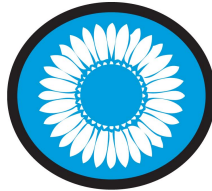


Social Media Essentials



State of the Industry

Social Media Demographic Statistics

- 75% of male internet users are on Facebook as well as 83% of female internet users.
- 32% of teenagers consider Instagram to be the most important social network.
- Female internet users are more likely to use Instagram than men, at 38% vs. 26%.
- In 2017 Twitter did not grow significantly

• *source www.wordstream.com



Current SM Stats

Social Media Demographic Statistics

- Most Instagram users are between 18-29 years old, about six-in-ten online adults.
- 22% of the world's total population uses Facebook.
- LinkedIn boasts more than 450 million user profiles.
- On any given day, Snapchat reaches 41% of 18 to 34-year-olds in the US.
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.

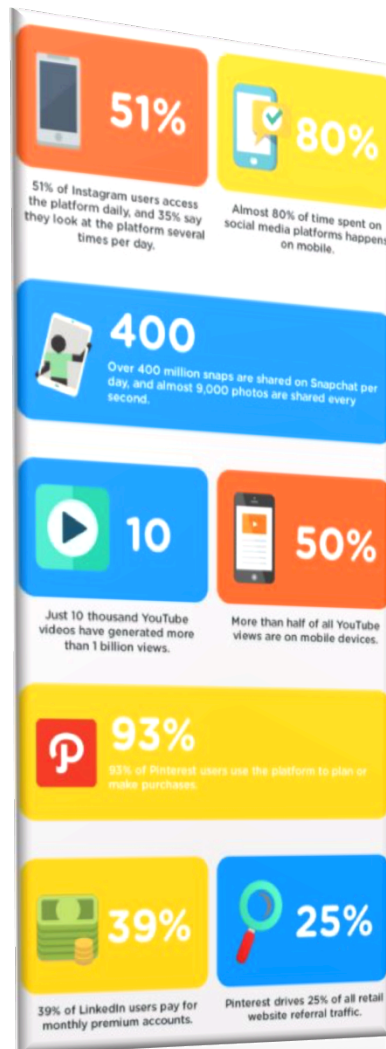


Social Media Business Statistics



- Instagram earns \$595 million in mobile ad revenue per year, a rapidly increasing number.
- Despite news of layoffs and executives leaving the company, Twitter's revenue is up 8% YOY.
- 59% of Americans with social media accounts think that customer service through social media has made it easier to get questions answered and issues resolved.
- Over 50 million businesses use Facebook Business Pages.
- 2 million business use to Facebook for advertising.

Social Media Business Statistics



- Facebook's total revenue grew 56% in 2016, and advertising revenue grew 59%.
- 93% of Pinterest users use the platform to plan or make purchases.
- 39% of LinkedIn users pay for monthly premium accounts.
- Pinterest drives 25% of all retail website referral traffic.
- More than 56% of online adults use more than one social media platform.

2018 The Keys to Success

- Video
- Live Streaming
- Influencer Marketing
- Stories
- VR



Success is found in planning

- Planning
 - Target Market
 - Goals
 - Review and Revise
- Content
 - Video
 - Imaging
 - Professionalism



