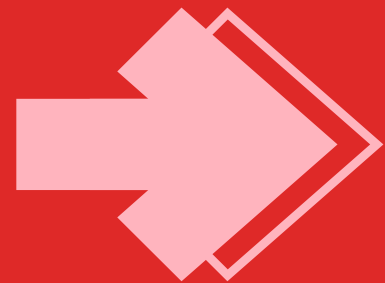




RETHINKING SOCIAL  
MEDIA MARKETING  
ADAPTING TO NEW  
PLATFORMS.





# INTRODUCTION

## today's speakers

*Gragg is a full-service direct response agency that creates, implements, and manages integrated campaigns for both digital and traditional mediums.*

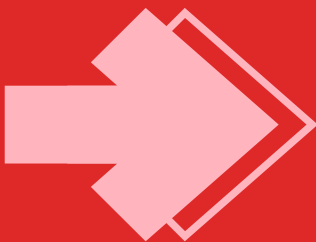
Lisa Olmedo  
Senior Vice President of  
Business Development



Randi Reed  
Director of Social  
Media



## OUR SERVICES



CREATIVE

MEDIA SERVICES

ANALYTICS

DIGITAL SERVICES



# TODAY'S ROADMAP

## Rethinking Social Media



1

*Why Meta's  
Engagement is  
Shifting*

2

*Emerging Platforms  
to Watch*

3

*Budget Reallocation  
Strategies*

4

*Short Form Video  
Tactics/ Authentic  
Storytelling*

7



*\*\*Plus, interactive testimonial session*

# THE SOCIAL MEDIA LANDSCAPE IS CHANGING



There is declining engagement on Facebook & Instagram

*Facebook has seen steady declines in active daily users under 25 —many Gen Z users consider it “for their parents.”*

## Younger Audiences are Migrating to New Platforms

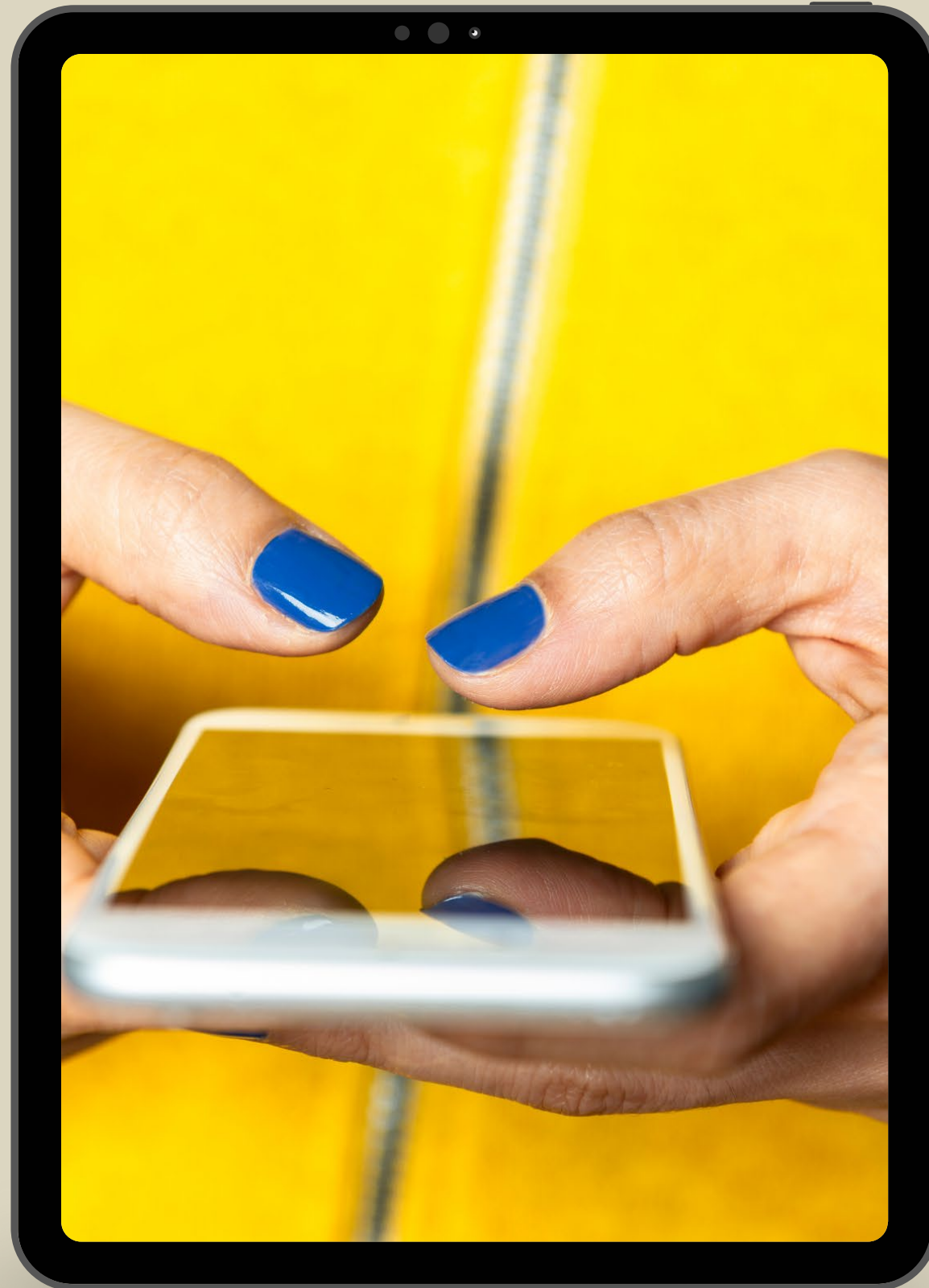
*Younger users are platform - fluid —they jump between apps quickly based on vibe, trends, or friend groups. If you want to connect with younger prospective students, you have to meet them where they are —and how they want to interact.*





