



Social Media Basics

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April 1, 2017

Top 15 Worldwide Social Media Networks

Want to reach
people with
your message?

This is a list of the leading social networks based on number of active user accounts as of September 2016

1.Facebook: 1,712,000,000 users

2.YouTube: 1,000,000,000 users

3.Facebook Messenger: 1,000,000,000 users

4.QQ: 899,000,000 users

5.WeChat: 806,000,000 users

6.QZone: 652,000,000 users

7.Tumblr: 555,000,000 users

8.Instagram: 500,000,000 users

9.Twitter: 313,000,000 users

10.Baidu Tieba: 300,000,000 users

11.Skype: 300,000,000 users

12.Sina Weibo: 282,000,000 users

13.Viber: 249,000,000 users

14.Line: 218,000,000 users



15.Snapchat: 200,000,000 users

Source: Wikipedia



Social Media Explained

Social Media Explained with Beer


 **facebook** - I like beer



 **twitter**  - I am having a #beer



 **foursquare** - this is where I drink beer


 **yelp**  - you will like the beer here


 **You Tube** - here I am having a beer

 **Linked in** - my skills include beer

  **Instagram** - here is a photo of my beer

  - listening to a song about beer

 **Pinterest** - here are beers that I like

 **GROUPON** - find half priced beer here

How many Social Media
Networks Are There?



Using Social Media for Public Awareness

- **Social CRM** (customer relationship management) can be a very powerful tool. Establishing a Facebook page allows people who like your message and what you are doing to **Like your page**, which creates a **venue for communication and networking**. You can follow conversations about your activities in **real-time for information and feedback**.
- From the consumer's perspective, social media makes it easy to tell a organization and everyone else **about their experiences** with that organization -- whether those experiences are good or bad. The group can also **respond very quickly** to both positive and negative feedback, attend to people's problems and maintain, regain or rebuild consumer confidence.

Using Social Media for Public Awareness

- **Enterprise social networking** allows a group or organization to **connect individuals** who share similar interests or activities. Internally, social tools can help organizers **access information and resources** they need to work together effectively and troubleshoot. Externally, social media platforms help an organization **stay close to their constituents** and make it easier to **raise awareness and publicize events** that improve their visibility.
- Social media is also often used for **crowdsourcing**. Finding out what your constituents think, letting constituents offer ideas for future events or suggestions. Learning what the public thinks can be a valuable tool for organizations as they work to make change in a community.

Posting Basics



• The National Center for Biotechnology Information, reports that the average attention span in 2013 was 9 seconds, one second less than the attention span of a goldfish.

How to Get Noticed on Social Media

- Post pictures
- Post links to other content on the web or Facebook
- Post videos. One oft-quoted statistic is that viewer engagement has to happen within the first 10 seconds of watching a video.
- Live Streaming is the future of Social Media
 - <https://www.business.com/articles/why-live-streaming-is-the-future-of-social-media/>
 - Periscope
 - Meerkat
 - Facebook Live
 - YouTube Live

According to [Simply Measured](#), video is shared 1200% more times than links and text combined. [Diode Digital](#) also discovered that 60% of viewers will watch video before reading any site text, and will share their experience when presented with a “share this video” button. Even more encouraging, [Invodo](#) reports that 92% of mobile video viewers share video.

Text Posts

- Get Responses And Shares with
 - Funny posts
 - Statistic or data posts
 - Inspirational quotes
 - Teasers
- Ask Questions
 - What do you think?
 - Poll your audience
 - Ask for suggestions
- Use Hashtags
 - Categorize by topic/subject
 - Indexed by the social network and searchable by other users
 - Makes your post more visible
- Engage Your Audience
 - Respond quickly to every comment
 - Keep the conversation going
 - Offer links to other resources

<https://www.youtube.com/watch?v=NpT5eQZ6Ogc>

BLOGGERS + BIZ OWNERS

THE ULTIMATE SOCIAL MEDIA GUIDE

BEST TIMES

HOW OFTEN



7pm - 12 am

20-25 / day



1 - 4 pm

2-5 / day



anytime except
3 - 4 pm

1-3 / day



12 - 3 pm

5-7 / day



9am & 5 pm

1-3 / day

CONTENT TO POST

- testimonials
- product shots
- flat lays
- product info
- "how to" guide
- sales/discounts
- quotes
- sneak peeks
- tips & tricks
- product highlights
- reminders
- announcements
- new products
- holiday related
- giveaways
- collaborations
- behind the scenes
- questions / feedback
- blog post snippet
- other peoples content

PRO TIPS

- 1** Before posting, ask yourself if your content is visually appealing, if it's on brand & if your ideal customer will find it interesting?
- 2** Reply to every single comment and question on your social media accounts. Never let a comment go unnoticed.
- 3** Analyze your past posts to improve your future content
- 4** Use hashtags that are specific to your niche. No longer are the days of general hashtags like "cute", "love" or "happy"

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Resources

You can search Facebook/Twitter/Instagram for keywords, hashtags, topics, names, pages, and more.

- <https://www.facebook.com/fourfreedomcoalition/>
- https://www.facebook.com/ImmigrationVoice/?hc_ref=SEARCH&fref=nf
- <https://www.facebook.com/voterrightsaction/>
- <https://www.facebook.com/lwvberkshires/>
- <https://www.facebook.com/groups/1036456926499643/> (Indivisible Massachusetts)

Resources

Here are some good articles:

- <https://www.causevox.com/social-media-nonprofit-crowdfunding/>
- <https://www.causevox.com/blog/facebook-group-vs-facebook-page-one-use/>
- <https://www.business.com/articles/why-live-streaming-is-the-future-of-social-media/>
- <https://www.postplanner.com/3-step-social-media-marketing-guide-for-beginners/>
- <https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/>

Glossary

- **Facebook Profile** – your personal page, your posts, about you. People request to “**Friend**” you
- **Facebook Newsfeed** – posts from your friends and any pages you have likes and groups you belong to, plus sponsored ads
- **Facebook Pages** – public pages open to anyone to “**Like**”. Businesses, organizations, entertainers, etc. use Pages to publicize themselves. Maintained by an administrator
- **Facebook Groups** – Groups of people gathered around a particular topic. You “**Join**” groups. These can be public, closed or secret. Maintained by the community
- **Facebook Events** – A specific event that takes place during a specific timeframe (maximum two weeks). Can be public or private (invite only).

Glossary

- **Tweet** – posting a 140-character note on Twitter (can include a link to video, picture, website, etc.)
- **Retweet** – re-posting a tweet onto your Twitter feed.
- **Follower** – people who can see your Tweets, people who are following you
- **Following** – people you are following, whose Tweets you can see
- **Hashtag** – a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Makes the topics searchable, trending, grouped and categorized. Helps your message get found.
<http://www.urbandictionary.com/define.php?term=Hashtag>

Page vs Group

Whether to start a **Facebook Page** or a **Facebook Group** depends on what you're trying to achieve.

- Do you want to use Facebook to make announcements and updates about your organization?
- Do you want to primarily produce your own content and post updates?
- Do you want to establish an official, public presence for your organization?
- If so, you may want to start a **Facebook Page**.
 - Do you have a community who is yearning for a place to connect with each other, to have discussions with each other?
 - Do you want your Facebook to be mostly populated by member content?
 - Do you want to establish a friendly image of your organization to your supporters?
- If so, you may want to start a **Facebook Group**.

