

# How Mobile Devices Are Impacting Social Media

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# NBA All-Star 2011



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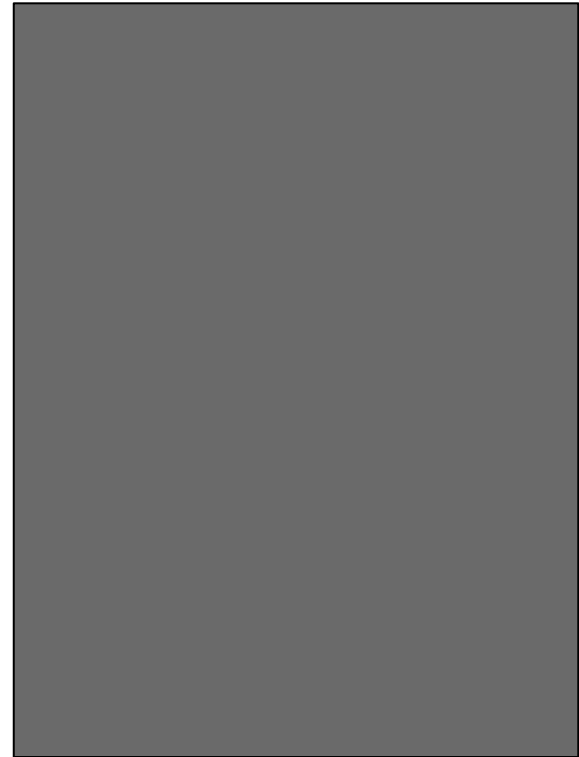


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# NBA All-Star 2011



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# Agenda

- State of Mobile Social Media Use
- Mobile Apps
- T-Mobile on Social



# State of Mobile Social Media

# Mobile use of social media is growing

The number of cell phone users connecting to Facebook through a mobile device grew by 112% from a year ago, while Twitter experienced a 347% jump.

Source: Comscore 2010

During the average 2.7 hours per day that people in the U.S. spend on the mobile web, 45% are posting comments on social networking sites.

