



# COMMUNICATING IN A CROWDED DIGITAL SPACE

By Jeff Kitsmiller, Jr., 32°



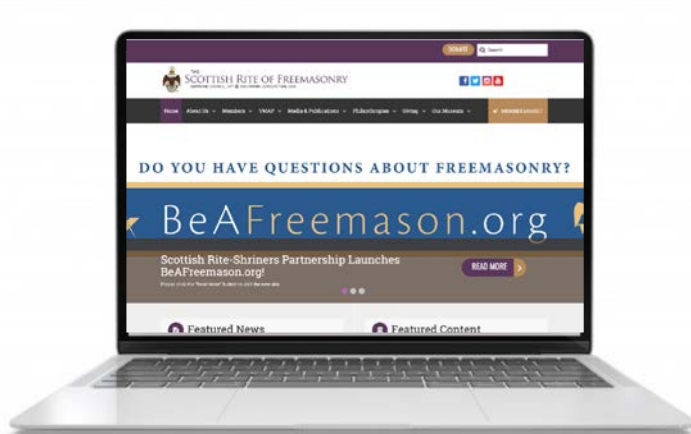
**THAT AWKWARD MOMENT  
WHEN YOU ARE TRYING TO  
DO SOMETHING ON YOUR  
PHONE AND SOMEONE  
CALLS AND MESSES  
EVERYTHING UP.**

# 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





IT'S ALL  
IN 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)



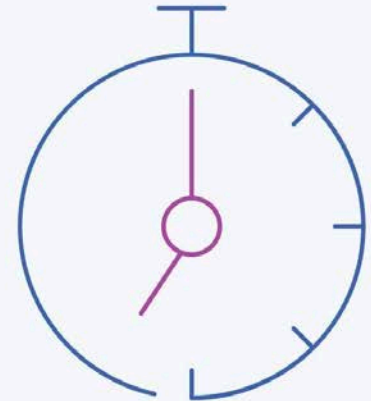
# IT'S ALL IN THE NUMBERS.



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



Internet users spend  
**06:30**  
hours min  
online each day.  
(Bondcap, 2019)