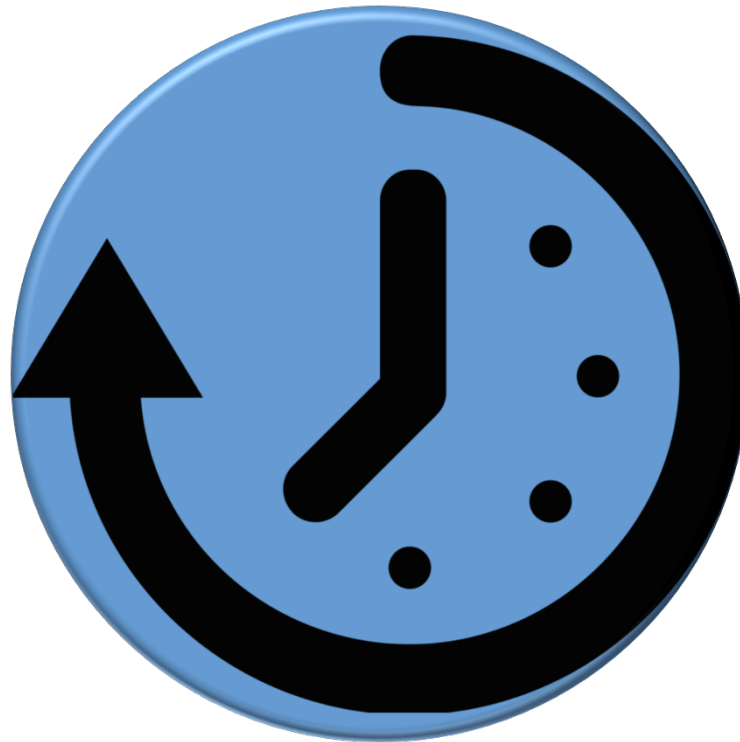
Photos can boost or bomb

- Only share quality photos or use photo editing tools
 - <https://blog.linkedin.com/2017/march/14/linkedin-profile-photo-tips-introducing-photo-filters-and-editing>
 - <https://www.canva.com/>
 - <http://www.techradar.com/news/the-best-free-photo-editor>



Details Matter

- Engagement on other pages and with other people
- Consistency
- Timeliness



Biggest Mistakes

- Biggest Mistakes
 - Talking at not with
 - Too much text
 - Not referring back to your own website
 - No faces in your posts
 - Bad visuals and low res video



Things that seem simple...

- Be sure you completed and filled out your entire profile
- Always know what action you want people to take on your account (go to your website? Call you? Engage?)
- Respond Quickly or have members of your organization respond
- Always be sure to have a positive attitude

Table Discussion

- A negative comment is left on your Facebook page. How do you respond?

“It is ridiculous that we pay so much money and after all this snow I still cannot get out of my driveway. #Wwcommunitysucks

#JaneDoeneedsanewjob

#WinterRoadWarriorsshouldbefired @Bburgie
@Kcesa

What to do with the negative?

- Respond quickly
- Take action and try to get the conversation offline
- Always stay positive
- Encourage others who have had a different experience to share their opinion
- Hide or remove if false or inappropriate
- Always follow-up if any changes were made

Security Settings for Your Profile

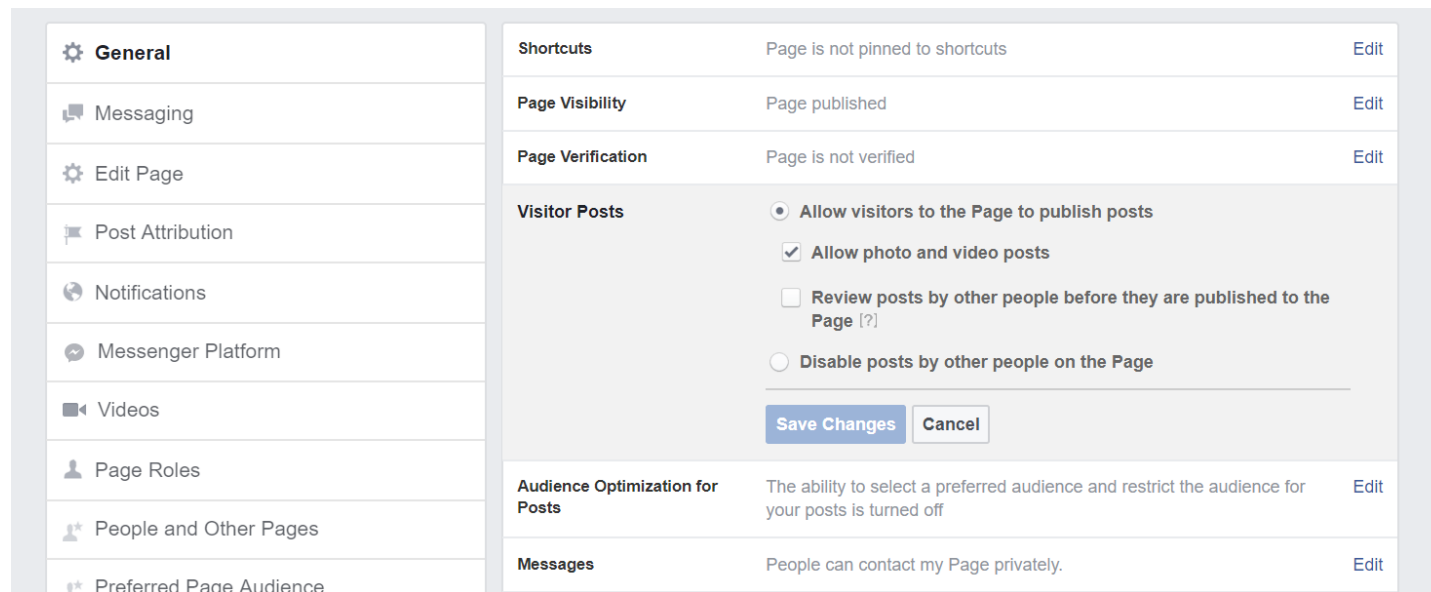
You Must Approve Anything That is Posted to Your Wall

