The image features a light beige background with a complex network of thin, dark lines forming various geometric shapes, primarily triangles and polygons, some of which are nested or overlapping. A central white rectangular box with a thin green border contains the text. Two thick, dark horizontal bars are positioned on the left and right sides of the box, partially overlapping its edges.

Effective Use of Social Media

Goals

- Know your audience and where the social platforms they use
- How often should you post
- How to grow your social media following
- How to measure the effectiveness of your social media

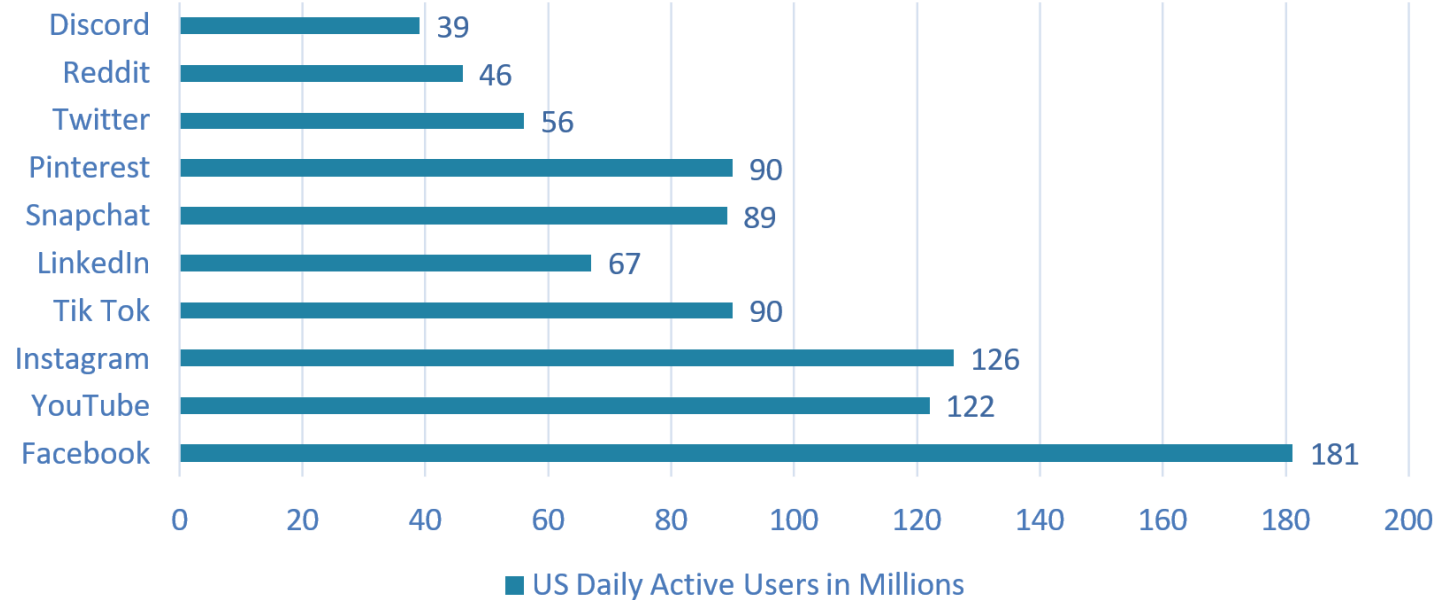
WHY USE SOCIAL MEDIA?

1. The average social media user spends 2h 27m on social media every day
2. They use 7.5 different social media sites every day

KNOW YOUR AUDIENCE

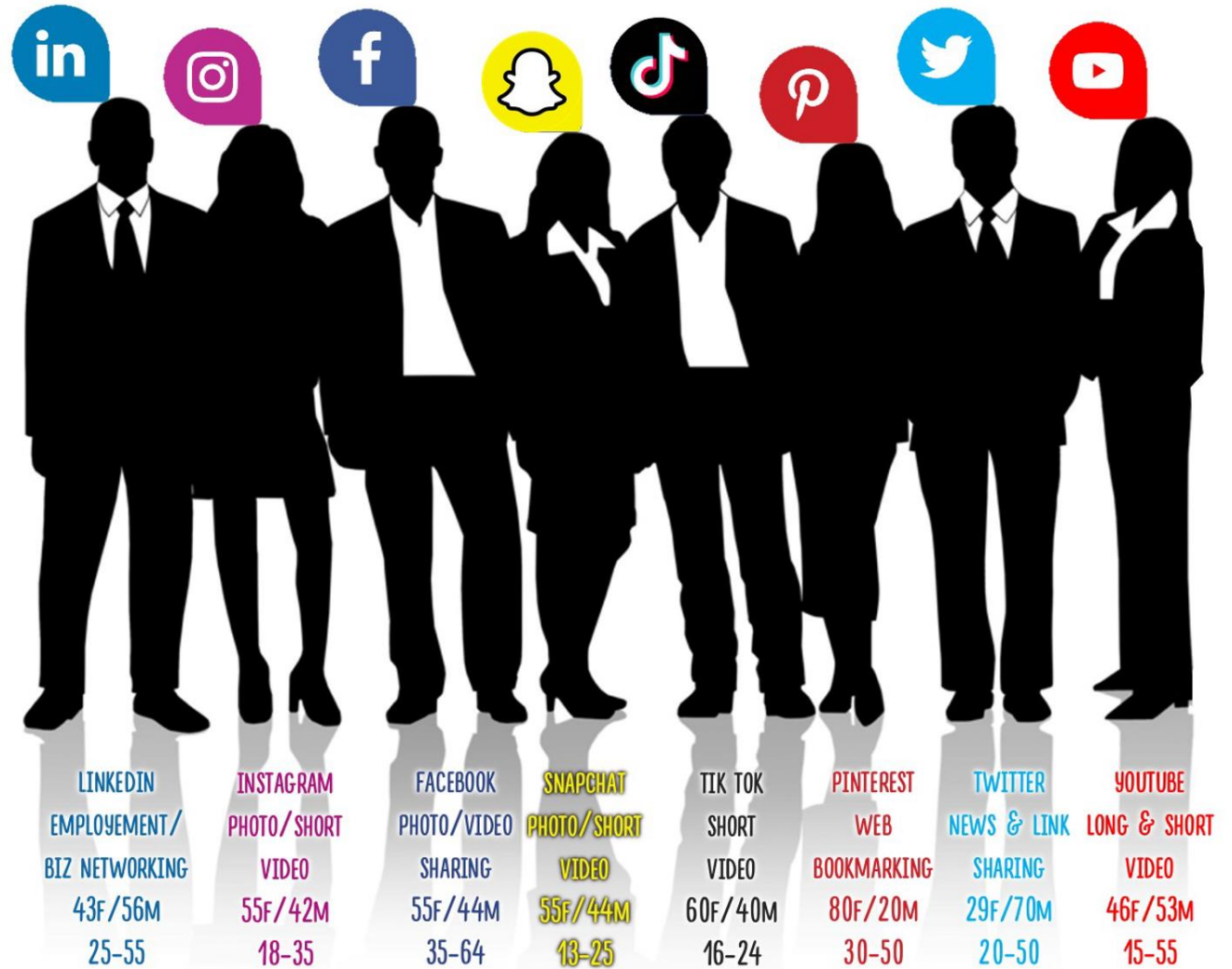
- What is the average age of your customer?
- Are they male or female?
- Are you trying to expand beyond these average parameters?
- Is there a cultural component to your average customer?
- Now, where will those customer be on social media?

