

# THE SOCIAL NUMBERS

Don't let them deceive you.

# Introduction

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## Social media metrics are often just the tip of an iceberg.

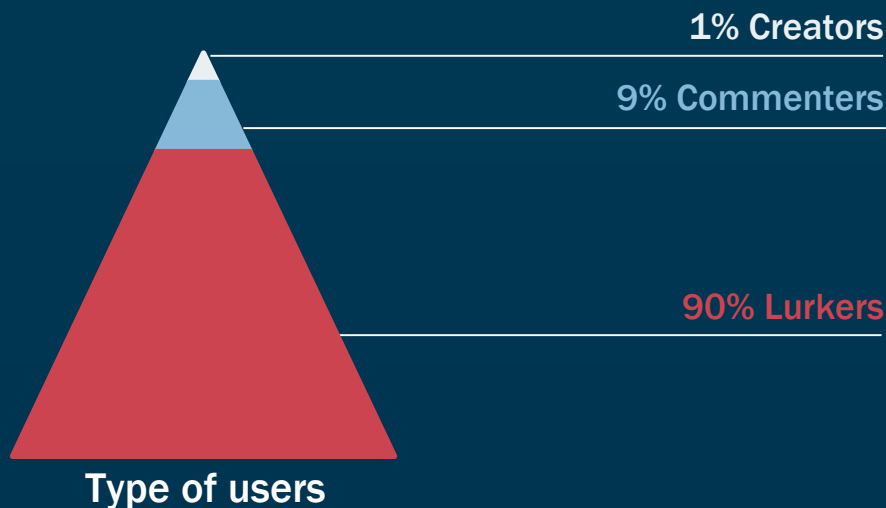
Likes, shares, comments and retweets. These social media metrics are often used by marketers to measure the performance of their campaigns or contents. However, this is just the tip of an iceberg. In this whitepaper, Isentia reveals why.



# Introduction

## The 90-9-1 principle

Behind these metrics are the audiences who engage with brands through their social media platforms. According to Jakob Nielsen, the digital space consists of 3 groups of audiences - **Lurkers**, **Commentators** and **Creators**. Each category demonstrates very different propensities to contribute.



### Lurkers

are observers who consume content and rarely contribute. Accounts for vast percentage (90%) of the social audience.



### Commenters

also known as dabblers and contribute occasionally. They are curators of content. Post 2 to 4 times a week.



### Creators

or influencers contribute a lot and account for most of the content. Post 5 times a week.

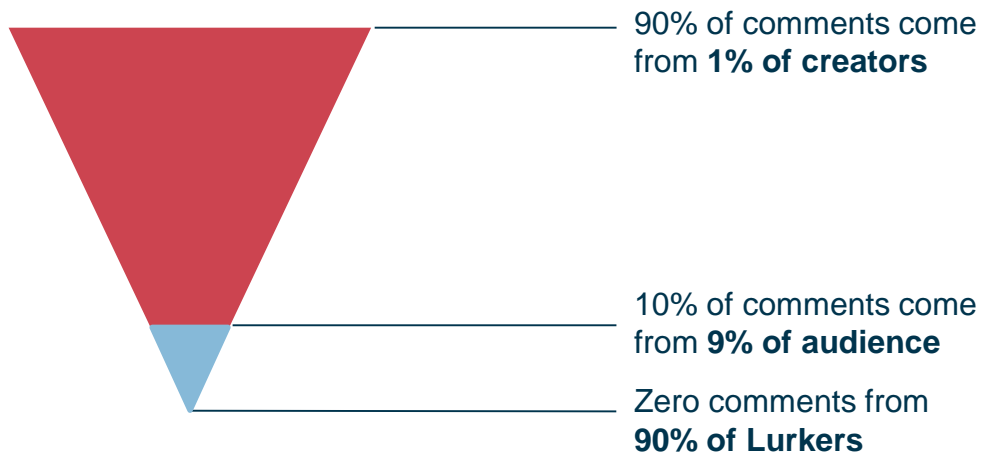
# PART 1

## NUMBERS CAN BE DECEIVING

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# Why your social media posts are more popular than you think

Since engagement on social media tends to reflect only the opinion of social media extroverts, the impressions measured are often understated. The below phenomenon also coined as the 'participation inequality' best illustrated this.



