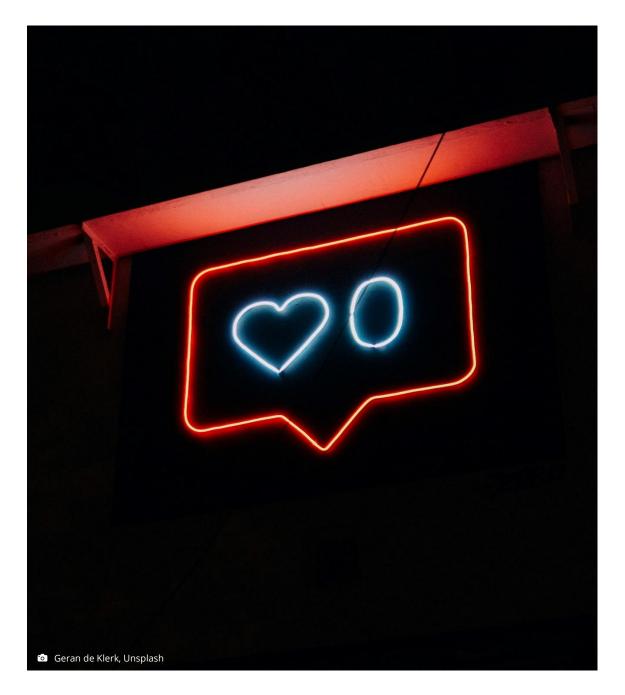
## UNLOCKING THE SOCIAL MEDIA WHEREABOUTS IN THE AGE OF CENTRAL BANKS

20 SEP. 2022

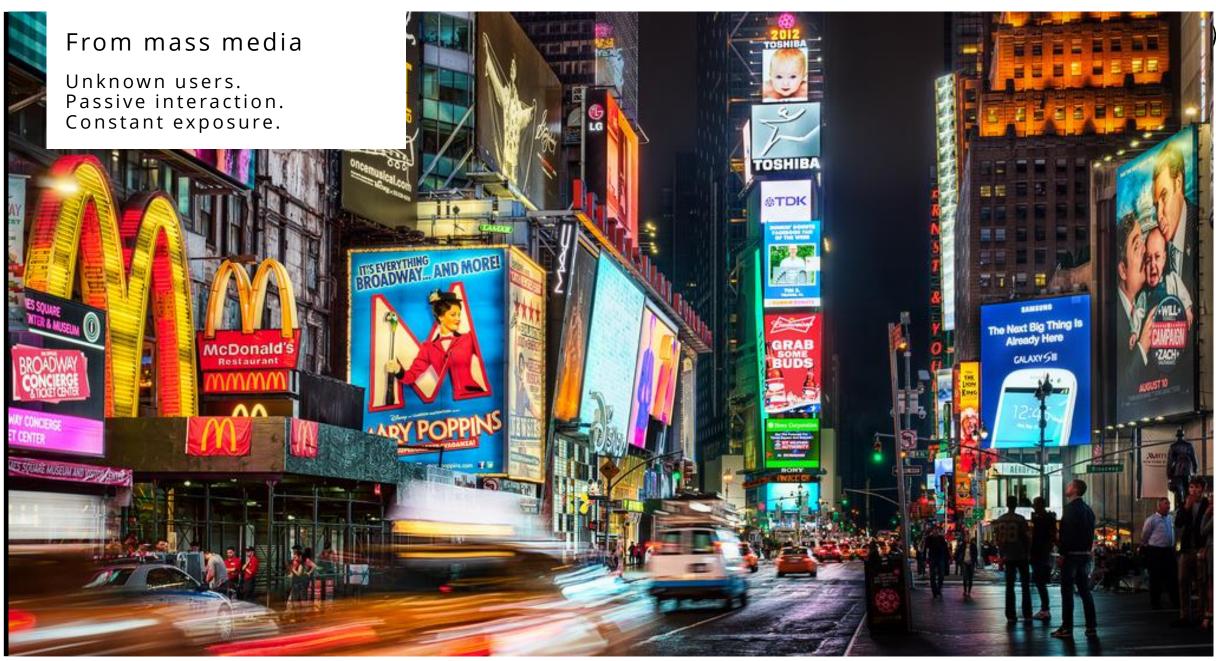






every minute more than 41 million messages are exchanged on WhatsApp and more than 340 000 stories on Instagram.

