

A HumanKind

M a n i f e s t o f o r S o c i a l M e d i a

There's too much emphasis on the **technology** enabling our behavior, and not enough on the **behavior** itself.

We owe ourselves a better understanding of...

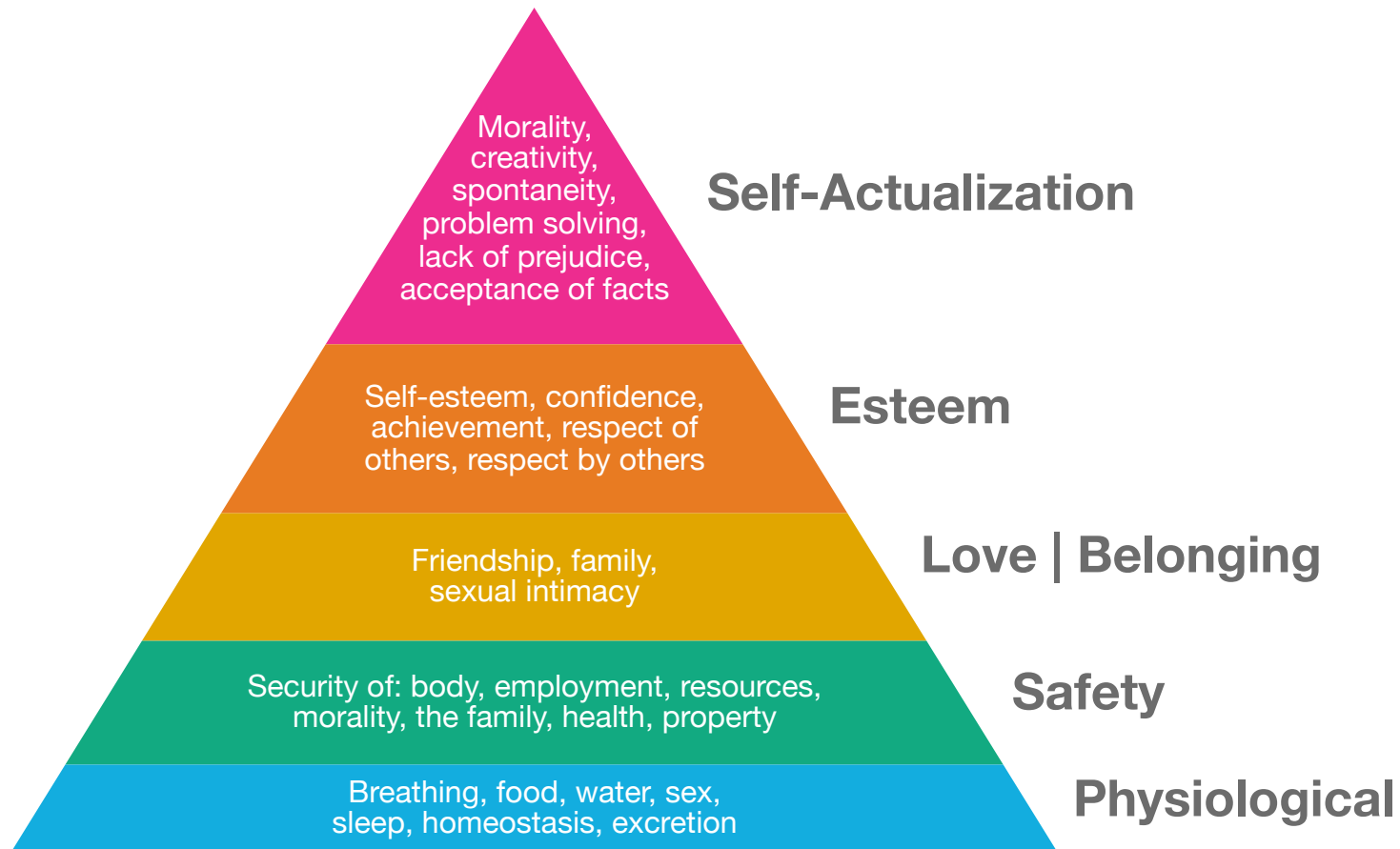
Social Media

Social Media

**We have basic human
needs to be social.**

Quality of life depends on our
ability to transmit cultural
information to and from others.

Most of our human needs are social in nature



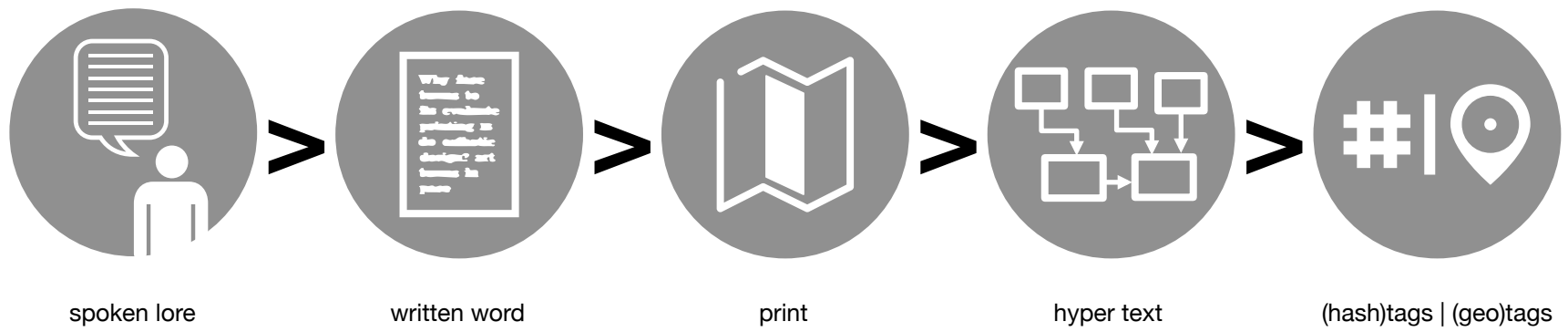
Humanity depends on
social behavior.

Social Media

**Media enable
our social behaviors to
evolve over time.**

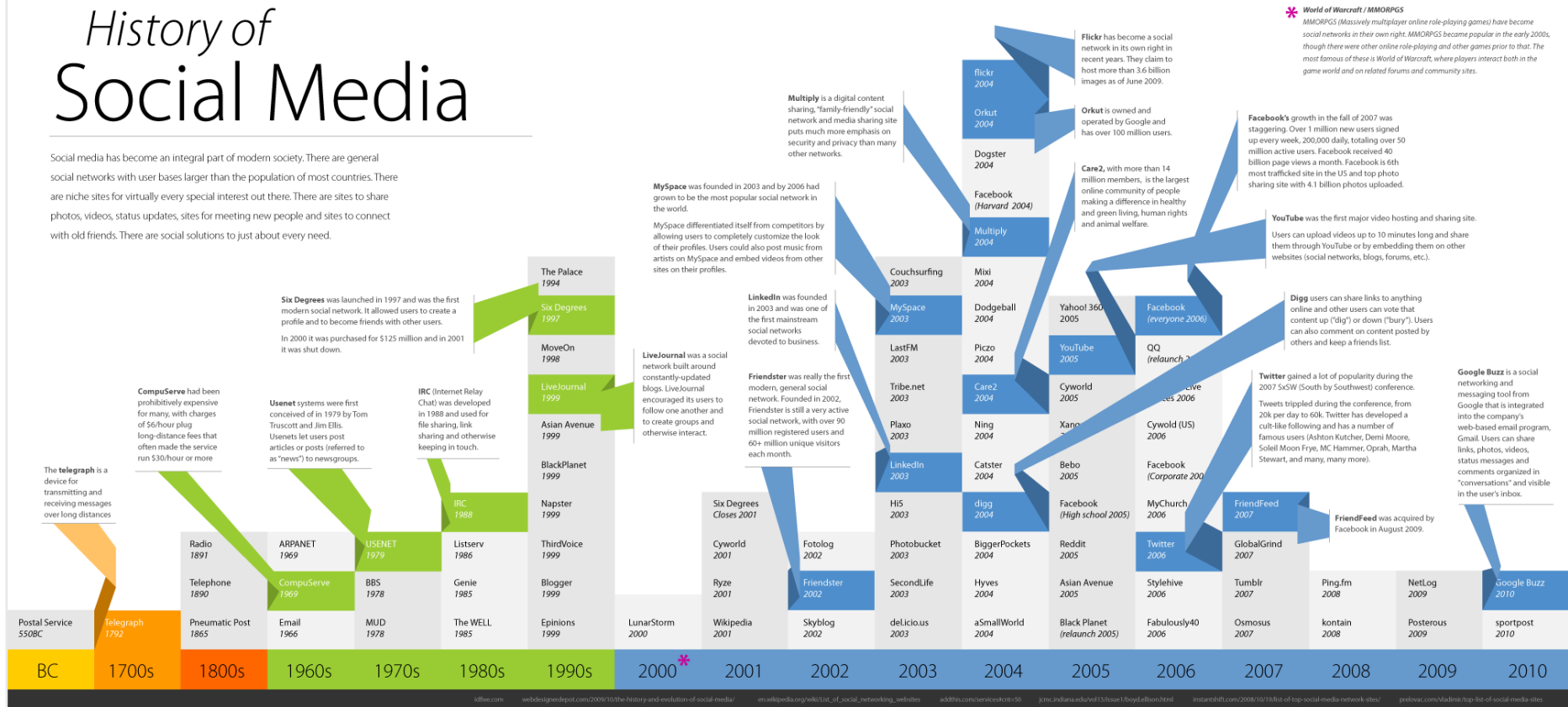
They evolve in service of
our natural drive to transmit
(and evolve) our culture.

