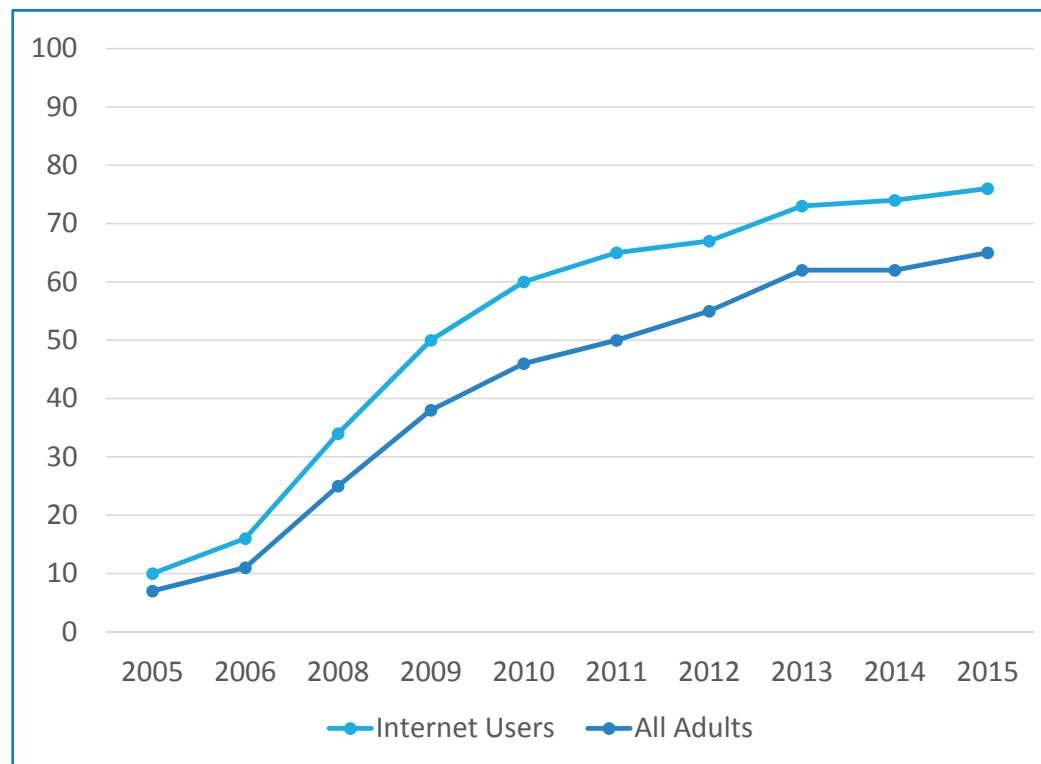


Social Media

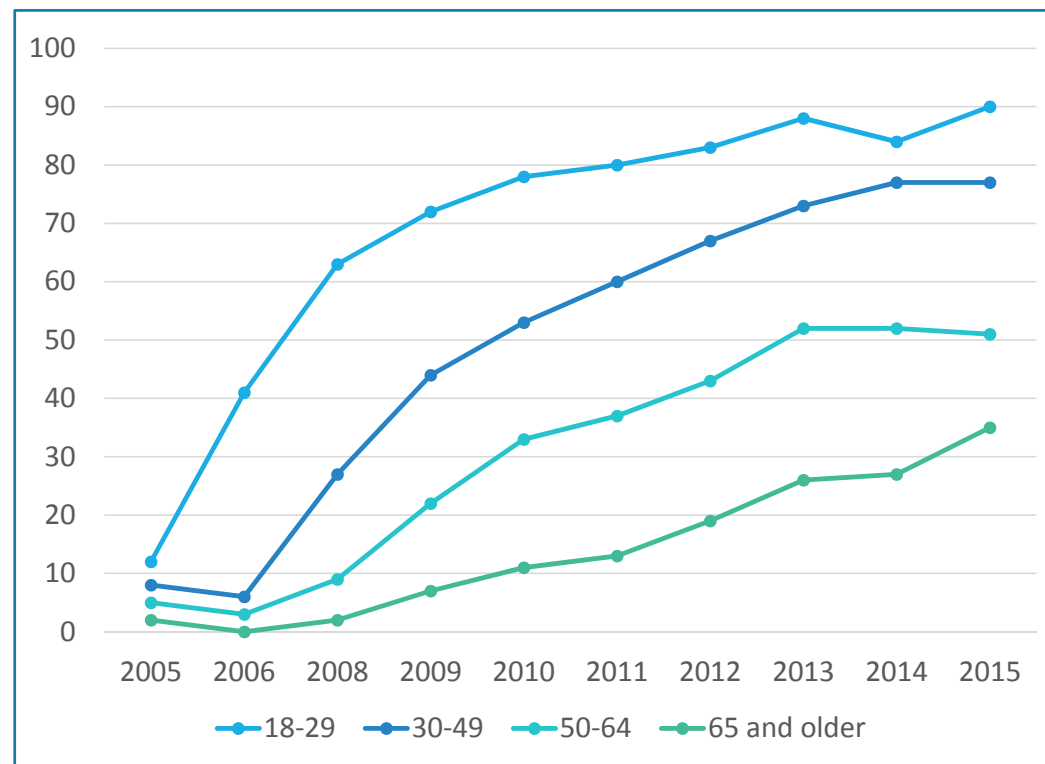
TRENDS & TECHNIQUES