US DAILY ACTIVE USERS IN MILLIONS



SOURCE: eMarketer 2021

AUDIENCE CHEAT SHEET



FACEBOOK

- 98.3% of Facebook users access the platform on a mobile device
- Facebook usage among teens is dropping – 71% to 67%
- 16% OF Facebook profiles are duplicates or fake
- Facebook is the world's third-most visited website with **11.2 billion** total visits
- Video ads perform better than any other ad format on Facebook
- Facebook stories has **500 million** daily views

INSTAGRAM

- 90% of Instagram users follow a business profile
- 80% of Instagram stories that contain and emphasize a call to action perform better
- 73% of marketers favor Instagram for influencer marketing
- Over the past 12 months Instagram's advertising audience reach grew by **20.3%**
- **100 million** users launch or watch live videos on Instagram daily
- 83% of Instagram users use the platform to discover new products and services
- Instagram ranks 4th in the list of the world's most 'active' social media platform

YouTube

- YouTube is the **2nd largest** search engine in the world.
- Accounts for more than 25% of total worldwide mobile traffic
- YouTube viewers watch **1 billion + hours** of video content every day
- 70% of YouTube watch time occurs on mobile devices
- 44% of marketers plan to leverage YouTube for the first time in 2022
- Just on mobile devices, YouTube reaches more adults aged 18 to 24 than any TV network
- The average video length on YouTube in 2021 was over 10 minutes long

TikTok

- By September 2021 TikTok passed **1 billion** monthly active users
- This was despite being blocked in India, which accounts for 15% of the global internet population
- Users between 18 to 24 years old account for about 45% of TikTok's global reach
- TikTok ranks 7th in the world's most active social media platforms
- It took TikTok considerably less time to reach 1 billion active users than it took Facebook
- Women aged 18 to 24 account for the greater share of TikTok's audience than users of any gender aged 35 and above

Pinterest

- Ranks 14th on the list of the world's most active social media platforms
- Today, 5.6% of all the people on earth use Pinterest
- The largest population of Pinterest users are between 24 and 34 years old
- The total number of people that use Pinterest every month decreased by around 10 million users in the last three months
- More than 70% of Pinterest users are female

HOW TO REACH CUSTOMERS ON THESE PLATFORMS?

COMPELLING VISUALS

- Your objective is to “stop the thumb”
 - Beautiful, clear photos and videos come from good lighting
 - Use the rule of threes in composition and mid screen real estate
 - Use Canva or Pic Monkey for post production and text overlays
- Visuals begin a story that you can continue in the caption
- A photo is processed 60K times faster by your brain than reading text
- Videos and photos are preferred by platform algorithms

HOW OFTEN SHOULD YOU POST?

- Facebook/Instagram: 5-6 times a week
- Pinterest: 10-20 pins 3 times a week
- YouTuber: 1 video/week

HOW TO GROW YOUR AUDIENCE

- Tell your existing customers that you are on social media and provide them with links to your sites
 - Website, email blast, business cards, etc
- Invite friends to your social medial site and encourage them to like your page and share it with their friends
- Social media advertising

HOW DO YOU KNOW IF YOUR EFFORTS ARE BEING SUCCESSFUL?

- Check your platform metrics at least monthly
 - Pay attention to your post reach/impressions
 - Look at how many people are engaging with your posts
 - Check the demographics of who is looking at your posts
- Now Repeat This Endlessly!

Reviewing Social Media Performance

-
- Review Meta Business Suite for Art Guild of Naples Social Media Site
[Meta Business Suite \(facebook.com\)](#)
 - Review Meta Business Suite for Joanie C Art Social Media Site
[Meta Business Suite \(facebook.com\)](#)

QUESTIONS?