

Google Glass Could Change the Very Language of Social Media, Says Punch Communications

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London, UK ([rushPRnews](#))
02/21/13 — The news that Google's Glass experiment may finally become a reality could be significant enough to influence the very tone and fabric of the social space, says integrated SEO, PR and [social media agency](#) Punch Communications – and once again brands will need to adapt and evolve to maximise the opportunities presented.

If Google Glass is as successful, and consumer demand as high as anticipated, those that operate a social identity, be they brand or consumer, will have to adapt to ensure they are on message and speaking the right language.

Consumer demand for wearable technology is anticipated to be very high. According to fresh details announced by Google this week, wearers will have a range of science fiction-like options including voice-activated camera and video recording of what the wearer is seeing. Other features include the ability to instantly share and ask questions about what is being viewed, language-translation services, and automated news feed elements such as flight details, time or weather forecasts.

It has long been known that the recipe for success in social media comprises two key ingredients: personalisation and immediacy. The advent of wearable technology marks the further amplification of both, meaning what users are able to share digitally is even more personal and even more immediate than ever before. As with all technological evolution, once the standard has been set, anything that fails to reach that level will quickly become obsolete. Social media owners, including brands, will have to consider whether their profiles meet the grade and if not, the steps required to ensure they do.

Pete Goold, MD at Punch Communications said: “The B2C relationship within social media still follows the supply-demand economic model and there is little reason to see that changing. As a result, as consumer demand changes, so too must the supply. It’s conceivable that as society moves increasingly to adopt wearable technology, the key benefits of immediacy and increased personalisation will become minimum expectations for consumers.”

Just as brands had to evolve the tone and language of their B2C interactions when transitioning from old to new media, so too must they recognise the revised demands of a wearable technology age. Pete Goold concluded: “The language, tone and expectation of consumers is likely to be heightened, demanding greater personalisation and immediacy – and brands will have to ensure their social media identities evolve to supply the necessary environment”.

Punch specialises in providing services usually offered separately by a [PR company](#) or social media and [SEO agencies](#). For further information, please contact Punch Communications on +44 (0)1858 411600 or visit www.punchcomms.com

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