



BEST SOCIAL MEDIA FOR YOUR ORGANIZATION

Growth of Social Media in Marketing \$

Social media marketing spending in the United States from 2014 to 2019 (in billion U.S. dollars)

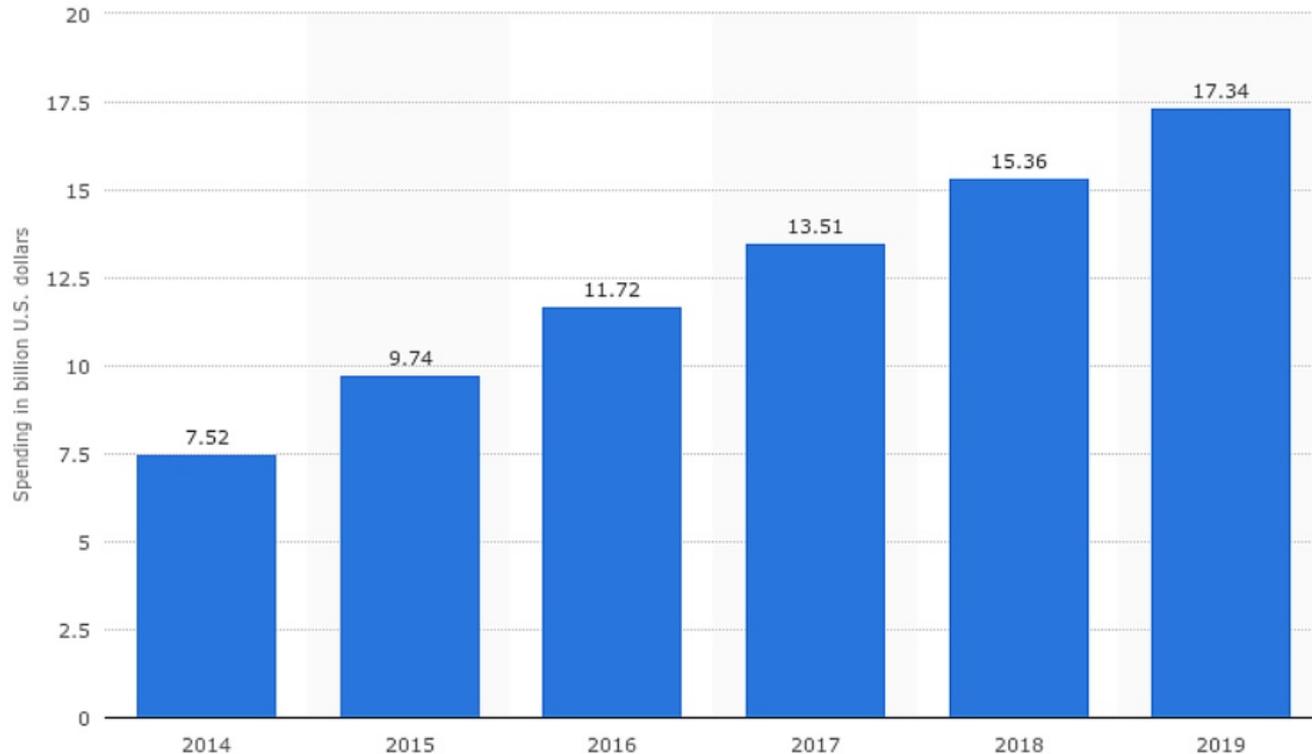
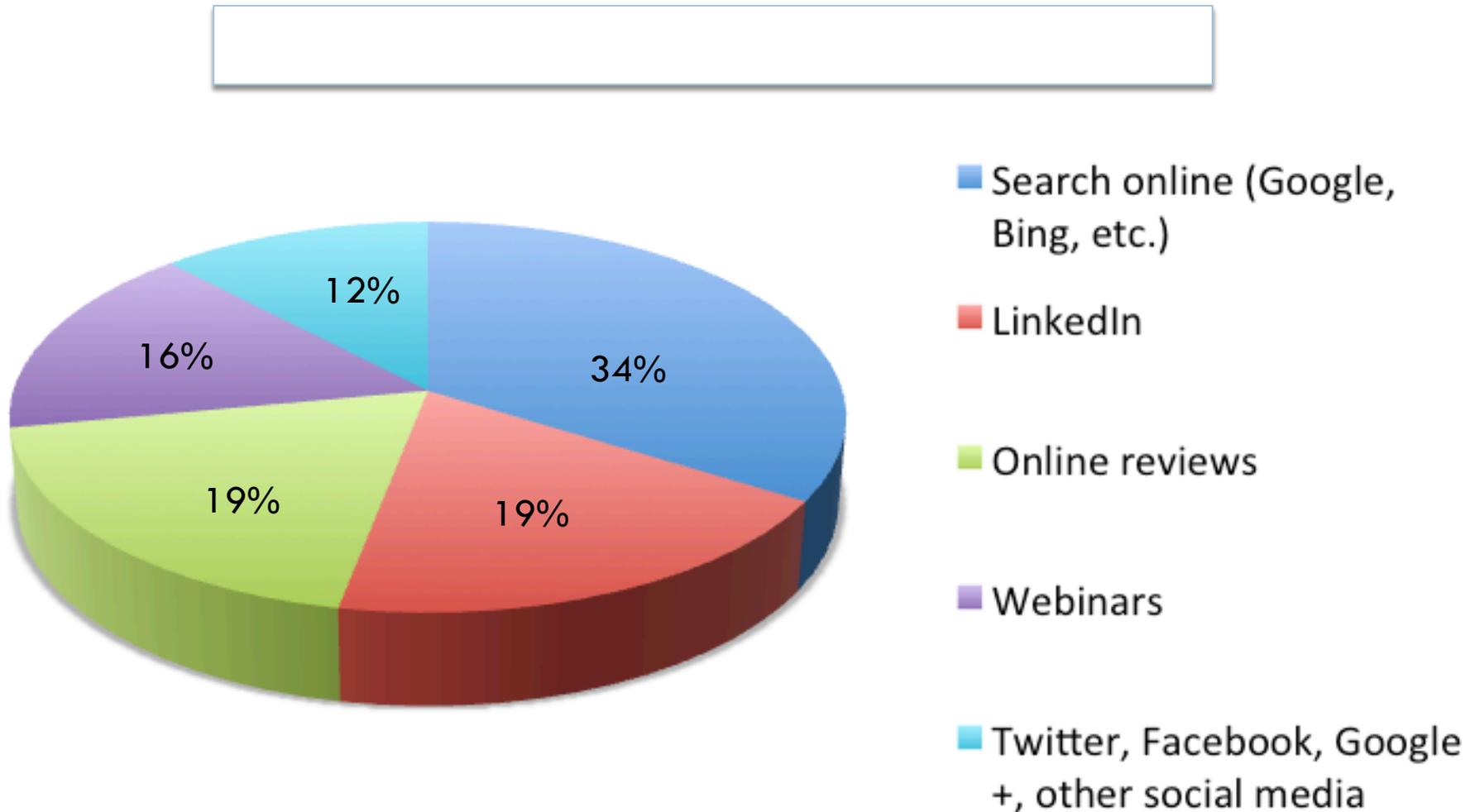


