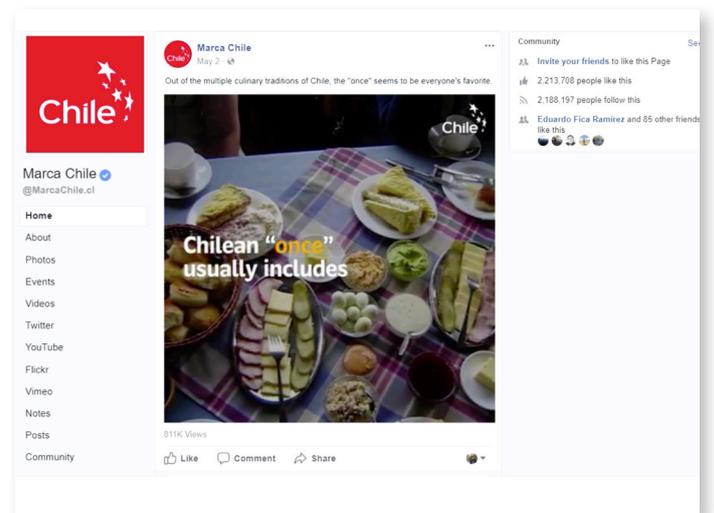
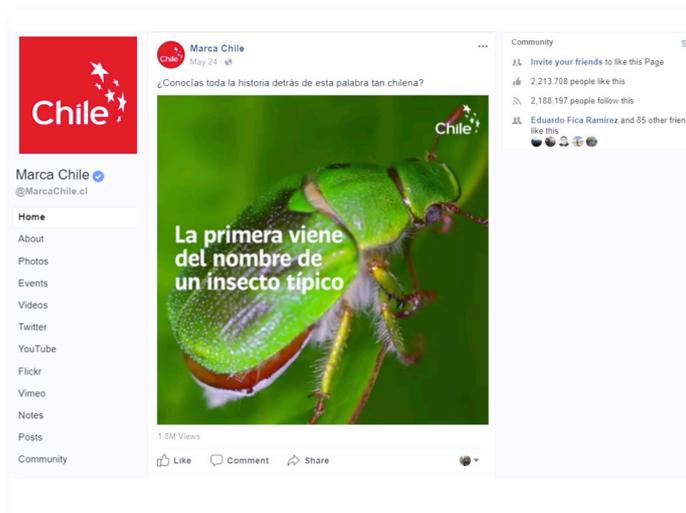


# Best Use of Social Media



## Chile

Entered by Marc ChileEi



In 2016, the communication associated with South American nation brands in social media was rather monotonous and mainly based on landscapes and tourist sites, as has historically been done in offline media. We found that this communication style was not making the most of the unique aspects of social networks which allow the communicator to generate an emotional connection with the audience through a bidirectional interaction.

At that point, Marca Chile had over 1 million followers on social media but only occasionally managed to generate a significant amount of interactions and virality with our social media content. With the knowledge generated during those few occasions, we ventured to improve our content and really take advantage of the unique aspects of social media.

Our objective was to establish a closer connection with our followers on social media. For this we needed to complement our communication related to tourist destinations and landscapes with contents that could show how people experience our country. We began to include content focusing on culture, traditions, gastronomy and others where the protagonist was people's experience rather than simply landscapes.

We also needed this new content to be easy to consume and share, so as to reach as many people as possible and they could in turn share it easily with their friends.

At that time on Facebook, videos in the 1:1 format were very popular, with overlaid text that do not need audio to be understood and fit properly on mobile device screens. We decided to adapt that format

into something we call micro-stories about Chile. The micro-stories are no more than 2 minutes in length during which we share a specific aspect of our country's culture, traditions, gastronomy or entrepreneurship.

In order to generate these videos, we initially obtained information and audiovisual material from our own sources, including a series of video documentaries that we had previously produced. Subsequently, we began adding other sources of material and stories from public and private organizations, including the National Tourism Service, the Culture and Arts Council, the National Library and Chilean companies with product closely linked to elements only found in Chile.

These micro-stories were published through our Facebook profile, which at that time had about 1.1 million Likes and soon became a regular part of our social media content. We currently publish 3 micro-stories in Spanish and 2 in English on a weekly basis. We created more interest in our country. Our Facebook community grew by more than 550,000 people, from 1,145,667 fans in September 2016 to 1,696,861 fans in June 2017. Several national media outlets have interviewed us on some of the micro-stories, including mentions in newspapers and television.

We generated more interactions; before we began publishing the micro-stories approximately 375,529 users interacted with our content on a monthly basis ( Sep 2016). We have tripled this number, reaching 1,156,259 monthly users by 30 Jun 2017 .