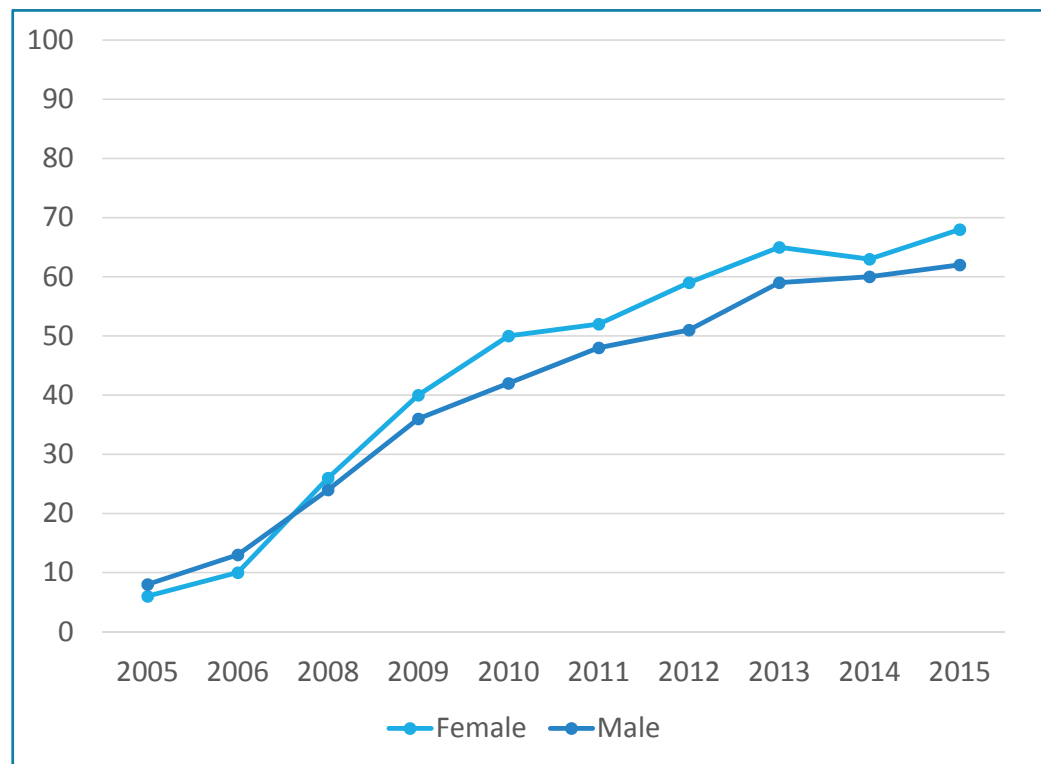
Social Networking Use Has Risen Dramatically in the Past Decade



