

Social Media Advanced



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Overview

- Latest facts and figures
- Engagement
- Addressing frequently asked questions
 - ▶ Promoted Posts
 - ▶ EdgeRank
 - ▶ Graph Search
- Q&A
- Best Practices

Two key factors driving the social web in 2013

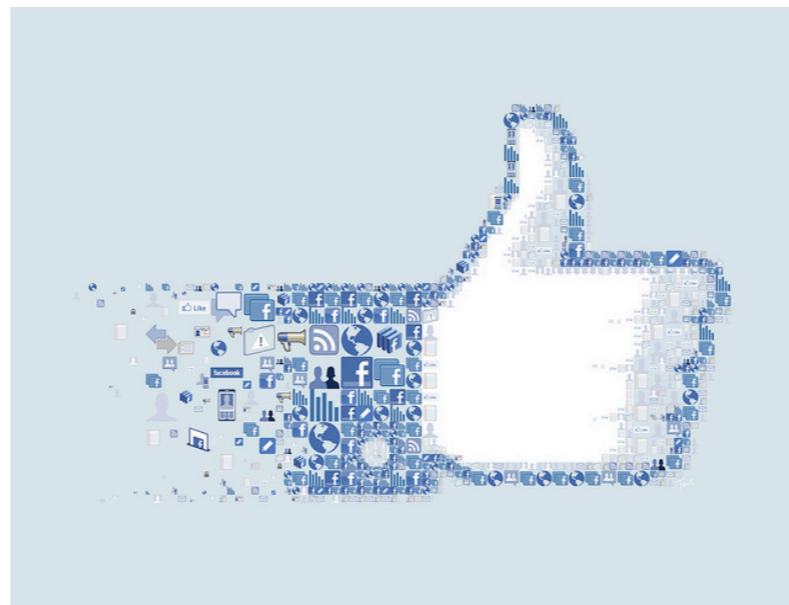
- **Mobile**
 - ▶ Access via a mobile phone has increased by 60.3% to 818.4 million in the last 2 years
- **It's not just for millennials!**
 - ▶ Fastest growing demographic on Twitter is 55-64
 - ▶ 46% of Facebook users are 45-54
(source: globalwebindex.com)

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/>)

Engagement

How do I Engage?

- You can develop your brand identity while showing your human side
 - ▶ Share images, links, videos, anything, as long as it is relevant to your business and seems like something your target audience would enjoy
- 75% good content/25% self promotion
- Reply, reply, reply
- And don't be afraid to have fun

Strive to be
perceived as the
local expert in
marketing services

Frequently Asked Questions

How do I Promote on Facebook?

Promoted Posts

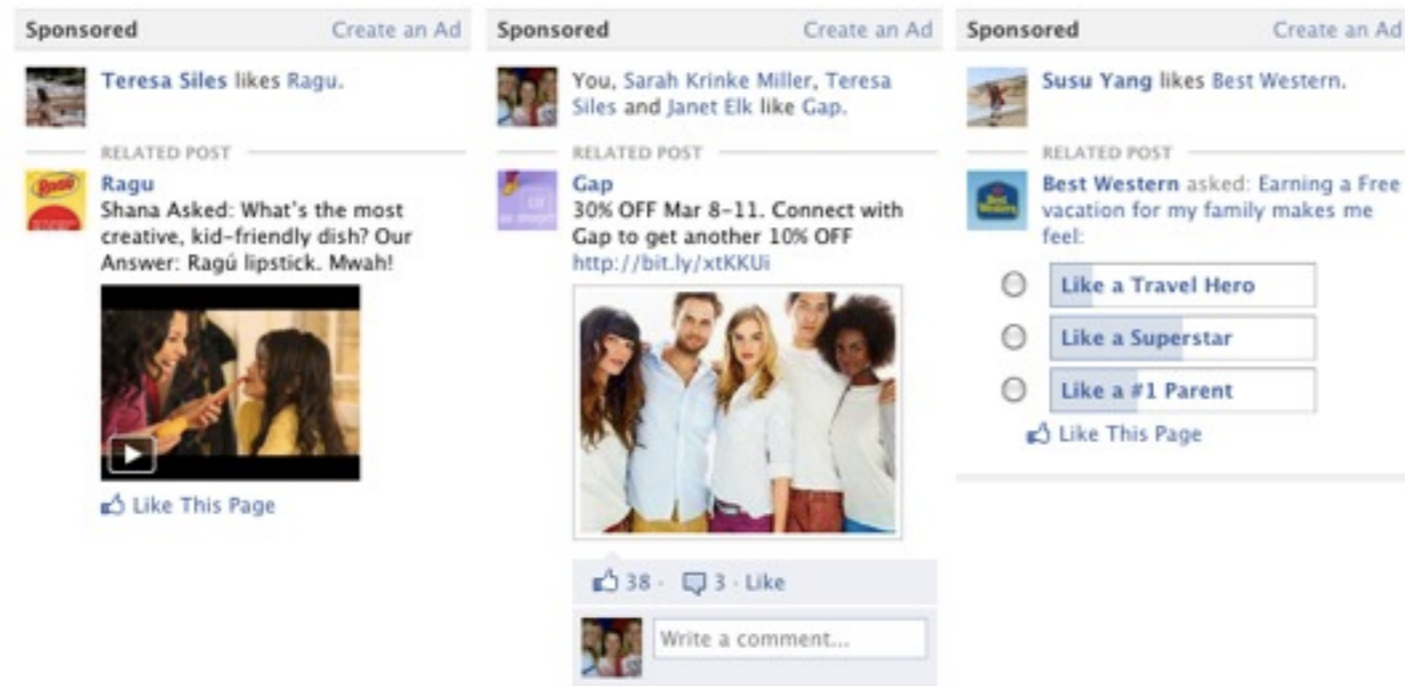
- Facebook allows page owners to pay to have a single post reach a certain number of users, increasing a specific post's reach and impressions

