

An introduction to using community and interactive advertising to engage tweens / teens

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Online communities and social media have changed the rules of engagement between brands and teens/tweens, according to a new white paper from community management and moderation company eModeration. The paper - [An introduction to using community and interactive advertising to engage tweens / teens](#) - is the latest in a series of white papers from eModeration, and includes tips and insights for brands who are creating interactive marketing campaigns or online communities aimed at tweens and teens. It examines how groups of teenagers interact with brands (and, importantly, when they reject interaction with brands); what motivates them and what turns them away; and the most important things brands should consider when creating online marketing campaigns.

Brands should consider how this group engages with each other, says the paper, but avoid trying to be a 'cool kid' (the equivalent of 'watching your dad dance at a wedding'). It gives insights into how teens and tweens engage with social media campaigns, cause marketing and aspirational brands (on their own terms); and the importance of 'social currency', peer-to-peer marketing, instant responsiveness and a safe environment.

The paper also gives advice on 'getting it right' with a younger audience, including information on:

- Making sure what you want to achieve is right for this market
- Researching, and listening to feedback from your audience before creating your campaign
- Injecting personality to your brand campaign or community that appeals to this group
- Being credible and creating 'social currency'; and creating value from word-of-mouth marketing
- Interaction and 'social utility'; agility and responsiveness
- Creating a space or campaign that is authentic and multi-sensory
- Not over-branding your campaign, or making the marketing too overt
- Developing a campaign that is useful
- Knowing your niche, and sticking to it
- Considering cause marketing
- Getting language and tone right
- Making your community or campaign safe and avoiding cyberbullying
- Drawing the line between setting boundaries to create a safe environment and one that protects your brand, while allowing freedom of discussion
- Avoiding being intrusive, or communicating over the wrong platform

For more information on creating and managing communities, or moderating interactive brand campaigns, see www.emoderation.com or read eModeration's blog www.blog.emoderation.com].

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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