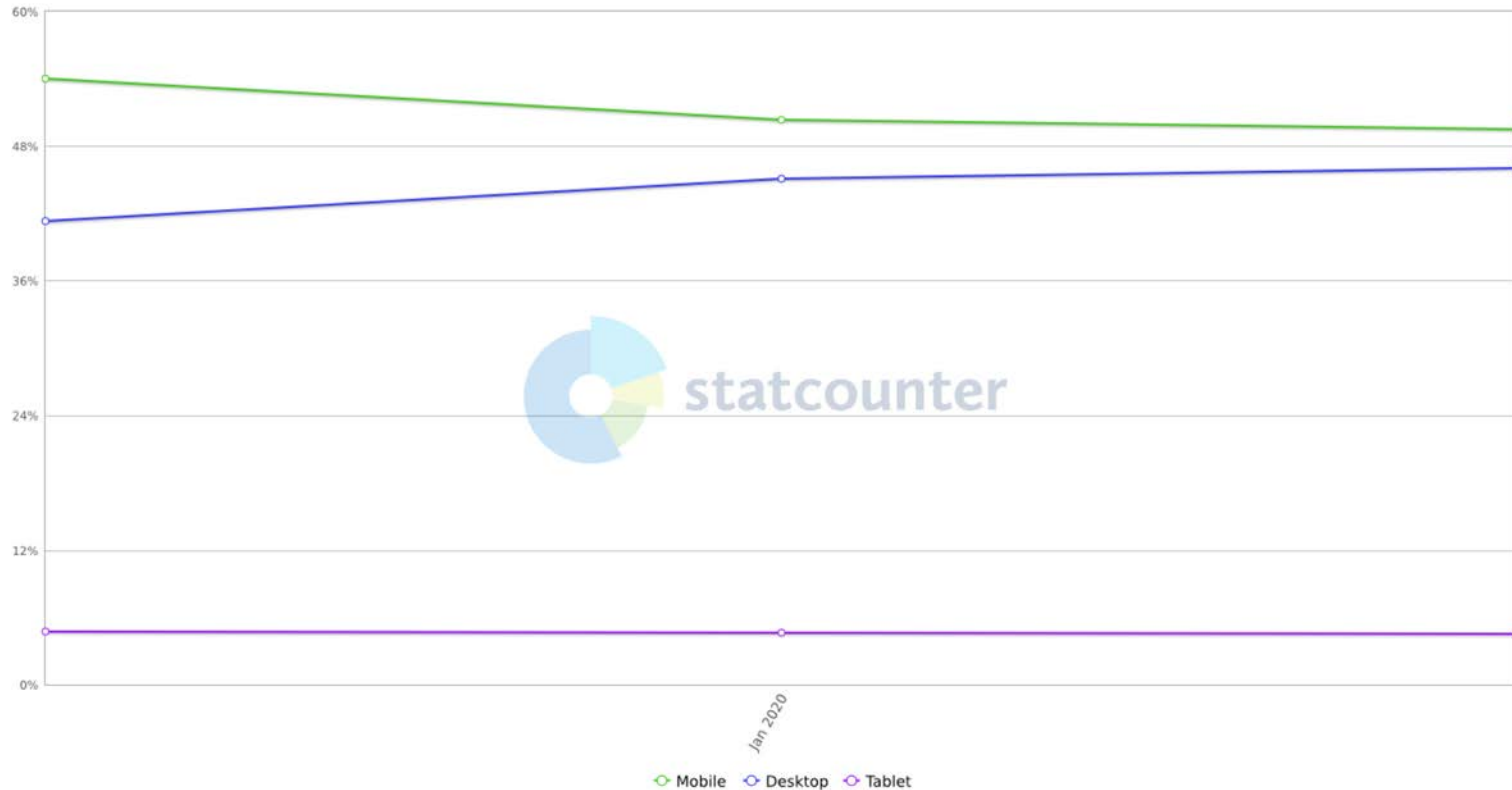




# IT'S ALL IN THE NUMBERS



United States Market Share by Device Type





# “SOCIAL” MEDIA

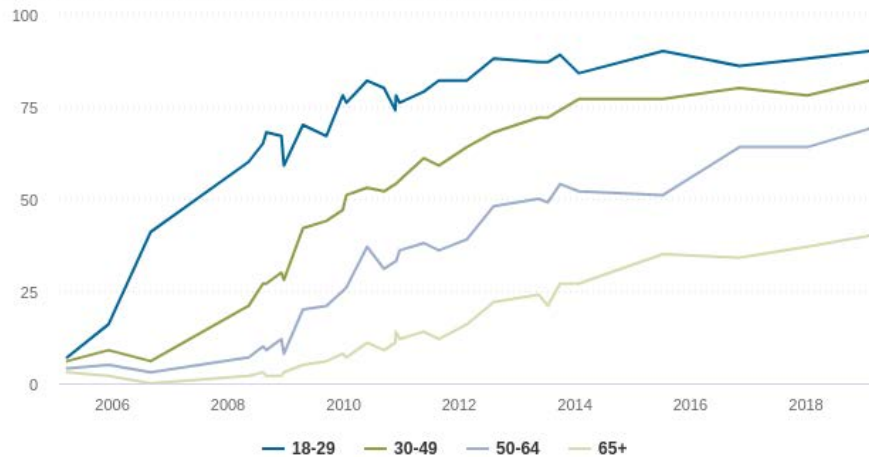


# IT'S ALL IN THE NUMBERS.



## Social media use by age

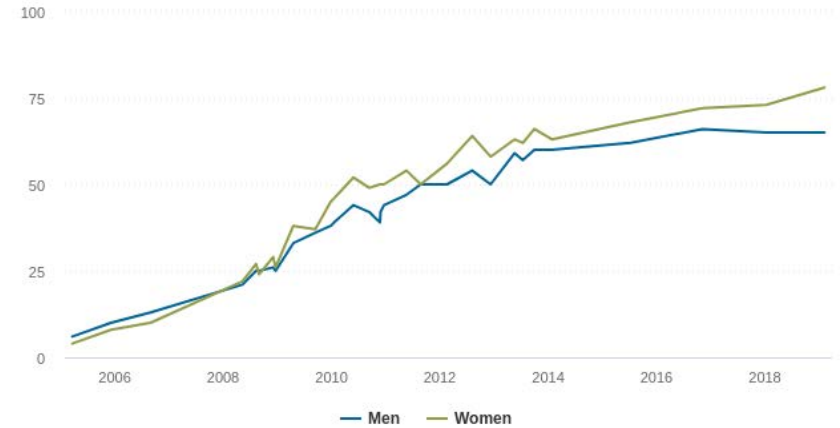
*% of U.S. adults who use at least one social media site, by age*



Source: Surveys conducted 2005-2019.