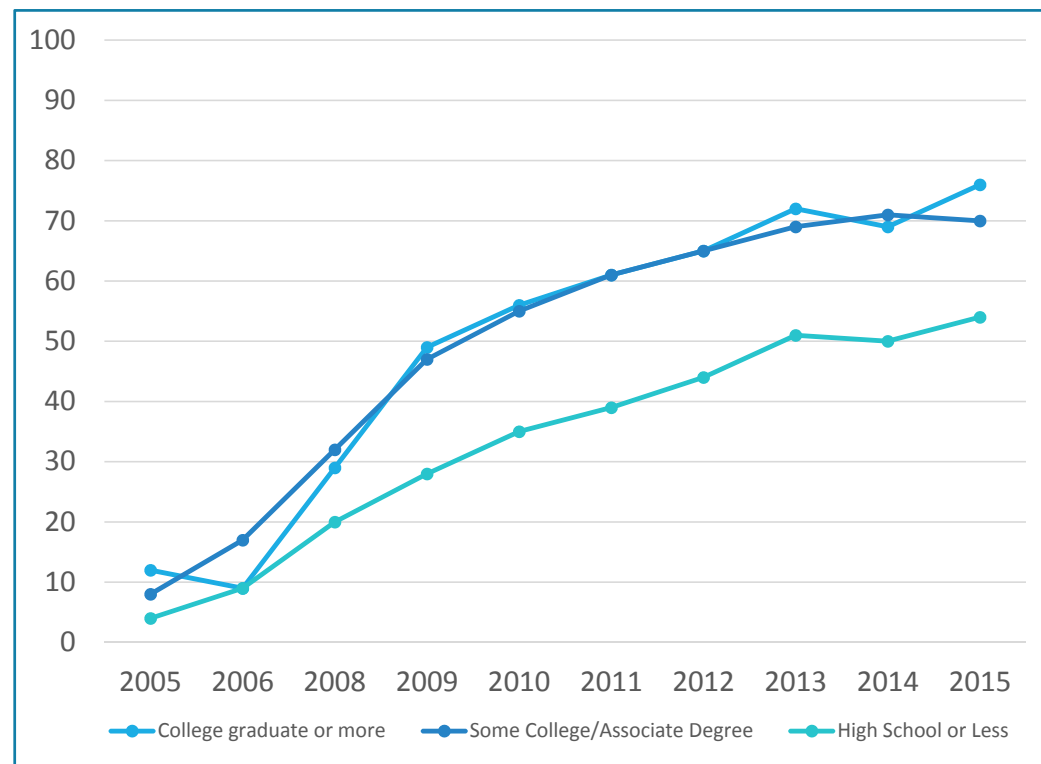
Young Adults Most Likely to Use Social Media



