

The impact of Design in Social Media today

Cambridge Academic Design Management Conference

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Aims

- Identify what is the importance of design when branding for social media;
- Identity the roles of designers when branding, and in the future of, social media;
- Understand what design skills are necessary to work in social media;
- Understand the value design can bring to branding for social media;

Branding in social media today

- Companies view the world as their potential global market, brand builders want to globalize their brands worldwide, following the market trend.
- The market is shifting from service economy of the late 20th century to the “experience economy” or, as the Nomura Economic Research Institute describes it, “The age of creativity”.
- Brands need to match these changes by developing experiential customer interfaces.
- Brands need to: identify; inform; imagine; immerse; and intrigue.
- Businesses have to define a balanced strategy for both offline (bricks) and online (clicks) presences.
- Marketers can control brand of their brands (products and services) and packages on store shelves ,but can't control it on cyberspace and this has become a major concern.

Branding today

- A brand is no longer what advertising say it is, it's an image of what consumers see.
- Consumers have the power now, they are better informed and can rate, review and share information concerning brands, products and services and recommend it to friends.
- Social networks are all about experiences and focus on consumer experience. Being considered a convergence culture:

Approach

- This study is part of a PhD thesis that has other research methods not referred here.
- A pilot study was done in Portugal with 5 respondents. All marketers that have been involved in social media projects for brands.
- This pilot study provided feedback on the online questionnaire questions and warning and whether the methods are appropriate or too complicated (Baker 1994: 182-3). It also improved the validity of the proposed questionnaire.

Approach

- The social survey method was selected because it collects data in a standardized way from a specific sample of respondents.
- 103 valid responses were obtained from the online survey from both Portugal and the UK by social media, branding, marketing and design professionals, from industry and academia.
- The online questionnaire consisted of seven questions. Likert scale questions and a final open question.
- This questionnaire was emailed to design, branding, marketing and social media professionals, companies, freelancers and consulting agencies.
- It was also published in social networks like Facebook groups, Twitter and LinkedIn.