Source: Statista (AUG. 2022)



#### To self media

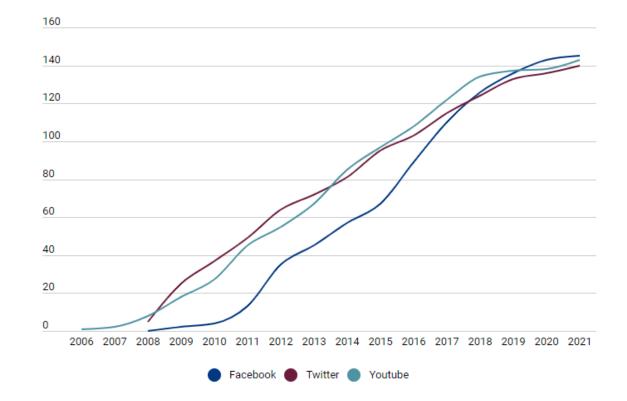
Known users. Active interaction. Control on what you see.





#### GROWING USE OF SOCIAL MEDIA PLATFORMS AMONG CENTRAL BANKS

#### the number of central banks using social media has **skyrocketed** over the past **decade**.





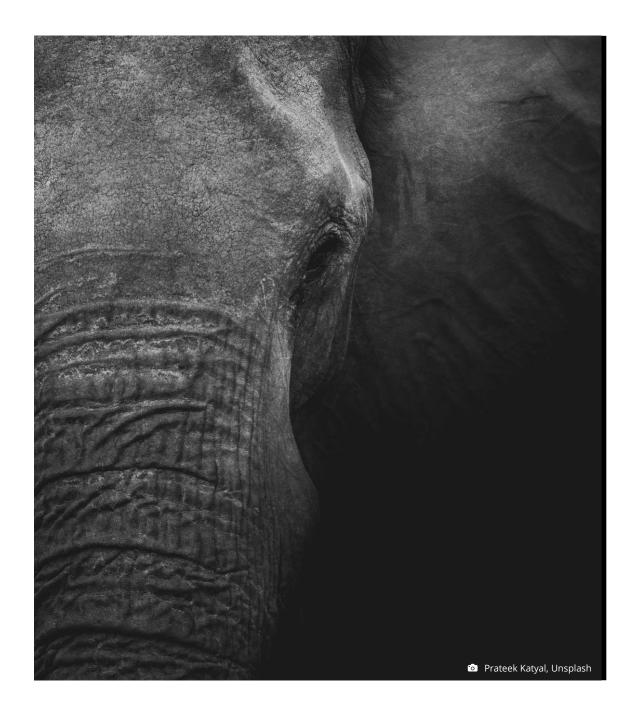


Choose the social media platforms where you will have your voice.

They are free.



# There's no such thing as a free lunch





## Effective communication strategy is to make messages relatable to people's lives.



# HOW MIGHT WE GET THE ATTENTION OF OUR AUDIENCES?

#### GETTING THE ATTENTION OF OUR AUDIENCES?



#### 3.

# **Good content:** we need to speak directly to people

# **4. Good distribution:** we need to know our targets and use our channels



If we want to speak to people, we need to know their language N П С

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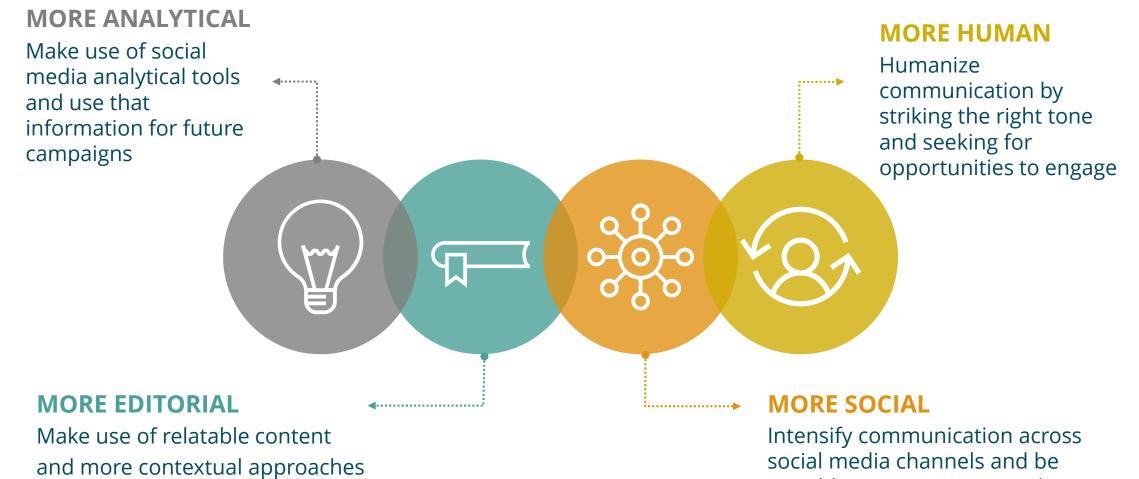
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# CONSTANTLY EVOLVING] APPROACH TO SOCIAL MEDIA



sensible to your targets and audiences on each social platform

# SOME CONTENT CAMPAIGNS



#### 2021 IN NUMBERS

#### **#1** Carrousel posts

#### **#2** Statistical figures of 2021

# **#3** Curated content: we've only selected the figures more related to our audiences.





2021

135,2%

127.5%



#### ENGAGING CONTENT

#1

Started using Instagram polls

- **#2** Relatable content like tourism, travels
- **#3** Opportunity to link users to other content