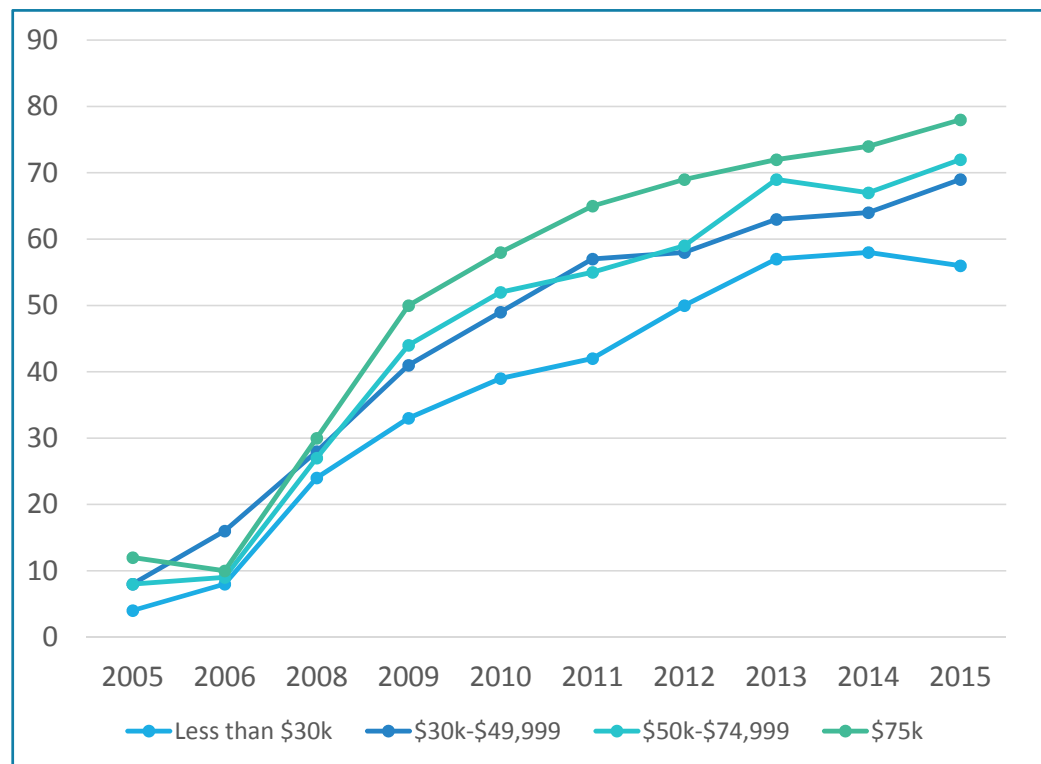
Women and Men Use Social Networking at Comparable Rates



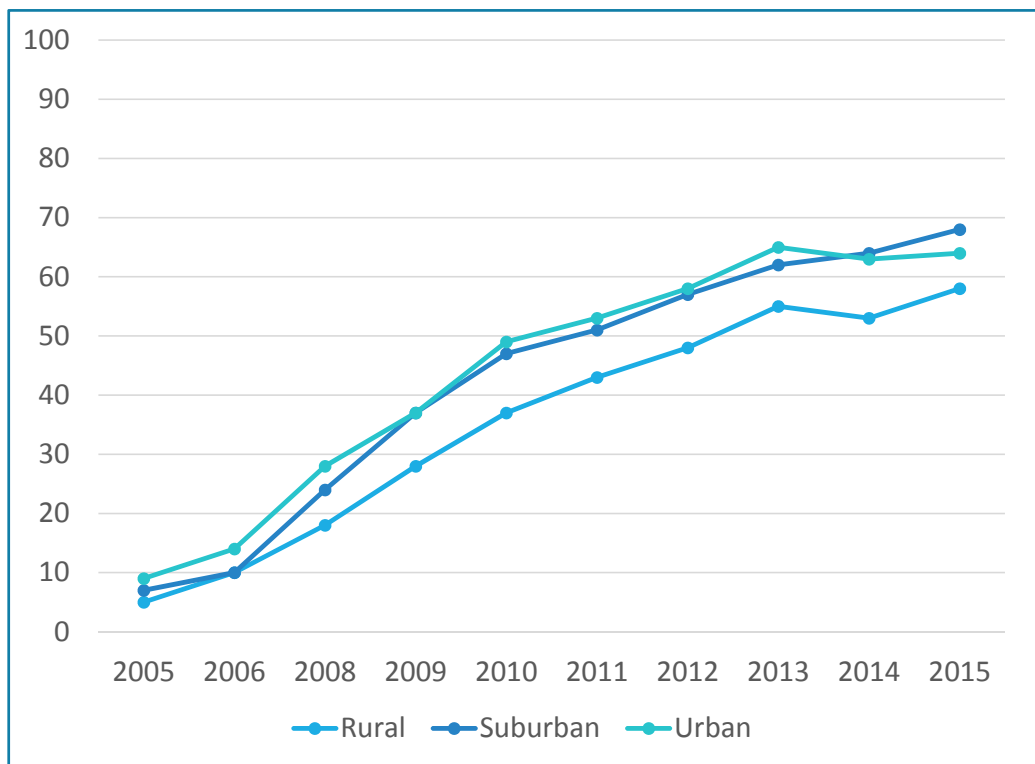
Those with Higher Educations More Likely to Use Social Media



