


A man in a dark sweater and pants is standing on a stage, gesturing with his hands. Behind him is a large, illuminated sign that reads "SOCIAL MEDIA WEEK" in three horizontal yellow bands. The background is dark with blue and purple geometric patterns. In the foreground, the silhouettes of an audience are visible.

# Notes from #SMWNY 19

 Enda Nasution

# Enda Nasution

- Civil Engineer from ITB, graduated in 1999
- A blogger since 2001, 1<sup>st</sup> chairman to Pesta Blogger 2007
- Copywriter for **Ogilvy Advertising Indonesia** 2000
- **TED** Fellows 2009
- Founder **Suvarna.ID**, digital communication strategies, Executive Director **1000 Startup Digital**, Coordinator **#BijakBersosmed**
- Team Leader  JABAR **SABER HOAKS**





# #SMWNYC

NEW YORK'S **PREMIER** MEDIA & MARKETING **EVENT**

**APR 30 - MAY 2**

SHERATON NEW YORK TIMES SQUARE HOTEL

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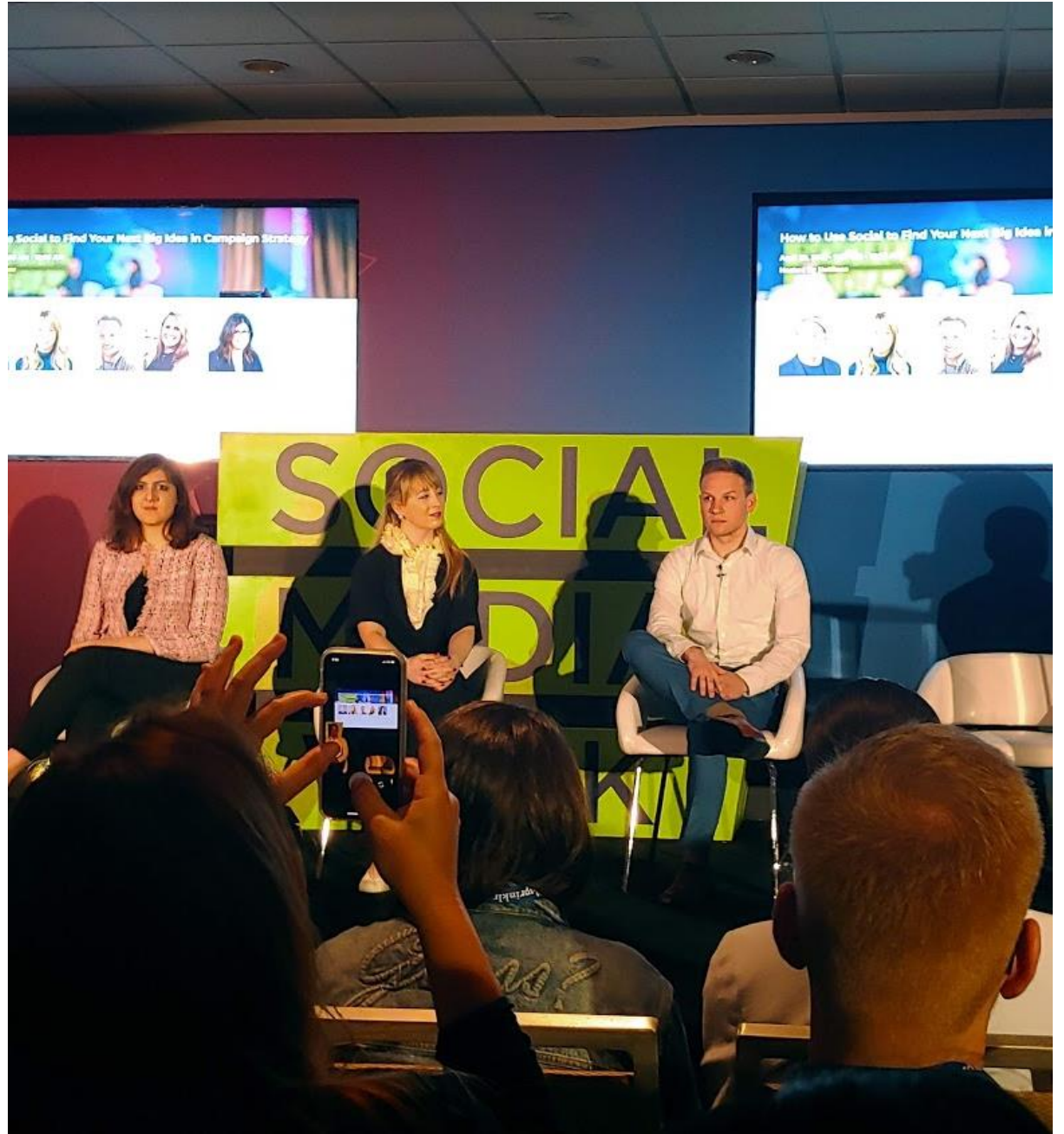