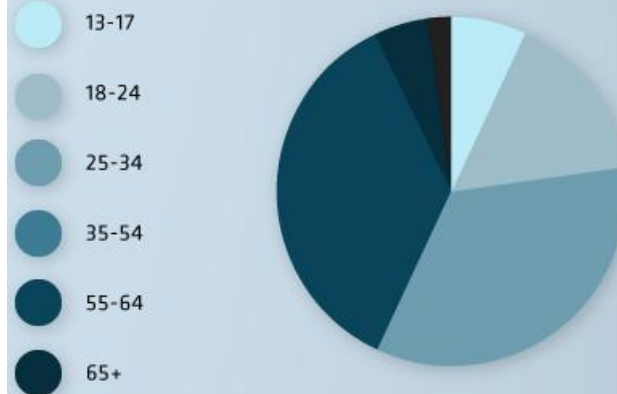
Source: Comscore, 2010

## MOBILE SOCIAL NETWORKING USAGE BY THE NUMBERS:

### BY GENDER:



### BY AGE:

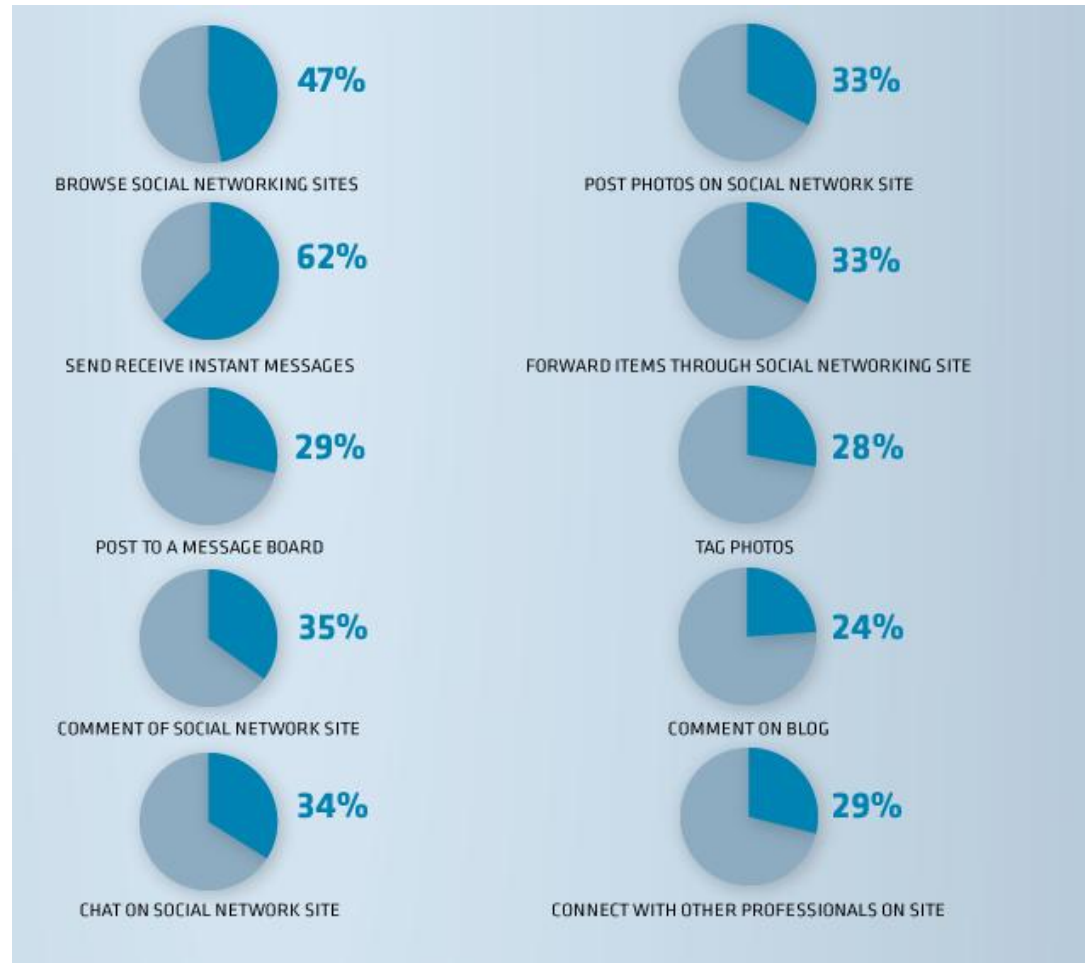


Source: Comscore, 2010

# How are people using social media on their mobile devices?



Source: Comscore, 2010



# Mobile Apps

# Mobile Use of YouTube

## What we're seeing

- Mobile devices drive 60% of traffic to T-Mobile's YouTube page.
- The thumbnail image matters. Pique their interest.

## Tips

- Keep it short: Snackable content means big numbers
- SEO matters: Make your videos easy to find with YouTube's search
- Post content when your fans are most active: Most of T-Mobile's video views are in the evening hours.



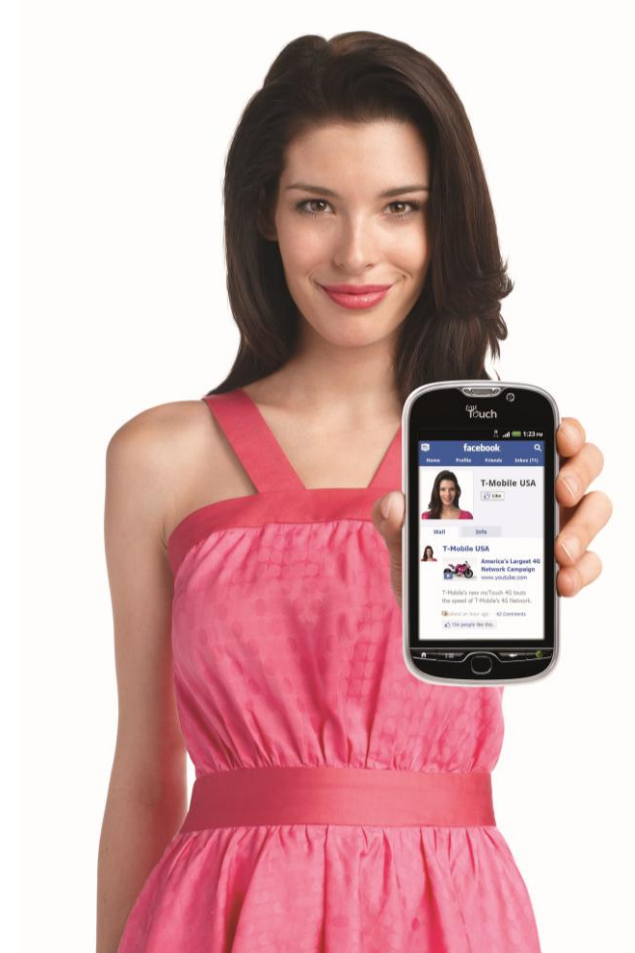
# Mobile Use of Facebook

## What we're seeing

- Facebook Tabs are becoming less relevant
  - Tough to find in the latest Facebook design
  - You can't view tabs on the Facebook mobile app
- Videos: Link to a YouTube video instead of uploading a video to Facebook.
  - Most smartphones have a YouTube app, but not all support Flash.
- The “Like” button is an easy way to say “Yes.”

## Tips

- Use an image with every post.
- T-Mobile gets the highest levels of fan interaction from posts 1-2 sentences in length.



