

Social Media Fundamentals



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Overview

- Latest facts and figures
- Setting up social media accounts
 - ▶ Facebook
 - ▶ Twitter
 - ▶ LinkedIn
- Content resources

Strive to be
perceived as the
local expert in
marketing services

Two key factors driving social in 2013

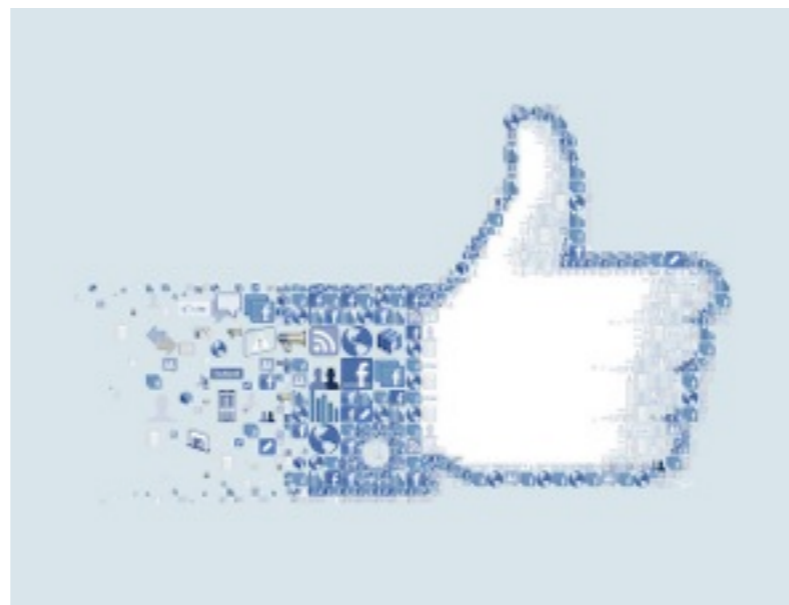
- Mobile
 - ▶ Access via a mobile phone has increased by 60.3% to 818.4 million in the last 2 years
- It's not just for millennials!
 - ▶ Fastest growing demographic on Twitter is 55-64
 - ▶ 46% of Facebook users are 45-54
(source: globalwebindex.com)

Facebook

- Daily active users have reached 665 million
 - ▶ 53% male/47% female
 - ▶ Avg. time per month - 420 minutes
- Monthly active users have passed 1.1 billion for the first time
- 751 million mobile users access Facebook every month

Facebook

- “Mobile only” active users total 189 million
- Facebook users are trained to share
- People expect to be able to find your business on Facebook



Twitter

- Twitter is the fastest growing social network in the world
 - ▶ 44% growth in the last year
 - ▶ 288 million monthly active users
 - 43% access Twitter from a mobile device
 - ▶ 21% of the world's internet population are using Twitter every month
(source: globalwebindex.com)
 - ▶ 79% of users visit several times per day



LinkedIn

- Over 200 million users
- 2 new users join *every second*
- 2.7 million LinkedIn Business Pages
- 1.5 million LinkedIn Groups
(source: <http://visual.ly/>)

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the*  *lead*

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Content

- Designate employees to be responsible for providing and/or approving content
- Pull from reputable & similar industry resources
- 75% good content/25% self promotion
- Have fun without disconnecting from your industry
- Stay positive or stay silent

Key Takeaways

- People expect to find your business on social media
- Content sharing is easy. RSS is your friend. Post a mix of content and self-promotion.
- Interaction is key to relationship building. Reply & engage.
- Tools will help you manage your accounts

Questions?

Thank you!

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