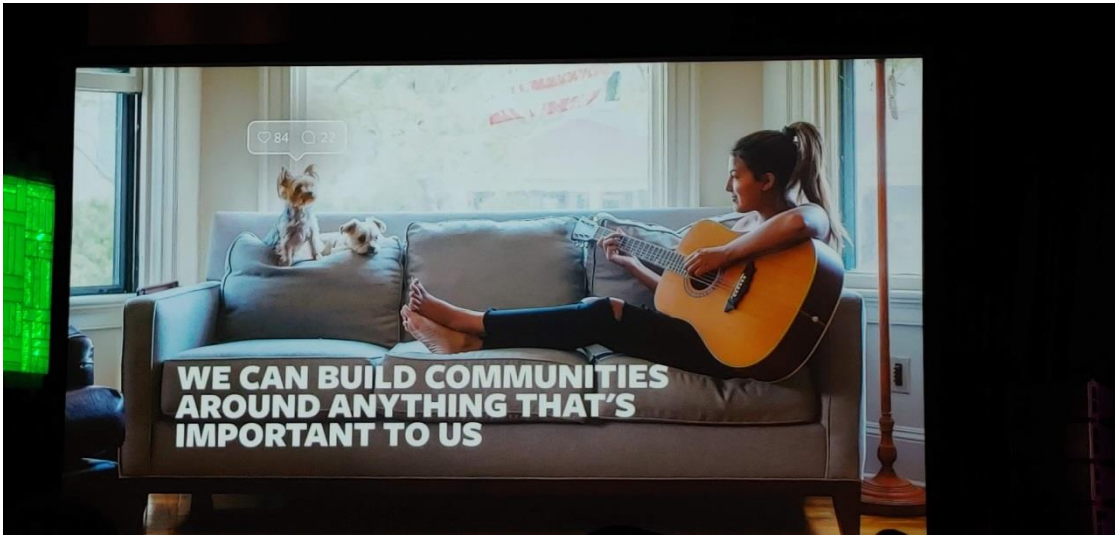
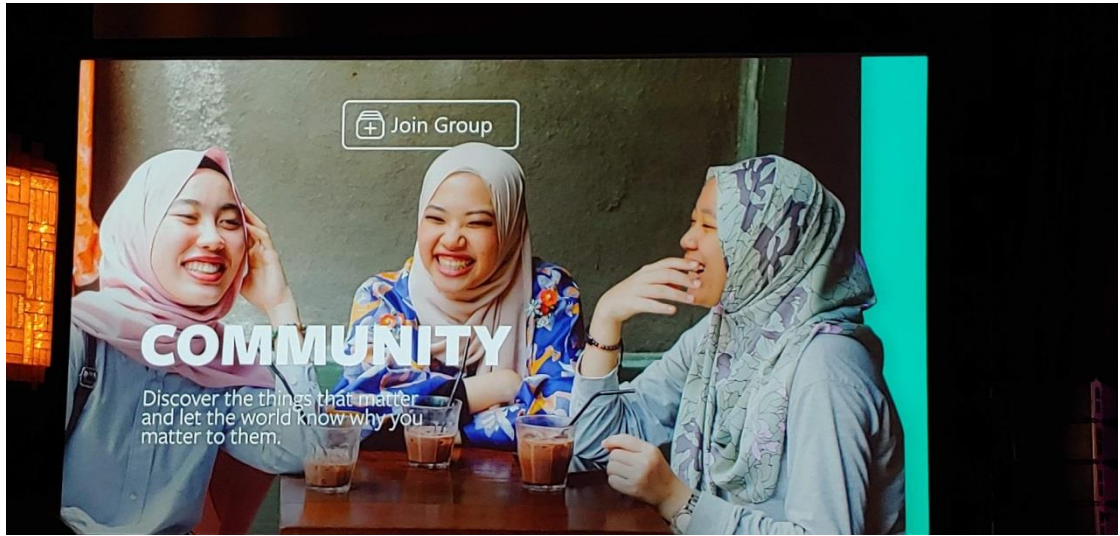