# WHAT'S DRIVING THESE CHANGES?

- *Demand for Authenticity*
- *Shorter Attention Spans*
- *Video-first Mindset*
- *Rise of Stories, Reels and TikTok*



# \*BONUS\* WHY YOUR SOCIAL POSTS AREN'T HITTING LIKE THEY USED TO

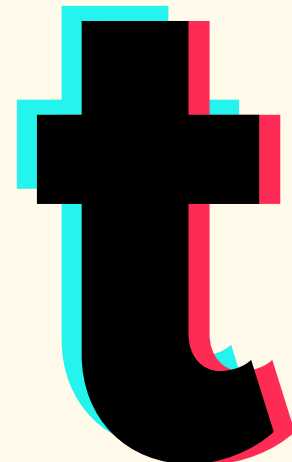
## Old School

- *Polished graphics & flyers*
- *Stock photos of happy students*
- *Long captions + CTAs*
- *Static posts*
- *One-way messaging*

## What's Working Now

- *Raw, relatable short-form video*
- *Real students, real moments*
- *Bite-sized video with quick value*
- *Reels, TikToks, Stories*
- *Conversational, authentic storytelling*

# PLATFORMS TO WATCH



TikTok



*High Gen Z engagement, fast trends, low barrier*

Instagram Reels

*Meta's push to compete with TikTok, high reach*

YouTube Shorts

*Great for repurposing Reels/TikToks, SEO-friendly*

Snapchat

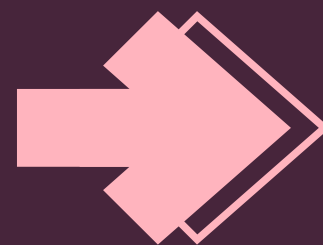
*Still strong with 13–24 crowd, direct engagement*

# BUDGET REALLOCATION STRATEGIES

- Move Beyond Facebook Newsfeed Ads
- Focus on Video- First Ads
- Combine Organic + Paid Content
- Lower Cost, Higher Content Engagement Option