## Social media use by gender

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



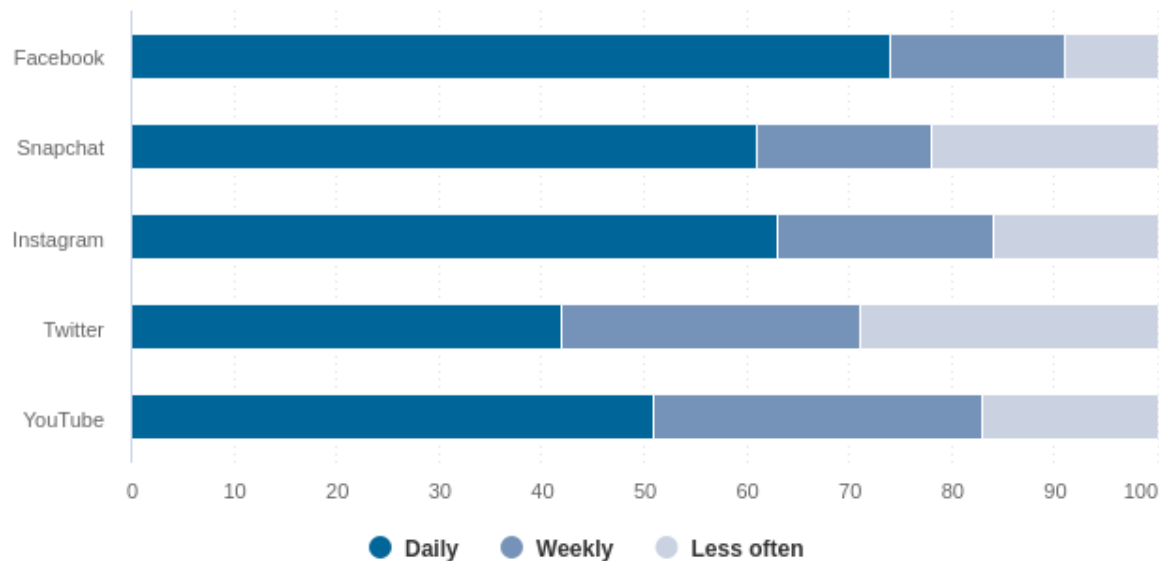
Source: Surveys conducted 2005-2019.

# IT'S ALL IN THE NUMBERS.



## How often Americans are using social media

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



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

# IT'S ALL IN THE NUMBERS.



**3.5 billion**

social media users –  
which equates to **about 45% of the population.**

(Emarsys, 2019)

Facebook remains the  
**most widely used social media platform**; roughly  
two-thirds of U.S. adults -

**68%**

now report that they are  
Facebook users.  
(Pewinternet, 2018)





# IT'S ALL IN THE NUMBERS.



**90.4%**  
Millennials

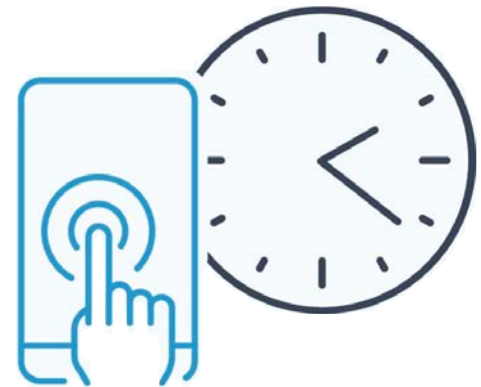


**77.5%**  
Gen X



**48.2%**  
Baby Boomers

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



1980-1994	Millennials	90.4%
1965-1979	Gen X	77.5%
1944-1964	Baby Boomers	48.2%

(Emarketer, 2019)

# FACEBOOK

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[www.facebook.com](https://www.facebook.com)

- 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

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- 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](https://www.instagram.com)

# OTHER SOCIAL OUTLETS

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## 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?