The image shows a screenshot of a Facebook post with a 'Promote Post' dialog box open. The dialog box is titled 'Promote Your Post' and contains the following information:

- Audience:** Two radio button options: 'People who like your Page [?]' (unselected) and 'People who like your Page and their friends [?]' (selected).
- Maximum Budget:** A dropdown menu showing '\$20.00'. Below it, a note states: 'This budget will reach an estimated 1,100 - 2,100 people.'
- Duration:** '3 days from when first promoted'.
- Currency:** '(USD) US Dollar'.
- Buttons:** 'Promote Post' and 'Cancel'.
- Disclaimer:** 'By clicking "Promote Post," I agree to Facebook's Terms and Advertising Guidelines.'

The background shows a Facebook post from 'WordStream' with 618 views and a 'Promote Post' button in the top right corner.

Sponsored Stories



- Sponsored Stories capitalize on the “word of mouth” concept. If a user sees that three of his friends like a certain page, he is more inclined to pay attention.

What is Facebook EdgeRank?



Only 16% of your
Facebook Page likers
see the content you post
in their News Feed

EdgeRank

- EdgeRank is an algorithm developed by Facebook to determine what is displayed--and how high--on the News Feed
- An Edge is everything that "happens" in Facebook. Examples of Edges would be status updates, comments, likes, and shares.

EdgeRank

More engaging content = higher EdgeRank score = more fans will see your posts.

POSTS ON NEWS FEED (in order)	EDGE	AFFINITY	x	WEIGHT	x	TIME DECAY	=	EDGE VALUE
Brand Page Created 4 hours ago HIGH ENGAGEMENT	 Photo							HIGH
	Fan Like							LOW
	Fan Share							HIGH
	Fan Comment							HIGH

What do I need to know about Facebook Graph Search

Graph Search

- Facebook officially rolled out Graph Search to all English users on July 8. This replaces the existing way users search on Facebook.



Graph Search

- How does it work?
 - ▶ Graph Search uses **social signals** (people, photos, places, and interests) to deliver search results based on ultra-specific long-tail search queries
 - ▶ Results are based on information from users' profiles -- what they've "liked", places they've checked in at, what they're interested in, photos they've taken, etc

What does this mean for business pages?

- Graph Search makes it easier for people to find your business and content
- More targeted advertising opportunities
- Offers networking & sales opportunities
 - ▶ Search for “people who have recently opened a new business in Mission Viejo” or “people who have a job title of Marketing Manager”

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Best Practices

- Engage with your followers
- Curate relevant content and push out to your channels
- Build relationships - interact with likers, commenters, etc. Reply & engage.
- Post a mix of content and self-promotion
- Use tools to help you manage your accounts

Thank you!

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