## Old Budget

- 70 % Facebook Newsfeed
- 15 % Display Ads
- 15 % Organic Content



## New Budget

- 40 % Video Ads
- 30 % Boosted Organic
- 30 % Discovery

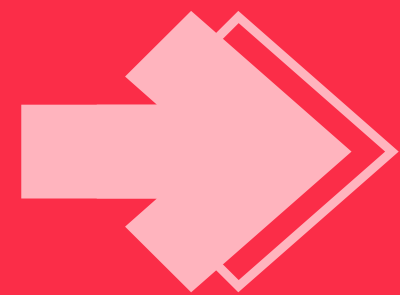


# SHORT FORM VIDEO TIPS

## Keep Video Under 30 Seconds

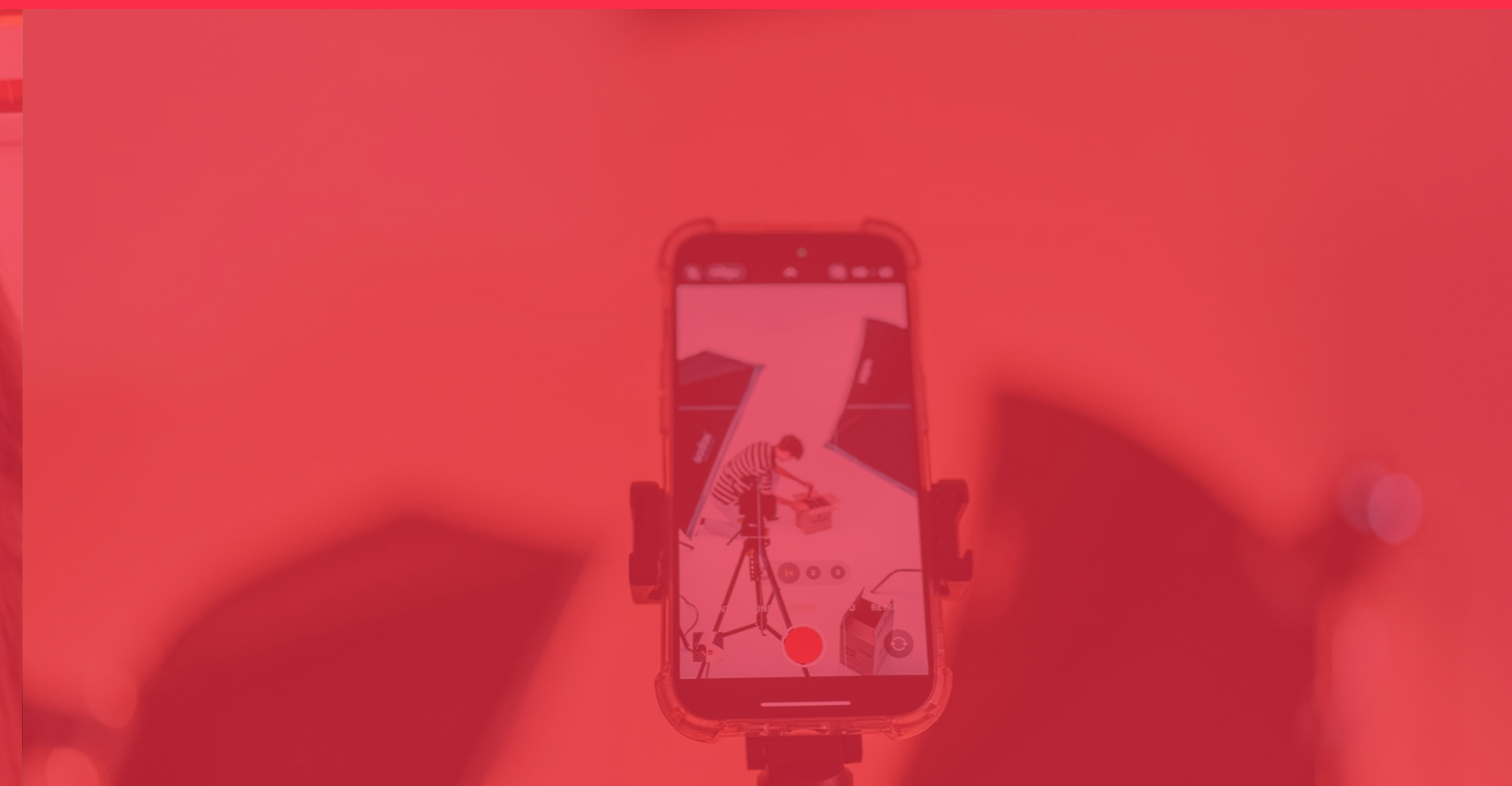


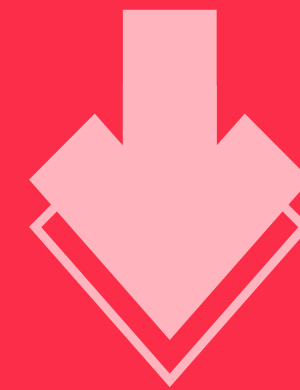
*Use Natural Lighting and Clear Sound*



## Simple Backgrounds Work Best

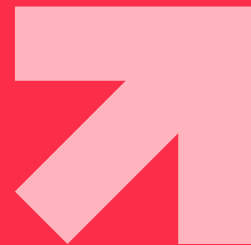
*Be Authentic and Have Fun!*





# AUTHENTIC STORYTELLING

- *Show real students doing real things*
- *Behind-the-scenes & day-in-the-life content*
- *Encourage student-generated content*
- *Avoid cheesy stock images*



# VIDEO LINKS

1. <https://www.instagram.com/reel/DLvcyXFrmW/>
2. [https://www.instagram.com/reel/DKNR6gzRQP\\_/](https://www.instagram.com/reel/DKNR6gzRQP_/)
3. <https://www.instagram.com/reel/DIJWKRvIB80/>
4. <https://www.instagram.com/p/DL-AvGIO65d/?hl=en>
5. <https://www.instagram.com/p/DLiX8KhRrYK/?hl=en>
6. <https://www.instagram.com/p/DLaXk4TRm9F/?hl=en>
7. <https://www.facebook.com/pcihealth/videos/756807863460127>
8. [https://www.instagram.com/reel/DJZtGAGBJ\\_4/](https://www.instagram.com/reel/DJZtGAGBJ_4/)
9. <https://www.instagram.com/reel/DK2njzsK39e/>



# THANK YOU.

ANY QUESTIONS? PLEASE CONTACT US AT  
GRAGGADV.COM OR [LOLMEDO@GRAGGADV.COM](mailto:LOLMEDO@GRAGGADV.COM)

