

Social Media:

Just because you use it
doesn't mean they'll come

by: Misty Montano
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Social Media Explained With



I Like Beer



I'm drinking #Beer



Drinking Beer is one of my skills



Here is a board of pictures of Beer



Here is a vintage photo of me drinking Beer



This is a Hangout for those who drink Beer



This is where I drink Beer....a lot



I'm listening to a song about Beer



Watch this video of me drinking Beer



Here's a GIF of someone drinking Beer



This is a 6 second looped video of me drinking Beer



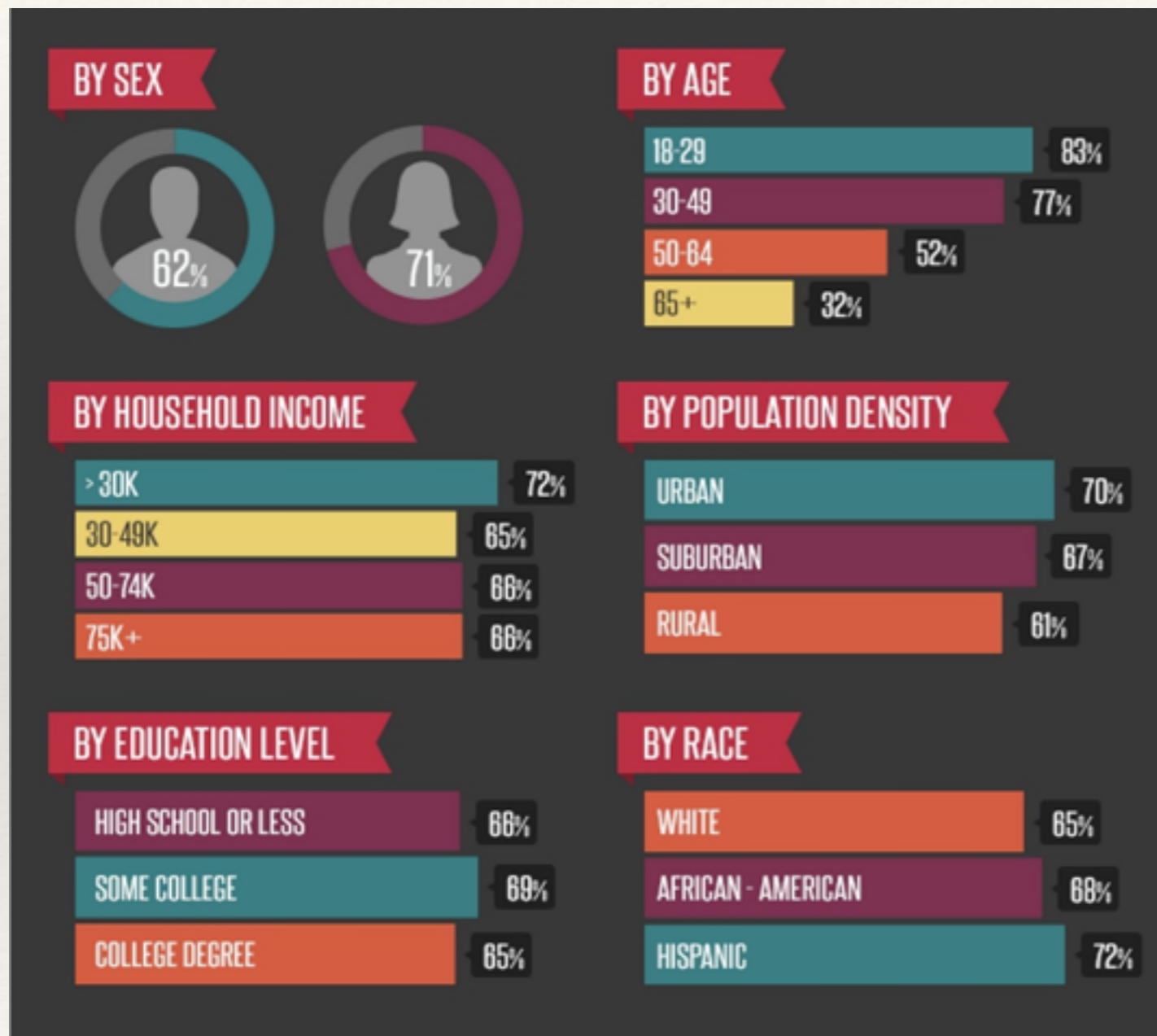
Infographic made by
JBERTHO.COM



Why they may not engage

- ❖ Message & audience don't fit
- ❖ Content is boring
- ❖ Facebook changes
- ❖ Not a good mobile experience

Find your audience



Use FREE resources

Sign up for emails

RSS Feeds





Google Alerts

- ❖ Pew Research Center
- ❖ MC Marketing Charts
- ❖ eMarketer
- ❖ Mashable
- ❖ Social Media Examiner
- ❖ Mediabristo
- ❖ Nielsen
- ❖ Hubspot
- ❖ Digital Marketing Ramblings

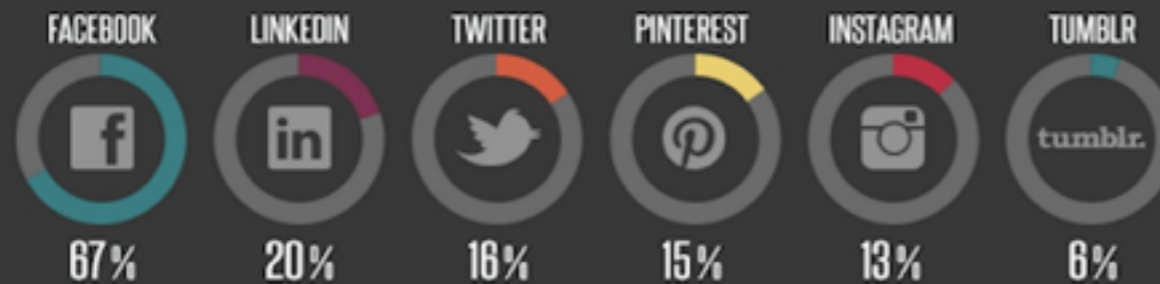
by Docstoc using Pew Research Center

Find your audience

WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?

-  **PINTEREST:** Rural residents, women, whites, some level of college education or higher, middle to higher income
-  **INSTAGRAM:** African-Americans, Hispanics, urban residents, 18-29 year olds, women
-  **FACEBOOK:** Women, 18-29 year olds
-  **TWITTER:** 18-29 year olds, African-Americans, urban residents

WHICH SOCIAL MEDIA SITES DO ONLINE ADULTS USE?



INTERESTING FACTS ABOUT AGE AND SOCIAL MEDIA

- Unsurprisingly, stratification of age in social media use has remained the same since 2005: there has consistently been higher social networking usage amongst the youngest demographic (18-29 year olds), and less usage as age increases
- Although 18-29 year olds have always maintained the highest percentage of social media usage, their overall usage dropped for the first recorded time in December 2012, from 92% to 83%—their lowest recorded usage in over two years.
- While every demographic dropped its social media usage in December 2012, the only age demographic that increased its usage during that period was 30-49 year olds, who increased from 73% to 77%

Key take aways: Demographics

- ❖ Gender
- ❖ Age
- ❖ Race
- ❖ Geography

Find your audience

START UP WITH SOCIAL MEDIA

Facebook

One of the most powerful social networks with over 700 million active monthly users. It became the most commonly used tool to interact with customers and organize promotional events.

Twitter

A fast and simple to use communicator which became an extremely popular marketing tool. Keywords targeting enables to reach easily appropriate groups of Twitter users and interact with them.

Instagram

Instagram is powerful tool for building a brand's marketing strategy. Instagram enables real-time communication with users and quick response to trending topics



Pinterest

A relatively new, fast-growing visual discovery tool. It's used to share inspirational materials and promote online businesses.

LinkedIn

Business-oriented social networking service, connecting users from more than 200 different countries and territories. It's a place to find new customers, co-founders, partners and other professionals ready to help to improve your business.