Media evolve in service to our social behavior



History of Social Media

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. There are social solutions to just about every need.



All **media** can be **social**.

As marketers, we will
be subservient to **media**
until social **behavior**
becomes our focus.

We need to know
what's **appropriate**,
and what isn't, to be
socially **effective**.

We owe ourselves a better understanding of...

Why When Where

Why When Where

Address the motivations behind people's behavior.

Why do people engage in social behaviors in our product category?

Why **When** Where

**Sequence your
program to
people's journey.**

What needs are people
trying to satisfy at a
given stage of the
decision journey?

Why When **Where**

**Employ the channels
most suited to the
desired behavior(s).**

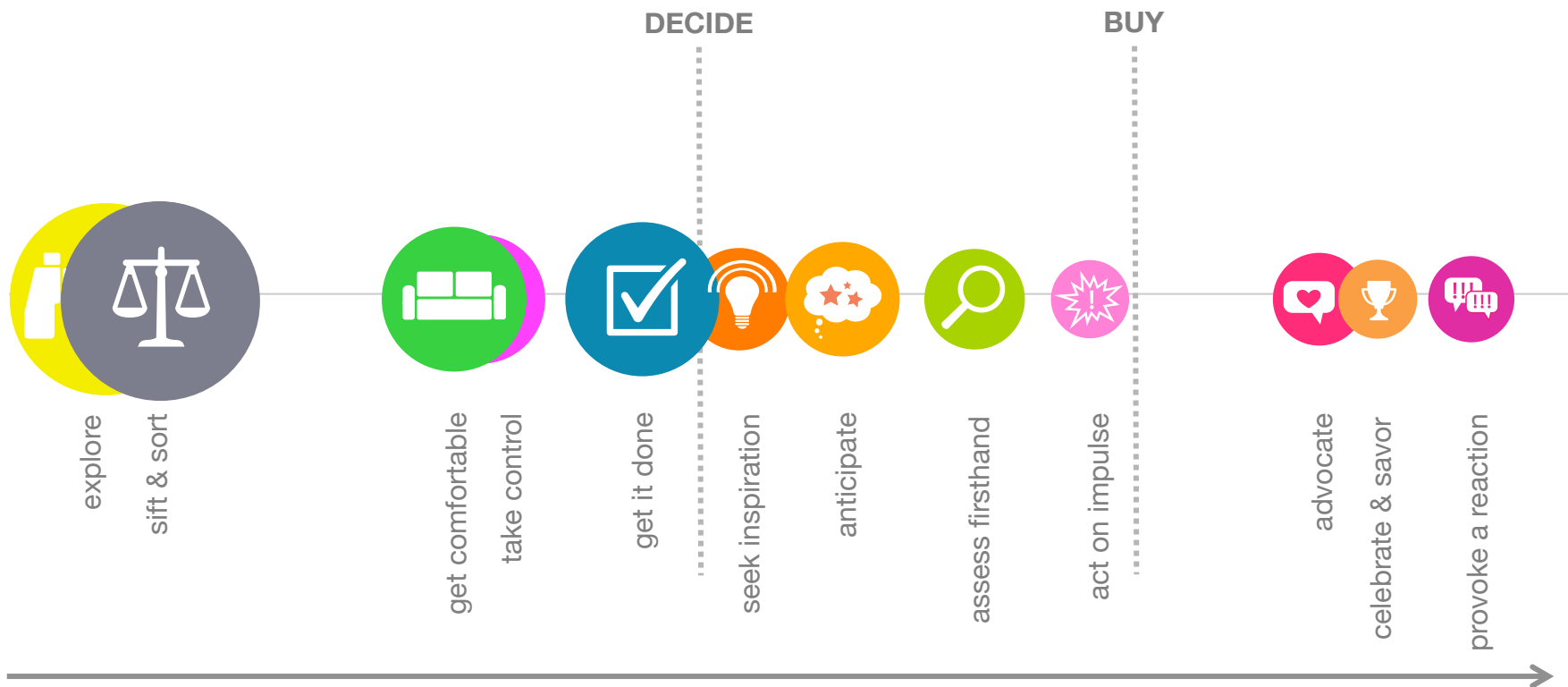
Where are people most
likely to engage during a
given stage of the
decision journey?

Understanding the
why, when, and where
of **current behavior**
can reveal opportunities
to **change it.**



