



Creating scroll stopping social media using psychology

Hello!

I'm James

Director and training lead at Digital Firefly.

You can find us at @DigiFirefly



Some of our clients



Session plan

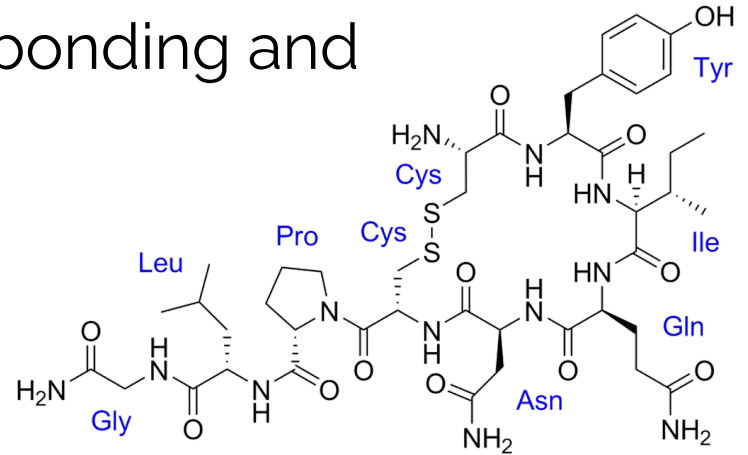
1. Social media psychology 101
2. Building relationships
3. Getting people's attention
4. Let's brainstorm

1

**Social media
psychology 101**

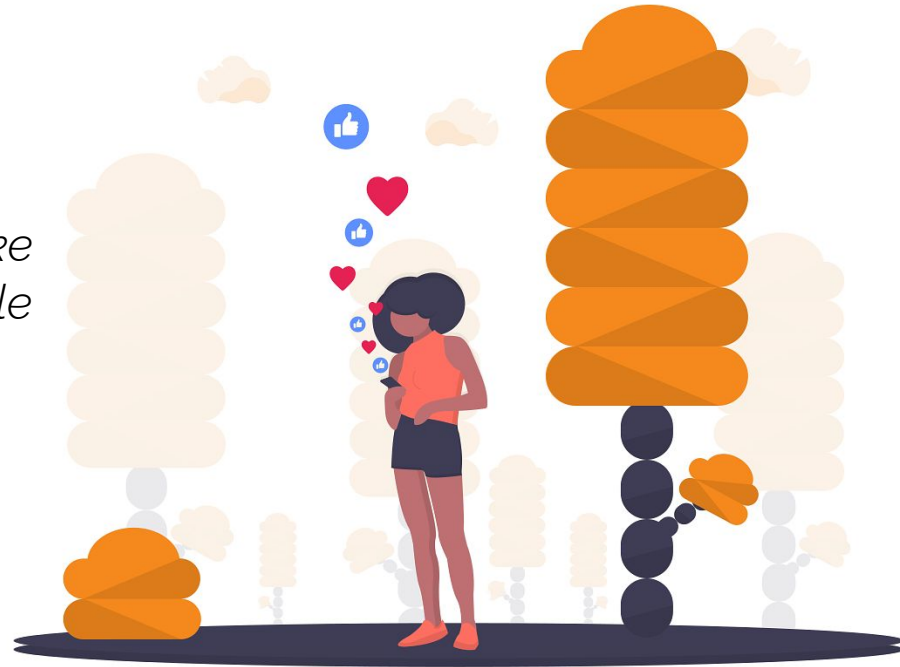
Oxytocin

- Lowers stress and increases feelings of love. Triggered by hugs, kisses, and tweets!
It plays a big role in social bonding and increases trust.



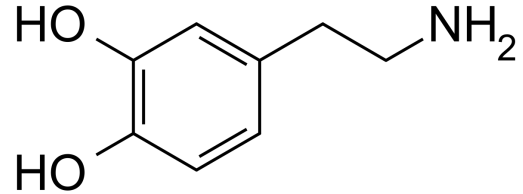
In 10 minutes of social media time, oxytocin levels can rise as much as 13% - a hormonal spike equivalent to some people on their wedding day.

Fast Company and
Neuroeconomist Paul Zak



Dopamine

- Causes us to seek, desire, and search. It's triggered by unpredictability, small bits of information and reward cues leading us to want more.



Tweeting or checking emails may be harder to resist than cigarettes and alcohol, according to researchers who measured how well people could resist their desires.

The Guardian and Chicago University's Booth Business School



Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest

2

Building relationships

Why can't I just sell?

- **74% of people** are tired of social media ads
- People who report receiving good social media customer service will spend **21% more money** on that company's products
- Every day, the average UK based user spends **1 hour 50 minutes** scrolling through social media

Social media includes the word 'social' for a reason

- Old school networking/marketing with new school tools
- Have conversations and engage with followers more than broadcasting
- Give more than you ask

Engagement Ladder



Give, Give, Give

- Set the tone and stay on brand
- Use images or videos
- Hook, narrative, call to action/question
- Think fun, infotainment/entertainment
- Provide value
- Have conversations

80%

Why do people share?