YouTube

The 3rd biggest social network after Facebook and Google+. By uploading videos it's possible to connect with customers from all over the world.

Key take aways:

Which networks?

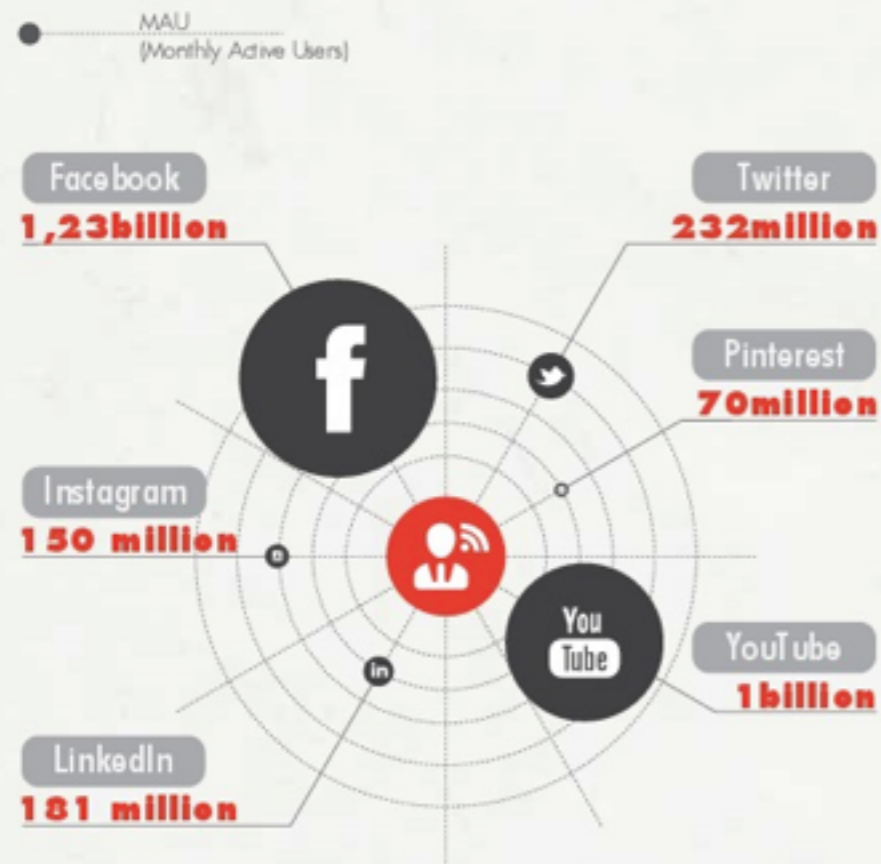
- ❖ It's not all about Facebook and Twitter
- ❖ How are social networks used?
- ❖ What works best on each social network?
- ❖ Your message may be better suited on another network
- ❖ Your message may work on multiple networks

Find your audience

Key take away: Mobile Use

SOCIAL MEDIA USERS

Active Monthly Users of the most popular Social Networking Platforms (multiple sources cited)



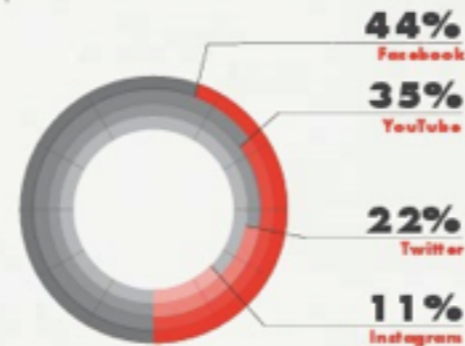
ACTIVE USAGE BY REGION

Active Usage of Top Social Platforms, by Region. (Q4 2013)



MOST-USED SMARTPHONE APPS

% of global smartphone users in the second quarter of 2013



Social Networking on Mobile Phones

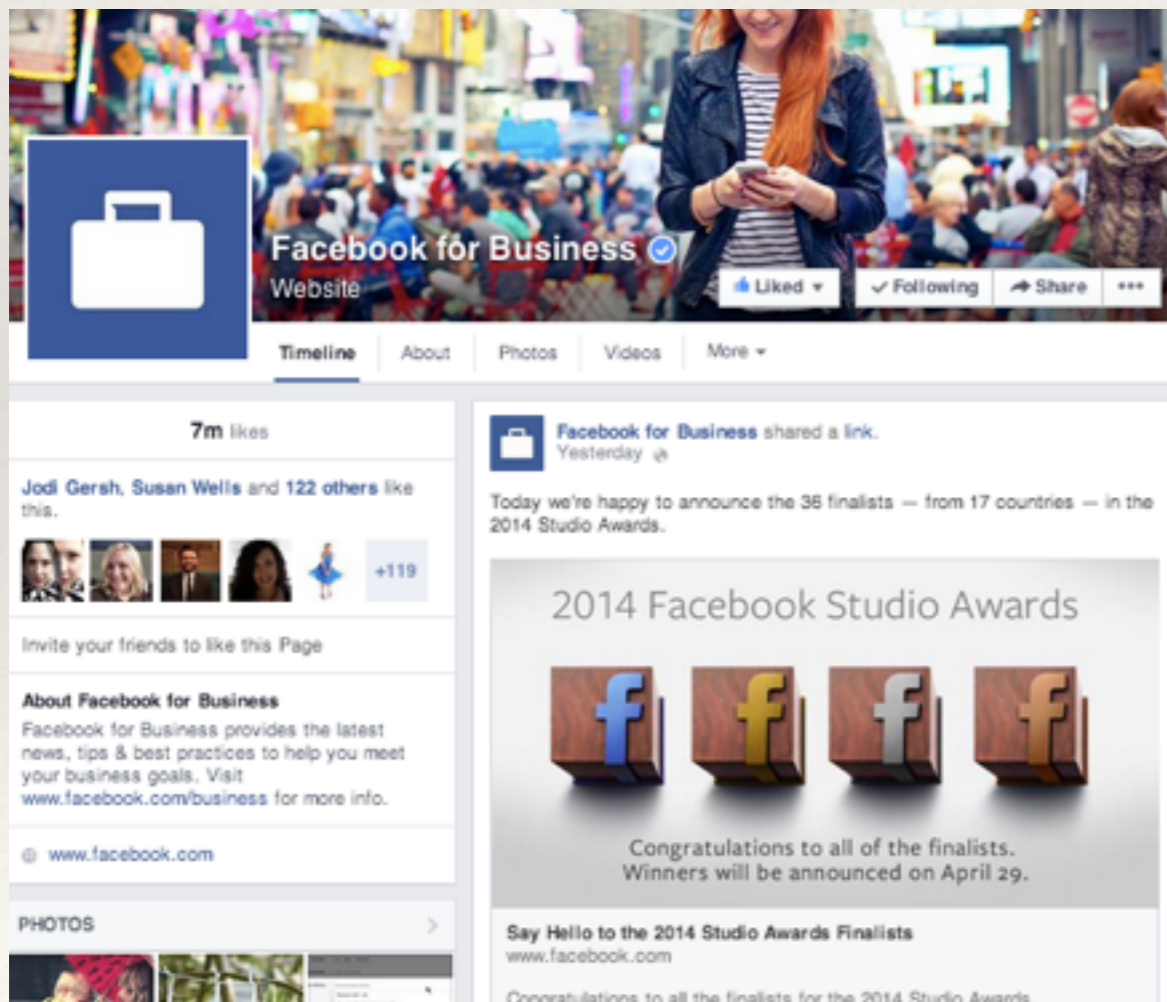
% of cell phone owners who use a social networking site on their phone