DecisionDNA

**Decisions involve many different motivations and expectations,
pre-decision thru post purchase.**



27,430 respondents

29 categories

14 studies

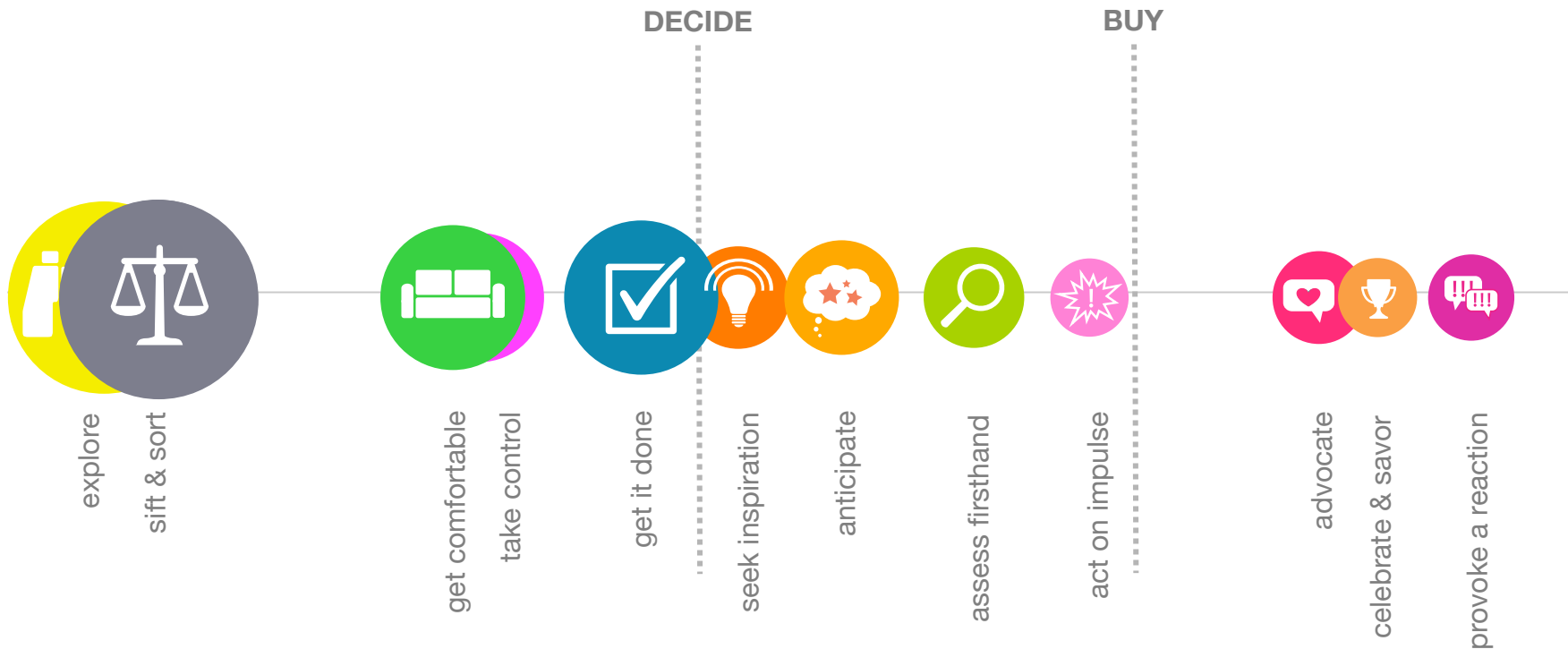
Why we developed it

Know why not simply what

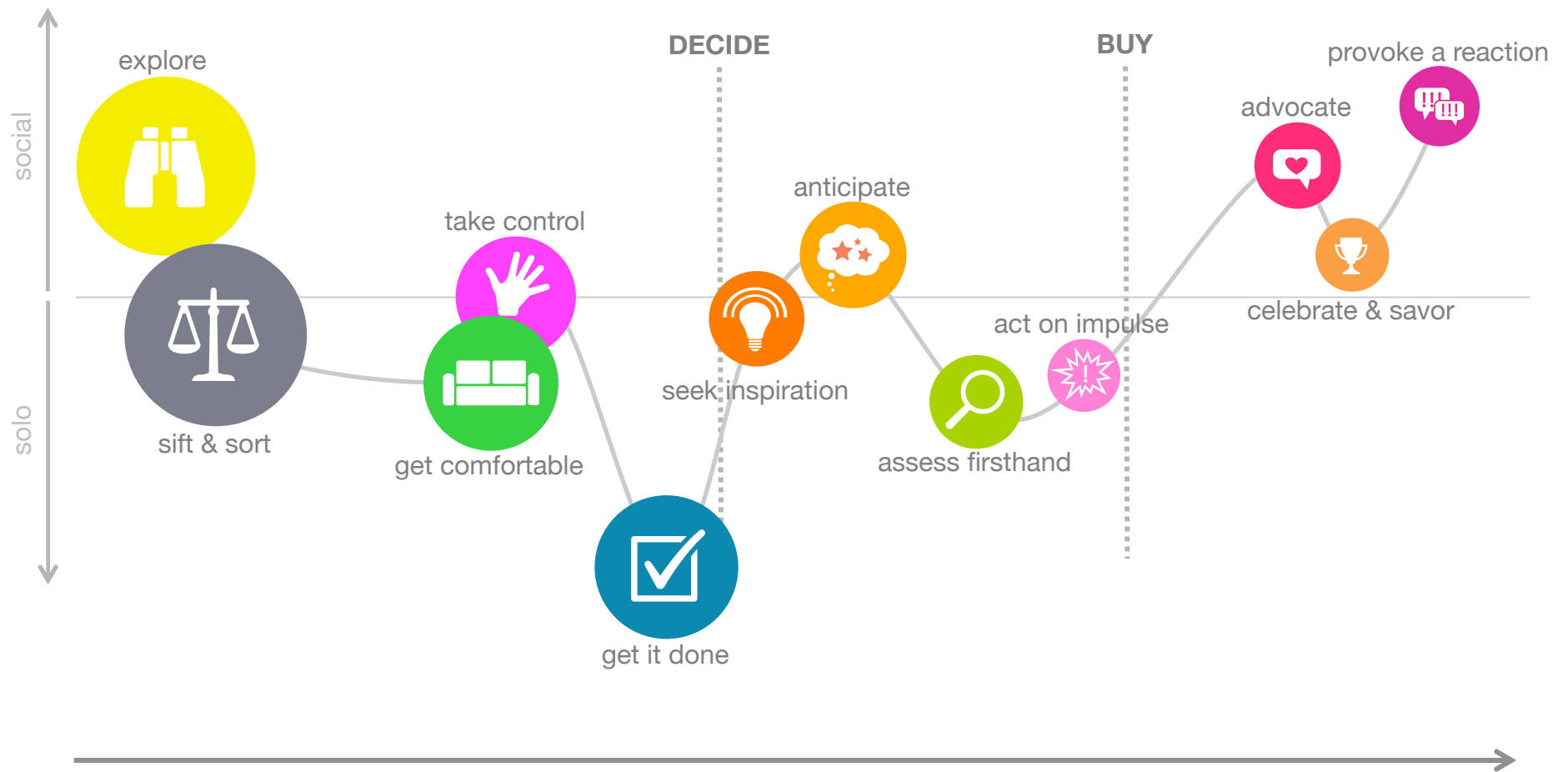
Connect the dots not look in disaggregate