## Your audience reach is 10x larger than you think



Philippines' Department of Tourism social post to welcome tourists garnered a total 287 engagements (likes, comments and shares). These engagements are contributed by only **10% of the audience**. If we were to include the reach of Lurkers, this will result in 2870 impressions at least!

## PART 2

### UNLOCKING THE POTENTIAL OF YOUR AUDIENCE

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# How to use the 90-9-1 principle to your advantage

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Investing large amount of money and time trying to persuade Lurkers to change their human nature does not seem ideal. By finding ways to reach and nurture the Creators (who are 1% of your audience), you will reach the remaining 99%. We identified the different types of Creators also known as the influencers.

## The 3 types of Creators



### Celebrity

- 1 million followers but only receive limited engagement (2% – 5%)
- Beyoncé Knowles, David Beckham and Rihanna are some good examples



### Macro-influencer

- 10,000 – 1 million followers
- often has a strong connection with categories such as fashion, travel, and lifestyle

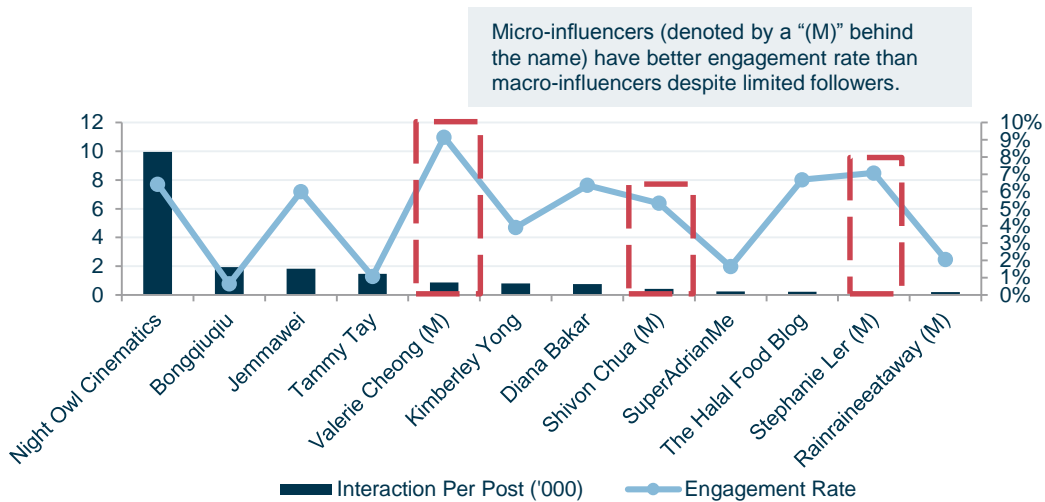


### Micro-influencer

- 1,000 – 10,000 followers
- does not have a large social media following as compared to Celebrity and Macro-influencer
- often has an extremely loyal followers

# Why you should work with micro-influencers

The true value of influencers lies in the level of trust they earned from their audience (Lurkers and Commenters) and their ability to drive them to take action. We studied the engagement rate of influencers on Instagram for a F&B brand and found that micro-influencers possess these two traits.



## The intrinsic value of micro-influencers



Between 1,000 and 10,000 followers.



Able to generate higher engagement than Macro-influencers and Celebrities.



Dubbed as experts in their respective categories.



Able to influence people's opinions and purchase decision.



# How to find micro-influencers on the digital space

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Now, how do you seek micro-influencers to spread your brand message to Commenters and Lurkers? Using Isentia's *XGC methodology*, you can identify and allocate scores to these micro-influencers based on the 4 Rs below. You can find out more on *XGC methodology* by contacting us.

## Reach

refers to the ability of an user to deliver content to a target audience has on his/her social media platforms

## Resonance

the degree of engagement of the user's audience with the content that he/she creates

## Reaction

Netizens' engagement with the content posts

## Relevance

the degree of connection to a brand or topic



# Thank you.

To find out how else Isentia can value-add to your brand's marketing and communications strategy, please contact:

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