

Welcome back / Croeso nôl



WaterSource

Facing the Future Together

#WaterSource19

H2... Oh!

The Social Flow

OWEN WILLIAMS • @OWSWILLS • MANAGING DIRECTOR, SIML • @SIMLSOCIAL

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Your host

- Founder and Managing Director of **Siml**, a creative social media agency
- Former **Head of Editorial Strategy** at BBC Content Social
 - ◆ BBC One, BBC Two, BBC Three, BBC Four, BBC 'Masterbrand', BBC iPlayer & BBC Comedy
- Former **Head of Social** at BBC One
- Former **Head of Social** at BBC Wales
- Former **Television Producer**
- **19 years' experience** in digital, social and platform governance



Simpler social times

 **BBC Wales Sport** 
@BBCWalesSport

Morrell expects Newport respo
bbc.in/VzjPt

Like **1**

7:41 PM - 3 Jan 2013

 **BBC Wales P**
@WalesPolitics

Nurses' drink
dlvr.it/2mf3Xv

7:35 AM - 10 Jan 2013

 **BBC Wales** 
@BBCWales

News: Apology after nude sauna mix-up

 **Apology after nude sauna mix-up at Chepstow Leisure Cent...**
A group of naturists and a council apologise after a mix-up left a woman sharing a sauna with bathers.
bbc.co.uk

Retweet **1**

2:10 PM - 10 Jan 2013

And now?

The image displays a collage of social media content. On the left, a BBC Wales news item features a red circular logo with 'BBC cymru wales' and text: 'A record breaking #E... #WAL beat #BEL on... audience in Wales!'. Below this is a blue graphic with '1.2 MILLION VIE' and 'BBC SPORT'. In the center, a tweet from Owen Williams (@OwsWills) dated 8:09 AM on Jun 10, 2017, titled '"Too high"', contains a review of Ben Nevis on TripAdvisor with a sad face emoji and a photo of the mountain. The review text reads: '"Very Steep and Too High" Reviewed 19 October 2014 my girlfriend was crying at one point. When we did get to the top there was nothing there (Mount Snowdon has a pub, restaurant and toilets at its top)'. The tweet has 2.6K Retweets and 4.1K Likes. On the right, another tweet from Owen Williams (@OwsWills) dated 5:24 PM on Sep 1, 2018, titled 'The "Bude Tunnel" in Cornwall. Hands down, best Tripadvisor review ever.', includes a review snippet: 'Great place for a divorce Reviewed yesterday via mobile. Great place for a divorce Took my Ex Husband (Husband at the time) to the tunnel to break things off and inform him about the divorce. Bye Steven. The walk back through the elongated trouble felt like the first step towards freedom from Steven and his massive collection of recorders. Best moment of my life.' This tweet has 1.4K Retweets and 6.2K Likes. A third tweet is partially visible on the far right, showing a red background with 'IVE' and 'CYD - CHURRAK'.

The route to viral social

In three
simple
steps

1. **Information**
2. **Identity**
3. **Emotion**

A Christmas story

Owen Williams  @OwsWills

Our elderly neighbour passed away recently. His daughter popped round a few moments ago clutching a large plastic sack. In the sack were all the Christmas presents he'd bought for *our* daughter for the next thirteen years. 🙄



7:05 PM · Dec 17, 2018 · [Twitter for iPhone](#)

[View Tweet activity](#)

8.7K Retweets 47K Likes

Owen Williams  @OwsWills


My wife and I think it might make a nice Christmas tradition to give our daughter "a present from Ken" for the next 14 years.

Issue is, we really have to open them now. Nobody wants to give a fifteen-year-old Duplo!

7:50 PM · Dec 17, 2018 · [Twitter for iPhone](#)

[View Tweet activity](#)

198 Retweets 3.9K Likes

Owen Williams  @OwsWills

What do you all think?

| | |
|----------------------|-----|
| Open now, and rewrap | 31% |
| Lucky dip till 2032 | 69% |

67,022 votes · Final results

7:50 PM · Dec 17, 2018 · [Twitter for iPhone](#)

[View Tweet activity](#)

166 Retweets 1.7K Likes

Owen Williams  @OwsWills

I can't track all the messages from journos in my notifications, so if you want to discuss, my DMs are open.