Actionable through quantitative rigor

**Decisions involve many different motivations and expectations,
pre-decision thru post purchase.**

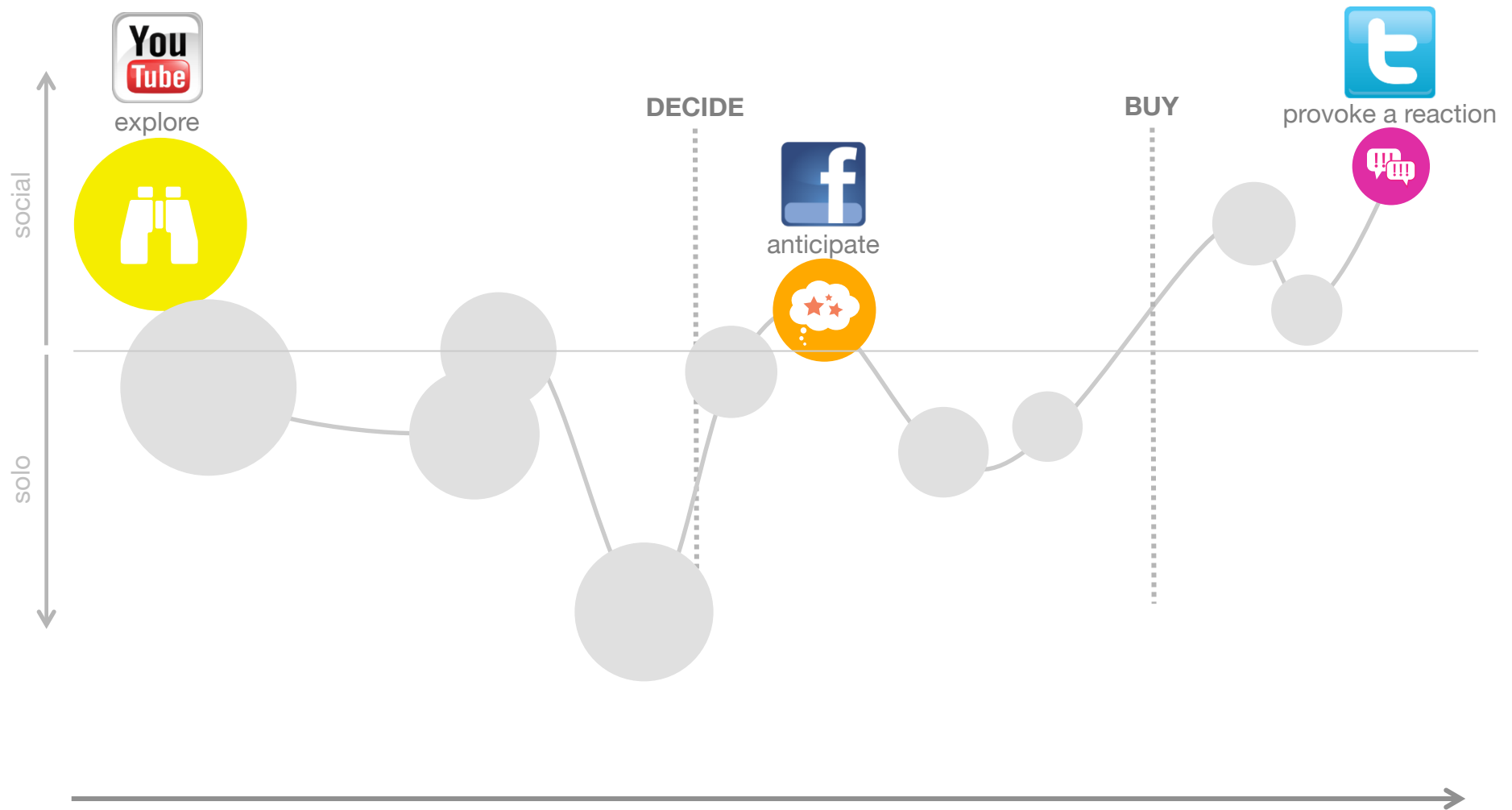


Some stages are more social than others

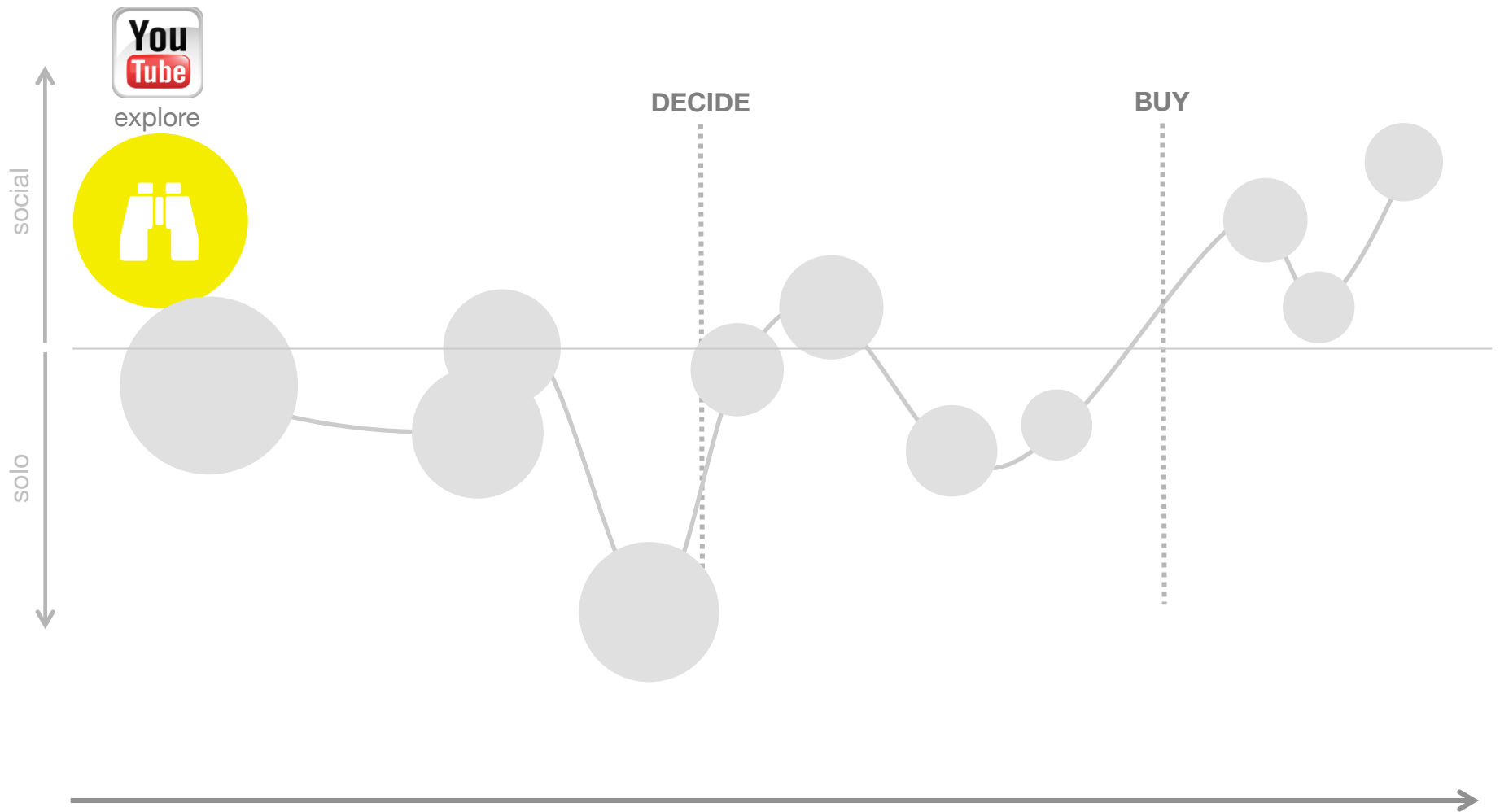


Great work is always
informed by the innate
human needs and
motives that drive
social **behavior**.

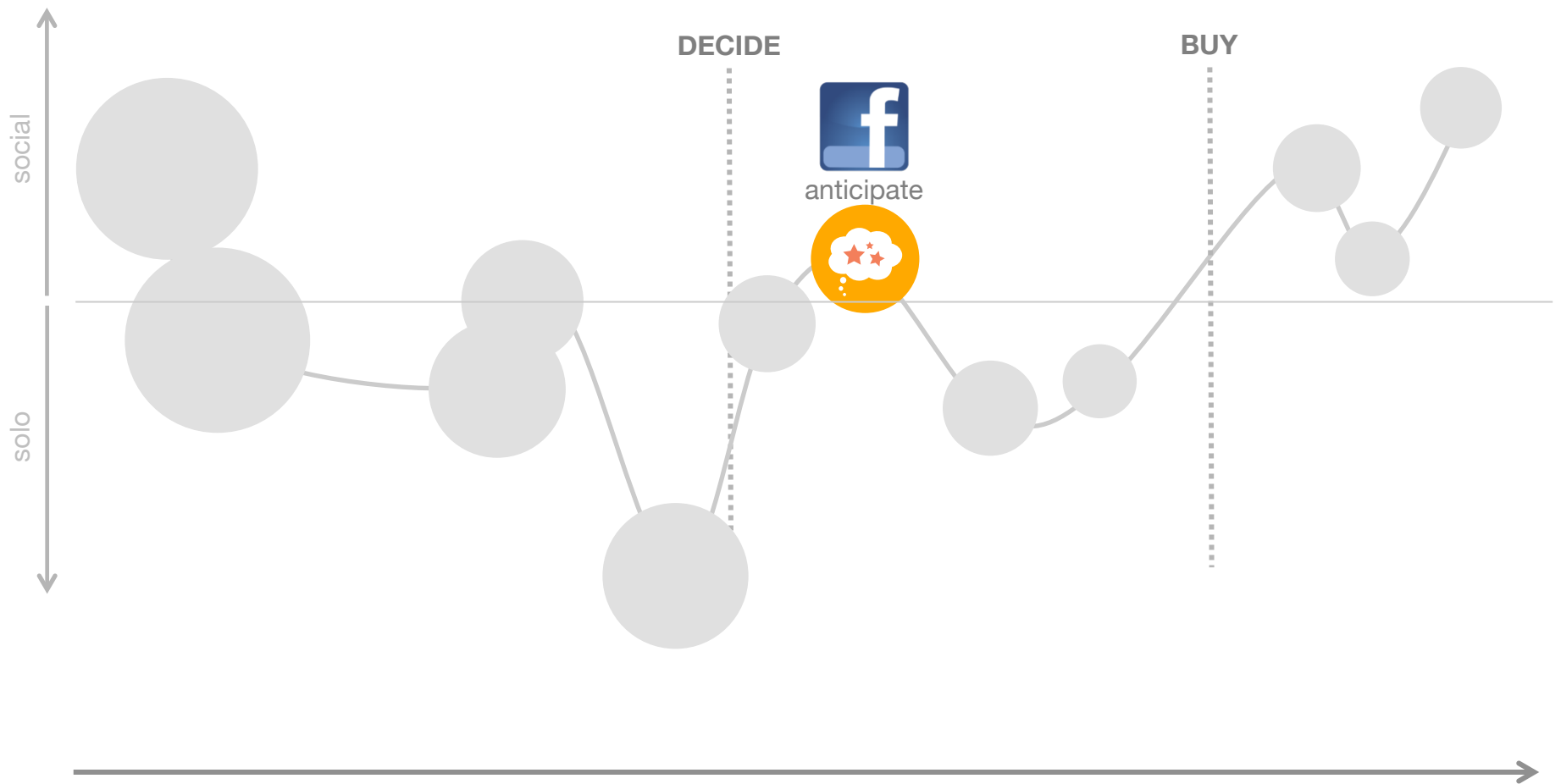
Along with many other social behaviors, different platforms excel in specific areas.



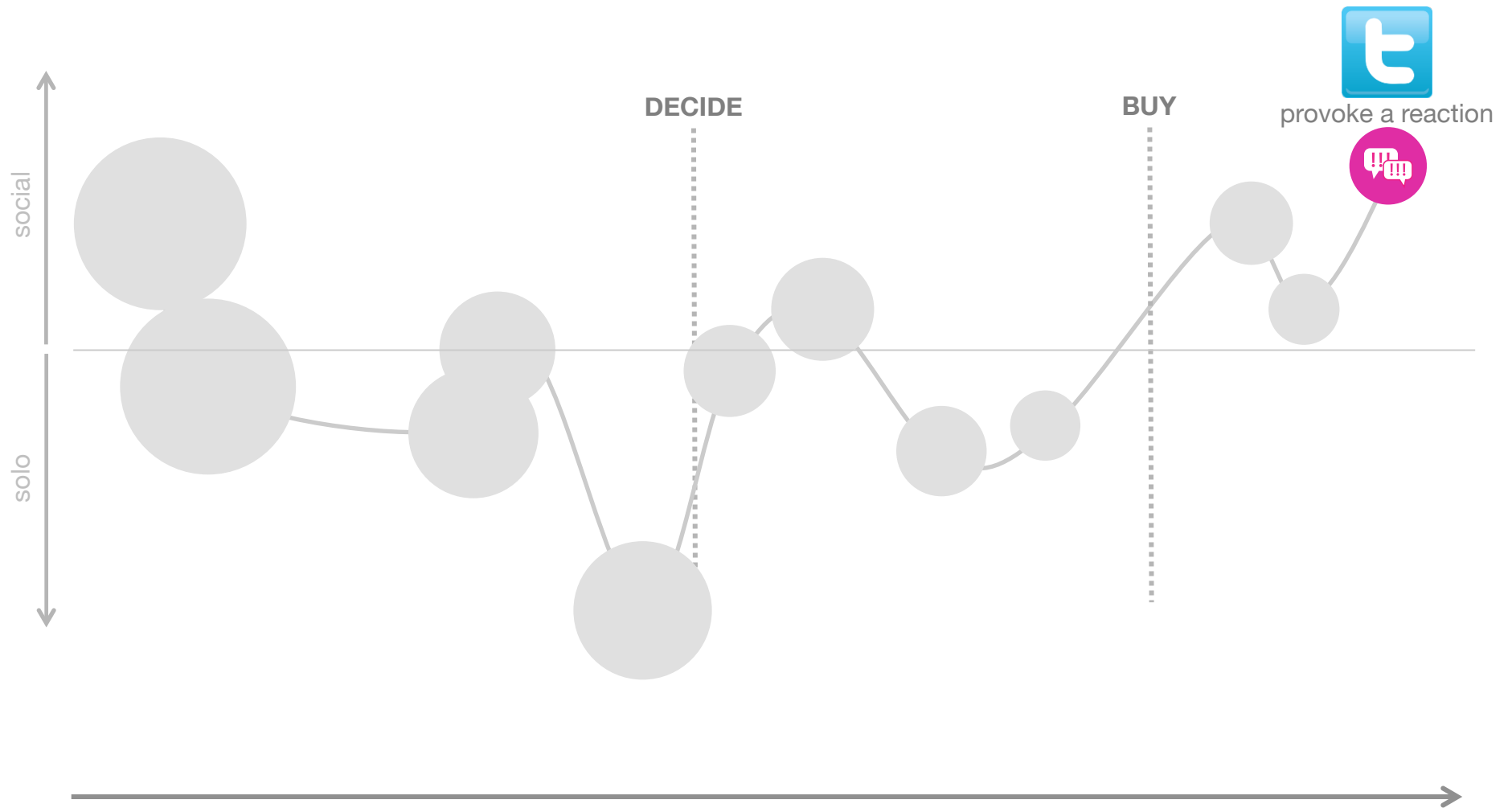
People often look to YouTube to learn and get new ideas.