	All cell phone owners (n=1,954)	40%
a	Men (n=895)	39
b	Women (n=1,059)	41
Age		
a	18-29 (n=340)	67 ^{bcd}
b	30-49 (n=562)	50 ^{cd}
c	50-64 (n=587)	18 ^d
d	65+ (n=429)	5
Race/ethnicity		
a	White, Non-Hispanic (n=1,404)	36
b	Black, Non-Hispanic (n=234)	48 ^a
c	Hispanic (n=180)	49 ^a
Annual household income		
a	Less than \$30,000/yr (n=447)	38
b	\$30,000-\$49,999 (n=316)	40
c	\$50,000-\$74,999 (n=272)	48 ^a
d	\$75,000+ (n=538)	45 ^a
Education level		
a	No high school diploma (n=156)	33
b	High school grad (n=542)	37
c	Some College (n=490)	42 ^a
d	College + (n=752)	43 ^{ab}



Find your audience: Facebook

- ❖ Don't trust Facebook - keep up on changes
- ❖ New look for Facebook pages coming
- ❖ Facebook Insights
- ❖ Targeted posting
- ❖ Scheduling ability
- ❖ Boosted posts & paid ads
- ❖ Owns Instagram



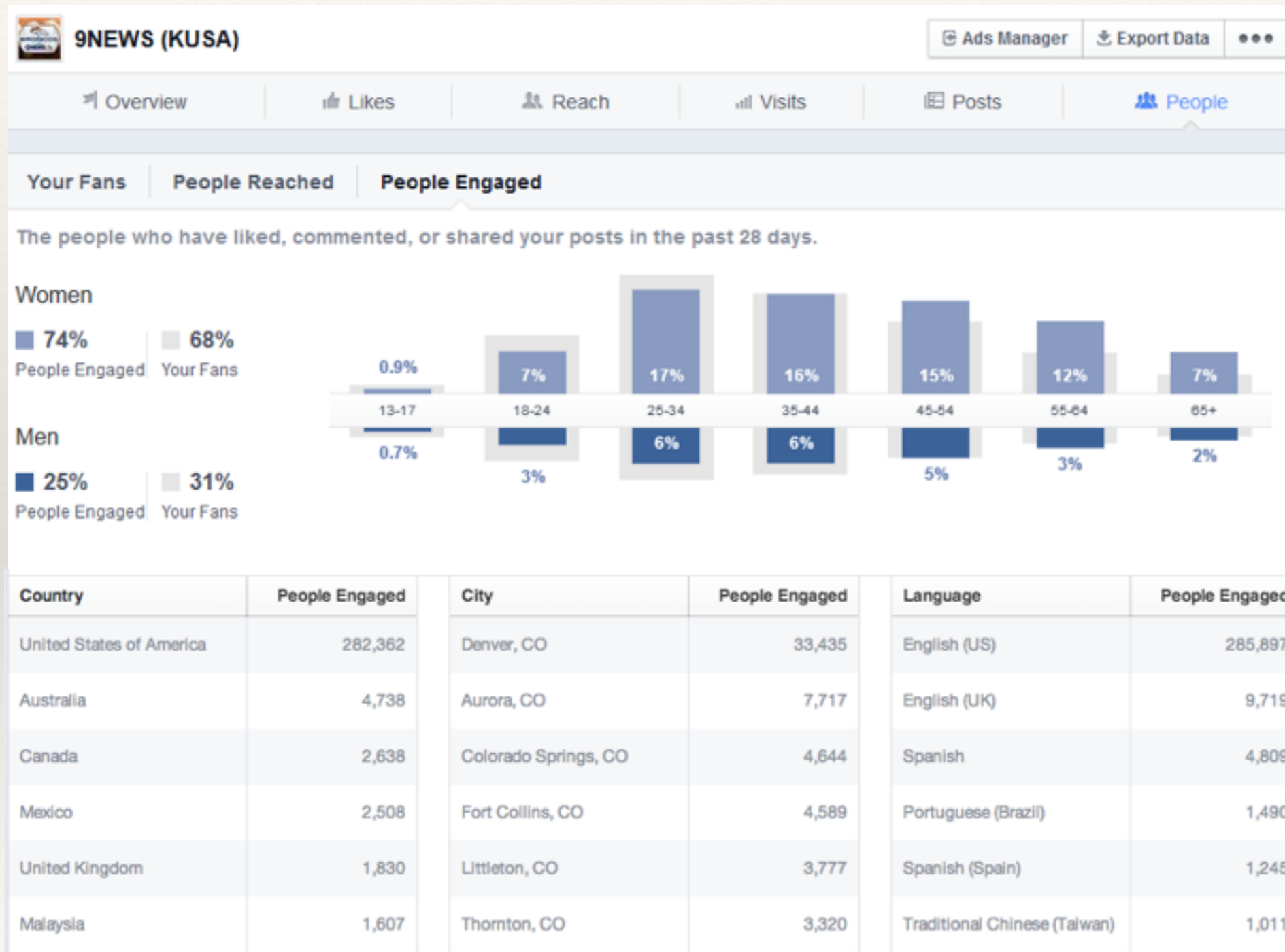
Facebook users

Among online adults, the % who use Facebook

	Use Facebook
All internet users (n= 1,445)	71%
a Men (n= 734)	66
b Women (n= 711)	76 ^a
a White, Non-Hispanic (n= 1,025)	71
b Black, Non-Hispanic (n= 138)	76
c Hispanic (n= 169)	73
a 18-29 (n= 267)	84 ^{cd}
b 30-49 (n= 473)	79 ^{cd}
c 50-64 (n= 401)	60 ^d
d 65+ (n= 278)	45
a High school grad or less (n= 385)	71
b Some college (n= 433)	75 ^c
c College+ (n= 619)	68
a Less than \$30,000/yr (n= 328)	76 ^d
b \$30,000-\$49,999 (n= 259)	76
c \$50,000-\$74,999 (n= 187)	68
d \$75,000+ (n= 486)	69
a Urban (n= 479)	75
b Suburban (n= 700)	69
c Rural (n= 266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16,

