

F8 2018

Key Insights for PR Pros

F8 is an annual conference hosted by Facebook where "developers and businesses explore what's next in technology" and where Facebook rolls out new features.

This years' conference took place in San Jose from May 1-2, 2018.

Stories | Meaningful Engagement

1



Engagement has always been king on Facebook -- but now meaningful conversations and interaction will play an even grater part.

Facebook announced increased uses for Stories.

1

Groups will now have stories that members can contribute to specific for that group.

2

Event Stories will connect to around specific events, leveraging all attendee's as content creators.

Messenger

2



Messenger is undergoing big changes to the design and functions, including the ability to integrate Ads.

Chat bots seem to be a continuing focus, though maintaining authenticity and individualization will be key for PR pros.

Dark Social

Social Sharing Outside of Measurable Locations Is On The Rise

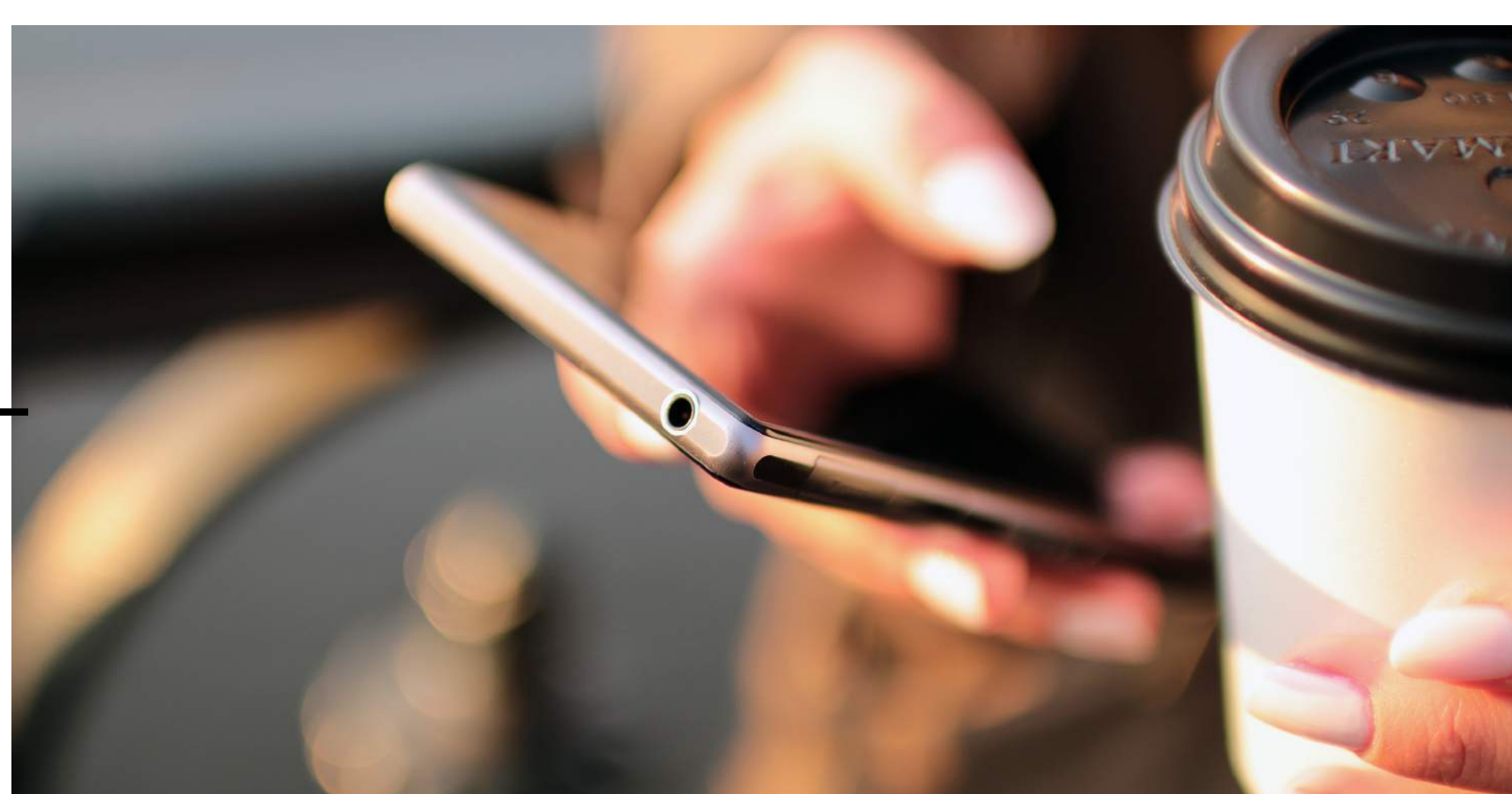
Fact:
Businesses
and brands
trade 8 billion
messages a
day with
people.



Augmented Reality

3

Bridging Virtual and Physical



One of the fastest growing trends will be Augmented Reality (AR), becoming even easier with the new integration plans on Instagram, WhatsApp and Facebook Messenger.

In addition, Oculus is in the second year of development and providing new opportunities related to Facebook Spaces for interactive learning.

Clear History

Users will now be able to clear history, removing all data collected from third-party apps and disabling Facebook from accessing the information as well.



Tips for Pros

4

With so many changes, here are a few key areas to keep in mind:

1) **Video Content Creation:** Keeping with the trend, video is still the strongest content in algorithm and engagement on Facebook. Provide more opportunities to integrate video into social strategies through Groups, live events, and multi-user messenger chat.

2) **Augmented Reality:** The space between physical and social is continuing to close -- creative brands are developing ways to interact with users in a variety of ways by integrating AR opportunities. Incorporating AR tactics is going to be a growing trend.

3) **Privacy & Transparency:** In line with the existing privacy concerns users have in social media, new changes facilitate tighter privacy measures. Users are increasingly going to dark social communication patterns. Brands should be transparent about privacy policies, reviewing existing ones, making language and length of policies accessible, as well as planning on ways to gather meaningful data to show an ROI for social media initiatives.

Miss the F8 2018 Conference? Check out videos from sessions here.