# Scott Harrison – Charity: Water

- Club Promoter, turns Movement Founder
- Simple Mission, Measurable
- Understand Audience & Problem
- Choosing Channels -> Social Media











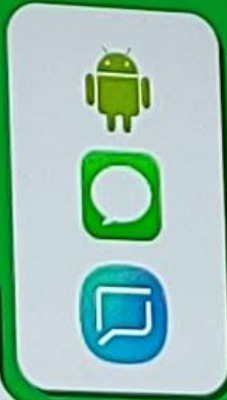
**The first text message** was transmitted Dec. 3, 1992. Engineer Neil Papworth typed "merry Christmas" on a computer and **sent the first SMS message** to the cellphone of Vodafone director Richard Jarvis

# 100 Trillion Messages a Year

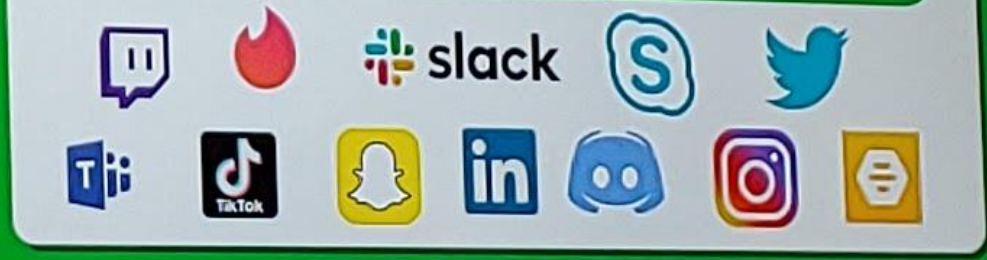


# What Do We Mean When We Say Messaging?

## Carrier Services



## OTT Apps



## Adjacent Services

34.6  
Billion  
instagram  
posts



182.5  
Billion  
Tweets  
sent



243.8  
Billion  
Facebook  
updates



1.0  
Trillion  
Snaps  
sent



1.6  
Trillion  
Google  
searches