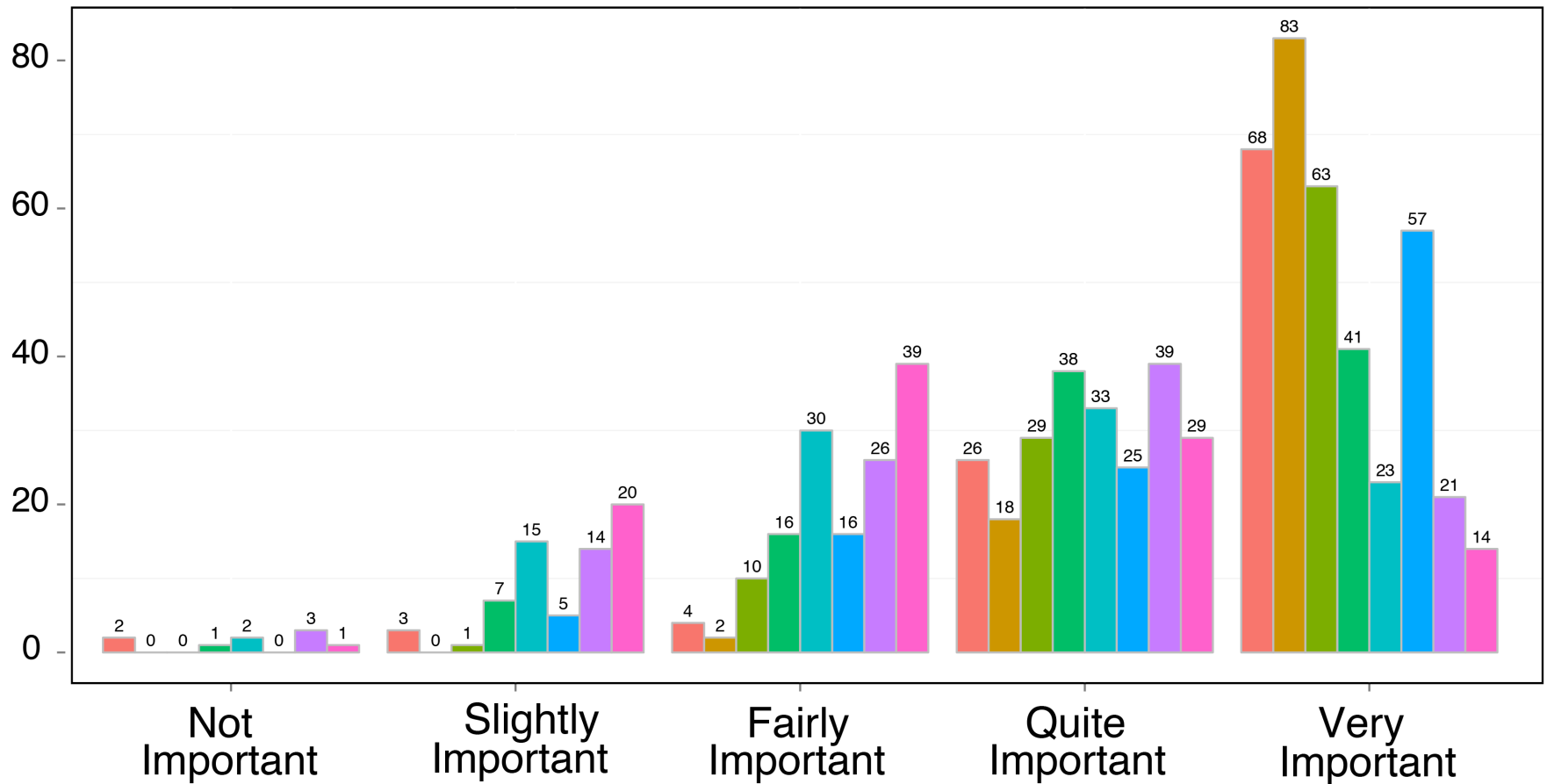
Survey

3) What skills would you say are more important for a Social Media professional to have?

Not Important (1), Slightly Important (2), Fairly Important (3), Quite Important (4), Very Important (5)

Option	Median	MAD	CI 95% - 2.5%	CI 95% - 97.5%
Strategy Development	Very Important	0	5	5
Communication	Very Important	0	5	5
Creativity	Very Important	0	5	5
Public Relations	Quite Important	±1	4	4
Research Development	Quite Important	±1	3	4
Networking	Very Important	0	4	5
Management	Quite Important	±1	3	4
Advertising	Fairly Important	±1	3	4

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Option:



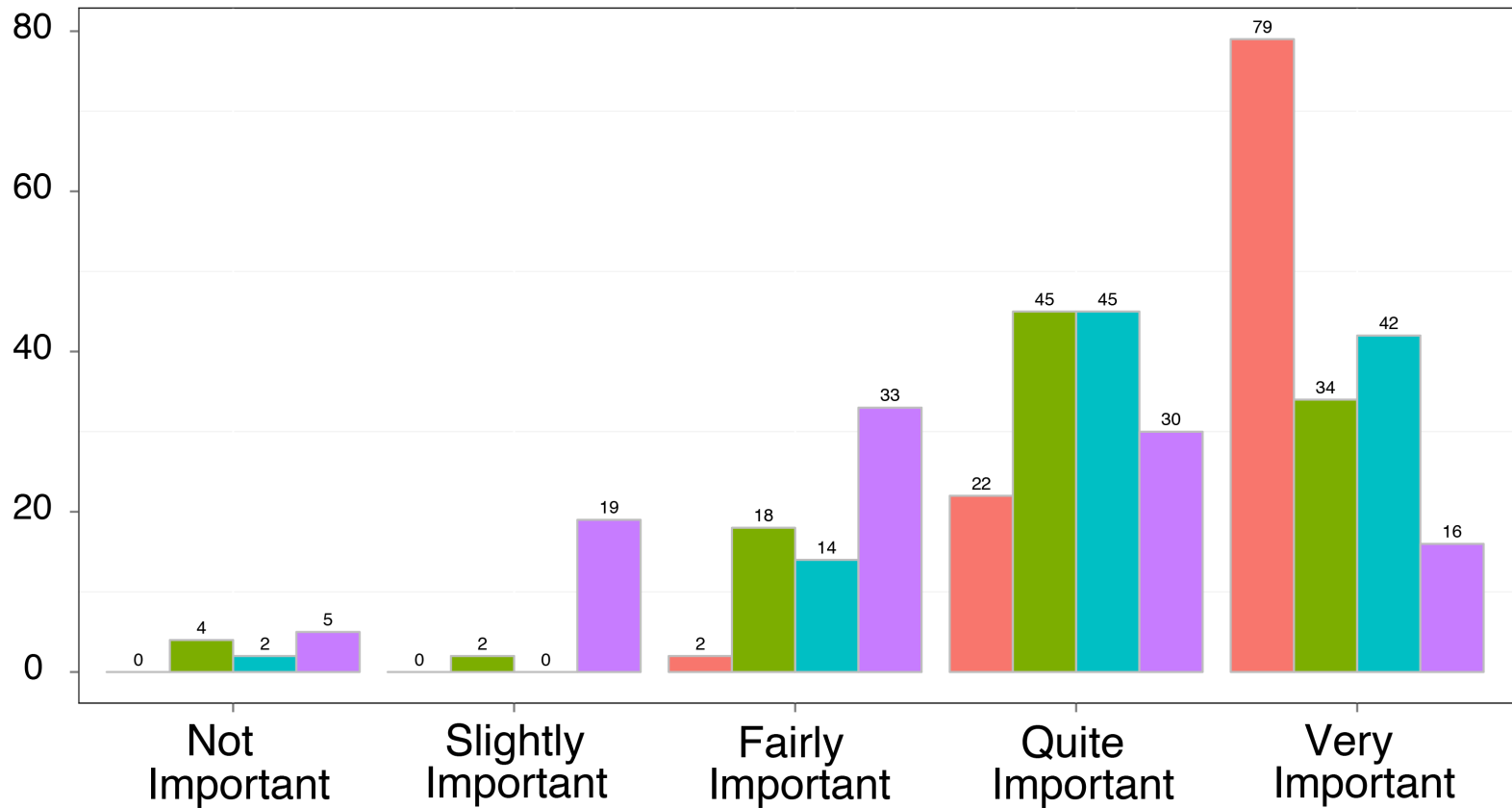
Survey

4) Please rate the contribution of design to add value in social media

Not Important (1), Slightly Important (2), Fairly Important (3), Quite Important (4), Very Important (5)

Option	Median	MAD	CI 95% - 2.5%	CI 95% - 97.5%
Perception Value	Very Important	±1	5	5
Performance Value	Quite Important	0	4	4
Strategic Value	Quite Important	±1	4	5
Financial and Accounting Value	Fairly Important	±1	3	4

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Option:



Perception Value



Strategic Value



Performance Value



Financial and Accounting Value

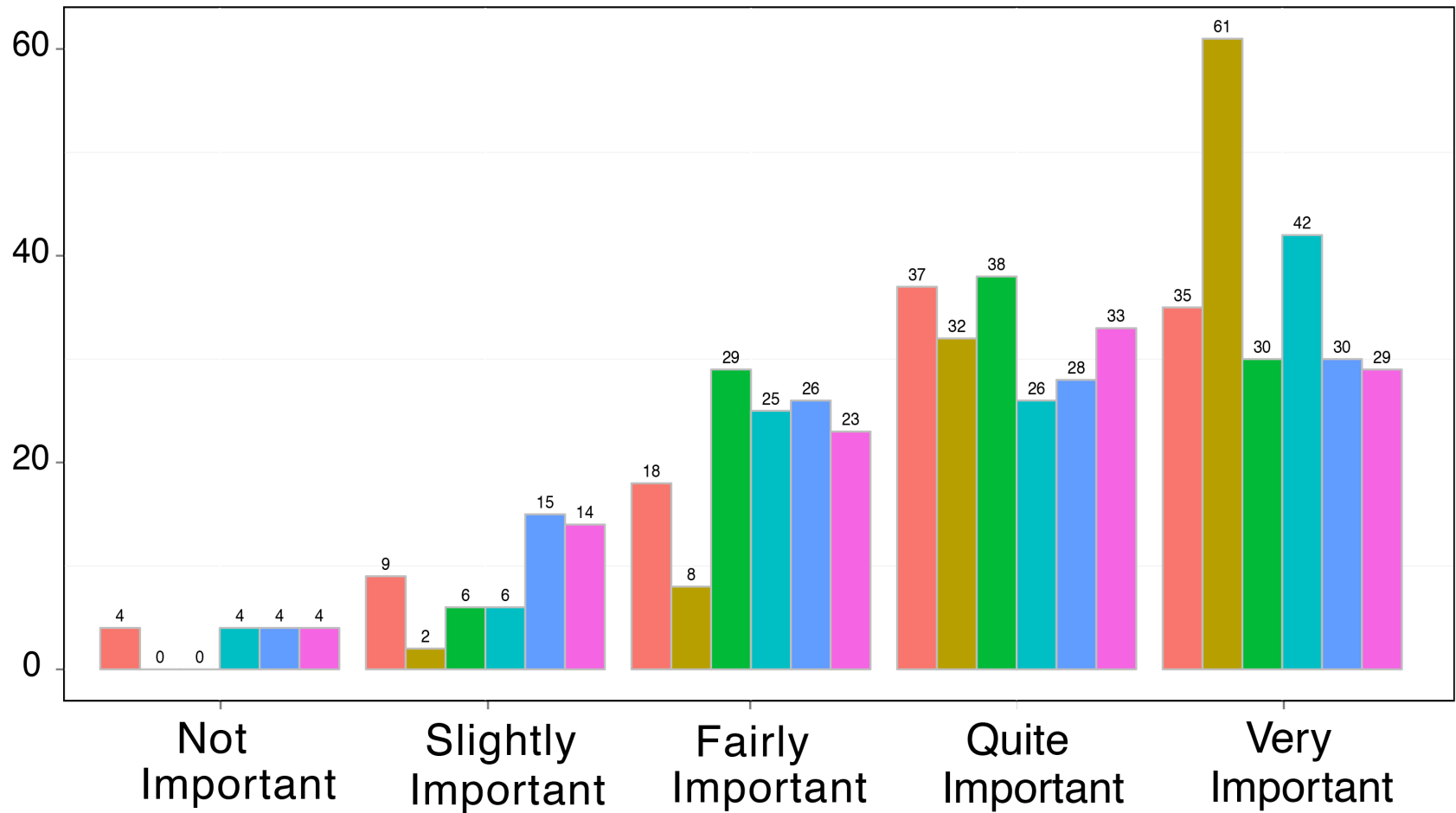
Survey

5) In which stage(s) of the 'social marketing total process planning' do you think is more important for design to be involved?

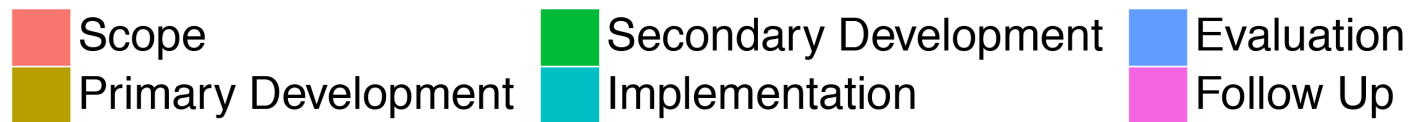
Not Important (1), Slightly Important (2), Fairly Important (3), Quite Important (4), Very Important (5)

Option	Median	MAD	CI 95% - 2.5%	CI 95% - 97.5%
Scope	Quite Important	±1	4	4
Primary Development	Very Important	0	4	5
Secondary Development	Quite Important	±1	4	4
Implementation	Quite Important	±1	4	5
Evaluation	Quite Important	±1	3	4
Follow Up	Quite Important	±1	4	4

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Option:



Conclusions

- The majority of respondents agree that design is valuable in social media, although some respondents mentioned it had a limited influence due to the platforms used today.
- Current networks don't allow real engagement with the audiences and there is a need to re-design them.
- Design is crucial to create consistency through out all media channels.
- Design works as a differentiator, amplifying interaction between brands, clients and fans.
- Storytelling helps create brand empathy and a close connection with the user.
- Designers craft stories and experiences which increase engagement;
- Good social media design is trustworthy and easily shared among fans, which creates a competitive advantage.

Conclusions

- With hyper competition, design adds to the ROI with its ability to perform branding solutions;
- Strong design adds to brand personality and brand experience, enhancing the brand in consumers minds.
- Design thinking gives shape to ideas and is critical in all effective communications.
- By creating value for business design offers a competitive advantage, being an investment in innovation, positioning, branding and communication that increases customer loyalty, trust and market share;
- As a strategic asset Design helps to deal with social media complexities, adding creative solutions;
- Design should be implemented early in corporate plans, not only as visual beautification.

Main references

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Any questions?

Thank you

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