Find your audience

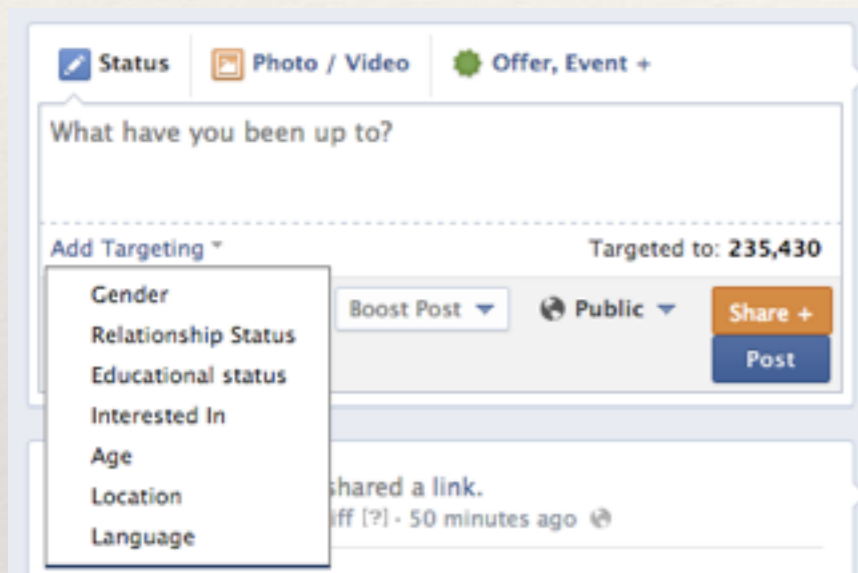


Facebook Insights

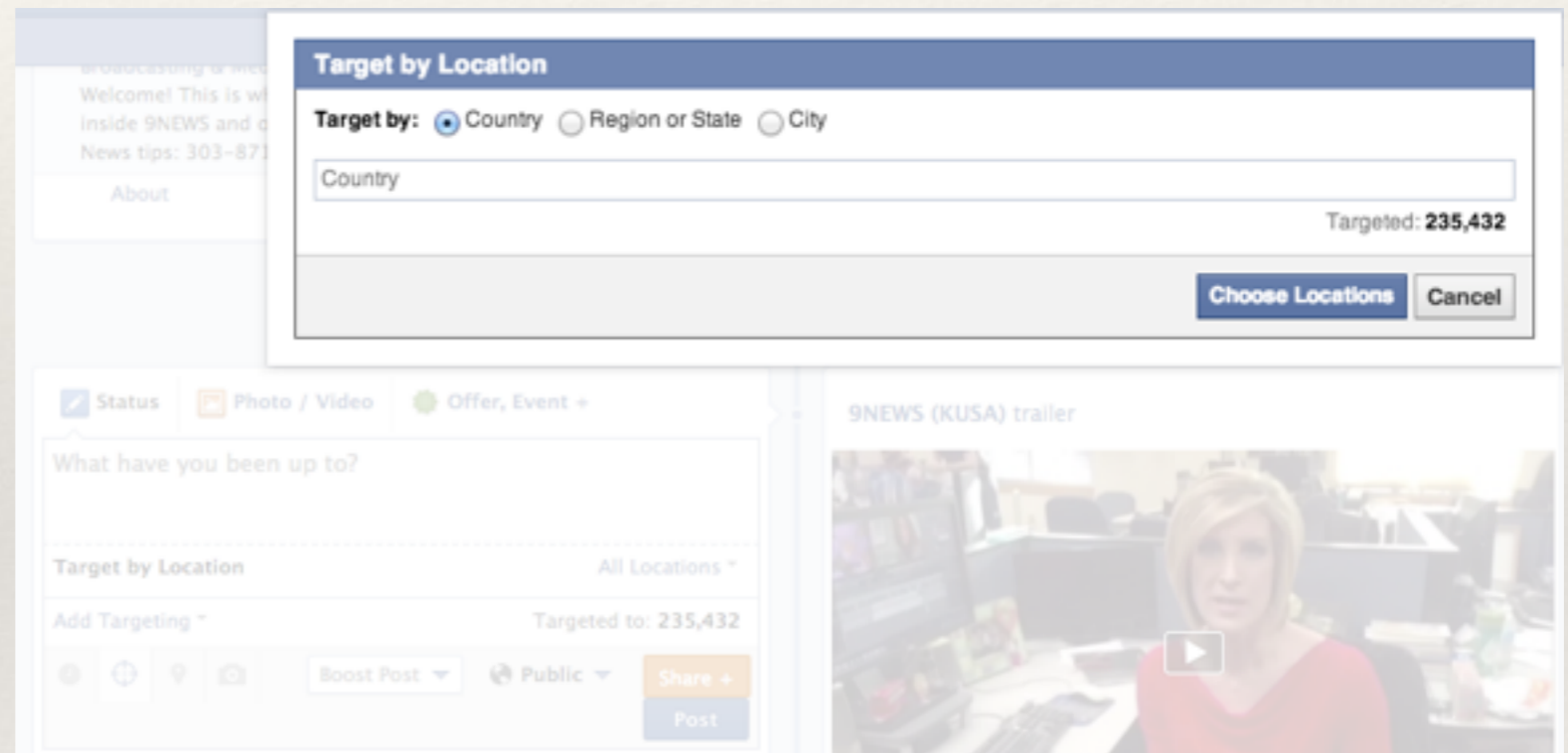
- ❖ Check the pages of other organizations in your community to get an idea of community use of Facebook

Find your audience

Facebook targeting



This screenshot shows the Facebook targeting interface. At the top, there are options for 'Status', 'Photo / Video', and 'Offer, Event +'. Below this is a text input field with the placeholder 'What have you been up to?'. A dashed line separates this from the targeting section, which includes an 'Add Targeting' dropdown and a 'Targeted to: 235,430' counter. A list of targeting categories is shown in a dropdown menu: Gender, Relationship Status, Educational status, Interested In, Age, Location, and Language. To the right of the list are buttons for 'Boost Post', 'Public', 'Share +', and 'Post'.



This screenshot shows a 'Target by Location' dialog box overlaid on a Facebook post. The dialog has a title bar 'Target by Location' and three radio buttons: 'Country' (selected), 'Region or State', and 'City'. Below these is a text input field labeled 'Country'. To the right of the input field, it says 'Targeted: 235,432'. At the bottom of the dialog are two buttons: 'Choose Locations' and 'Cancel'. The background shows a Facebook post with a video player for '9NEWS (KUSA) trailer' and the same targeting options as the first screenshot.

Find your audience: LinkedIn

- ❖ **56% Men, 44% Women**
- ❖ **Preferred for professional social media activities like client relationships, building brand identity, professional knowledge**
- ❖ **Establish a Company page**
- ❖ **Network your current supporters, board, staff, volunteers, donors**
- ❖ **Market your page just like any other social network**
- ❖ **nonprofit.linkedin.com**

BENEFIT: reach a larger network of potential donors



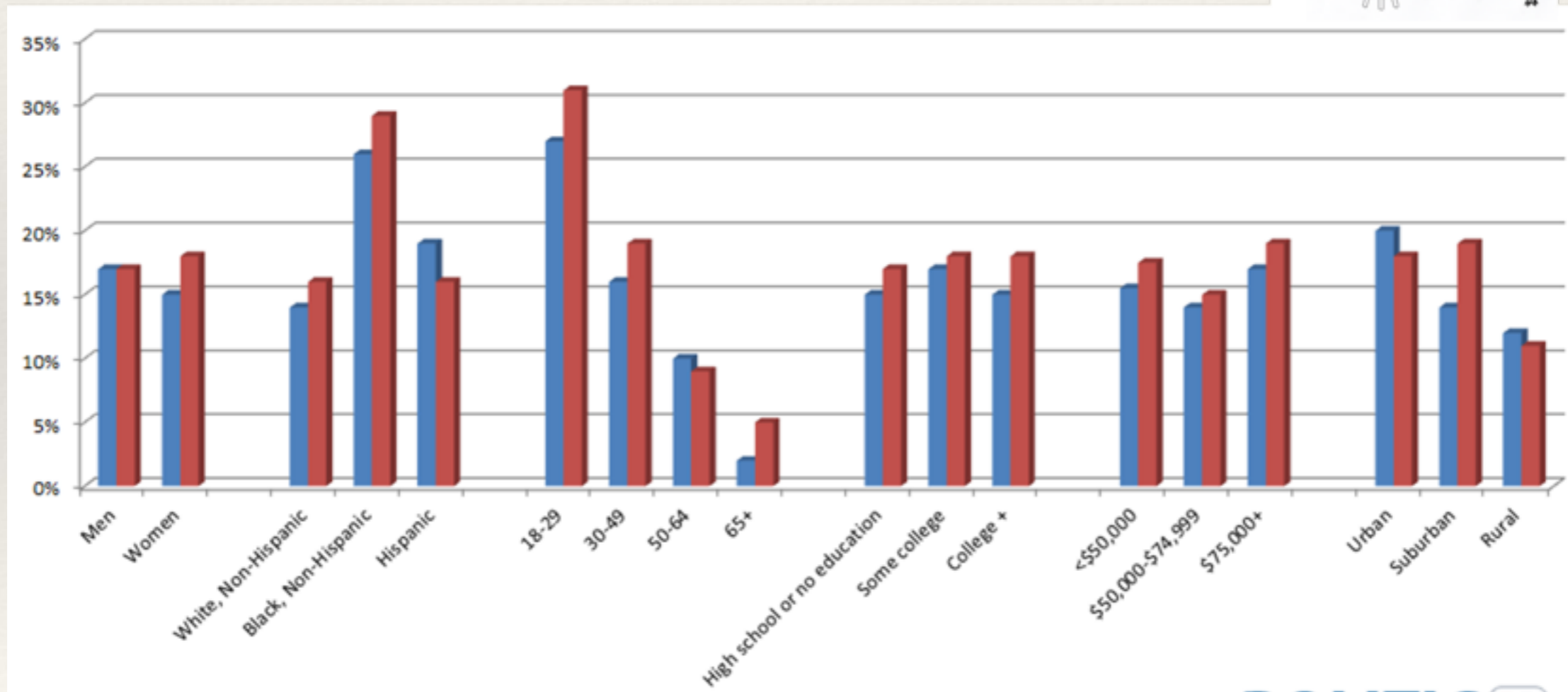
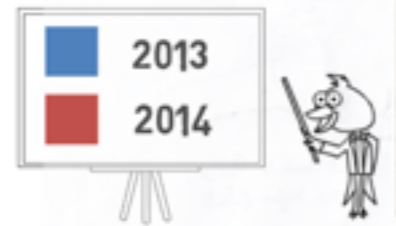
LinkedIn April 18, 2014