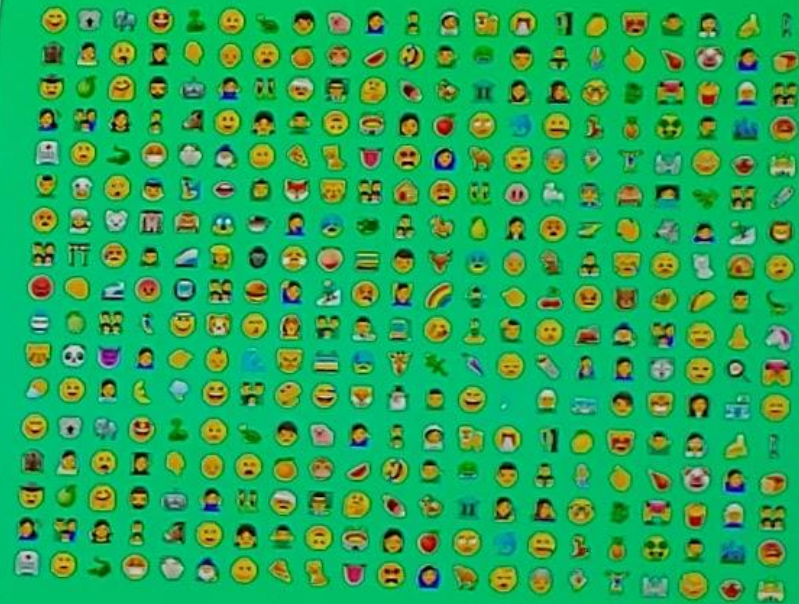


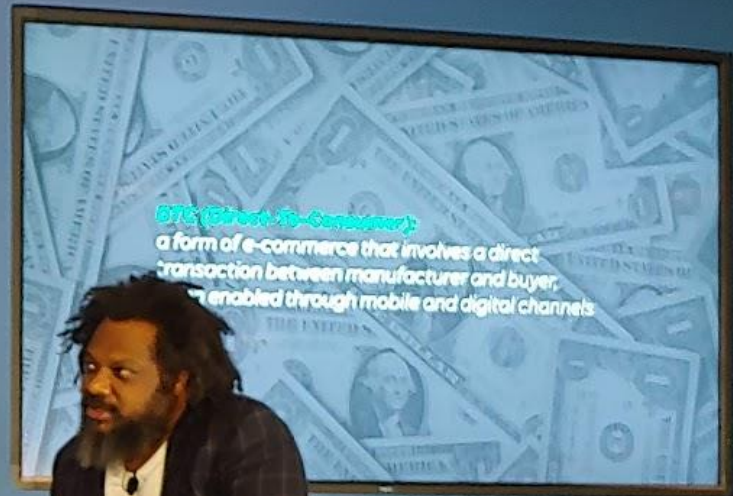
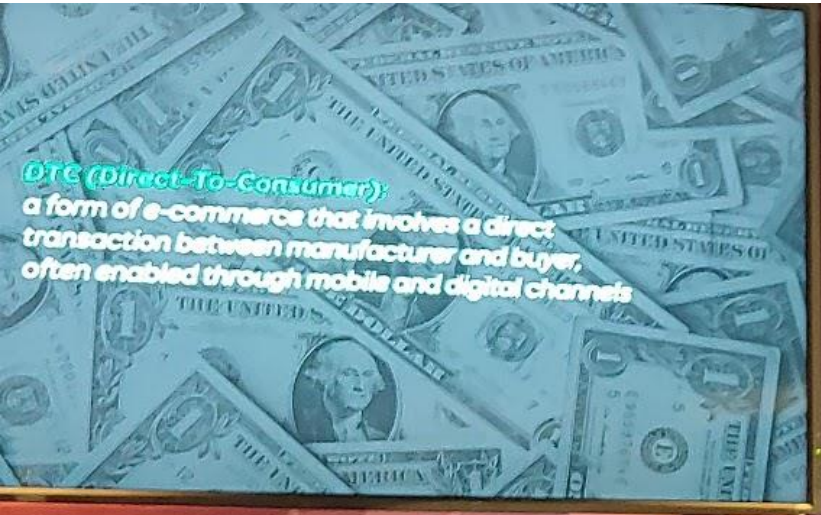
1.8  
Trillion  
Youtube  
video views



# 2.8 Trillion

Messages sent with emoji, stickers, and GIFs





**The first text message** was transmitted Dec. 3, 1992. Engineer Neil Papworth typed "merry Christmas" on a computer and **sent the first SMS message** to the cellphone of Vodafone director Richard Jarvis



# Steven Bartlett – Social Chain Groups

- 25 years old
- CEO of Social Chain Groups, Europe's Largest social media and digital publishing house: Social Chain & Media Chain
- <https://www.socialchain.com/>
- <https://www.mediachain.co/>



**ELON MUSK:** 64%+

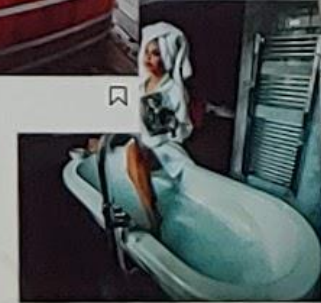
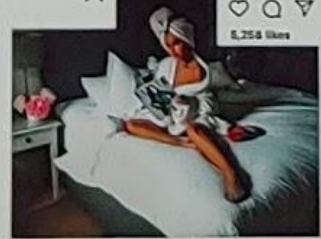


