

Social Media: It's Not a Fad

Dr. Pauline Hoffmann



Social Media Stats Video

- *“We don’t have a choice whether we do social media, the question is how well we do it.”* Eric Qualman, author, Socialnomics

Mind-Boggling Social Media Stats

It took radio 38 years to reach 50 million listeners. TV took 13 years to reach 50 million users. The Internet took 4 years to reach 50 million people. In less than 9 months, Facebook added 100 million users (Hird, 2011). TikTok got to 100 million users in 9 months. ChatGPT – 2 months (social media today).

Just over 13% of Facebook users are in North America: more than a third of users are in the Asia-Pacific region (We are social, 2019).

More than 90% of companies use LinkedIn as their primary recruiting tool (Osman, 2019).

The top YouTubers, like PewDiePie and Lily Singh, earn millions of dollars each year (Berg, 2016).

Mind-Boggling Social Media Stats

Generation X (ages 35 to 49) spend the most time on social media: 6 hours and 58 minutes per week. Millennials (ages 18-34) come in second, spending 6 hours and 19 minutes of their time per week on social networks (We Are Social, 2019).

Two-thirds of Internet users worldwide use social media (Ortiz-Ospina, 2019).















While Facebook dominates in size and penetration worldwide, Instagram dominates in user engagement. Brands see a median engagement rate of 0.09% per Facebook post, in comparison to a 1.60% median engagement rate per post on Instagram (Jackson, 2019).

QQ, WeChat, and Weibo, social networks with heavy user bases in Asia, are more popular than Tumblr, Instagram, Twitter, and Pinterest (Social, 2019).

Audiences

- Who do we need to reach?
- How do we reach them?
- Demographics and psychographics.

Who are We?

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime

Other Considerations?

- SES
- Cultures
- Race/Ethnicity
- Geography (rural, suburban, urban)
- Trust
- Other limitations?

The Zones of Social Media and Exemplar Vehicles

Sharing
Socializing
Conversing

- Twitter
- Facebook
- LinkedIn
- Google Plus

Social
Community

Blogs:

- Blogger
- Technorati

Media sites:

- YouTube
- Picasa
- SmugMug
- SlideShare
- Scribd

Social
Publishing

Editorial
Commercial
User-Generated

CRM/Service
Retailing/Sales
HR

- Facebook
- LivingSocial
- Groupon
- Snipi
- VideoGenie
- TripAdvisor
- Payvment