Find your audience: Twitter



DEMOGRAPHICS

Among online adults, the percent who use Twitter



Source: Pew Research

Find your audience: Twitter

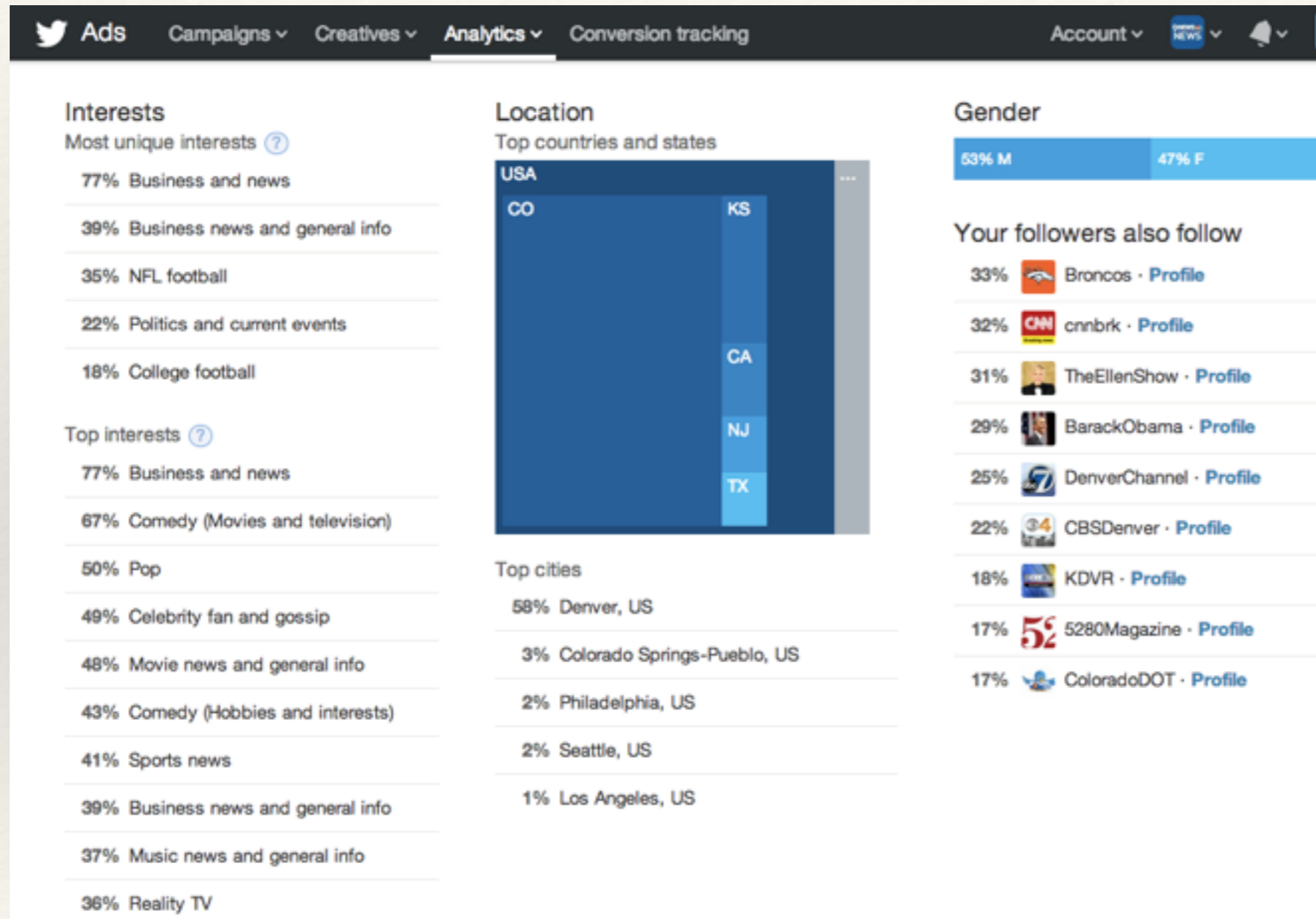
- ❖ Teens - 50% crossover with Instagram
- ❖ News & Breaking News
- ❖ Emergency Communication

- ❖ Twitter app allows up to 4 images in one tweet
- ❖ Twitter app allows tagging photos

- ❖ New Profile look
- ❖ Allows pinned tweets
- ❖ Your best tweets are highlighted
- ❖ Header photo: 1500p x 500p, 5MB max
- ❖ Profile photo: 400p x 400p, 2MB max
- ❖ Background being phased out

- ❖ ads.twitter.com
- ❖ Analytics
- ❖ Paid twitter - campaigns, paid tweets

Find your audience









Twitter Analytics

- ❖ ads.twitter.com
- ❖ tweetstats.com
- ❖ simplymeasured.com
- ❖ twitonomy.com
- ❖ tweetreach.com
- ❖ tweepi.com
- ❖ managefitter.com
- ❖ tweriod.com

Find your audience: Pinterest

TOP categories of activity by Network

	PINTEREST	FACEBOOK	TWITTER
 COOKING & DINING	66%	36%	42%
 DIY & CRAFTS	63%	29%	34%
 HEALTH INFO	59%	44%	51%
 FUNNY & HUMAN INTEREST	51%	36%	46%
 FASHION & BEAUTY	45%	19%	30%
 TECH	33%	31%	44%