High Income Households Lead the Way



Rural Internet Users Catching Up to Suburban Internet Users

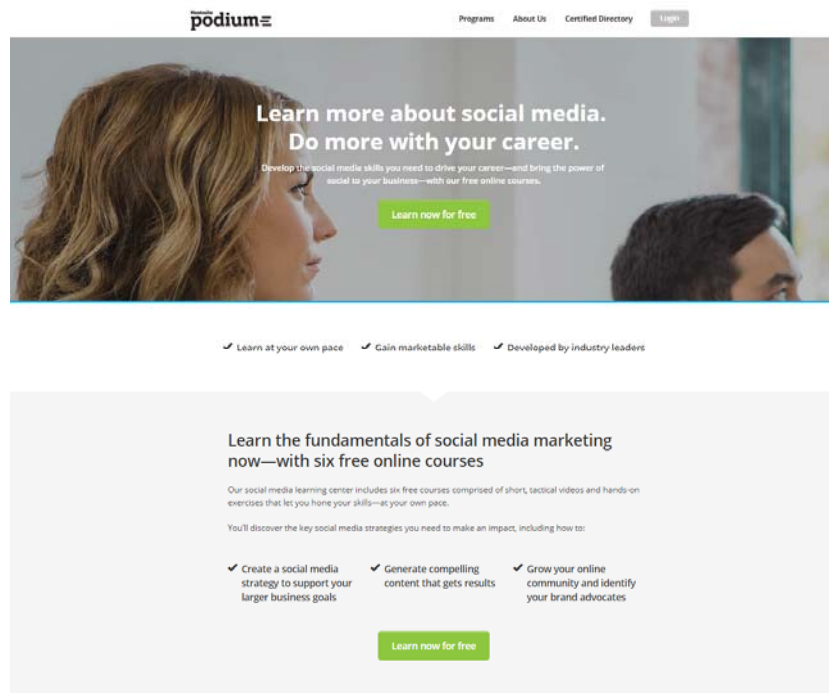


What's the catch?

Even though social media marketing may not cost anything, it is not 'free'



Hootsuite



The screenshot shows the Podium website. At the top, the Podium logo is on the left, and navigation links for "Programs", "About Us", "Certified Directory", and "Login" are on the right. The main banner features a woman's profile and the text: "Learn more about social media. Do more with your career." Below this, a smaller line of text says: "Develop the social media skills you need to drive your career—and bring the power of social to your business—with our free online courses." A green button labeled "Learn now for free" is positioned below the text. Underneath the banner, three bullet points are listed: "✓ Learn at your own pace", "✓ Gain marketable skills", and "✓ Developed by industry leaders". A section titled "Learn the fundamentals of social media marketing now—with six free online courses" follows. It includes a paragraph: "Our social media learning center includes six free courses comprised of short, tactical videos and hands-on exercises that let you hone your skills—at your own pace." and another paragraph: "You'll discover the key social media strategies you need to make an impact, including how to:". Below these are three bullet points: "✓ Create a social media strategy to support your larger business goals", "✓ Generate compelling content that gets results", and "✓ Grow your online community and identify your brand advocates". A second green "Learn now for free" button is at the bottom of this section.

podium

Programs About Us Certified Directory Login

Learn more about social media.
Do more with your career.