#### DIFFERENT FORMATS

### **#1** Article posts (decoders)

## **#2** Podcasts

**#3** Videos



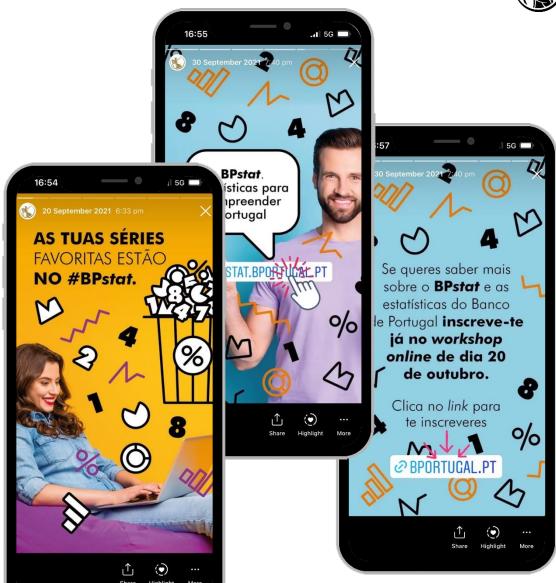


#### BACK TO SCHOOL INITIATIVES

**Target:** students

**#2** Goal: website visits

**#3** Tone of voice: informal







#### BUT ALSO SIMPLE INITIATIVES



### **#1** Explainers

**#2** Simple design

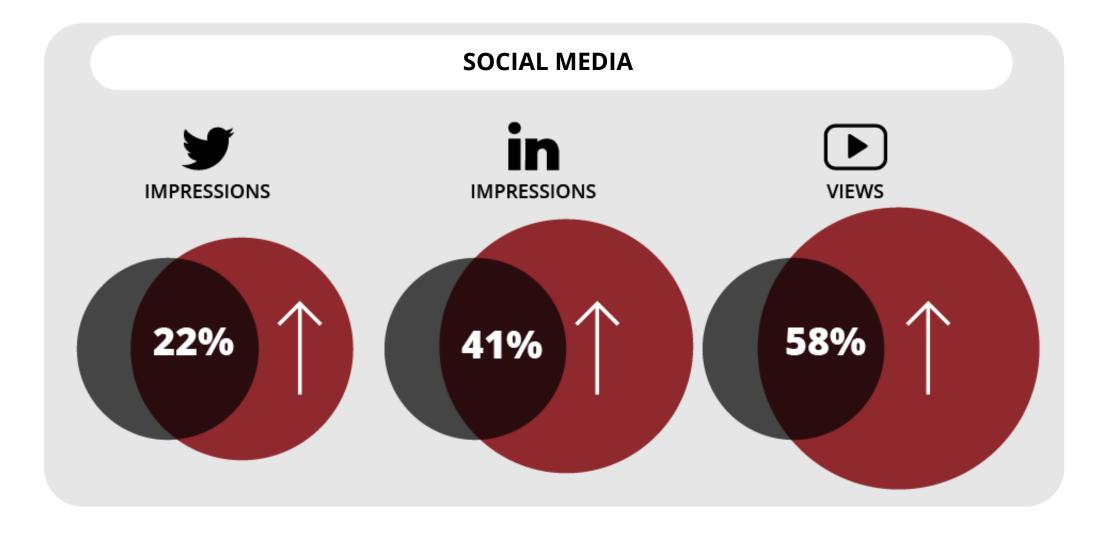
**#3** Plain language



# SOME NUMBERS







BPstat







#### TAKEAWAYS

#### MAIN TAKEAWAYS

#1 Choose your social media channels aligned with your strategy

**#2** Relatable content is king

**#3** Use **analytics** to guide you along the way

**#6** Humanize communication by striking the right tone

Engage and dialogue.



#5





#### BUT, MOST IMPORTANTLY

Social media is like music, you don't know a song by heart until you've heard the lyrics over and over





This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals-sounds that say listen to this, it is important.

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

GARY PROVOST