Image credit: Statista

How Buyers Look for Experts Online



Top Social Media Networks for Organizations

LinkedIn 

Facebook 

Twitter 

- All three networks can help your organization:
 - ▣ Build awareness and engagement
 - ▣ Generate leads or customers
 - ▣ Promote upcoming events
 - ▣ Engage with influencers

Best Social Media Network Depends on Your Organization's Audience

- **LinkedIn** - #1 in importance for most B2B corporations and individuals in all types of organizations
- **Facebook Organization Pages** - #1 in importance for many B2C corporations, non-profits, social groups and governments
- **Twitter** - #2 in importance for individuals who want to become known as experts, and for organizations to engage with audiences

Social Media Priorities

- ❑ Learn where your audience likes to go on social media, and go there.
- ❑ Focus on one or two networks, then expand.
- ❑ Post regularly.
- ❑ Keep company and individual profiles current.
- ❑ Post educational or entertaining content 4X as often as sales content. Be social.



LinkedIn

- *LinkedIn is the largest professional social media network. It helps users “connect” with each other.*
- It attracts the largest number of business decision makers with high net worth and big purchasing budgets (Ipsos survey).
- LinkedIn focuses on career, updates from brands, and current affairs that will help you be better at what you do.

LinkedIn

- ❑ LinkedIn Company pages introduce potential clients to your firm.
- ❑ Individual pages act as an informal recruiting avenue for job and employee seekers.
- ❑ Participating in LinkedIn groups helps establish you as an expert.



Twitter



- ❑ *Twitter is an online social networking and micro-blogging service that enables users to send and read 140-character messages.*
- ❑ Twitter helps you become known as a thought leader and expert.
- ❑ Talk “to” people. Create unique messages each time you tweet. Join conversations that are relevant to you.

Twitter



- ❑ Create a profile - profile picture, header image, and biography.
- ❑ Build an audience.
- ❑ Keep your tweets short and sweet. Use hashtags.
- ❑ Basic functions of Twitter: Retweet, Favorite, Lists, or Direct Messages.
- ❑ Always respond when people reply to your tweets.

Source: Andrew Mucci, Verizon Wireless Social Media Manager



Facebook



- *Facebook is the largest social network in the world. 71% of adult internet users are on Facebook.*
 - As of 12/31/14, there were 1.39 billion monthly active Facebook users.
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- The future of digital marketing is mobile, and 69% of smart phone users have the Facebook app on their phone. It is the most popular app.

Facebook



Other Social Media that May Be Right for Your Organization

□ Instagram



□ YouTube



□ Pinterest



□ SlideShare



□ Google+

