistics/](http://www.statista.com/statistics/)*



We can't forget about:

**TIKTOK**  
**TIKTOK**



# WHY IS TIKTOK DIFFERENT?

How can you use it for the benefit of your business.

- Short-form video content
- Powerful tool for content discovery & engagement

## Showcase your expertise in a creative & engaging way

- Visual demonstration of exercises
- Educational content creation
- Reaching a younger audience
- Trending challenges and hashtags
- Personalised approach





# GOOD TIKTOK EXAMPLES

# GOOD TIKTOK EXAMPLES



5 MINUTE MORNING MOBILITY



The Physio Brothers · 2020-12-14  
5 minutes a day keeps the back pain away #feelgoodphysio ... more  
🎵 Knock Knock - @Mac Miller

72.8K  
527  
11.7K  
16.3K


PHYSICAL THERAPY SESS... · 10-22



Crack your back the proper way! 🙌  
#howtocrackyourback #backcr... more

150.5K  
433  
28.1K  
1545

Physio Mike




@physio\_mike

108 Following 268.8K Followers 5.8M Likes

Follow my IG 🙌  
The ASK ME anything PT  
✉: mikesalame@viralnationtalent.com  
📷 Instagram ➕ Add Yours


Follow

Pinned



FDN Quads 5.4M  
Knee Pain Relief 14.5M  
Trigger Point Release 10.7M

Physiobae



@physiobae

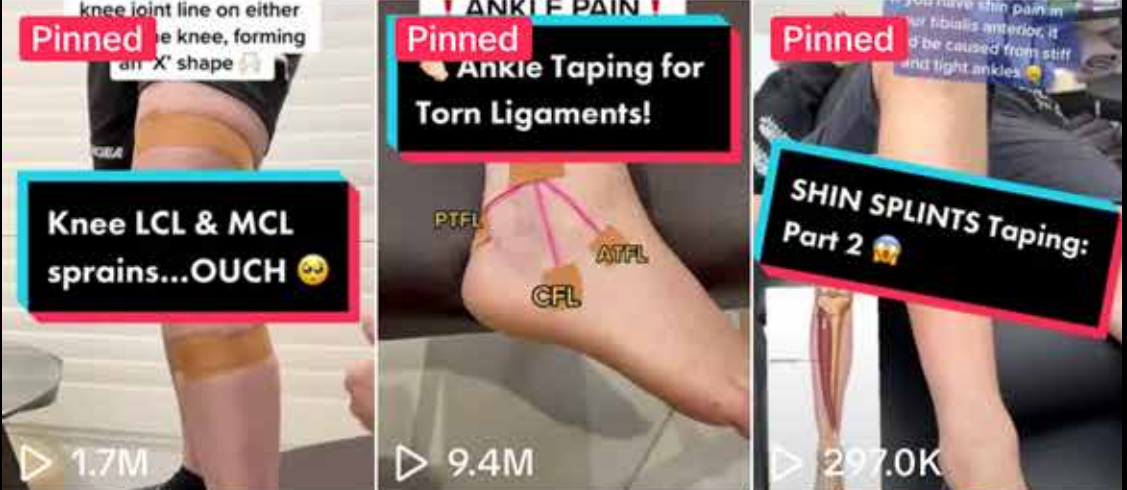
598 Following 258.1K Followers 4.6M Likes

🧑‍🦱 Helping You Feel Younger  
💪 Double Your Energy & Strength  
🔗 <https://instagram.com/physiobaeofficial?i...>  
📷 Instagram ➕ Add Yours

Follow

Physio Mentoring Taping Low Back Pa

Pinned



Knee LCL & MCL sprains...OUCH 1.7M  
Ankle Taping for Torn Ligaments! 9.4M  
SHIN SPLINTS Taping: Part 2 297.0K



We also can't forget about

# A.I (A.K.A ARTIFICIAL INTELLIGENCE)

## PROS OF A.I

- Personalisation
- Efficiency
- Content Recommendations
- Assistance in decision-making

## CONS OF A.I

- Lack of Empathy
- Dependency & Reliability
- Bias & Inaccuracy

## OVERALL – KEY TIP

Become friends with A.I – Use it, but try to not overuse it.

# BEST PRACTISES IN SOCIAL MEDIA

SOCIAL MEDIA STRATEGY	MONTHLY CONTENT CALENDARS	ALWAYS PROVIDE VALUE
<ul style="list-style-type: none"><li>• Know your audience</li><li>• Set goals</li><li>• Choose the right platforms</li><li>• Create engaging content</li><li>• Plan a schedule</li><li>• Engage with your audience</li></ul>	<ul style="list-style-type: none"><li>• Plan ahead</li><li>• Stay organised</li><li>• Be consistent</li><li>• Have a variety of content</li></ul>	<ul style="list-style-type: none"><li>• Educate</li><li>• Entertain</li><li>• Inspire</li><li>• Convert</li></ul>



The Four Most Effective Types of Content\*

**ALWAYS PROVIDE VALUE**



**EDUCATIONAL**

Articles, Answering  
FAQ's, Blogs, Advice,  
Tips & Tricks, ACC  
Scenarios, Ebooks,  
Guides

**ENTERTAINING**

Polls, Quizzes,  
Question Boxes, Funny  
Trending Reels and/or  
TikToks, Memes, Day in  
the Life

**INSPIRATIONAL**


Milestones,  
Anniversaries, Industry  
Awards, Sustainability  
Initiatives, Community  
Involvement.

**CONVERSION**

Testimonials,  
Reviews, Client  
Success Stories,  
Case Studies





QUESTION S?

my email is [mckenzie@likeablelab.com](mailto:mckenzie@likeablelab.com)

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Hamilton, Tauranga

[www.likeablelab.com](http://www.likeablelab.com)