11:39 AM · Dec 18, 2018 · [Twitter for iPhone](#)

[View Tweet activity](#)

11 Retweets 488 Likes

Owen Williams  @OwsWills

My life rn.



You're getting a lot of notifications. Want to set up some filters to help control it?

[Yes, set up filters](#)

A viral result

BBC NEWS
Wales
Christmas: I leaves girl 1
© 18 December 2018

Mail
Widowed n secret behin
14 Christmas
old girl nex
she turns 16

FOX NEWS
Inspired Life
A dying years v gifts fo neighb
By Allison Kle
December 18,

CNN World
Owen Williams @OwsWills
I need a nap.

Your Tweet activity
Your Tweets earned 5,181,568 impressions over the last 24 hours

| Time | Impressions |
|-------|-------------|
| 10AM | ~100,000 |
| ~11AM | ~250,000 |
| ~12PM | ~350,000 |
| ~1PM | ~250,000 |
| ~2PM | ~200,000 |
| ~3PM | ~200,000 |
| ~4PM | ~150,000 |
| ~5PM | ~200,000 |
| ~6PM | ~150,000 |
| ~7PM | ~100,000 |
| ~8PM | ~50,000 |
| 10AM | ~20,000 |

CBC | MENU

PRI DONATE

How a neighbor bearing gifts turned into a family's 'most unexpectedly magical week'
PRI's The World
December 25, 2018 · 3:00 PM EST
By The World staff

CHRISTMAS EVE AT THE MELLOPS
A family was left s neighbour had left their daughter for

CHRISTMAS EVE AT THE MELLOPS
Our elder His daugl clutching all the Ch daughter pic.twitter — Owen V 17, 2018

Owen Willi octogenaria their home in W neighbor Christmas gifts for the This children's book was left for his 2-year-old neig Posted: Dec 21, 2018 10:00 AM

Listen to the story.

Owen The Seltis Go Marching In @OwsWills · Dec 17
We opened one. We couldn't resist.

The viral recipe

INFORMATION

HOW DOES THIS CONTENT BETTER INFORM *ME*
ABOUT THE WORLD AROUND *ME*?

IDENTITY

HOW DOES THIS CONTENT BETTER INFORM *ME*
ABOUT *MYSELF*?

EMOTION

HOW DOES THIS CONTENT MAKE *ME* FEEL?

Always remember

It's not **Social** Media

It's ***Selfish*** Media

(Me, Me, Me, **Media**)

H2... OH! • @OWSWILLS

Siml

Crafting video



Crafting video



52 Comments 84 Shares 13K Views



705 Comments 1.4K Shares 405K Views

The fundamental truth

If **content** is king

Distribution is the kingdom

Crafting for niche audiences



Nailed it

138K Comments 454K Shares 96M Views



Share the wealth

The image displays five social media posts from BBC channels, all featuring a video of a small, wide-eyed kitten. The posts are arranged in a row, each with its own header, caption, video player, and engagement metrics.

- BBC One:** January 15, 2018 at 6:32 PM. Caption: "This is the world's DEADLIEST cat. her. 🐾". Engagement: 138K Comments.
- BBC Three:** September 21, 2018 at 8:45 PM. Caption: "Africa's smallest cat is also the world's deadliest." Engagement: 5.1K Likes, 3.3K Comments.
- BBC News:** August 8, 2018 at 1:13 PM. Caption: "Africa's smallest cat may look cute but it's also the world's deadliest. 🐾 #InternationalCatDay (via BBC Earth)". Engagement: 28K Likes, 10K Comments.
- BBC Radio 1:** January 15, 2018 at 6:22 PM. Caption: "Africa's smallest cat is also the world's deadliest. UK fans! #BigCats continues this Thursday 8pm on BBC One". Engagement: 36K Likes, 27K Comments.
- BBC Earth:** January 15, 2018 at 6:00 PM. Caption: "Africa's smallest cat is also the world's deadliest. 🐾 UK fans! #BigCats continues this Thursday 8pm on BBC One". Engagement: 278K Comments, 572K Shares.

