What’s in it for me today?

• Better understanding of the most popular social media platforms + the basics
• Learn the benefits
• Discuss use cases and business applications
• Interact....TV 2.0
• Get comfortable with it and have FUN!!
Let’s dive in!
What is Social Media? Let’s begin with SM 101.

Website and applications that allow people to interact and communicate online
A little history...Pay attention.
The basics as they exist this morning....
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

Who is your audience?  How can you reach them?  What are your goals?

Demographics
- **Facebook**: 1.3+ Billion users, Ages 25-54, 60% Female
- **Twitter**: 600 Million users, Ages 18-29
- **Pinterest**: 70 Million users, Ages 18-35, 80% Female
- **YouTube**: 1 Billion users, All ages
- **LinkedIn**: 600 Million users, Ages 30-49
- **Instagram**: 200 Million users, Ages 18-29
- **Google+**: 200 Million users, Ages 25-34, 67% Male

Purpose
- **Facebook**: Building Relationships
- **Twitter**: News & Articles; Conversation
- **Pinterest**: “Scrapbooking”; “How To”
- **YouTube**: Search “How To”
- **LinkedIn**: News & Articles; Conversation
- **Instagram**: Building Relationships; Conversation
- **Google+**: News & Articles

Best For
- **Facebook**: Building Brand Loyalty
- **Twitter**: Public Relations
- **Pinterest**: Lead Generation; Clothing, Art & Food Businesses
- **YouTube**: Brand Awareness; Service industry
- **LinkedIn**: Business Development; B2B Businesses
- **Instagram**: Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses
- **Google+**: SEO; Tech/Design Businesses

Downside
- **Facebook**: Limited Reach
- **Twitter**: 140 characters or less
- **Pinterest**: Images only; Very specific demographic
- **YouTube**: Resource intensive
- **LinkedIn**: Limited interactions
- **Instagram**: Images only
- **Google+**: Not as widely used
Social media is for any and everyone....

INCLUDING YOU.
If he can do it, so can you...
Why should I use it?

- Connect and network
- Thought leadership
- Feedback
- Stay in the know
- Competitors
- Brand
How can I use it?

- Company partnerships
- Event promotion
- Product or service release / promotion
- Recent funding
- Company research
- Recruiting
- Company expansion
- Company news
Before you begin....

1. Goals and Objectives
2. Audience
3. Promotional Assets
4. Call-to-Action
5. Paid + Non-Paid
6. Key Performance Indicators (KPIs) & Measure Results
Paid Social Media: Paid, Owned & Earned

- Websites
- Blog
- Social posts (FB, TW, LI)
- Company Content

- Social Media
- Word of Mouth
- User Forums

- PR and News Blogger Relationships
- Ratings and Reviews

- Display/Banner Ads
- Search Advertising (Google, PPC)
- Social Network Ads (FB, TW, LI)
Workshop 1: Getting Your hands dirty with The platforms

Group / Group Leader Discuss Common Language

Workshop 1
Workshop 2: Interactive Case Study - Developing a Social Media Campaign by Company

Pick Platforms

Call-to-Action

Posts
Must haves
- Plan
- Goals
- Analytics

Nice to haves
- App manager (Hootsuite)
- Link shortener (bit.ly)
- Image editor