Social
Commerce

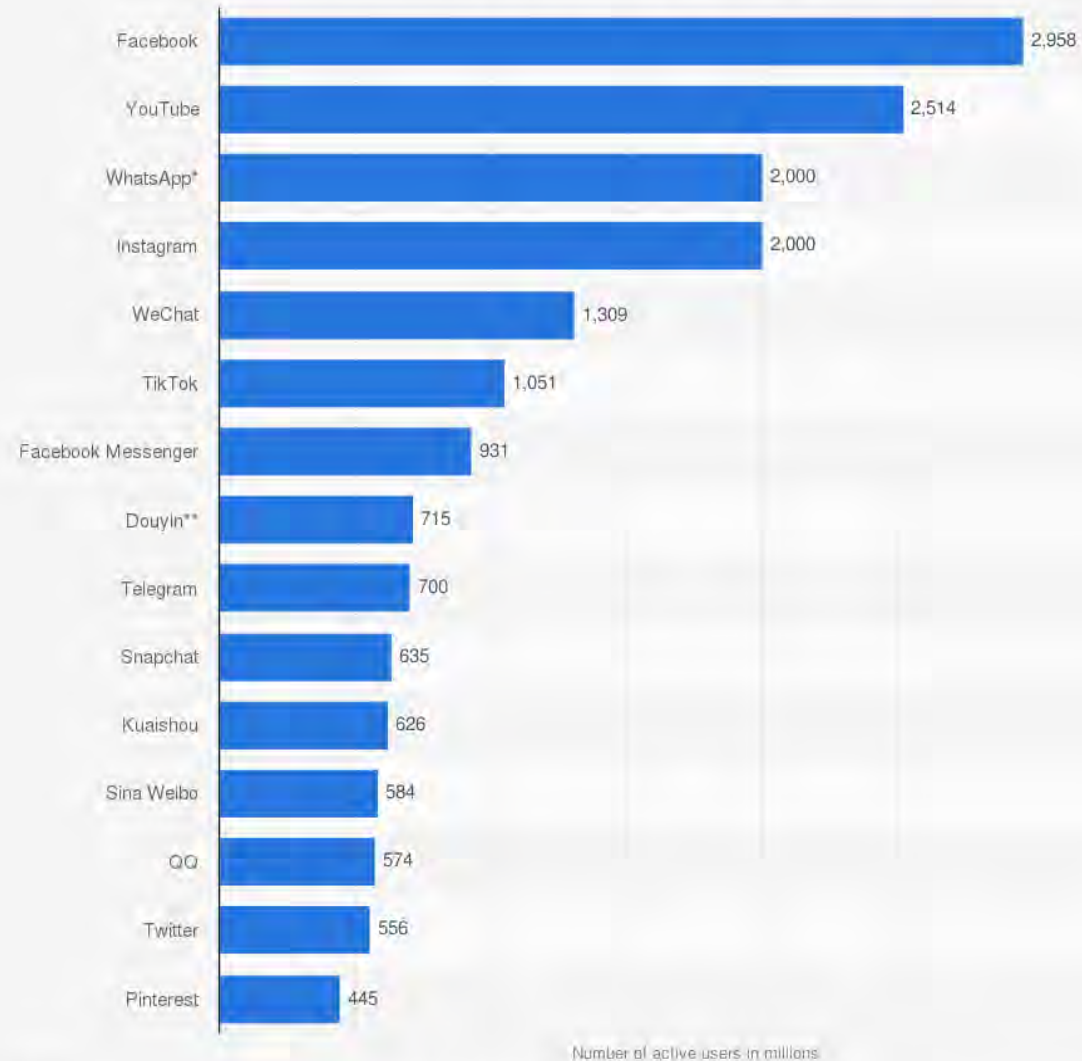
Social
Entertainment

- Come2Play
- Second Life
- MySpace
- Zynga
- uGame

Games
Music
Art

Most Popular Networks

Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions)



Sources












We Are Social, DataReportal, Meltwater
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Additional Information:

Worldwide: DataReportal, January 2023, social networks and messenger/chat app only included, figures for TikTok does not include Douyin









Social Media Data

 PINTEREST	 TWITTER	 FACEBOOK	 INSTAGRAM	 SNAPCHAT	 LINKEDIN
<p>SOCIAL SITE THAT IS ALL ABOUT DISCOVERY</p>	<p>MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS</p>	<p>SOCIAL SHARING SITE THAT HAS 1.8 BILLION MOBILE USERS</p>	<p>SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS</p>	<p>SOCIAL SHARING APP BUILT AROUND PICTURES VIDEOS & FILTERS</p>	<p>BUSINESS ORIENTED SOCIAL NETWORKING SITE</p>
<p>LARGEST OPPORTUNITIES</p> 	<p>LARGEST PENETRATION</p>  <p>BUT SPREADING SLOWLY AND STEADILY</p>	<p>LARGEST OPPORTUNITIES</p>  <p>COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY</p>	<p>MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO</p>	<p>USERS SHARE 9000 IMAGES PER SECOND</p> <p>BRANDS ARE PARTICIPATING BY SHARING BEHIND THE SCENES CONTENT & PRODUCTS</p>	<p>BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT</p> 
<p>USERS ARE:</p> <p>32% MALE</p> <p>68% FEMALE</p>	<p>7,500 TWEETS HAPPEN EVERY SECOND</p> 	<p>USERS SHARE 4.75 BILLION PIECES OF CONTENT EACH DAY</p>	<p>MOST FOLLOWED BRAND IS NIKE</p>	<p>158 MILLION DAILY ACTIVE USERS</p>	<p>79% OF USERS ARE 35 OR OLDER</p>
<p>291 MILLION ACTIVE USERS</p>	<p>326 MILLION ACTIVE USERS</p>	<p>2.3 BILLION ACTIVE USERS</p>	<p>1 BILLION USERS</p>	<p>210 MILLION USERS</p>	<p>706 MILLION USERS</p>