A Reservoir story



Distribution means success

The collage illustrates the distribution of a message across various platforms. It features:

- Twitter:** A tweet from Welsh Water (@DwrCymru) with 318 retweets and 123 likes, and another from Anglian Water (@AnglianWater) with 3 retweets and 2 likes. Both tweets include a video titled "SWIMMING IN RESERVOIRS KILLS" with 25.6K views.
- BBC Wales News:** A news article from June 22, 2017, at 3:30 PM, reporting on the incident.
- WalesOnline NEWS:** A news article titled "This harrowing... explains why... should never... swimming in a reservoir" dated 13 August 2017, with a video player showing a woman's face.
- Another Twitter Post:** A tweet from Welsh Water (@DwrCymru) dated May 3, 2018, with 41 retweets and 15 likes, featuring a video titled "SWIMMING IN RESERVOIRS KILLS" with 25.6K views.

Let's talk about floofs, baby




DeeJay Wan

Hannah Wainwright look at dis floofy ket. She doesn't scratch the door and meow for two hours when she's hungry. She leaps into the air and catches a birb. She then feeds her ket puppies. So floof. Much kewt.





11 mos Like Reply More

Manifesting floof love

 **BBC One** is with **BBC Earth**.
January 8 at 6:00 PM · 🌐

SO MUCH LOVE FOR THE WORLD'S SMALLEST CAT!
👉

  Meet the world's smallest cat
BIG CATS

Like Comment Share

👍👍👍 Caroline Williams and 319K others

202,724 Shares




 **Hannah Goebig**
I would die to protect this cutie 🍷❤️😍 677

11 mos Like Reply More

 **Becky Ann Jarvis**
Me to

11 mos Like Reply More

 **Molly Browney**
How would you protect it if ur dead 🤔👍 10

11 mos Like Reply More

 **Ellie Collins**
Drew Gibson my god it's just life

11 mos Like Reply More

 **Sameera Mudgal**
I would die to be eaten by this cutie


7 mos Like Reply More

Let's ~~paws~~ pause a moment


- **Floof** (derived from "fluff")
 - ◆ Adjective describing **ridiculously fluffy** object or animal
 - *"My cat Barry is floofy"*
- Can be used as a verb - **to floof**
 - ◆ (Only applies to the furry fandom, in which one furry uses their fur to overwhelm a friend with fluffy fur)
 - *"I wanna floof you"*
 - *"I floofed Hayley yesterday"*
- Can also be used to **scold** or **cheer**
 - ◆ Playful, non-malicious
 - *"You daft floof"*
- Alternate spellings:
 - ◆ Floofzorz, fl00f, fl00fz0rz



Factchecking those floofs

 **Amber Lily Williams**
Hello BBC one. I would like to put myself forward to rescue all of these little guys. I'm quite sure there is room enough at my house. Please give me some information as to how I can fulfil this. Thank you.

11 mos Like Reply More

 **BBC One**
Hello Amber,
We're certain you have a lovely house.
However, Rusty-spotted cats are a protected species under the Washington Convention, with hunting and trade banned in India and Sri Lanka. This may come as a disappointment, so we'd like to offer you this lovely gif as a token of our cat love.
Sincerely,
BBC One

11 mos Like Reply More



 **Jonathan Campos**
The answer from BBC is awesome Sanja xd

11 mos Like Reply More

 **EDgar Trujillo**
Brenda Diana lol at this response from BBC

11 mos Like Reply More

 **Hannah Mendez**
Bb Grimm read this comment bb duck.. and the reply of bbc hihihi


11 mos Like Reply More

 **Steve Phillips**
BBC One what kind of cat is this on the gif

11 mos Like Reply More

 **BBC One**
Steve Phillips It's a Caracal (Caracal Caracal) - they're found across southern and central Africa.
They have amazingly powerful legs that enable them to leap as high as 10 feet... so they can actually hunt birds in flight!

11 mos Like Reply More

 **Anna Impemba**
Is this a serious post?

11 mos Like Reply More

Floof your community



Tokyo Belle I need that shot of her with the bird in her mouth and giving us the stink eye to be a gif

Like · Reply · 45w



Tokyo Belle The Internet thanks you BBC One social media team!

