

Being real, being relevant,

# BEING 🍏 HUMAN

## THE DIGITAL PERSPECTIVE

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### BEING HUMAN ONLINE

It sounds like an oxymoron but the digital audience is no moron. It is a collection of well-informed (or seeking to be) vocal, and engaged specialists. They may have many specialties – interests, hobbies, personal, professional – and this makes it easier for you to find them, target them – talk to them – and ensure that they can find you.

People like to categorise themselves in real life – what you talk about at a party, be it work, music, food, TV, a cause that you're supporting, a condition that affects them or people in their lives. Being Human online is a paradox, but it is real, and it is a real opportunity.

### THINK ABOUT HOW PEOPLE INTERACT IN REAL LIFE

I walk into a bookshop with a friend and I ask the shop assistant where a certain genre or book might be, I then look at the section titles, I ask my friend what they think of this author, or that book.

Being Human online is ensuring that the audience can find the right information, that the information has credence – both professional and personal recommendations or reviews – and that whatever they have found is in a format they are familiar and comfortable with: an article, images, a video, a download. And all this must be shareable.

Human nature is to communicate the good, the bad, and the ugly. "Saw this and thought of you..."

Make sure your audience can interact online as they would offline.

### WHAT DOES 'ENGAGEMENT' MEAN ANYWAY?

Everyone talks about seeking 'engagement' with their digital audience. But what does this actually mean?

It means being something to your audience; produce, optimise, and share content (information, opinion) that is interesting, useful, inspiring, remarkable and, crucially, findable and shareable.

In order to 'engage' you need first to be found, then shared.



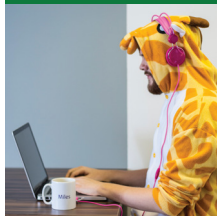
always exceptional



never say die



true to ourselves



pioneering



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## DON'T LAY A SEMANTIC MINEFIELD – SPEAK THE SAME LANGUAGE

The way in which our clients communicate digitally has to reflect the way that their audiences communicate, speak, chat, tweet, share. This doesn't necessarily mean using the same tone, but certainly the same language. If your GP used technical vocabulary or terminology that you're unfamiliar with, it would make you uncomfortable, so understand how your audience wants to engage online; they want to find, understand and share.

Putting the language that your customers use at the heart of how you talk about yourself is absolutely crucial. Present the information that they seek in a way that they understand, in an order that makes sense, and in the words that they would use to find you in the first place.

## SO WHAT? START WITH A QUESTION

Being Human online is crucial to successful communication. Start by asking questions.

Where is your audience? Where are your competitors' audiences? What are they talking about? What do you want them to talk about? What content do you need to produce to have an effect? Any effect? Coming back to 'engagement', what you're really looking for is a reaction; in order to capture traffic and drive them to your website, your Instagram account, or your YouTube channel, to share your content with their friends, or to simply watch a video and feel something, that's the game.

In order to be shared, the content you produce has to mean something to your audience and that's where to start. Ask the simple questions, the answers will ensure that your digital strategy will be grounded in what the audience wants, not what an agency or a client thinks they want.

## BUT FIRST...

Ticking the digital boxes will ensure you appear in the right place (Google, YouTube, social networks) at the point of relevance. This should be a given, what happens next is not.

Customers are asking: can I find the most relevant information to meet my need/answer my question? Does their website work? Are they on social media? What do other people think of them/their product or service? So what? What next? What is in it for me?

Real value lies in changing people's attitudes, changing their behaviours, so that your business, product, or service is memorable – remarkable even – and interesting enough, good enough, relevant enough, to be shareable.

## WHAT DOES BEING HUMAN ONLINE MEAN FOR YOU?

Being Human online will take your brand, product, or service beyond being a one-hit wonder, to being talked about, recommended, and building an audience who won't just know what you do, but why you do it, why you're the best at it, and why they'll find you first next time.



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