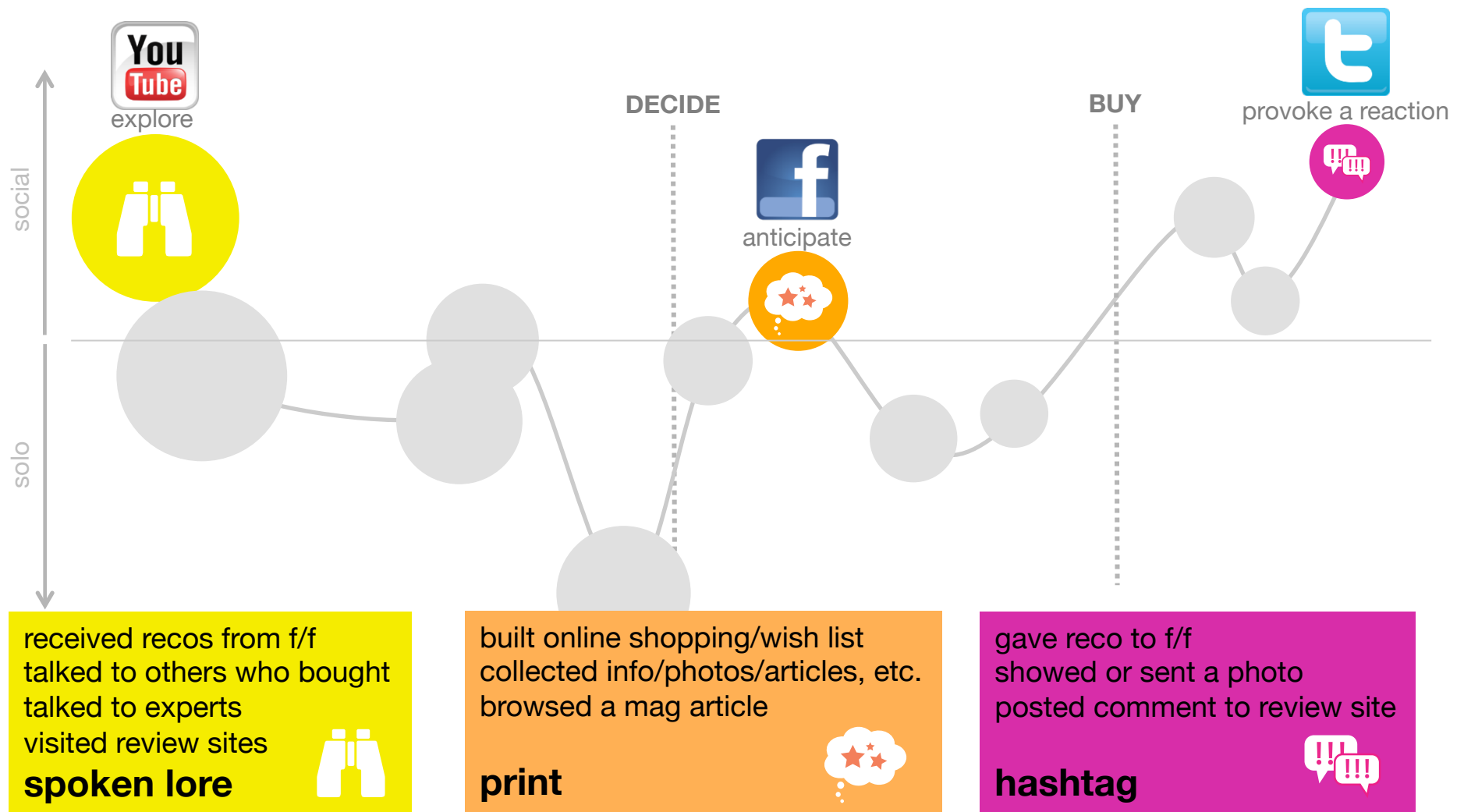
**People look to Facebook when anticipating –
to have fun, and not get bogged down in details.**



People using Twitter to provoke, question authority and show off a bit.



Beyond 'social media' platforms, many other social behaviors are occurring as well.



As new **media** evolve,
old **media** retain
their **purpose**.

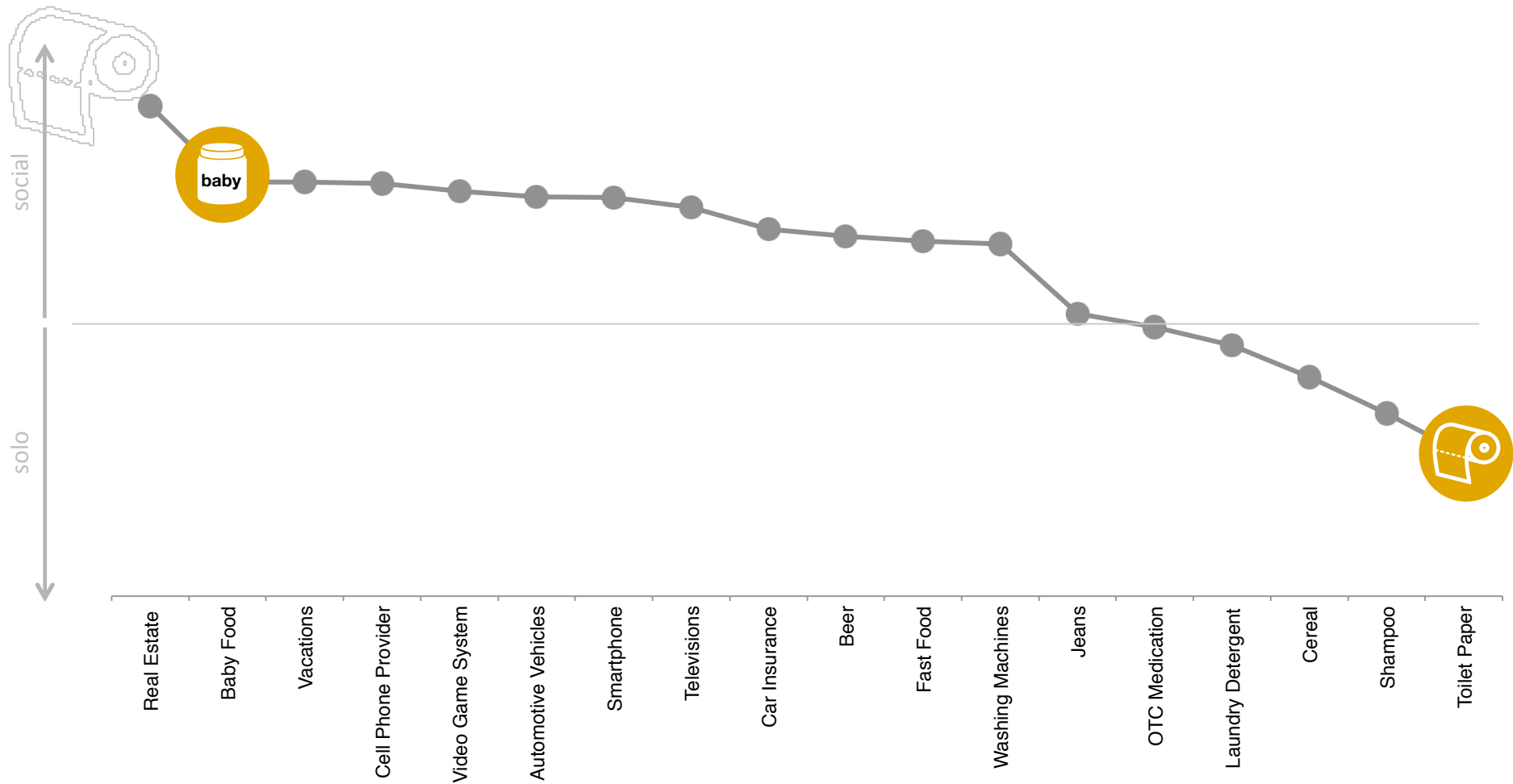
(Though they do fall in and out of populist usage.)

And all of this gets more important when looking through the lens of a specific category.