- **To bring valuable and entertainment to others**

49% say it helps them inform others of products they care about, potentially change opinions or encourage action

- **To define ourselves to others**

68% share to give people a better sense of who they are and what they care about

- **To grow and nourish our relationships**

78% share online because it lets them stay connected to people they may not otherwise stay in touch with

- **Self-fulfillment**

69% share information because it allows them to feel more involved in the world

- **To get the word out about causes or brands**

84% share because it is a way to support causes or issues they care about

Ask

- Hook, narrative, call to action
- Linked to your objectives
- The 'ask' not take!
- Stay on brand tone
- Link with offline actions

20%

3

Getting people's
attention



Ready?



What did you see?



**“Our modern skulls
house stone age brains”**

- Stankus, 2011

Emotion, surprise and colour

- Fear, frustration, anger - things we have to notice to survive
- Joy, happiness, inspiration, humour
- Something out of the ordinary, bright colours

The TEFL Academy
Published by Loomly [?] · 8 October · 🌐

Good luck to the history teachers of the future – you’ve certainly got your work cut out for you, that’s for sure 😊😓

Credit: tank.sinatra

History teacher in 2073: Kids open your textbooks to Chapter 5, we’re going to learn about the year 2020

@tank.sinatra



7,773 People reached 436 Engagements [Boost post](#)

👍👎👏 50 16 comments 11 shares

Flows | Finding Legal Options for Women Survivors @F... · Oct 14

🔍 We're looking for #Flows partners!

If you come into contact with women who are experiencing domestic abuse AND want to benefit from expert support, join our network and be able to refer women to FLOWS – we'd LOVE to hear from you.

👉 Join us today!



Become a FLOWS partner
If you come into contact with women who are experiencing domestic abuse, we can help you to support them.
flows.org.uk

🗨️ ↻ 4 ❤️ 10 📤

Red

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Baby schema

- Cute babies, fluffy dogs, cats
- Things we have to notice to protect because we feel they're vulnerable



FLOWs | Finding Legal Options for Women Survivors · Dec 27, 2019

Husna and her children are now safe thanks to her bravery.

She experienced years of sexual abuse with her ex-partner and now supports others who affected by domestic abuse.

Read more of her story: flows.org.uk/case-studies/s... #DangerToSafety #FLOWs



2

31

86



@ymcawise



when they send you dog pics, not dick pics.



ymcawise · Follow



ymcawise Relatable tbf **

.

**unless dick pick is consensually agreed and desired

#dogpicsnotdickpics #consent #consentissexy #consentmatters

1w



18 likes

AUGUST 19

Add a comment...

Post

People and faces

- Faces in objects can be effective
- Real faces are best!
- We're far more likely to remember an image centred on a face and a story centred on people



Brighton & Hove City Council

Sponsored · Paid for by Brighton & Hove City Council



Styling out our masks in Brighton & Hove 🧑🏻
Let's continue to keep each other safe.
Remember: 🧻 hands 🧐 face 🗳️ space.



📘 Paid for by Brighton & Hove City Council



International Alliance of Patients' Organizations

Published by James (Digital Firefly) · 12 November at 10:42



Hear from speakers 🗣️ Dr. Poonam Khetrpal Singh, Regional Director of the WHO South-East Asia Region, 🌐 Thomas Cueni, Director General, IFPMA, 🇮🇳 Manjiri Gharat, International Pharmaceutical Federation and many others about the importance of patient-centred healthcare. Our FREE online congress is taking place online 3-4 December. Register now!



Global health event 🌐

[Learn More](#)



FREE online, 3-4 December

[Learn More](#)



[Register](#)

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You can do your TEFL course online AND teach online. Plus if you buy our course today you will get:

- 👤 6 months access to our online campus
- 👤 198 hours of TEFL training
- 👤 30 hour FREE top up course



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145% more conversions than other text variations.

 **Rowcroft Hospice**
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South Devon's biggest girls' night out is back with a difference! Shine bright as you Sleep Walk - Your Way 🎭🌟



rowcroft hospice 

ROWCROFTSLEEPWALK.ORG.UK
Shine bright and support Rowcroft
Help raise money and lift spirits

[Learn More](#)

101% more landing page views than other text variations.

Let's give it a go

- Think about a post you could create
- Use emotion, colour, baby schema or faces (or all of them!)
- Think of a hook, narrative and call to action/question

You have 10 minutes

Content creation tools

Design

- [Canva](#): Design images with words and graphics
- [Pexels](#), [Pixabay](#), [Unsplash](#): Free stock photography
- [LeeTags](#), [Hashtagify](#): Discover hashtags to use
- [Emojipedia](#), [Joypixels Keyboard](#): Easy ways to use emojis

Schedule

- [Buffer](#): Schedule Twitter, Facebook and Instagram posts
- [Later](#): Schedule Instagram posts
- [Tweetdeck](#): Schedule tweets and organise streams

Thanks!

Any questions?

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