People can post just about anything to your Facebook Timeline. You might not want that. There is a way you can approve certain items before they go on your Timeline. You don't have control any more over approving everything, but if you follow these simple instructions, you can.

1. **Logging on and logging in**- Open your web browser and go to www.facebook.com and sign in to your account.
2. **Wall**- At the top right of your wall, next to the globe icon, there will be a lock icon and an arrow pointing downward. Click on the arrow.
3. **Settings**- When you click the arrow, there will be a drop down menu. Find and click on Settings.
4. **Timeline and Tagging**- In the Settings menu, on your left you will see a list of options. Click on the option that says Timeline and Tagging.
5. **Editing options**- In Timeline and Tagging options, the top section is called Who can add things to my timeline? There are two options here, one being Who can post to my timeline. Click Edit. Your options here are Friends or Only You. The other is Review posts friends tag you in before they go on your timeline. To enable or disable this (depending on what you have), click Edit, then click Enable or Disable. Enabling means you will have to approve being tagged in a post before it appears on your Timeline.

Approving Content

- If in a business page, click on “settings” then review “visitor posts” and select the setting you prefer.



The screenshot displays the Facebook Page Settings interface. On the left is a sidebar menu with options: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Videos, Page Roles, People and Other Pages, and Preferred Page Audience. The main content area shows settings for various page features. The 'Visitor Posts' section is highlighted, showing three options: 'Allow visitors to the Page to publish posts' (selected), 'Allow photo and video posts' (checked), and 'Review posts by other people before they are published to the Page' (unchecked). Below these options are 'Save Changes' and 'Cancel' buttons. Other visible settings include 'Shortcuts' (Page is not pinned to shortcuts), 'Page Visibility' (Page published), 'Page Verification' (Page is not verified), 'Audience Optimization for Posts' (turned off), and 'Messages' (People can contact my Page privately).

Setting	Value	Action
Shortcuts	Page is not pinned to shortcuts	Edit
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	<ul style="list-style-type: none"><input checked="" type="radio"/> Allow visitors to the Page to publish posts<input checked="" type="checkbox"/> Allow photo and video posts<input type="checkbox"/> Review posts by other people before they are published to the Page [?]<input type="radio"/> Disable posts by other people on the Page	Save Changes / Cancel
Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit

How to Hide Comments

Hide the comment.

To hide a comment, hover over the “...” by the comment and click “Hide Comment.”

Now the post can only be seen by the person who wrote the comment and his or her friends. They'll have no idea the post is hidden, and you can always click “Unhide” later if you like.