Develop the social media skills you need to drive your career—and bring the power of social to your business—with our free online courses.

Learn now for free

✓ Learn at your own pace ✓ Gain marketable skills ✓ Developed by industry leaders

Learn the fundamentals of social media marketing now—with six free online courses

Our social media learning center includes six free courses comprised of short, tactical videos and hands-on exercises that let you hone your skills—at your own pace.

You'll discover the key social media strategies you need to make an impact, including how to:

✓ Create a social media strategy to support your larger business goals

✓ Generate compelling content that gets results

✓ Grow your online community and identify your brand advocates

Learn now for free

Platform Overview

TWITTER, INSTAGRAM & FACEBOOK

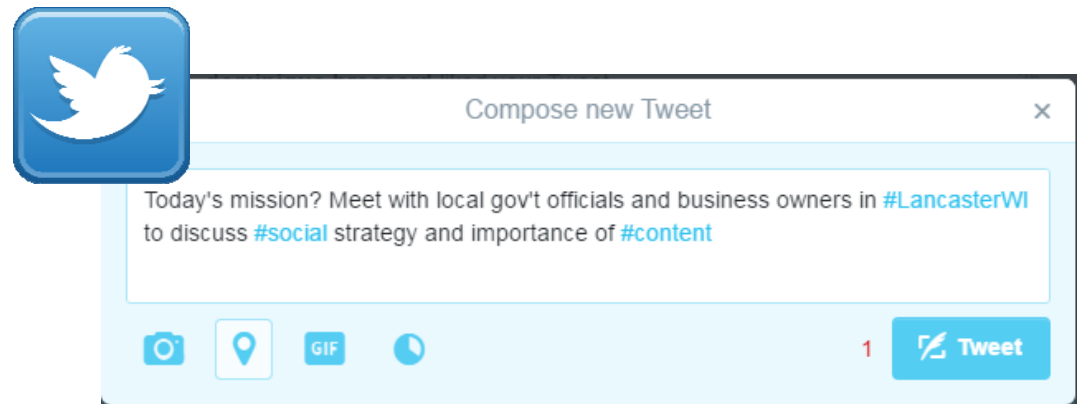




Twitter

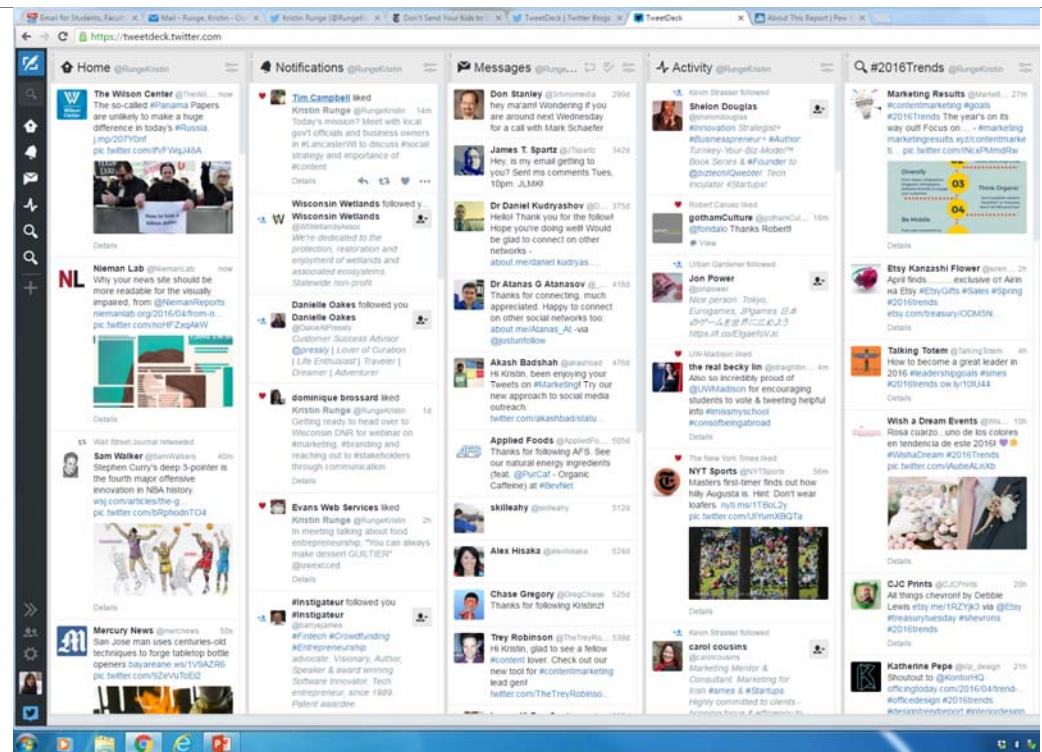
Twitter