Social Media Demographics

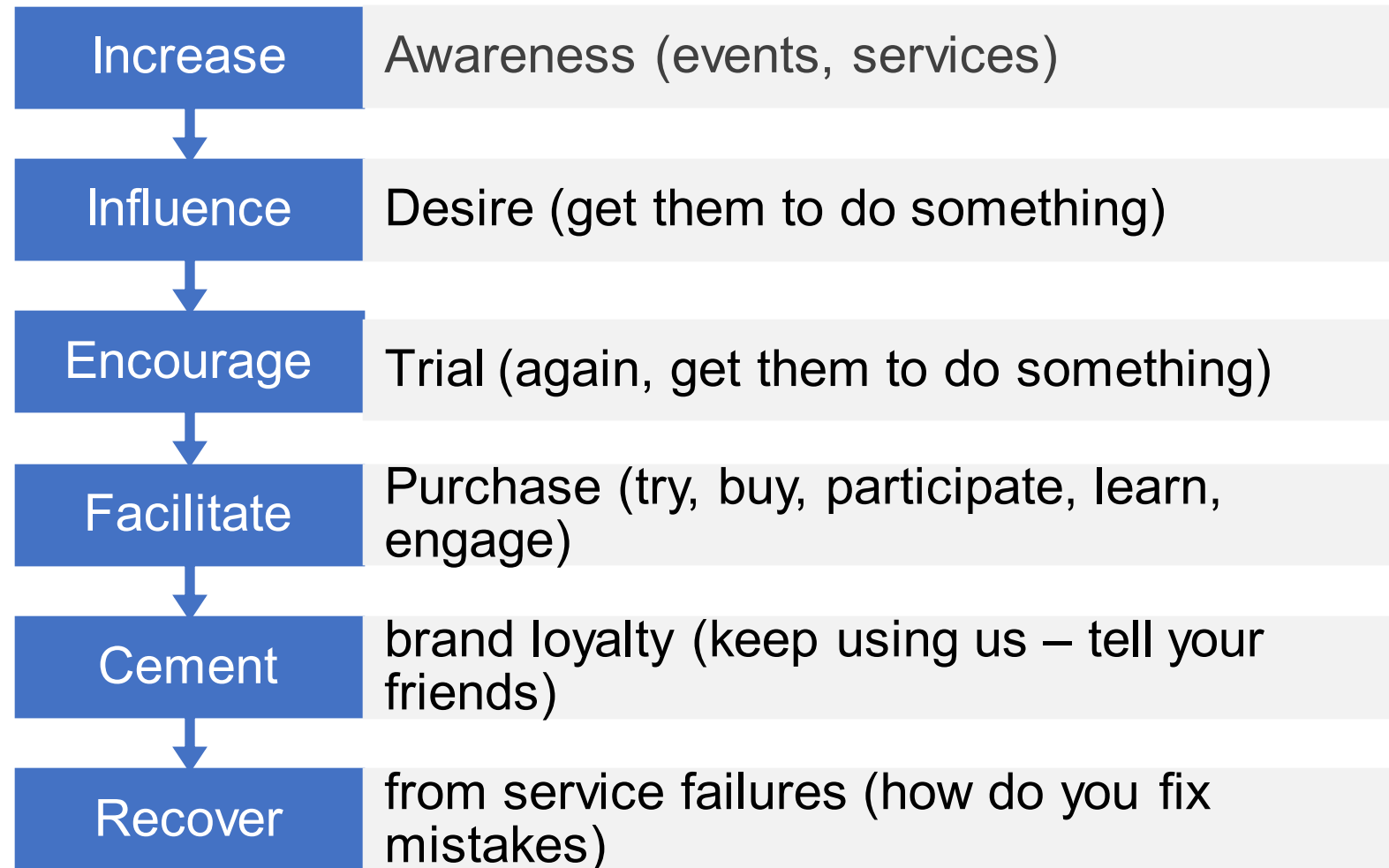
THE MOST POPULAR SOCIAL MEDIA PLATFORMS

						
PEOPLE	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens
CONTENT	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends
STRATEGIES	<ul style="list-style-type: none"> • Local marketing • Advertising • Relationship building 	<ul style="list-style-type: none"> • Ecommerce • Organic engagement • Influencer 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • B2B • Organic engagement • International 	<ul style="list-style-type: none"> • Influencer marketing 	<ul style="list-style-type: none"> • Video ads • Location-based marketing • App marketing
INDUSTRIES	<ul style="list-style-type: none"> • Beauty/fitness • Jobs/education • Emplymt/job train • Healthcare • Restaurants • Finance 	<ul style="list-style-type: none"> • Higher ed • Sports teams • Nonprofits • Technology • Consumer goods • Office supplies 	<ul style="list-style-type: none"> • Higher ed • Sports teams • Food & bev • Alcohol • Financial svc • Healthcare communication 	<ul style="list-style-type: none"> • Hospital/health • IT • Construction • Public admin • Retail • Manufacturing 	<ul style="list-style-type: none"> • Entertainment • FM consumer goods • Interior design • Fitness & sports • Beauty, art, fashion, jewelry 	<ul style="list-style-type: none"> • Schools/college • Gyms • Salons • Restaurants • Concerts
EMOTIONS	<ul style="list-style-type: none"> • Informed • Overwhelmed • Guilty • Curious • Self-conscious • Connected • Entertained • Isolated • Lonely 	<ul style="list-style-type: none"> • Inspired • Entertained • Adventurous • Smart • Flirtatious • Self-conscious • Creative • Playful • Attractive 	<ul style="list-style-type: none"> • Anxious • Isolated • Overwhelmed • Informed • Flirtatious • Lonely • Self-conscious • Guilty • Depressed 	<ul style="list-style-type: none"> • Informed • Smart • Inspired • Celebratory • Connected • Motivated • (Not backed by study) 	<ul style="list-style-type: none"> • Funny • Creative • Informed • Motivated • Practical 	<ul style="list-style-type: none"> • Silly • Creative • Attractive • Adventurous • Flirtatious • Excited • Happy • Playful • Spontaneous