Block a Commenter

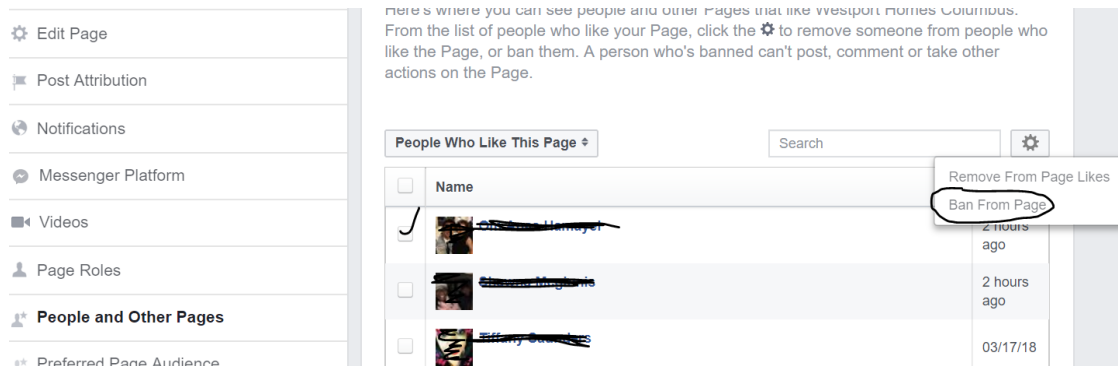
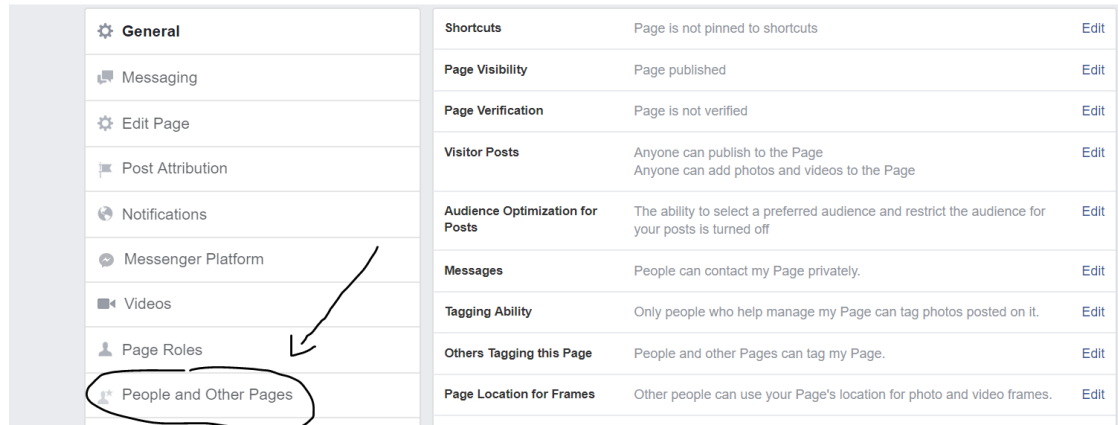
Block a Commenter from your page:

Go to Settings, then Click People and Other Pages in the left column.

Search for the person or click to check the box next to the name of the person you want to ban.

Click and select Ban From Page.

Click Confirm.



Duplicate Pages and/or unmanaged pages

- Google, Facebook and all social sites have a process by which you “claim” your business.
- You want to be sure to claim all your websites and pages.
- If you have multiple you want to merge and/or delete the pages that are no longer in use

<https://www.facebook.com/help/168172433243582>

<https://support.google.com/business/answer/2911778?hl=en>

Social Media Musts

- Pay to play
- Build a sense of community
- Highlight key people
- Fully complete every profile
- Create a group of SM key influencers to help promote
- Be quick to respond to any and all posts online
- Be consistent



Q&A

Contact Information



Barbara Burgie

barb@burgiemediafusion.com

614.273.0783

burgiemediafusion.com

facebook.com/burgiemediafusion

twitter.com/burgiemedia

linkedin.com/company/burgie-mediafusion-llc