

Why You Should Better Integrate Emojis in your Social Media Strategy

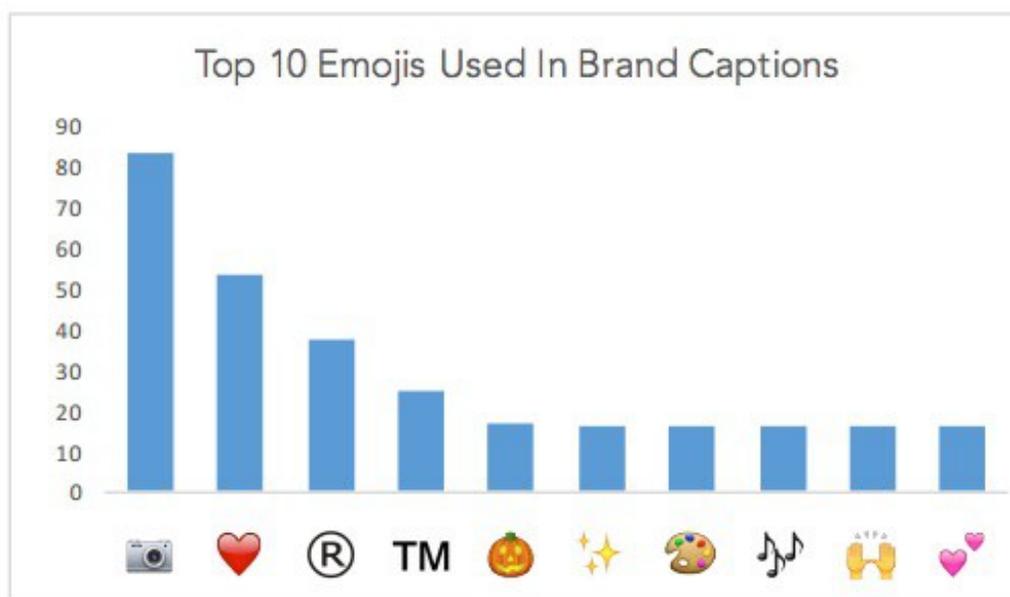
 www.nukesuite.com/emoji-brand-strategy/

A picture is worth a thousand words. No wonder then that emojis are massively used on social networks. If you are still skeptical to use them for your brand, we share below good reasons to say that emoticons can ease conversations with your communities. Ready to feel 😊 by your fans?

Reveal your identity with emojis

The [first trace of smiley in history](#) dates back to 1982 with Scott Fahlman's creation. He describes the series characters “:-)” and “:-(” like **simple symbols to express emotions**.

You've probably heard that [emojis](#), expressing feelings, do not belong in business communications. This is sometimes true, but **their use has been democratised for months** and greatly expanded **in all professional spheres** .



Emojis allow you to **translate to your fans a feeling or emotion**.

Demonstrating a feeling, sharing a value, expressing an opinion: **emojis enhance your brand's message**. You can use them in most cases – See *the Top 10 emojis used by brands*.

We advise all the same to remain cautious and **not going overboard** – *Don't put 4 different emojis in a tweet!*

The brand Missguided is a good example of using emoji on [Twitter](#) & [Instagram](#).

These shoes 😊😊😊😊 [@rachelmccorkell pic.twitter.com/B784R3Fbv8](https://twitter.com/rachelmccorkell/pic.twitter.com/B784R3Fbv8)

— Missguided (@Missguided) 23 Janvier 2016

Emojis are now widely used

Crowned **word of the year 2015** by the very serious [Oxford dictionary](#), **emojis can no more be ignored.**