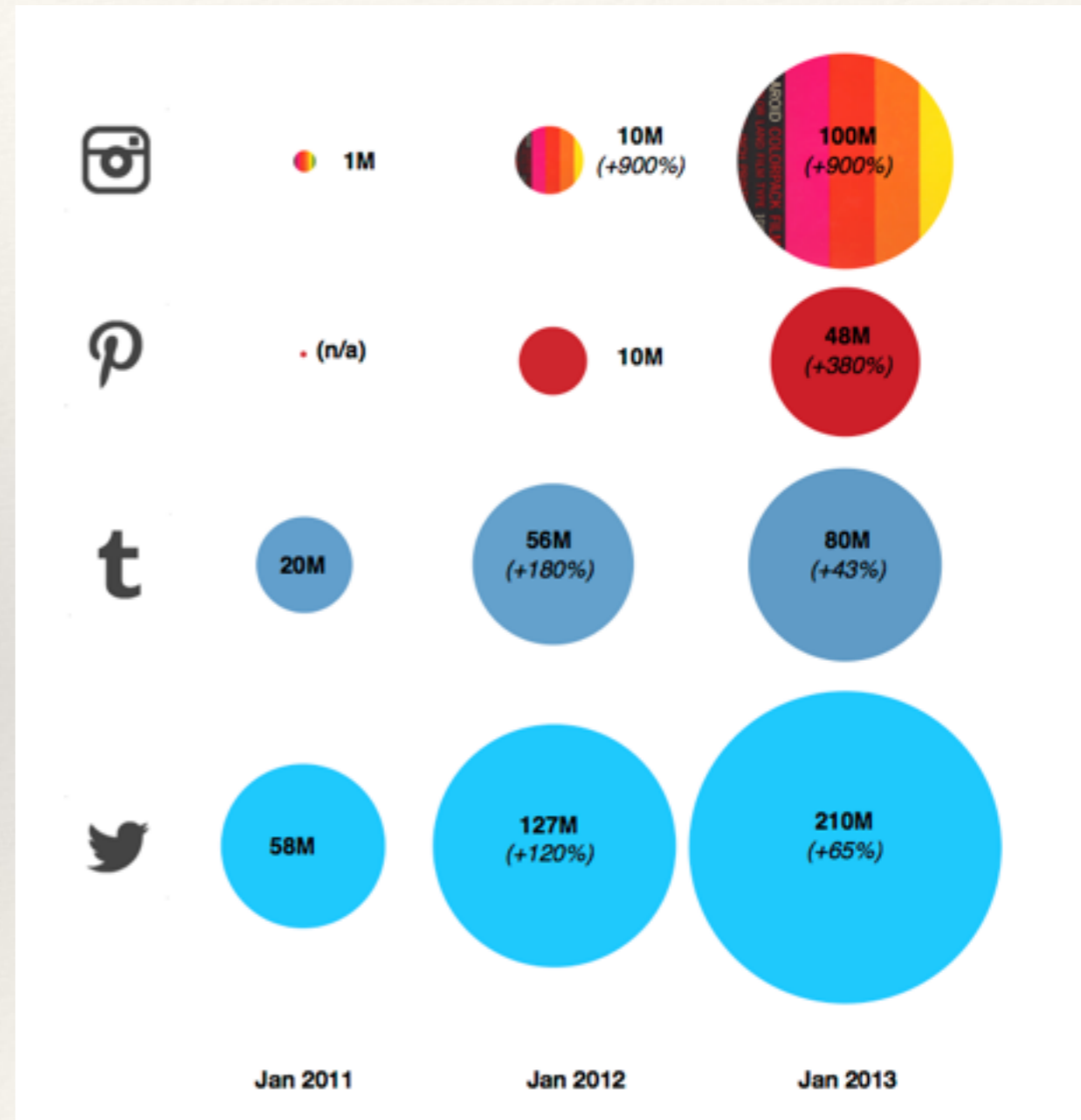
- ❖ Pinterest for business pages
- ❖ 81% of US women online trust Pinterest as a reliable source for information and advice
- ❖ Can track what's been pinned from your website
- ❖ 75% Pinterest is from mobile
- ❖ Infographics
- ❖ All about the visual - need the images on your website to drive the appeal to pin
- ❖ Pinterest activity peaks at 9 p.m.

From 60secondmarketer.com, Omnicore & Pew Research Center

Infographic: 30 reasons why Pinterest will rule social media in 2014, published Jan. 1, 2014

Find your audience: Instagram

- ❖ Visual
- ❖ 200 million monthly users
- ❖ 20 billion photos shared
- ❖ 1.6 billion likes daily
- ❖ 60 million photos per day
- ❖ Women
- ❖ Teen
- ❖ 15 seconds of video
- ❖ Easy to share with other social networks
- ❖ Not shareable within Instagram
- ❖ Appeals to the artist, foodie, selfie, in all of us
- ❖ The only social network I personally connect with other social networks for sharing same content



You may need to try something new

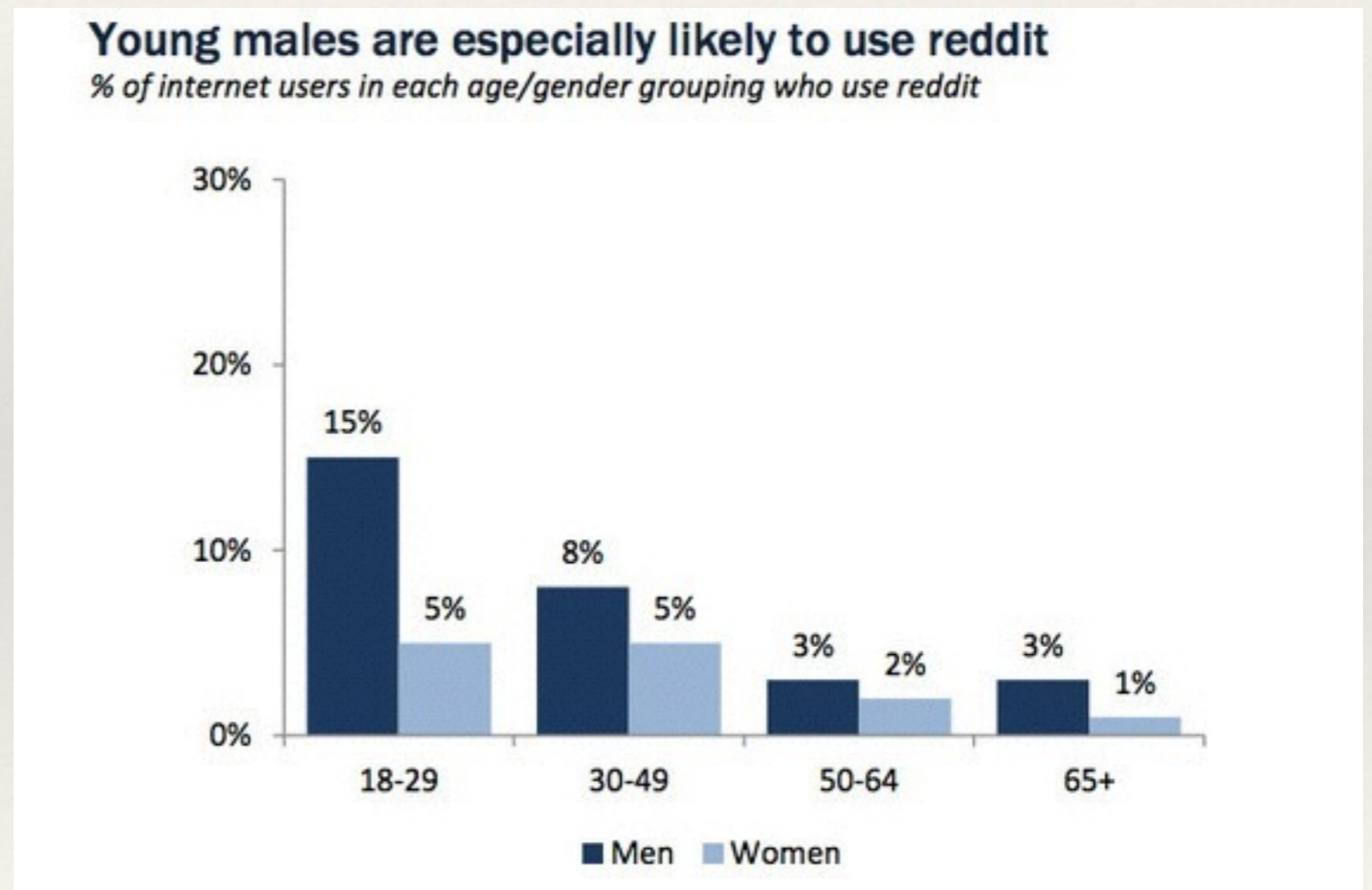
Reddit Ask Me Anything

AMAs should be about:

- ❖ Something uncommon that plays a central role in your life, or
- ❖ A truly interesting and unique event.

All AMAs require proof.

- ❖ Proof should be included in the text of the post when you start your AMA. If it must remain confidential, you can message it to the moderators and we can verify you.



Pew Research Center - July 2013

You may need to try something new

Follow us on Twitter! @reddit_AMA | Please check out our Rules and FAQs.

2587 IAmA: Matt Murray, Chief of Staff for the Denver (Colorado, USA) Police. I'm here with DPD Sgt. Howard, an expert on Marijuana policy, to talk to you about current Marijuana legislation in Colorado. AMA about our Marijuana policies! [Serious] (self.IAmA)
submitted 8 months ago by DenverPolice

We will be answering any of your [Serious], respectful questions concerning Marijuana policy and enforcement. Any questions not regarding current Colorado Marijuana questions will **NOT** be answered at this time (though we may do more AMA's in the future if there is a desire for it. PM us and let us know).