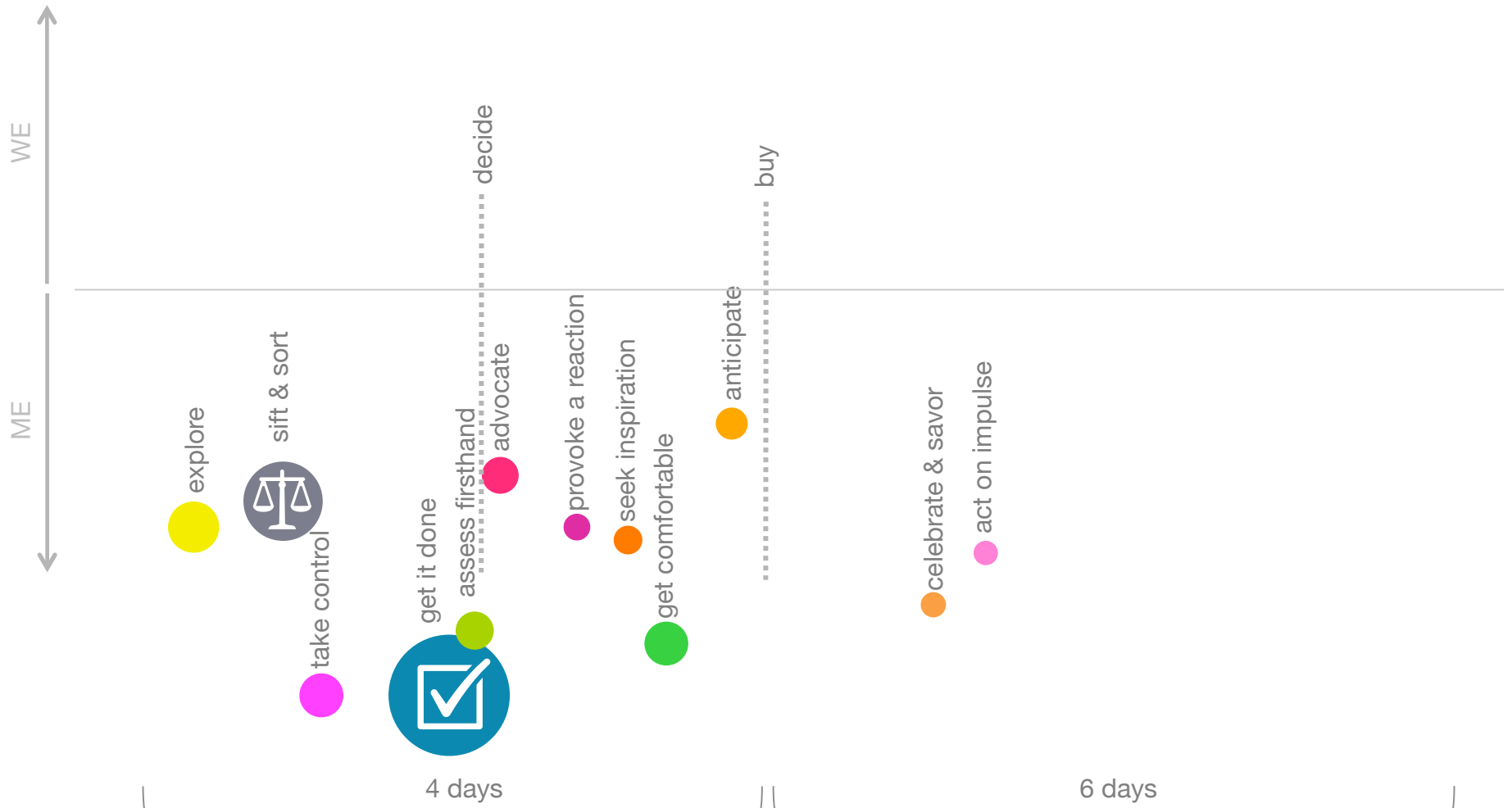
Is the category a naturally social one?

Are specific platforms more suited for certain types of categories?

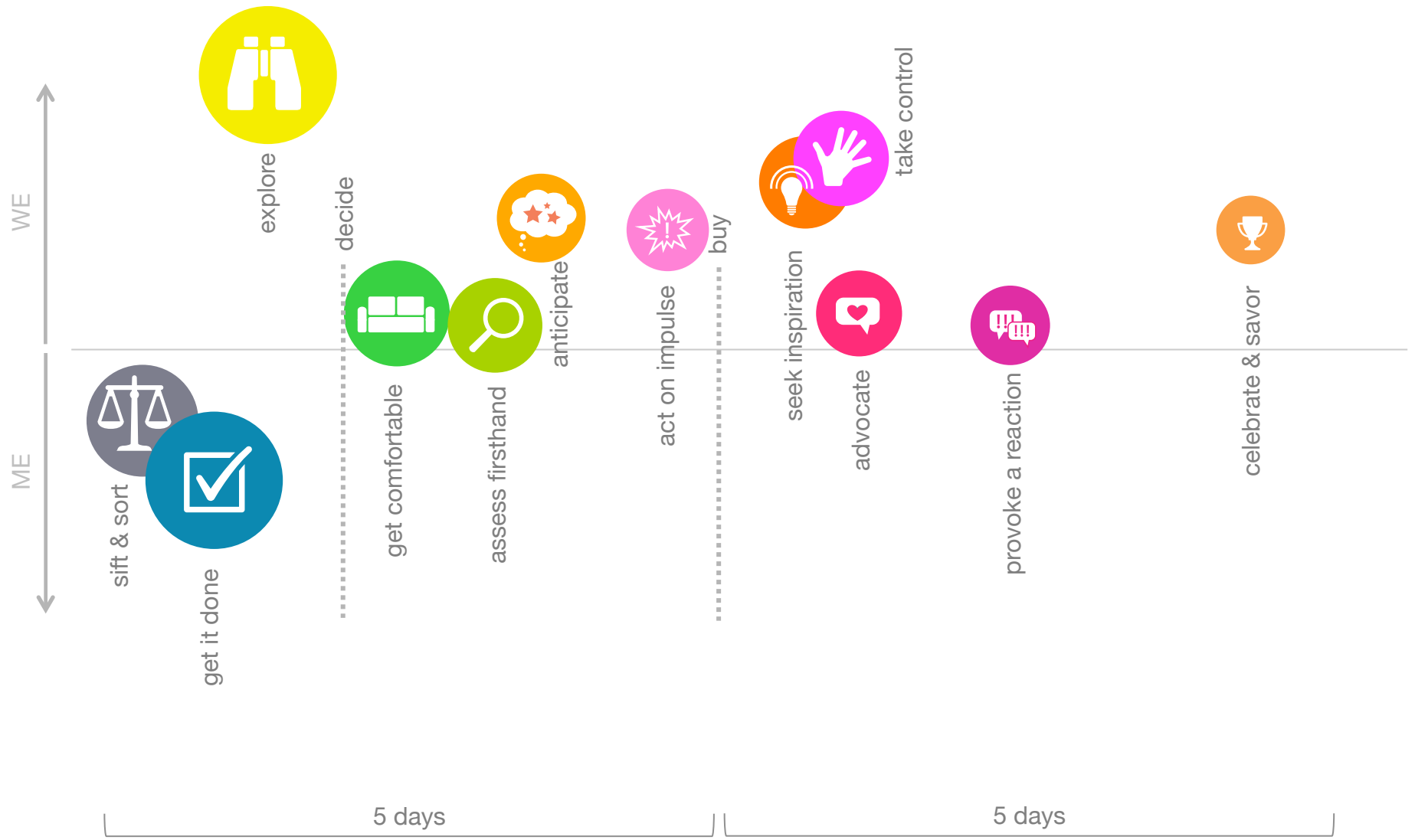
Is the category naturally a social one?