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- 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

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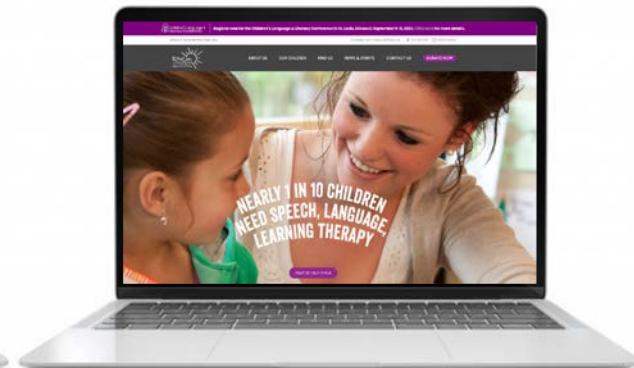
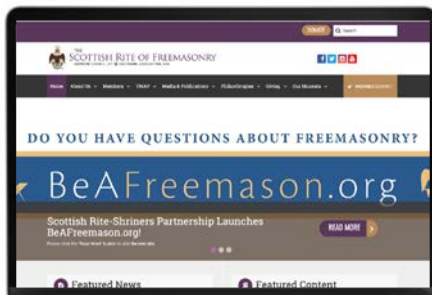
- Internal conversations
- Politics
- Negativity
- Politics
- Unauthentic material
- Politics



# WEBSITES



- Easy Access
- Updated
- Responsive
- Updated News
- Calendar
- Subscriptions
- Photos
- Videos
- Rentals



# WORDPRESS

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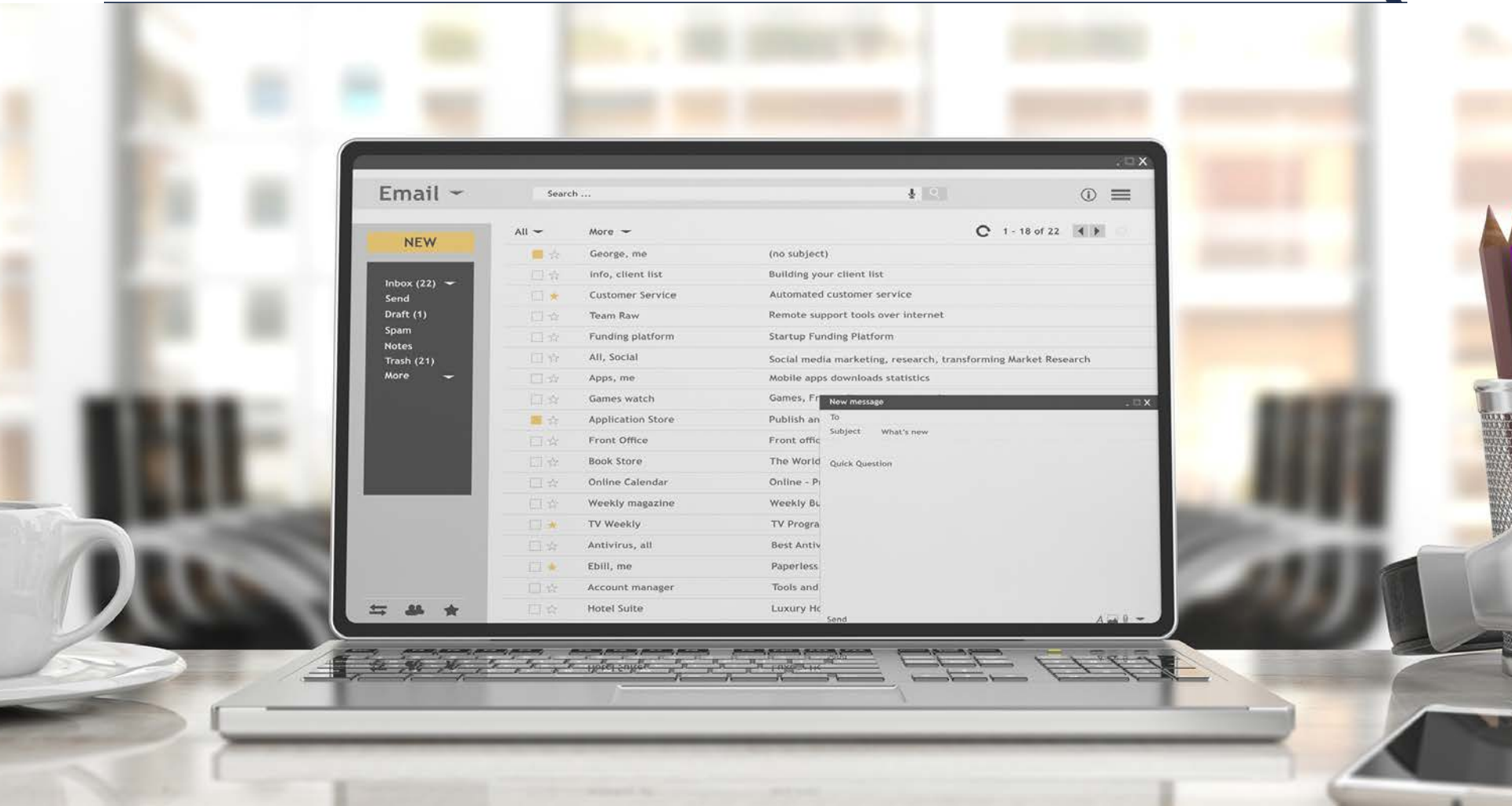
- Dynamic and easy-to-use website publishing platform
- FREE plan; offer premium plans with additional features
- Can also host own by downloading Wordpress
- Great tool for external communications also [prospective members]