We will answer from 13:00 - 14:00 hrs MST in the order we see the questions.

You can always follow us on [Twitter](#) for live, up-to-date information on what we're up to in Denver, as well as ask us questions (although this is a *much* better forum in which to answer you).

NOTE - Amend. 64 is new law and is not as settled as many believe. The state legislature and county/municipal governments are still writing policy/law. If you ask a question that isn't settled, we will tell you. We are not "ducking" questions - just keeping it honest.

PROOF: We're posting a link on our [Twitter Feed](#) to this AMA.

Ask Us Anything!

1353 comments share hootsuite

search reddit

this post was submitted on 26 Aug 2013

2,587 points (61% like it)

7,112 upvotes 4,525 downvotes

shortlink: <http://redd.it/114nuv>

username password
 remember me [reset password](#) [login](#)

IAmA

[unsubscribe](#) 5,312,225 readers

5,203 users here now

AMAs should be about:

- Something uncommon that plays a central role in your life, or
- A truly interesting and unique event.
- Explanation and examples of this rule can be found here

All AMAs require proof.

- Proof should be included in the text of the post when you start your AMA. If it must remain confidential, you can [message it to the moderators](#) and we can verify you.

top 200 comments show 500

sorted by: [best](#)

[\[-\] fuckthewhatfuck](#) 310 points 7 months ago

Amendment 64 reads:

NOTWITHSTANDING ANY OTHER PROVISION OF LAW, THE FOLLOWING ACTS ARE NOT UNLAWFUL AND SHALL NOT BE AN OFFENSE UNDER COLORADO LAW OR THE LAW OF ANY LOCALITY WITHIN COLORADO OR BE A BASIS FOR SEIZURE OR FORFEITURE OF ASSETS UNDER COLORADO LAW FOR PERSONS TWENTY-ONE YEARS OF AGE OR OLDER: (a) **POSSESSING**, USING, DISPLAYING, **PURCHASING**, OR TRANSPORTING MARIJUANA ACCESSORIES OR ONE OUNCE OR LESS OF MARIJUANA.

Reddit: young men, Ask Me Anything

Tumblr: 6% adults, can build entire website

G+: SEO, most everyone has Google accounts

OTHER

Pinterest: visual, 15% adults, mostly women

LinkedIn: adult men, businesses, fundraising, networking

Twitter: growing in teens, photos, Vine, emergencies

Instagram: photos / 15sec videos, shareable w / other networks but not within itself

Facebook: 67% adults; text, links, photos, videos, best integration with Instagram

YouTube: 2nd largest social network,

Content

articles? blogs? photos / images? videos?

Audience

moms? age? gender?

Message

general? specific?

Goal

awareness? action?
fundraiser?

Grow your tree

Facebook changes

•Calls to Action – Yes on Twitter, strategically, less obvious for Facebook

**Aug. 2013
Facebook
announced it
will show more
high quality
content in News
Feeds “so they
don’t miss the
stories that are
important to
them.**

How do we find “high quality content”?

While the goal of News Feed is to show high quality posts to people, we wanted to better understand what high quality means. To do this we decided to develop a new algorithm to factor into News Feed. To develop it, we first surveyed thousands of people to understand what factors make posts from Pages high quality. Some of the questions we asked included:

- Is this timely and relevant content?
- Is this content from a source you would trust?
- Would you share it with friends or recommend it to others?
- Is the content genuinely interesting to you or is it trying to game News Feed distribution? (e.g., asking for people to like the content)
- Would you call this a low quality post or meme?
- Would you complain about seeing this content in your News Feed?

Facebook changes

- ❖ **Jan 21 announcement from Facebook:**
- ❖ Facebook users engage with text only content from their friends, but not from pages.
- ❖ Algorithm is now adjusted to give less “life” to a text only post
- ❖ Algorithm is giving more weight to visual posts – *this doesn't mean photos are the best option*
- ❖ **April 10 announcement from Facebook: Cleaning Up News Feed Spam**
- ❖ Like-baiting - de-emphasizing continual calls to action
- ❖ Frequently circulated content - de-emphasizing viral posts
- ❖ Spammy Links - manipulated links to make people click

Facebook changes

7 tips to gain reach instead of losing it

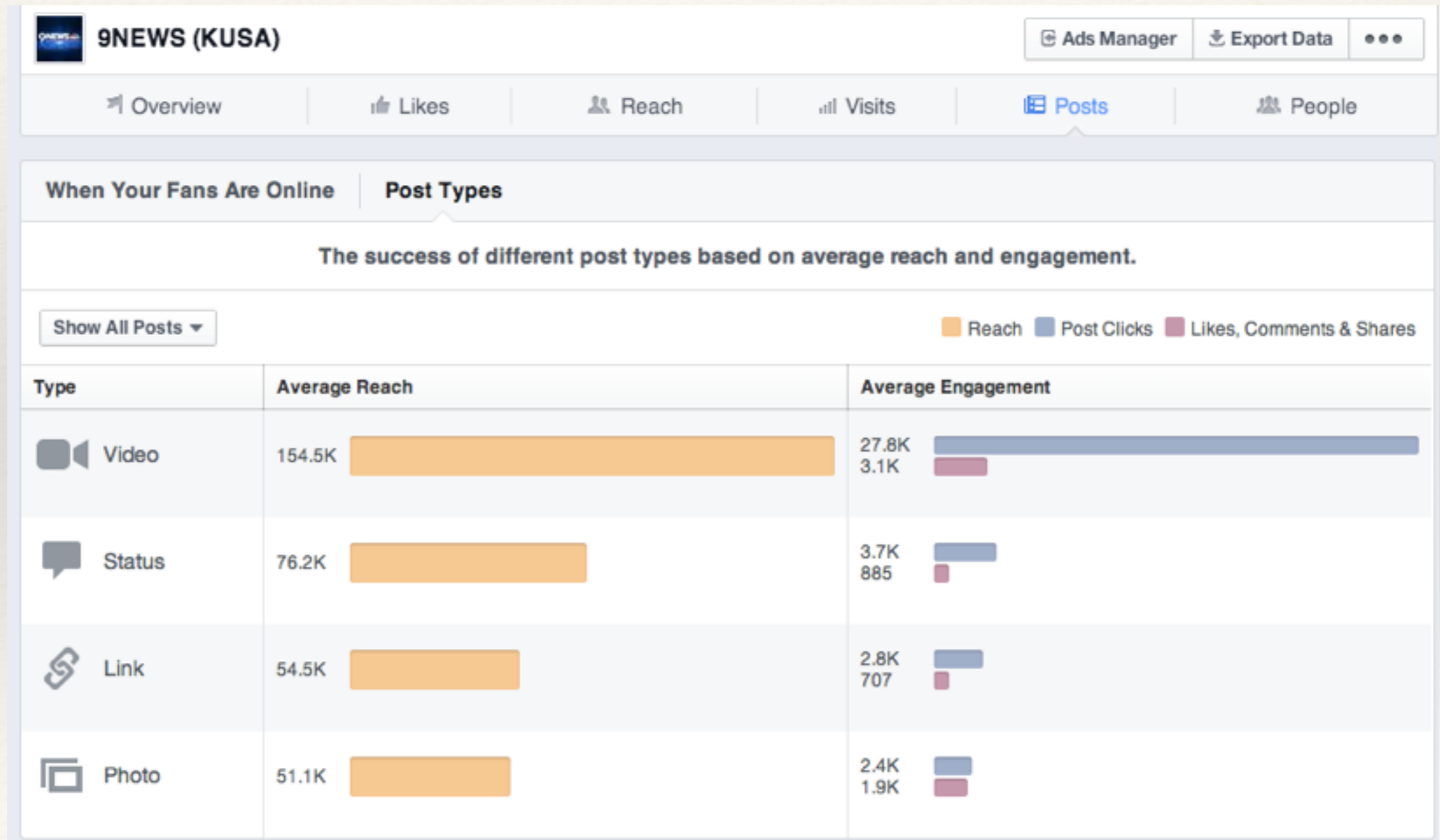
The pages that were least impacted by the changes tended to **focus on avoiding meme content**, as well as **avoiding frequent use of calls to action**. Facebook is attempting to decrease these types of tactics in the news feed. Pages that have heavily used these tactics in the past may be more severely punished.