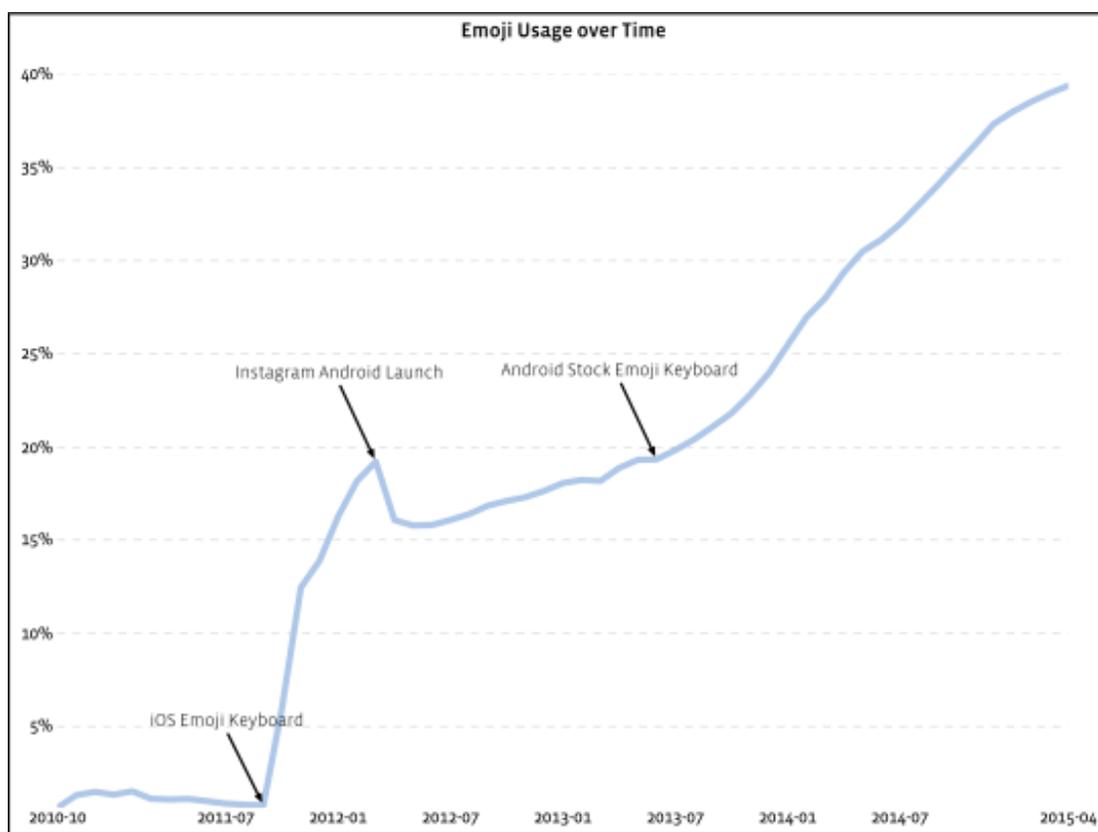
According to an article about [the undeniable influence of the emoji](#), **we exchange 96 emojis per day on average.**

It is now hard to ignore **the emoji dominance in your communication with users**, who use them daily. Up to you to make your brand benefit from it!

Emojis = mobile. And mobile is your priority !

It is obvious that **the mobile explosion has multiplied exchanges including smileys.** SMS, [Instagram](#), WhatsApp, [Snapchat](#): so many services that help to use emojis.

An interesting [study](#) realised by Instagram ingeniors shows clearly **the evolution of symbol usage compared to emoji keyboards release** on iOS and Android.