WEAKNESS	<ul style="list-style-type: none"> • Weak organic reach 	<ul style="list-style-type: none"> • High ad costs 	<ul style="list-style-type: none"> • See above 	<ul style="list-style-type: none"> • Reporting and custom audience 	<ul style="list-style-type: none"> • Least popular for marketing 	<ul style="list-style-type: none"> • Can't build relationships

Top Priorities for Business using Social Media Marketing

Social Media Marketing Priorities	% Companies using
Brand awareness and brand building	88.2
New Product introduction	64.7
New customer acquisition	60.1
Brand promotions (e.g. sales, promotions, contests)	59.2
Customer retention	55.5
Customer service	40.8
Employee engagement	35.3
Market research	33.6
Targeting new markets	25.6
Identifying new product opportunities	17.2

Marketing Objectives and Social Media



The LARA Framework

Listen	to customer conversations
Analyze	conversations
Relate	information within enterprise systems
Act on	customer conversations

How Often and When?

Most common social posting frequency for B2C + B2B brands

	B2B vs B2C	Once a month	Multiple times per month	Once a week	2-3 times per week	4-6 times per week	Every day
Facebook	B2B					✓	
	B2C						✓
YouTube	B2B						✓
	B2C					✓	
Twitter	B2B						✓
	B2C						✓
LinkedIn	B2B					✓	
	B2C					✓	
TikTok	B2B						✓
	B2C					✓	
Instagram	B2B				✓	✓	✓
	B2C					✓	

Karen's quick guide to Post Frequency

<p>Facebook</p> <p>2 times per day</p>	<p>Twitter</p> <p>20-30 times per day</p>	<p>Instagram</p> <p>1-2 times per day</p>
<p>LinkedIn</p> <p>1-2 times per day</p>	<p>LinkedIn Company Page</p> <p>5 times per week</p>	<p>Pinterest</p> <p>1 time per day</p>
<p>Google +</p> <p>2 times per day</p>	<p>Periscope</p> <p>1 times per day</p>	<p>Facebook Live</p> <p>3 times per week</p>

karenyankovich.com

how often to post on social media
*per day unless noted

<p>TikTok</p> <p>1 low</p> <p>3 suggested</p> <p>5 high</p>	<p>Twitter</p> <p>3 low</p> <p>15 suggested</p> <p>30 high</p>	<p>LinkedIn</p> <p>2/wk low</p> <p>1 suggested</p> <p>1 high</p>
<p>Facebook</p> <p>3/wk low</p> <p>1 suggested</p> <p>2 high</p>	<p>Instagram</p> <p>1 low</p> <p>1-2 suggested</p> <p>3 high</p>	<p>Pinterest</p> <p>3 low</p> <p>10 suggested</p> <p>25 high</p>

Wondering WHAT to post? Get your FREE Report! at bit.ly/socetypes Brought to you by LouiseM.com

How Often and When?