# T-Mobile on Social Media

# Social Media is the Ultimate “Challenger” Tool

## Brand Platform

Brand Positioning

Brand tag Line

Brand Attributes

## T-Mobile

Challenger/  
Democratizer

“Stick Together”

Fun  
Daring  
Cool  
Genuine

## Social Media

Social networks are egalitarian and neutral ground for self-expression

Social networks are a group communication tool

Entertaining  
Leading edge  
Sharable  
Transparent

# NBA All-Star Weekend

- Share the experience with those at home – Live updates throughout the weekend.
- Live broadcast of the game available on T-Mobile TV app
- YouTube video updates were kept to 30 seconds or less for easier viewing on mobile devices.
- Twitter feeds yielded over 47 Million impressions over the weekend, with an average of 277 tweets an hour mentioning T-Mobile

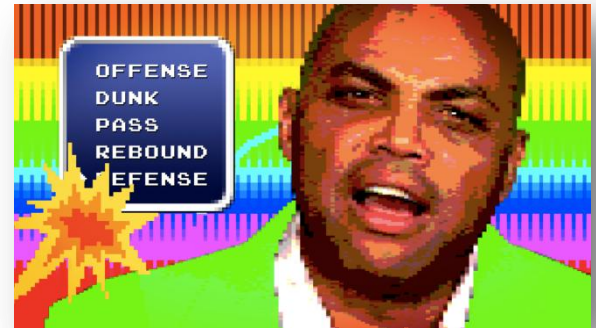


# NBA Music Video & Ringtone

- T-Mobile created a web-only music video starring Charles Barkley, as an extension of the featured video in the TV ad “Chuck’s Remix”.
- Offered an exclusive ringtone of the song in the video.
- Shared through T-Mobile’s NBA landing page, YouTube channel, Facebook and Twitter accounts, as well as the commercial’s talent (Dwyane, Charles), director (Spike Lee) and music composers’ (Cool & Dre) social channels including Facebook and Twitter.
- **Don’t forget text messaging!** This is still a primary way to socialize and share info on a mobile device.

Results: YouTube

- 535,000 views to date with over 300,000 views in first week
- 3,400 “likes”, 1,279 comments
- Featured on CNN Headline News and on “The Morning Express” with Robin Meade.
- Ringtone had 100,000+ downloads in less than one month.



# Live Rising Concert Series

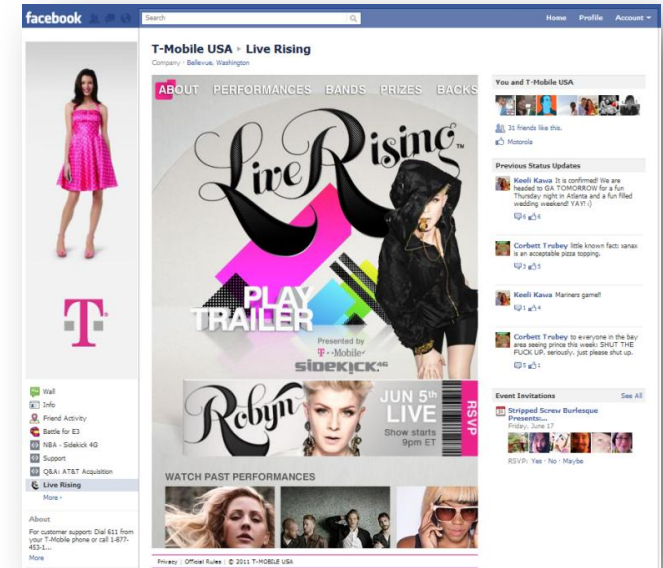
- A unique way to use original content to engage and entertain fans
- Demonstrated the power and benefits of T-Mobile's 4G network.

## Execution/tactics:

- Provided a live concert stream on Facebook, behind the scenes footage and a sweepstakes to engage with fans online
- Facebook users could RSVP for the live steam concert and then click on a link in a text message to stream the show directly from their mobile device.

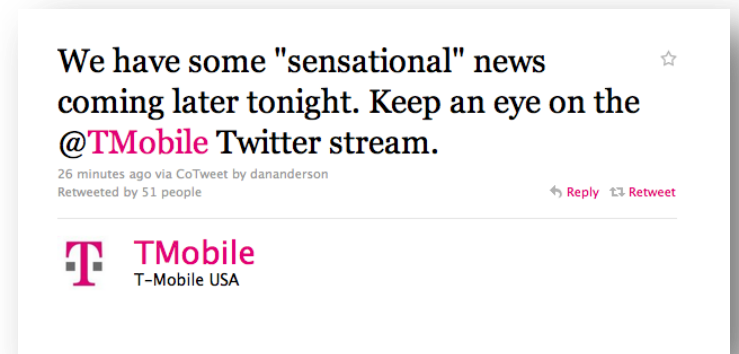
## Results:

- 800k views of the live concerts, 260k have watched the replays
- Increase of 60k T-Mobile fans on Facebook in 2 months.



# Post When Your Fans Are Most Active

- T-Mobile's fan base is most active in the evening hours
  - Our Tweets and Facebook updates after 9 pm generate 35% more fan interactions than posts during working hours (9-5)
- To tap into this activity, we have shifted our strategy to include social media updates, sales and promotions after 9pm.
- This approach has the side benefit of helping generate traditional press coverage.
- Our fans often use mobile devices to interact with social media while watching TV at home.



# Thank you!

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