Facebook has said (and always maintained) *that it is ideal to structure your content in the most logical way*. Stories that include links should be posted as links. Many page admins like to include links within the descriptions of photos, however this is against Facebook's general wishes. We always suggest to deliver your content in the best way for your audience to actually consume it.

1. Focus, focus, **focus on engagement**.
2. Study, analyze, and understand **why your fans click the like button** for your content.
3. *Avoid overusing strong calls to action.*
4. *Avoid using memes.*
5. Analyze outbound links to determine **which source is the most well received**.
6. **Increase post frequency**.
7. *Test different times of day for different types of content (e.g. news stories in the morning and product promotions in the evenings).*

Facebook changes

What to Post



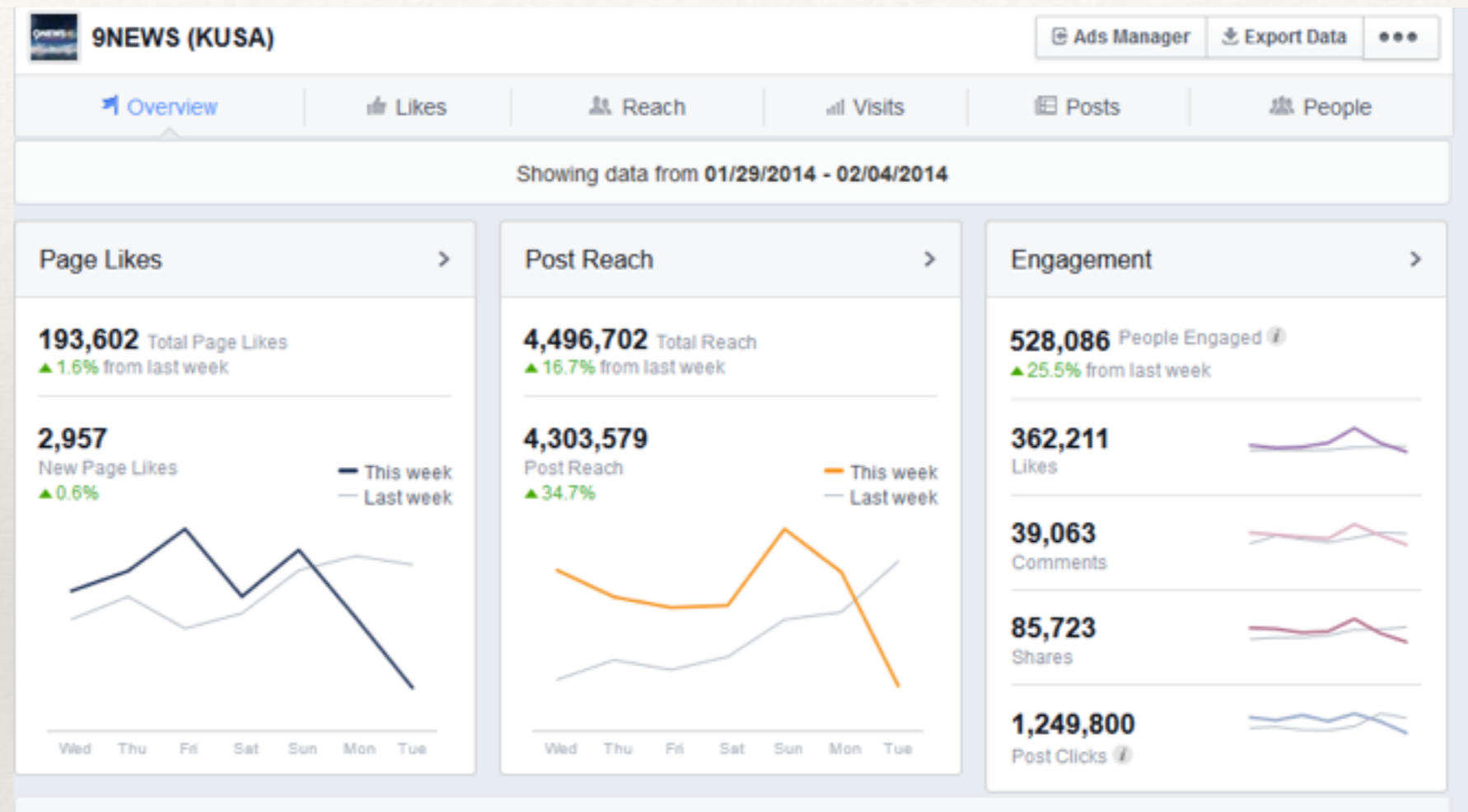
Manage & Measure

Use Management Tools to Measure

- ❖ Facebook: scheduling, targeting, insights, pay options
- ❖ Twitter: analytics, paid ads & campaigns
- ❖ Tweetdeck: manage multiple twitter accounts
- ❖ Hootsuite: free or paid, best times to post, variety of apps, analytics: clicks, engagement, reach
- ❖ Buffer: paid, best times to post, variety of apps,
- ❖ Sproutsocial: paid, analytics, engagement, key word monitoring

Manage & Measure

- ❖ Track REACH of each post
- ❖ See what posts do best for you
- ❖ Learn demographics of users
- ❖ Find out what time and days your users are on Facebook



Manage & Measure

ads.twitter.com

Twitter Ads interface showing analytics for tweet activity.

Navigation: Ads, Campaigns, Creatives, Analytics, Conversion tracking. Account, on9NEWS, notifications, share icons.

Tweet activity

Download CSV

Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)

7,165 mentions
3,823 follows
1,072 unfollows

RECENT TWEETS

SHOW: BEST GOOD ALL FAVES RETWEETS REPLIES


Tweet Content	Faves	Retweets	Replies
Kids caught distributing pot in school on9news.tv/1jBK9ON 80 clicks #9NEWS 30 minutes ago	0	4	0
How are your #allergies treating you today? Supposedly, tomorrow's are going to be even worse: on9news.tv/1tBO9XI 11 clicks 50 minutes ago	3	1	5
James Holmes' attorneys appeal sanity exam order on9news.tv/1IFFq1g 19 clicks #9NEWS 1 hour ago	1	2	0
Alleged assault results in hours-long standoff on9news.tv/1f6zM9O 19 clicks #9NEWS 1 hour ago	0	1	0
RT @abolton9news: Police: hunters kill a motorcyclist while trying to retrieve a dead elk: on9news.tv/PtKMIh 75 clicks 2 hours ago	0	1	1
DIA sees big drop in domestic fares #9NEWSBusiness on9news.tv/1ifDOHE 50 clicks 2 hours ago	2	1	0
Charges filed in fatal Denver hit-run collision on9news.tv/1fpUKep 28 clicks #9NEWS 3 hours ago	1	0	0

Manage & Measure

simplereach.com

Free Social Media Analytics in Excel & On The Web

Try one of our free reports to analyze your brand across Twitter, Facebook, Google+ and more. Get loads of beautiful data for free with a Tweet or Share.



Freebie

Free Twitter Follower Report

Freebie

Free Twitter Customer Service Analysis

Freebie

Free Facebook Fan Page Report

Freebie

Free Facebook Content Analysis

Freebie

Free Facebook Competitive Analysis Report

Freebie

Free Facebook Insights Report

Freebie

Free Social Traffic Report

Freebie

Free Traffic Source Analysis

Freebie

Free Instagram User Report

Coming Soon

Freebie

Free Pinterest User Report

Freebie

Free Google+ Page Report

Freebie

Free LinkedIn Company Analysis

Freebie

Free Vine Tweet Analysis

Social Media:

Just because you use it
doesn't mean they'll come

by: Misty Montano
@MistyMontano
