COMMUNICATING IN A CROWDED DIGITAL SPACE

By Jeff Kitsmiller, Jr., 32°
That awkward moment when you are trying to do something on your phone and someone calls and messes everything up.
TODAY’S DIGITAL SPACE IS OVER SATURATED WITH CONSISTENT NOISE.
WHAT METHODOLOGIES IS YOUR VALLEY USING?

- Website
- Social Media
- Phone Calls

- Text Messaging
- Mobile Apps
- Newsletters

- SR Journal
- Other
In It's All The Numbers
IT’S ALL IN THE NUMBERS.

There are over **4.33 billion** active internet users.  
(Dataportal, 2018)

81% of US adults go online on a daily basis.  
(Pewresearch, 2019)
IT’S ALL IN THE NUMBERS.

There are **3.9 billion** unique mobile Internet users worldwide.  
(Statista, 2019)

Internet users spend **06:30 hours** **min** online each day.  
(Bondcap, 2019)
It's All in the Numbers

United States Market Share by Device Type

Communicating in a Crowded Digital Space • 2020 Scottish Rite Workshops
IT’S ALL IN THE NUMBERS.

Social media use by age

% of U.S. adults who use at least one social media site, by age


Social media use by gender

% of U.S. adults who use at least one social media site, by gender

How often Americans are using social media

Among the users of each social media site, the % who use that site with the following frequencies

Facebook
Snapchat
Instagram
Twitter
YouTube

Note: Numbers may not add to 100 due to rounding.
IT’S ALL IN THE NUMBERS.

3.5 billion social media users – which equates to about 45% of the population. (Statista, 2019)

Facebook remains the most widely used social media platform; roughly two-thirds of U.S. adults now report that they are Facebook users. (Pewinternet, 2018)
IT’S ALL IN THE NUMBERS.

An average of 3 hours per day is spent on social networks and messaging. (Globalwebindex, 2018)

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<thead>
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<tbody>
<tr>
<td>Millennials</td>
<td>90.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gen X</td>
<td>77.5%</td>
<td>77.5%</td>
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<tr>
<td>Baby Boomers</td>
<td>48.2%</td>
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<td>48.2%</td>
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(Emarketer, 2019)
FACEBOOK

• Profiles
  ▪ Individual profiles for people

• Groups
  ▪ Great for internal communications, sharing; should be private

• Pages
  ▪ Best resource for general information about events, fraternity, etc.
INSTAGRAM

• Visual social outlet (images, videos)
• Searchable hashtags
• Stories are effective (500 million daily)
• 18–34 year olds are most active
• 1 billion users/month

www.instagram.com
**Snapchat**
- Stories shared by users and brands alike
- 2.1 mil snaps/minute
- 90% of all 13-24 year olds
- 75% of all 13-34 year olds

**Twitter**
- Short shelf-life
- Post often (15x/daily)
- 63% of user base is 35-65 years old
- 66% of user base is male
- 500 mil tweets/day

**Tik Tok**
- 41% of user base is 16-24 years old
- 55.6% of user base is male
- 1.5 billion total downloads
- 1 billion(+) views daily
WHAT TO POST?

• Keep your users engaged; don’t drown them
• Be authentic
• Videos stop “the scroll”
• Encourage engagement
• Find the best time for your following
• How much to post daily?

1-2 1 15
WHAT NOT TO POST

- Internal conversations
- Politics
- Negativity
- Unauthentic material
- Politics
- Politics
WEBSITES

• Easy Access
• Updated
• Responsive

• Updated News
• Calendar
• Subscriptions

• Photos
• Videos
• Rentals
WORDPRESS

- Dynamic and easy-to-use website publishing platform
- FREE plan; offer premium plans with additional features
- Can also host own by downloading Wordpress
- Great tool for external communications also [prospective members]

www.wordpress.com
EMAIL & TEXTING
• Email distribution platform
• Send up to 10,000 emails per month for FREE
• Sign Up Forms
• Social Media Integration
• Analytics
• Attractive Messages

www.mailchimp.com
TEXTING

• Mass Group Texting
• Customizable Keyword
• FREE inbound messaging
• Plans start at $29/month (1,000 messages)

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<thead>
<tr>
<th></th>
<th>EMAIL</th>
<th>TEXT</th>
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<tbody>
<tr>
<td>Sent Daily</td>
<td>269 billion</td>
<td>22 billion</td>
</tr>
<tr>
<td>Open Rate</td>
<td>20%</td>
<td>98%</td>
</tr>
<tr>
<td>Response Rate</td>
<td>6%</td>
<td>45%</td>
</tr>
<tr>
<td>Time to Respond</td>
<td>90 min</td>
<td>90 sec</td>
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ZOOM VIDEOCONFERENCING

• Outstanding videoconferencing platform
• Great for committee meetings
• FREE plans offer up to 100 participants on same call
• Group collaboration with ‘breakout rooms’, screen sharing, whiteboarding
• Record calls

www.zoom.us
GOOGLE MY BUSINESS

• FREE business listing on Google
• Upload photos, include business hours
• Correct contact information
• Excellent analytics
GROUPME

- FREE group communication platform
- Push notifications
- Schedule and RSVP to events
- Send images, videos, locations
- Also works over SMS (Text)

www.groupme.com
G SUITE

- FREE for non-profits
- Email, Calendars, Chat, File Storage, and more
- Real-time collaboration on documents
- Hangouts [video and instant messaging]
- Simple website builder

gsuite.google.com
PRINT

- Scottish Rite Journal
  - Are you taking advantage?
- Valley/Orient Newsletter
THANK YOU, BRETHREN.
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