Like · Reply · 45w



Sarah Harris BBC One Love it!!

Like · Reply · 45w



Lyniece McNair-Levi BBC One omg you actually did it 🤣🤣🤣🤣🤣🤣🤣🤣🤣🤣🤣🤣

Like · Reply · 45w



BBC One ✓



Like · Reply · 45w







Walter J Huaman That moment BBC One delivered!!! 🤣🤣🤣





Like · Reply · 45w



Go with the flow... ff

 **Dylan Lelerre**
Soft Kitty, warm kitty, little ball of fur,
   2K
2 yrs Like More

 **Francesca GH**
LMAO OMG **Etienne King** Armelle Geday who is BBC 1's social media manager
  35
2 yrs Like More

 **BBC One**
Floofy catto, yummy catto, AARGHH SHARP TEETH! AND CLAWS! VERY SHARP CLAWS! WHY? WHY?
   1.5K
2 yrs Like More

 **Natasha Santos**
WHOEVER SOCIAL MEDIA MANAGER COMMENTED THAT PLEASE GIVE HIM/HER A RAISE!! 
 6
11 mos Like More

So, how does this affect you?

You're *all* trying to get to the
same place

You're *one* **big** team

Ultimately

It boils down to **one** thing:



Your mission

50% of   

100% of   

 = niche

 = essential

Make it matter

Your strategy

- Inform
- Identify
- Emotional connection

Bring people **together**

(water + people = influence)

The reality

Public *Engagement*
Community *Engagement*

It's just **engagement!**

Maximise opportunities



Estelle Hitchon
@EstelleHitchon

Great use of social media by [@DwrCymru](#) today. I'm lucky not to be affected by loss of supply in my part of Cyncoed but as a fellow comms professional I doff my cap to the [@DwrCymru](#) comms folk . Well done people.

6:40 PM · Dec 26, 2017 · [Twitter for Android](#)

4 Likes

er today"? 2 / 4/
an plan what to

[Android](#)

Get stuck in



Gordon Matthew As if our cats needed more motivation to go ahead and start meowmageddon. Or the apurrcalypse. Or...fuzzapalooza?

Either way, WILL IT CHASE LASERS I MUST KNOW FOR SCIENCE.

Like · Reply · 45w



BBC One ✓ WE'LL ASK IT.

Meow.

WE DON'T KNOW. CAT TRANSLATOR OFFLINE.

Like · Reply · 45w



BBC One ✓ Oh you guys...



Like · Reply · 44w



Jamie Lee Whoever admins this page needs a hefty raise 🤔🤔

Like · Reply · 44w



Gordon Matthew I second that meowtion

Like · Reply · 19w · Edited



Francesca Marzano "Apurrcalypse".....oh my dog ahahhah 🐾

Like · Reply · 44w



Özel Serkan Ekrem Yep whoever runs that page is a total ledge 🤡

Like · Reply · 44w



It's all about

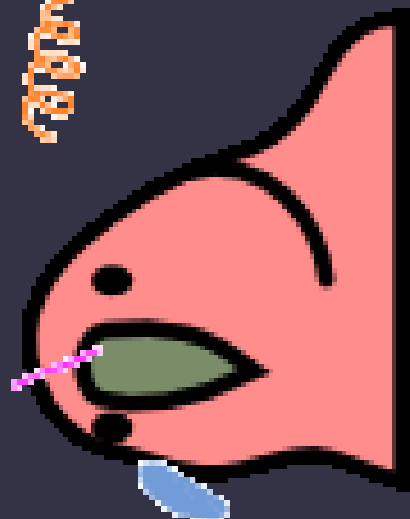
- **Communities**
- **Content**
- **Distribution**

and embrace serendipity!

And finally

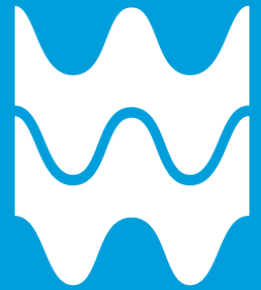
You don't have to be 😞

FGS, have some 🍦



Diolch WaterSource

19!



WaterSource

Facing the Future Together

#WaterSource19