[www.wordpress.com](https://www.wordpress.com)



# EMAIL & TEXTING



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# EMAIL

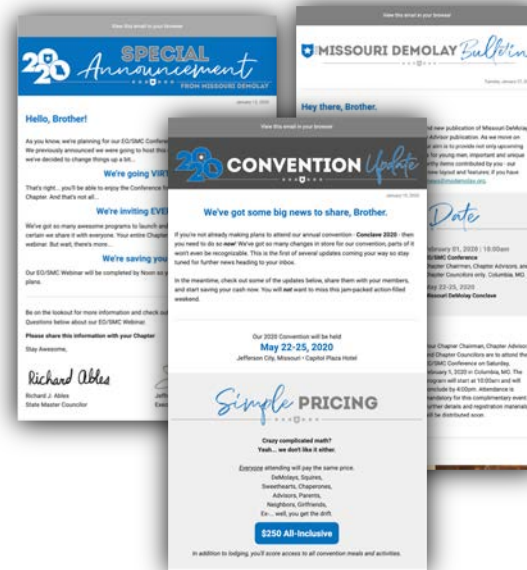


- Email distribution platform
- Send up to 10,000 emails per month for FREE
- Sign Up Forms
- Social Media Integration
- Analytics
- Attractive Messages



MailChimp

[www.mailchimp.com](http://www.mailchimp.com)



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# TEXTING



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

**Textedly**<sup>TM</sup>  
[www.textedly.com](http://www.textedly.com)

	EMAIL	TEXT
<b>Sent Daily</b>	269 billion	22 billion
<b>Open Rate</b>	20%	98%
<b>Response Rate</b>	6%	45%
<b>Time to Respond</b>	90 min	90 sec

# OTHER HELPFUL TOOLS





# ZOOM VIDEOCONFERENCING

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- 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

**zoom**

[www.zoom.us](https://www.zoom.us)