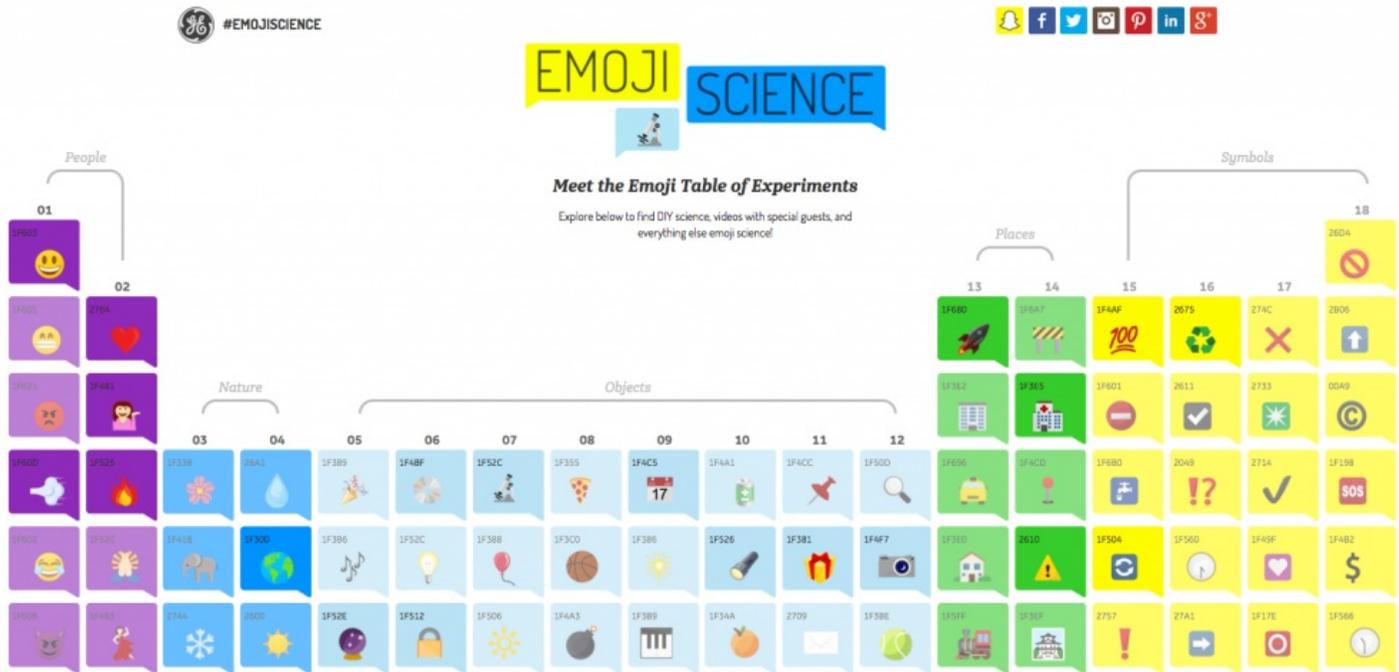


Remind to **formate your publications for mobile**, your followers will love it!

Become more popular using emojis

A [study](#) about over 30 millions tweets and half a million facebook posts establishes **a strong link between**

Even **Goldman Sachs** adopted emojis visual language, to publish a report on the “millenials” way of life, and their consequences on economy. Can't be more serious !



Another exemple **American company GE** developed **a complete website** to create a link between science and expressing feelings icons.

Your brand becomes more human

All means are good to **get you closer to your users**, show them how much they mean to you.

Retweeting a user message or responding to a comment by adding a smiley **definitely shows your proximity and allows you to offer a positive image of your brand**.

| [@acidhunk](#) 😊😊😊 — Wendy's (@Wendys) 7 Juillet 2014

Intelligent usage of yellow-faced symbols helps **boosting your brand's image**.

Highlight calendar and brand events

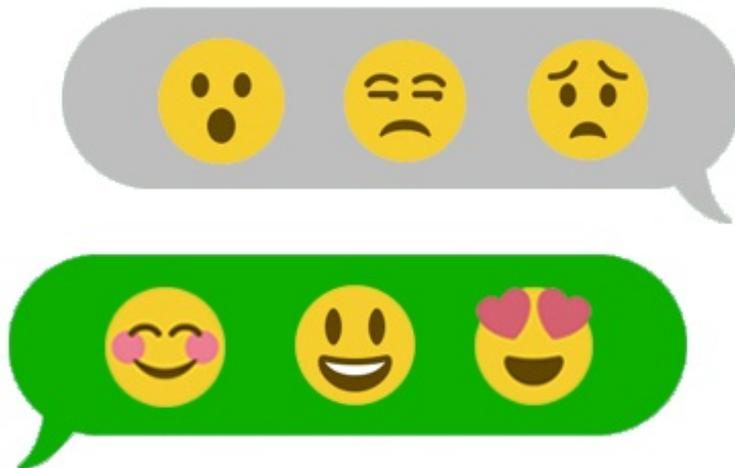
It has become **impossible for a brand not to rely on calendar events**, creating its history throughout the year. Brand anniversary, news, or calendar event (Valentine's day ❤️👩, start of school year 📅, Christmas 🎄, Halloween 🎃, skipping many more ..) are **as many moments that create a link between yourself and your users**.

Emojis can **help you transmitting a message in your communication plan around the event** to ensure maximum impact, on social media and in your newsletter.

| Great Scott! We finally made it to October 21st, 2015 🕒 ⏪🚗🔥🔥🔥 #BackToTheFuture
<https://t.co/B4sMOamqYu> — Spotify (@Spotify) 21 Octobre 2015

Calm criticism with humour

In addition to expressing feelings, the **emoji brings a playful tone** to your discourse.



Answering a negative, or positive, feedback is not always easy. Emojis can, in some situations **allow to lighten the mood**, while maintaining the seriousness of the situation.

Direct messages or comments, are sometimes received different when read. A simple smiley allows **to better convey the message you want to transmit**.

In a more general way, humour can allow you to answer to harsh criticism and should better your brand image.

Emojis are free of use

Why are they so used? The symbol? Simplicity of use? Yes, but not only! The **free usage of the icons of happiness plays a major role in their adoption** on social media.

Each social network, each mobile operating system proposes its version of the icons. With more or less deepness.

It is possible to **access different emojis gallery on various websites**. Among them, [Getemoji](#) or [Emojipedia](#) proposes the variation of every emojis for each social network (Facebook, Twitter, Instagram) and on different smartphones (Apple, Samsung, Google, Microsoft, LG, etc.).

Just go to these sites (we suggest you bookmark them) and **copy paste emojis to use them in your publications and comments**. Let's realise the [perfect tweet!](#)



Emojis influence is no more to be proven. The small yellow icons find their place in the way you shape your discourse for your users. Don't overuse them and adapt their use to your target.

Finally, if you are not convinced you can console yourself with those beautiful [emoji cushions](#) ! 😊