BOOTCAMP DIGITAL

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

	Facebook	Instagram	Twitter	YouTube	LinkedIn	Pinterest	Snapchat
POSTING FREQUENCY	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
WHEN TO POST	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
USE OF HASHTAGS	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
BEST PERFORMING CONTENT	Photos Videos	Photos Short videos	Questions Multimedia	Product Reviews How-to Guides Educational videos	News Updates Articles	Style Home Food & Drink Beauty	Fun & playful Lenses & filters
IDEAL VIDEO LENGTH	1 Minute for video 5+ Mins for Live video	30 Seconds	45 Seconds	2 Minutes	1-2 Minutes	Based on source video	10 Seconds
CONTENT TIPS	Thumb-stopping power Short & catchy videos & images Respond to comments	Real photos of real things Use hashtags Single focus of image	Mix content Retweet Reply and participate	Clear purpose for video Compelling storyline Add variety to video topics	Positive & relevant content Add images & video Value for audience	Variety of content Create multiple boards Curate content from other sources	Capture attention Showcase business or product Fun & light
AUDIENCE BUILDING TIPS	Post consistent and engaging content Boost posts	Use hashtags Engage with audience	Tweet more often Use hashtags and participate	Optimize for search Post consistently	Add contacts to your network Engage via comments and groups	Post often Create searchable descriptions	User-generated content Cross-promote on other platforms

Best Days & Times to Post on each Social Media.

- TikTok:** Saturday 11 AM - 12 PM. Also, Tuesday and Thursday 4 PM - 7 PM
- Instagram:** Wednesday 11 PM - 12 PM. Also, Monday 12 PM, Tuesday 10 AM - 1 PM
- Facebook:** Tuesday 12 PM - 1 PM. Also, Monday & Wednesday 12 - 1 PM
- Twitter:** Monday 9 AM - 10 AM. Also, Tuesday & Thursday 9 - 10 AM
- LinkedIn:** Monday 3 PM - 4 PM. Also, Thursday 12 - 4 PM
- Pinterest:** Sunday 8 PM - 9 PM. Also, Saturday 8 - 11 AM
- Discord:** Saturday 12 AM - 1 AM. Also, Sunday 12 - 4 PM
- Reddit:** Sunday 6 PM - 7 PM. Also, Saturday 6 - 11 PM
- YouTube:** Friday 11 AM - 12 PM. Also, Saturday & Sunday 6 - 7 PM

www.mentionlytics.com/blog/best-time-to-post-on-social-media

mentionlytics

How?

So you have other things to do in your job and you'd like a social life?

- Tools:
 - Loomly
 - Hootsuite
 - Planable
 - Later
 - Buffer
 - Sprout Social

Sample Calendar

	A	B	C	D	E	F	G	H	I	J	K
1	Editorial Calendar										
2											
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & RE-MERCHANDISED	NOTES OR DEPENDENCIES	
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.		
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).		
6	example	YouTube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.		
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necess.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.		
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data, use to create a new report.		
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).		
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
11	example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar		
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.		
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.		
14	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
15	example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.		
16	example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook.		

How?

I can draw stick figures.

- Tools:
 - [Canva](#)

What Do I Write?

Words are not my friend.

- How do you craft a message?
 - Remember to be mindful of ADA guidelines.
 - What do I write?
 - I still call hashtags the number sign (#)
 - Inflact
 - Toolzu
 - CopyAI
 - Sistrix
- What is important?
 - Society for Health Care Strategy & Market Development Calendar of Health Observances & Recognition Days
 - Other events?
 - Information?
 - Mythbusting?
- Think strategically...
- What about AI?

Engagement and Measurement

Numbers scare me.

- What are you trying to do?
 - Do you allow comments?
 - Do you respond?
- What do the numbers mean?
 - Shares
 - Likes
 - Comments
 - Views

Copycat

Mimicry is the highest form of flattery

- Who is doing it well?
 - Philadelphia Health Department
 - Johns Hopkins
 - Unbiased Science
 - Others?

Policies

- Who has access and what access do they have?
- What sorts of things will work?
- AUDIENCE!
- Erie County Health Department shared its social media policy (I will also share). You should develop one and be consistent.