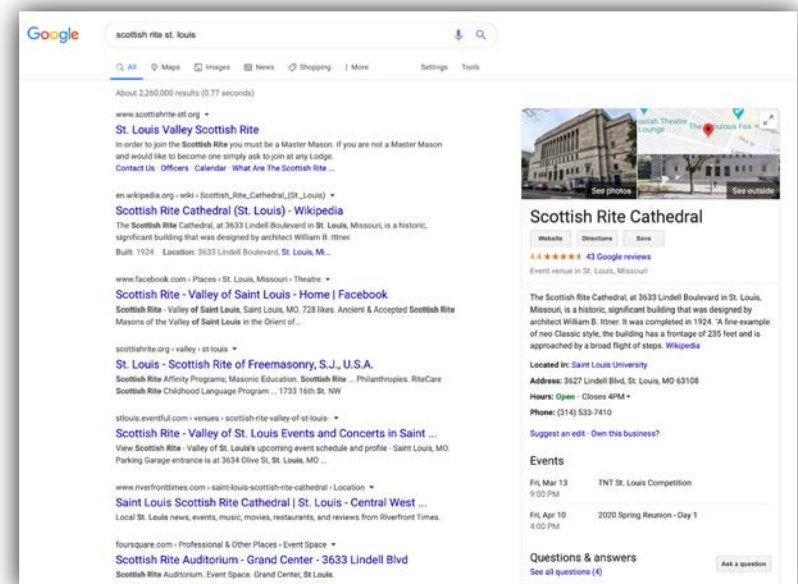
# GOOGLE MY BUSINESS



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



google.com/business



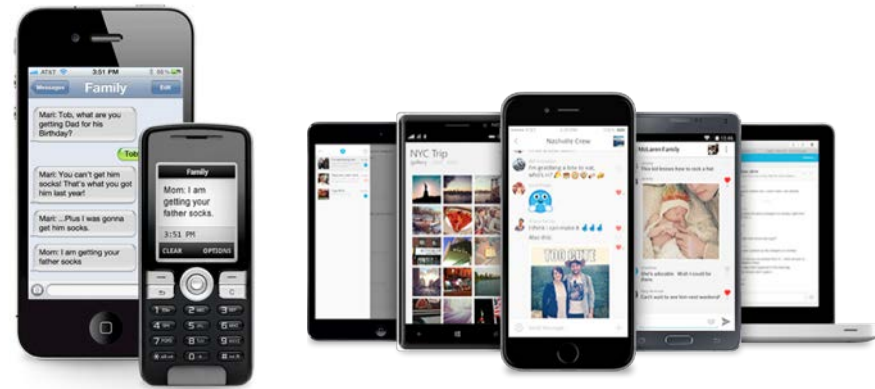
# GROUPME



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



[www.groupme.com](http://www.groupme.com)



# G SUITE

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

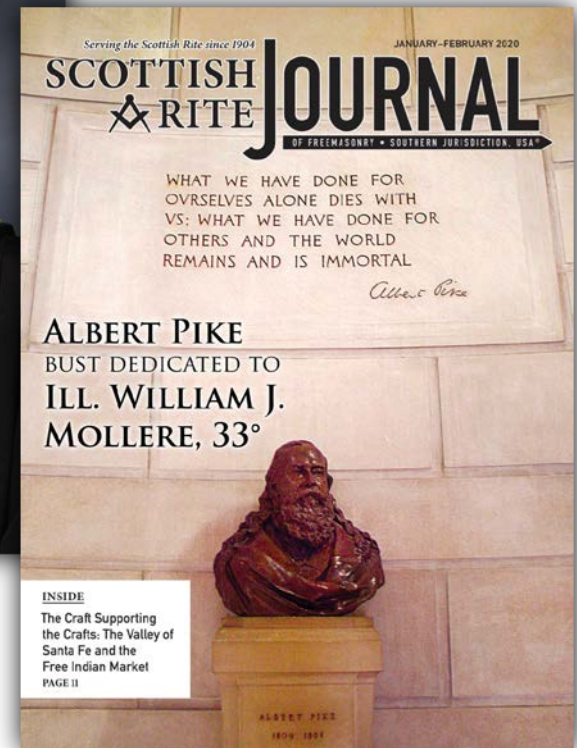
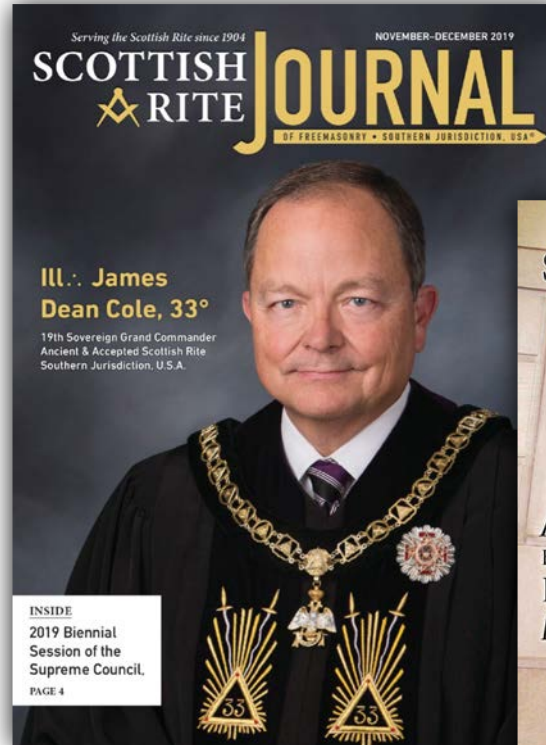


[gsuite.google.com](https://gsuite.google.com)

# PRINT



- Scottish Rite Journal
  - Are you taking advantage?
- Valley/Orient Newsletter



The image features two horizontal bars, one at the top and one at the bottom. Each bar is composed of a dark navy blue upper section and a thinner gold-colored lower section.

**THANK YOU, BRETHREN.**





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