

Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 67 - Autumn 2014

WORD NERD

Digital Snacking v. -- when readers are looking for quick, funny, interesting, pretty, shocking or engaging snippets of data that they can digest quickly and easily.

Bianchi Biz Blog Post

"Invest in Real Coffee Creamer and Other Insights on What Auto Reporters Really Want"

To view more posts, visit the [Bianchi Biz Blog](#).

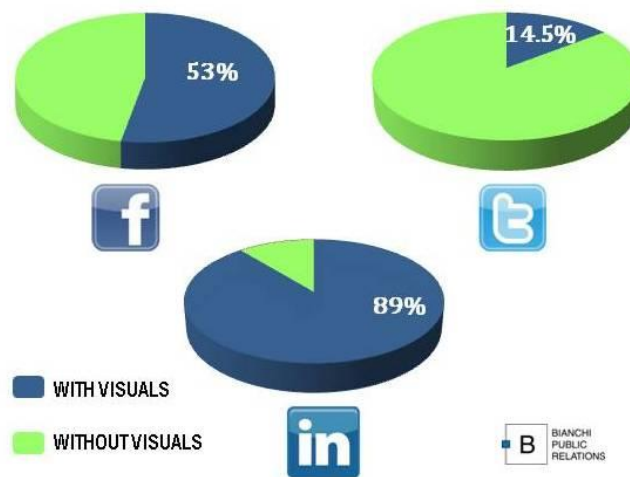
Client Congrats!

Congratulations to **The Cooper Standard Foundation**, which raised \$135,000 in the inaugural Careers for Veterans 200 race at MIS, which is co-sponsored with Brad Keselowski's Checkered Flag Foundation. [Read more.](#)



SMaASHing Social Media Myths

SMaASH: Auto Supplier Share of Posts with Visuals



Think your company is behind the curve in effectively using social media? Most B2B communicators we talk with do ... but they don't have many facts to back up this suspicion.

That's why we did our own proprietary study of a major B2B sector - automotive suppliers - to see how the top 25 North American automotive OEM suppliers, as ranked by *Automotive News*, are using the most popular social media platforms.

This issue of Bianchi PeRspectives explores one of the findings of our **Social Media and Automotive Suppliers Habits (SMaASH)** study. Over the next few months, we'll share our study findings via the blog on our new, updated [website](#), so feel free to check in frequently or subscribe to our blog via the RSS feed.

Also, to serve you better, we'll be shifting our newsletter to a quarterly basis as we share more of our relevant content via more frequent posts on our blog. There, this information will be archived and

Welcome, Brigid!

Joining the **Bianchi PR** team as our fall intern is Wayne State University public relations student Brigid Reynolds. Brigid previously interned at Henry Ford Health Systems. She plans to graduate in December 2014. Welcome to the team, Brigid!



An Inside Look at Shinola Detroit

The **Marketing & Sales Executives of Detroit (MSED)** October meeting will take an inside look at Shinola Detroit, its story, goals, strategy and more. The meeting will take place on October 1 starting at Traffic Jam and Snug located at 511 W. Canfield in Detroit. [Learn more here.](#)

BPR Donates PR Services

Bianchi PR is proud to be providing pro-bono media relations assistance to promote [Alex's Arcade](#), a

searchable for easy reference ... and more "shareable" with members of YOUR community.

We hope you check out our new digital assets ... and let us know what you think.

Jim Bianchi, APR
President

Visuals Boost Social Media

If you've heard the saying once, you've heard it a million times: **a picture is worth a thousand words**. And the reason you've heard it a million times is because it's true: according to studies, humans are able to **process visuals 60,000 times faster than text**.

Yet based on the Social Media and Automotive Supplier Habits (SMaASH) study that Bianchi PR recently conducted, the top 25 automotive supplier companies in North America are **missing a visual component** in a large percentage of their social media outreach efforts.

For example, only **53 percent** of suppliers' Facebook posts and **less than 15 percent** of Twitter updates include visuals.

And while the SMaASH study is auto supplier-specific, it's likely that many other **B2B companies** are making this same misstep - meaning there is a **big opportunity** out there to improve your social media reach with your key audiences.

Consider these statistics on social media posts that contain a visual element:

- LinkedIn posts with images have a **98 percent higher** comment rate;
- Tweets with image links get two times the engagement rate of those without images; and
- Facebook posts with photos get **53 percent more likes, 103 percent more comments** and **84 percent more click-throughs** than posts without visuals.

So if your company is in the same boat and is falling short when it comes to being picture perfect in your communication efforts, what are some ways you can improve? Consider these five tips to **boost your image power**:

1. Opportunities Everywhere - For those of you thinking, "we're not a very visual company - we don't have much to photograph or video!" think again. Your products, your people, your awards, your milestones, your presence at industry events, your executives speaking ... the list can go on. Also think beyond the obvious - did

non-profit organization whose goal is to make chemotherapy treatments and hospital stays easier for children to endure by providing them with video games and equipment to give them a sense of at home comfort. [Read more.](#)



BPR's New Website

We have recently launched our new website. Check it out at www.bianchpr.com!

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your company conduct some research or a study? Post a picture of your data charts or figures. How about taking video of an employee celebration event? The list can be endless.

2. Repurpose the Goods - These days, anyone with a camera phone can take pretty great pictures. But for some things, it's worth the time to hire a professional photographer to capture some images for you. But wait! That doesn't mean you have to start from scratch: try and repurpose professional photography and video that your company might already have on hand to accompany your posts. If you've had professional shots taken for advertisements, brochures, annual reports, your website, etc., be sure to tap into those existing visuals and re-use them.

3. Don't Go With the Flow - Try and go for bold, interesting shots whenever possible. Remember that people are being bombarded these days with news 24/7. How can you help your social media posts stand out? Just like you want your press announcements to make an impact, you want the same for your posts. Try and show action shots whenever possible: your workers accomplishing a task; products being used on the job; customers using your products; images that make interesting use of color or design; etc.

4. Check Out the Toolbox - There are a number of free photo editing tools out there you can use to make your visual posts more engaging - from DIY photo editing tools such as www.picmonkey.com, www.quozio.com or www.pixlr.com, to sites offering free stock photos for general use, such as images.google.com, www.stockvault.net or www.freedigitalphoto.net. And don't forget all of the hundreds of photo editing apps available for download on your phone or tablet that can help you adjust the lighting, color, angle and focus of your images as well.

5. Generate Your Own - In addition to sites and apps that let you edit images, there are also sites that let you create your own visual masterpieces from scratch, such as infographics using your own data (examples include <http://infogr.am> or <https://venngage.com>) and a variety of other sites that let you get creative, such as meme generators (<https://imgflip.com/memegenerator>), free chart / table generators (<https://developers.google.com/chart>) and apps that let you combine still photography with moving video in collages such as Flick Stitch.

Want more information? Contact Bianchi PR at 248.269.1122 or bianchpr@bianchpr.com.