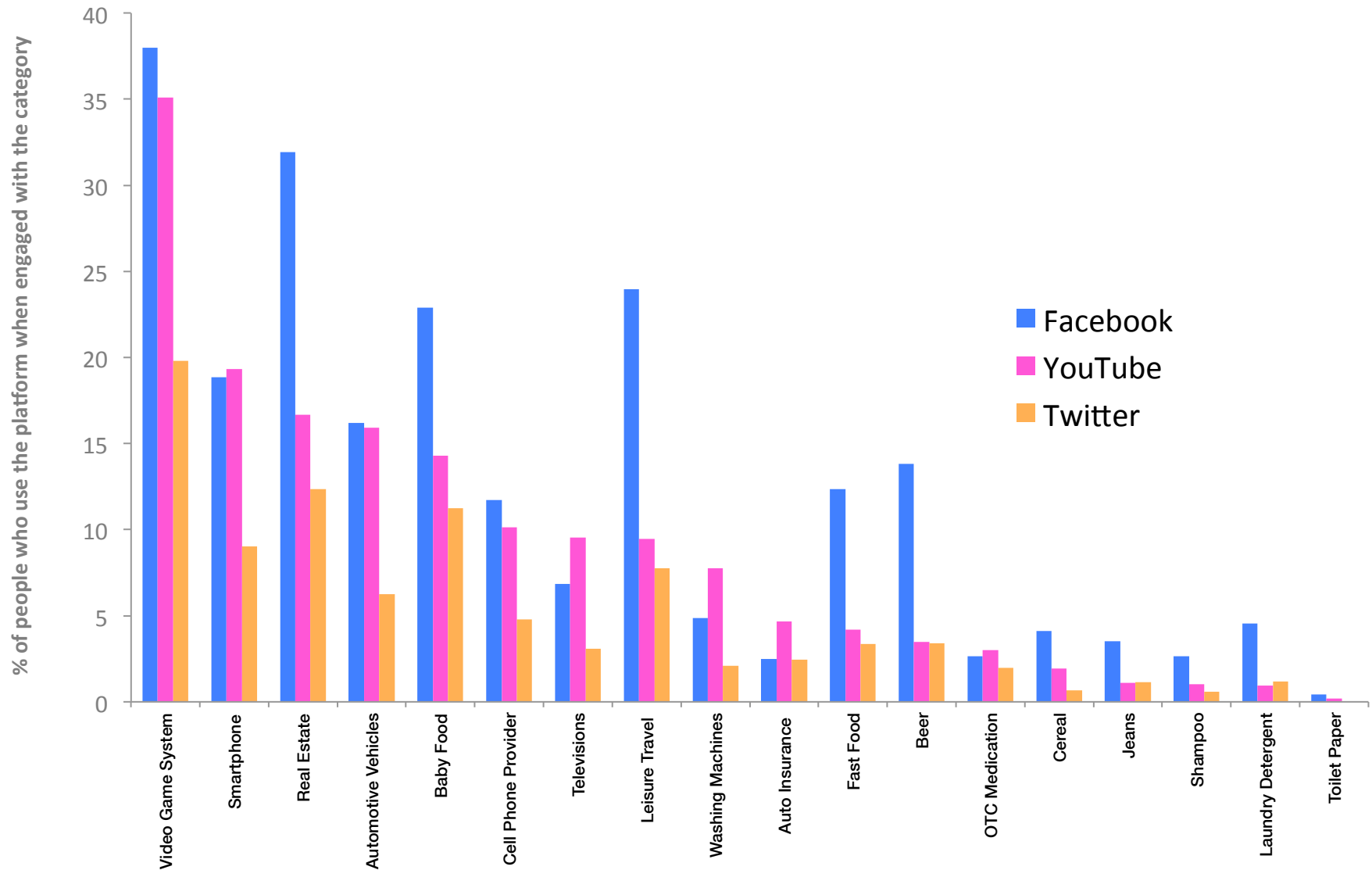
Toilet Paper: 10 days, 5 touchpoints



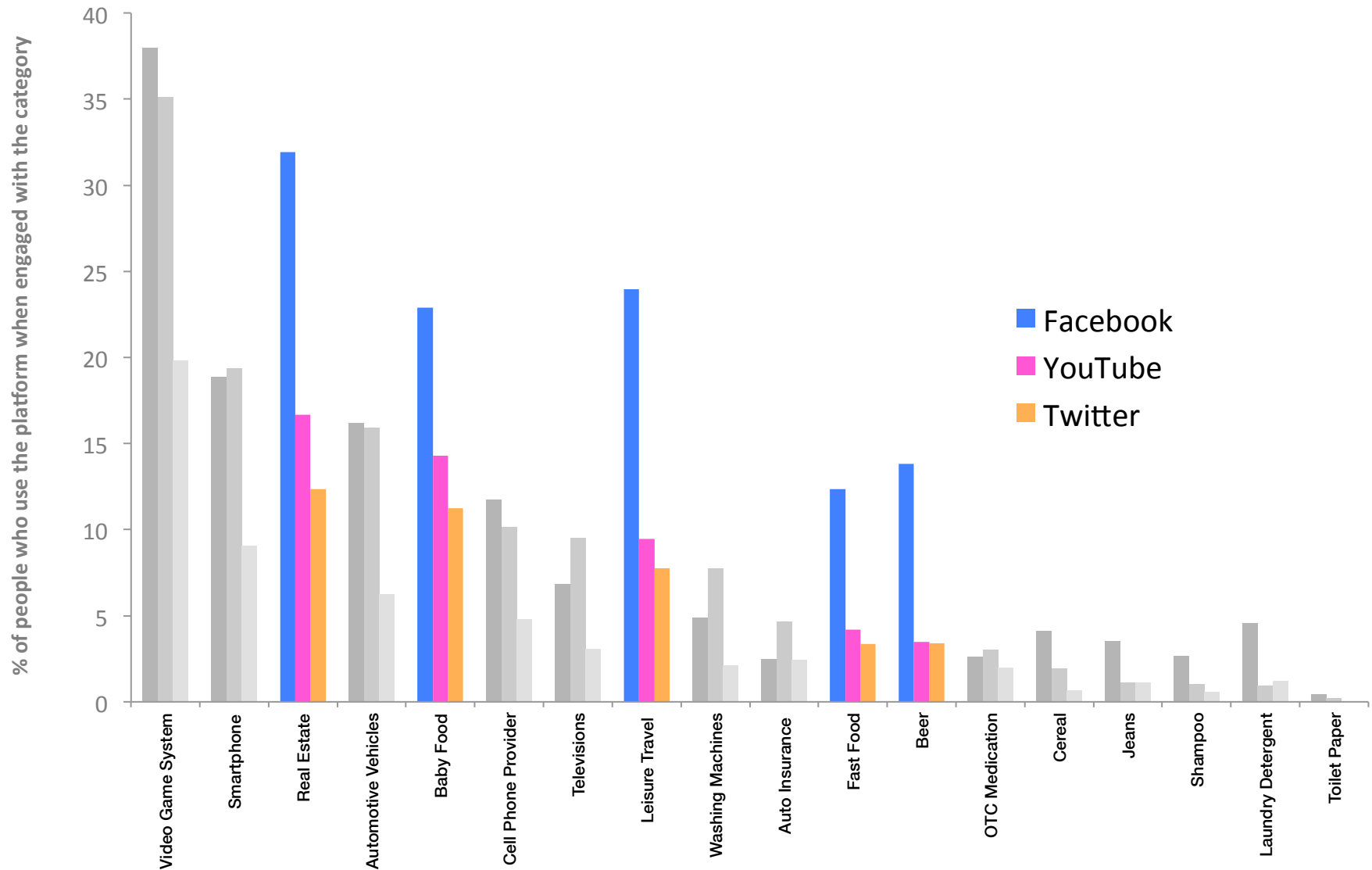
Baby Food: 10 days, 27 touchpoints



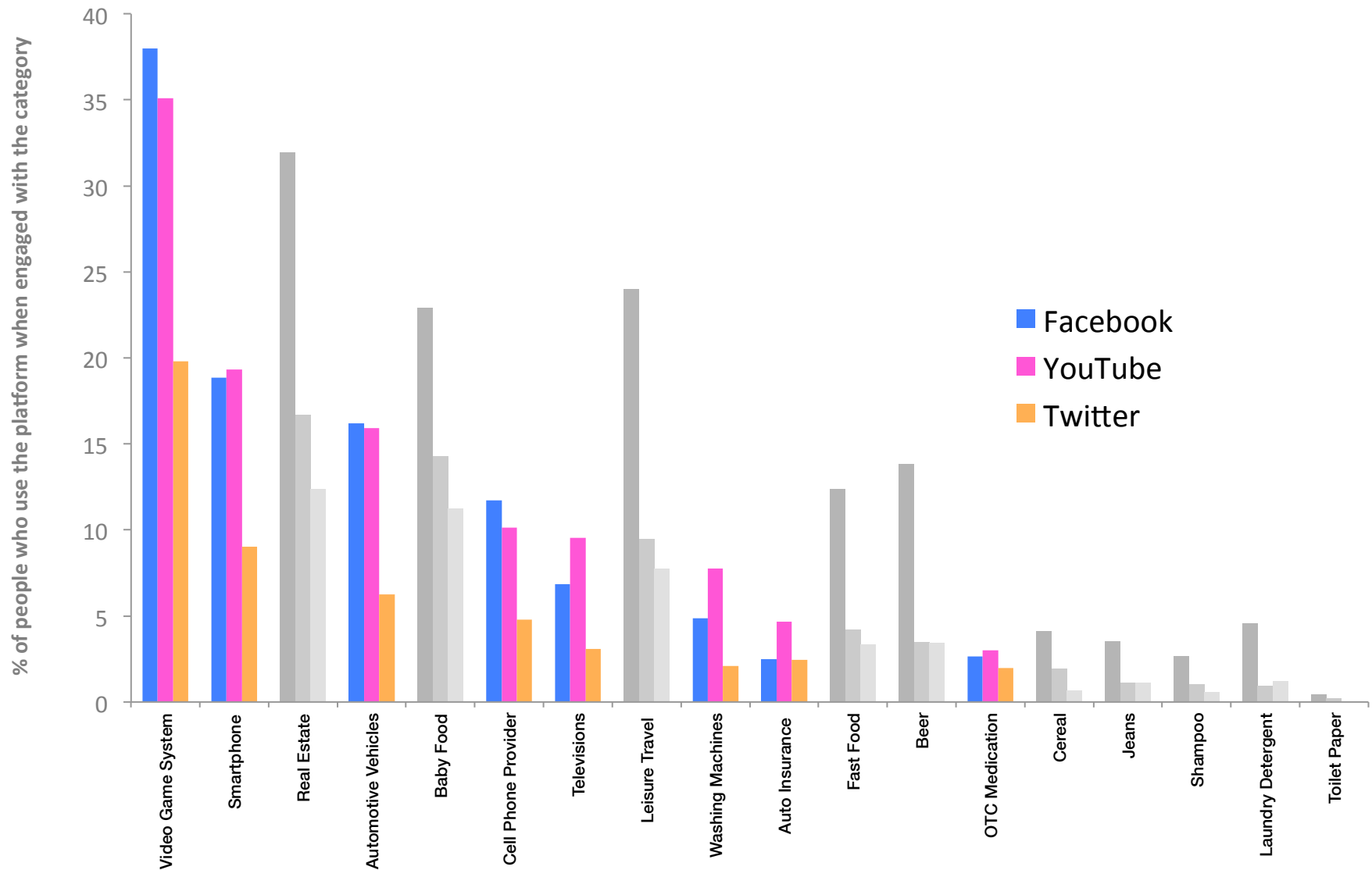
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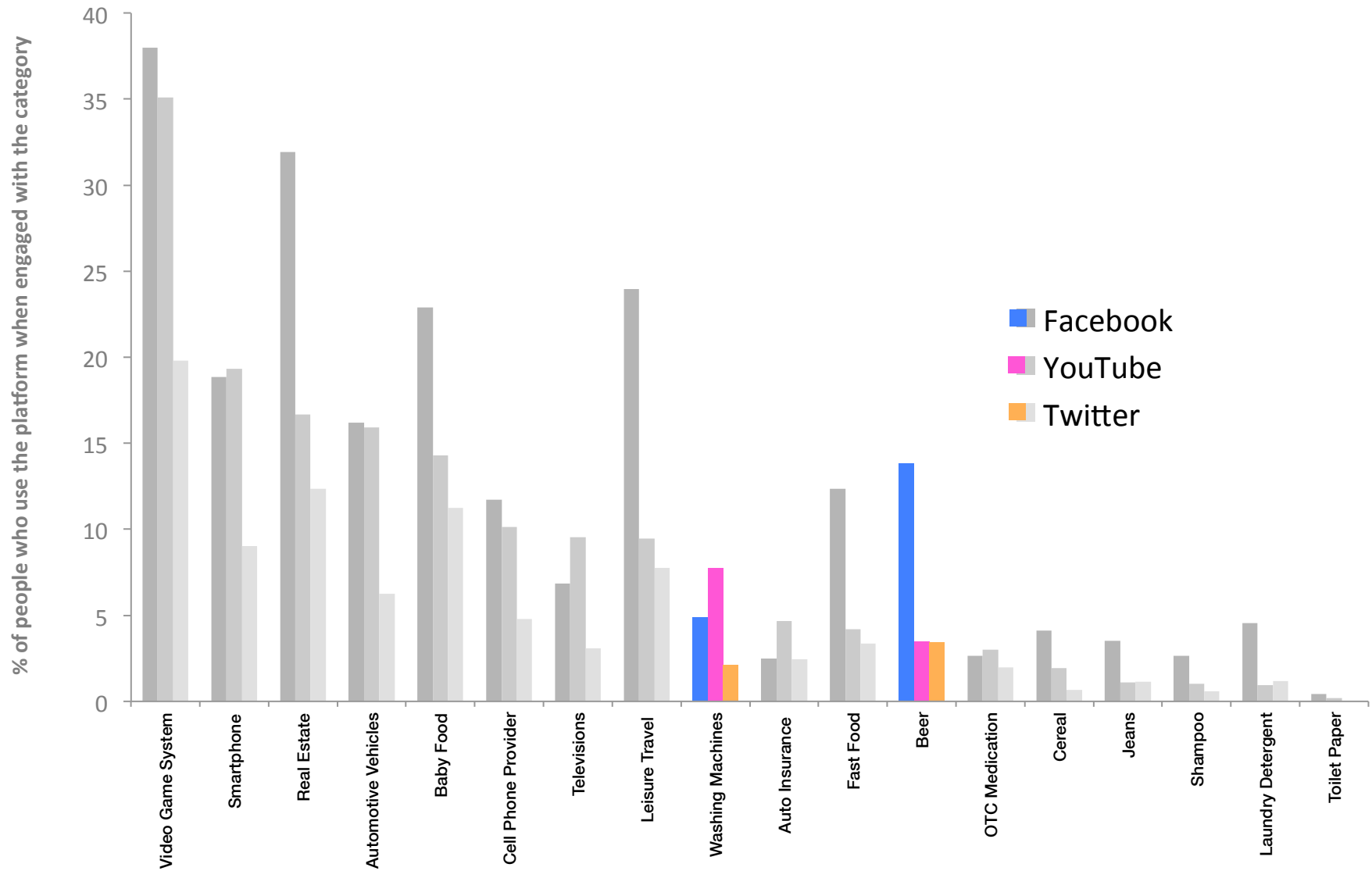
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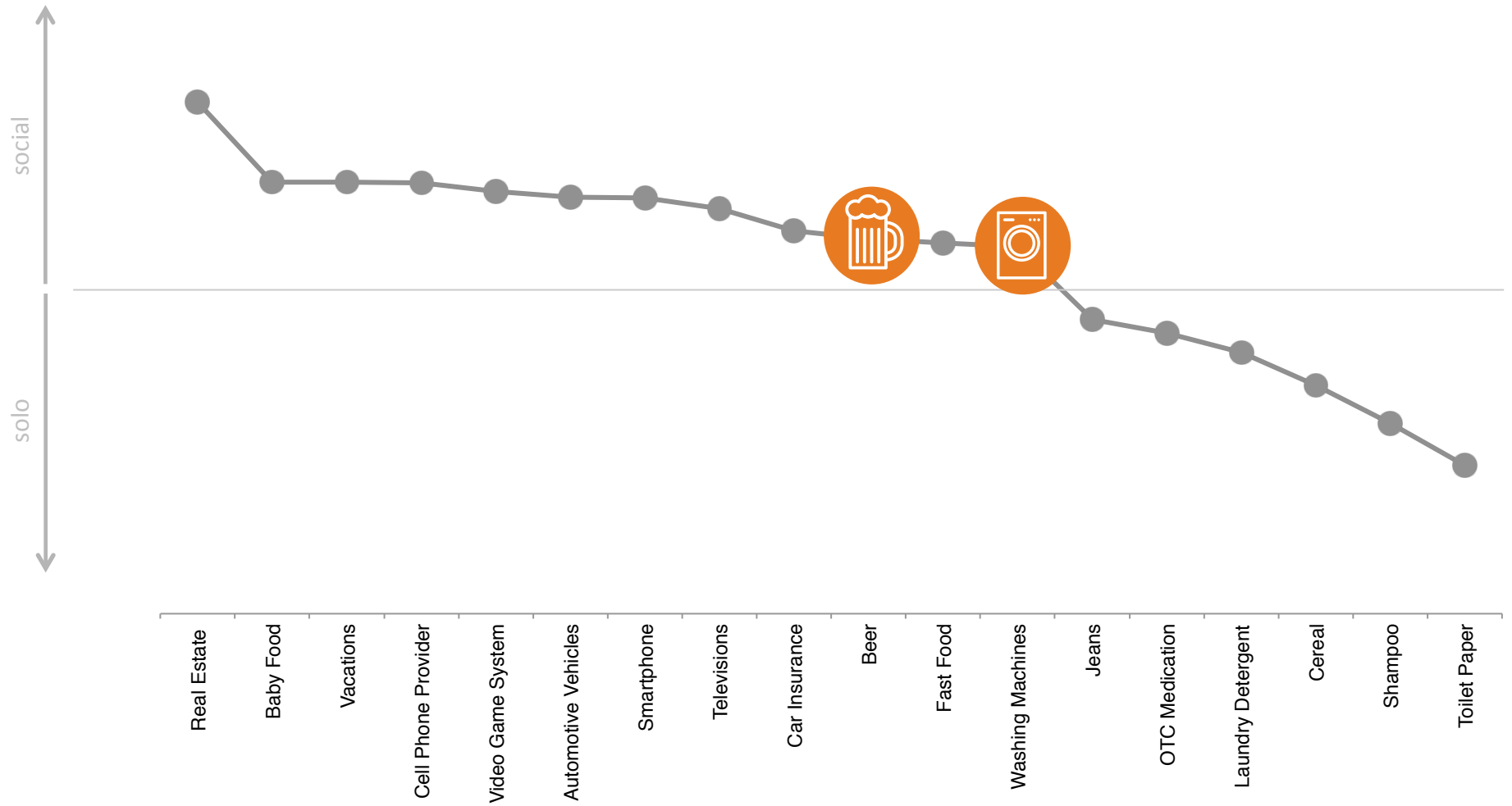
Are specific platforms more suited for certain types of categories?



A look at beer vs. washing machines...



...who are both 'equally social'



Their journeys are focused on very different needs and expectations.

**Washing
Machines**



Beer



And, therefore, have different dominant social media channels.

**Washing
Machines**



Beer



Great work is always
informed by the innate
human needs and
motives that drive
social **behavior**.

(Especially as it relates to your category.)



There's too much emphasis on the technology enabling our behavior, and not enough on the behavior itself.

Humanity depends on social behavior.

All media can be social.

As marketers, we will be subservient to media until social behavior becomes our focus.

We need to know what's appropriate, and what isn't, to be socially effective.

Understanding the *why, when, and where* of current behavior can reveal opportunities to change it.

Great work is always informed by the innate human needs and motives that drive social behavior.

As new media evolve, old media retain their purpose. (Though they do fall in and out of populist usage.)

Creativity has the power to transform human behavior.

Thank you.