**MARK ZUCKERBERG** 7%+



# INFLUENCER MARKETING

WOW at scale



4,222 likes

8,258 likes

Liked by natalieoleary and 2,742 others

1,809 likes

2,705 likes

Good morning Monday



**SOCIAL MEDIA HAS A PR PROBLEM...**

# WHERE THE REAL OPPORTUNITY IS:



Podcast



groups

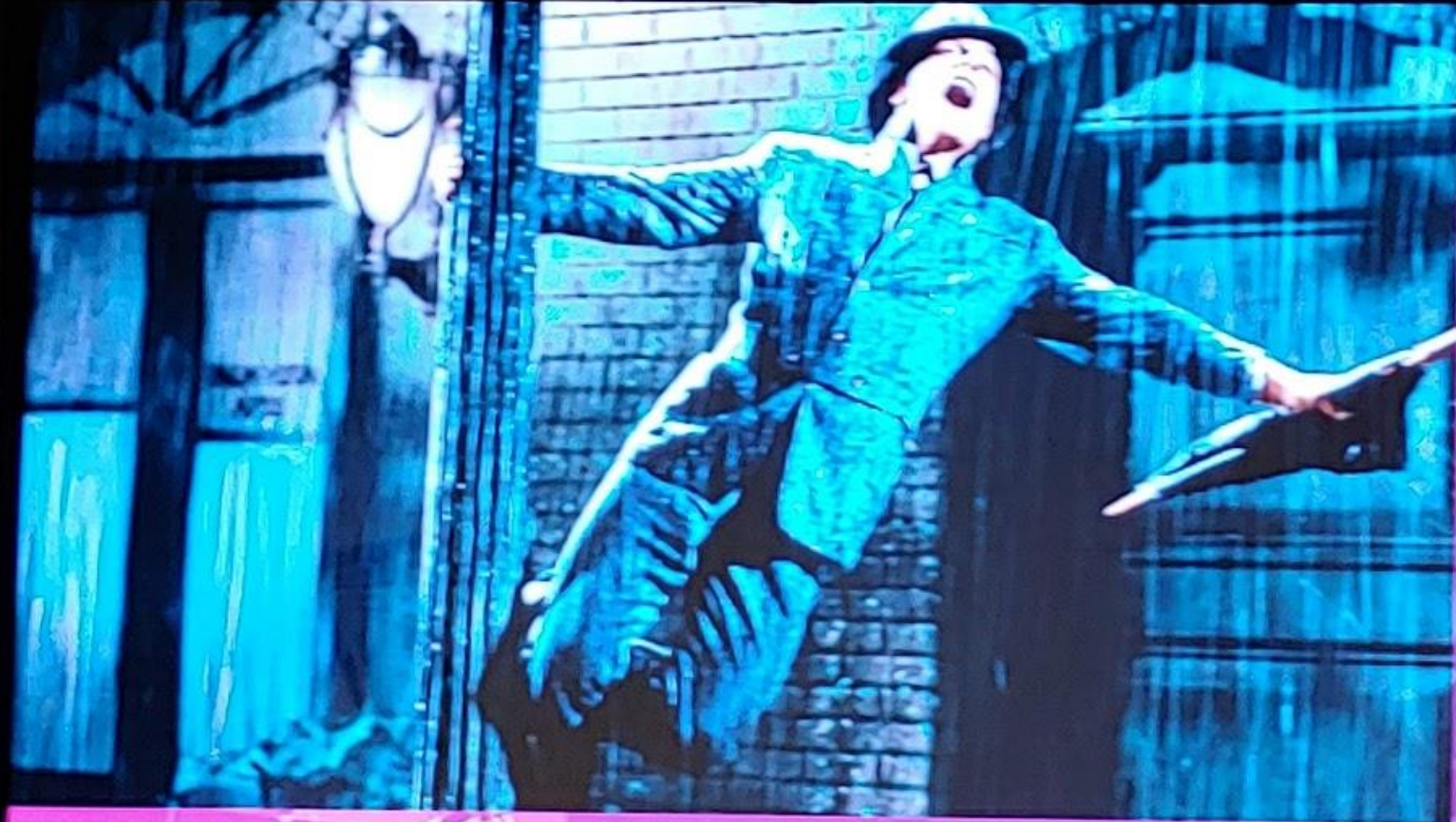


**SOCIAL  
MEDIA IS A  
SYMPTOM  
NOT A  
THERAPY**

**SOCIAL**

**MEDIA**

- TV is the last mass media, now it's time for micro media. The Internet doesn't have a home page.
- Social Media is not a replacement for television but a way to connect people as tribes.



Make things better by making better things so people talk about you



**Enda Nasution**   @enda · May 3

Don't copy what's working on social media - create something new, stop taking notes and making copies, create ART, create innovation: SALTO MORTALE --@ThisIsSethsBlog #smwnyc19 #SMWNYC



# SOCIAL MEDIA



will you choose to matter?