- 320 million active daily users
- Tweets contain no more than 140 characters
- #hashtags provide context and allow other unknown users to find content
- Best social media platform for up-to-the minute second information about breaking events



Managing Twitter

- Tweetdeck





Instagram



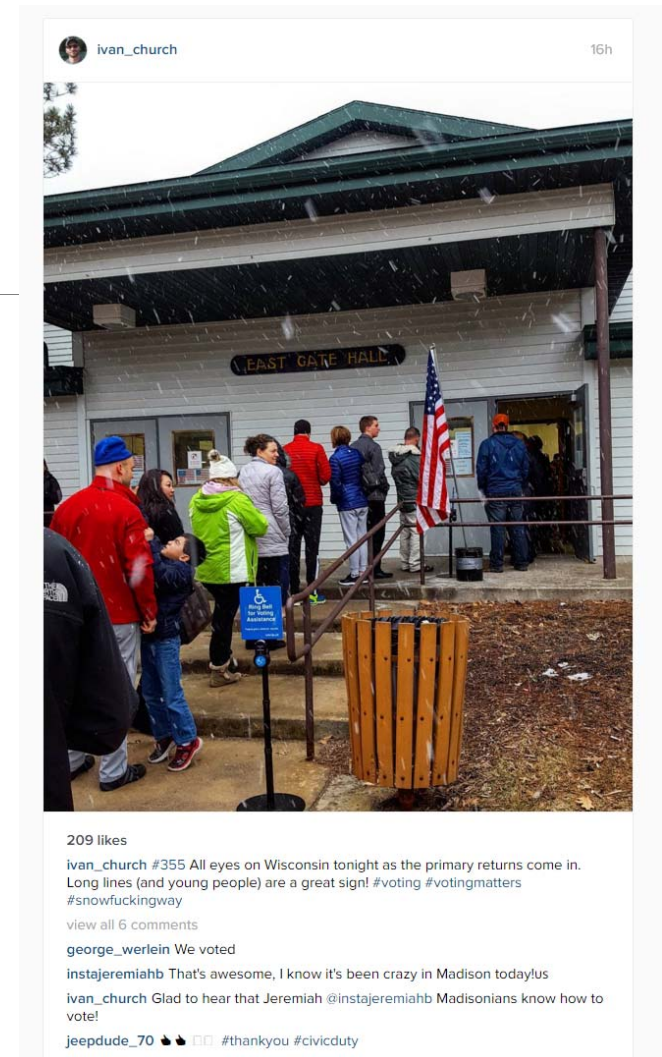
Instagram

- 300 million active monthly users
- 32% of teenagers say Instagram is the most important social network
- 85% of major U.S. product brands have adopted Instagram
- In a study of 475 online advertising campaigns, Nielsen found that recall for Instagram campaigns was 2.9 times higher than other online advertising



Instagram

- Photos and stills generate 36% more likes than videos
- Photos with faces generate 38% more likes than those without
- Posts mentioning another user generate 56% more engagement
- Posts with a hashtag generate 13% more engagement
- Posts with a location generate 79% more engagement





Facebook

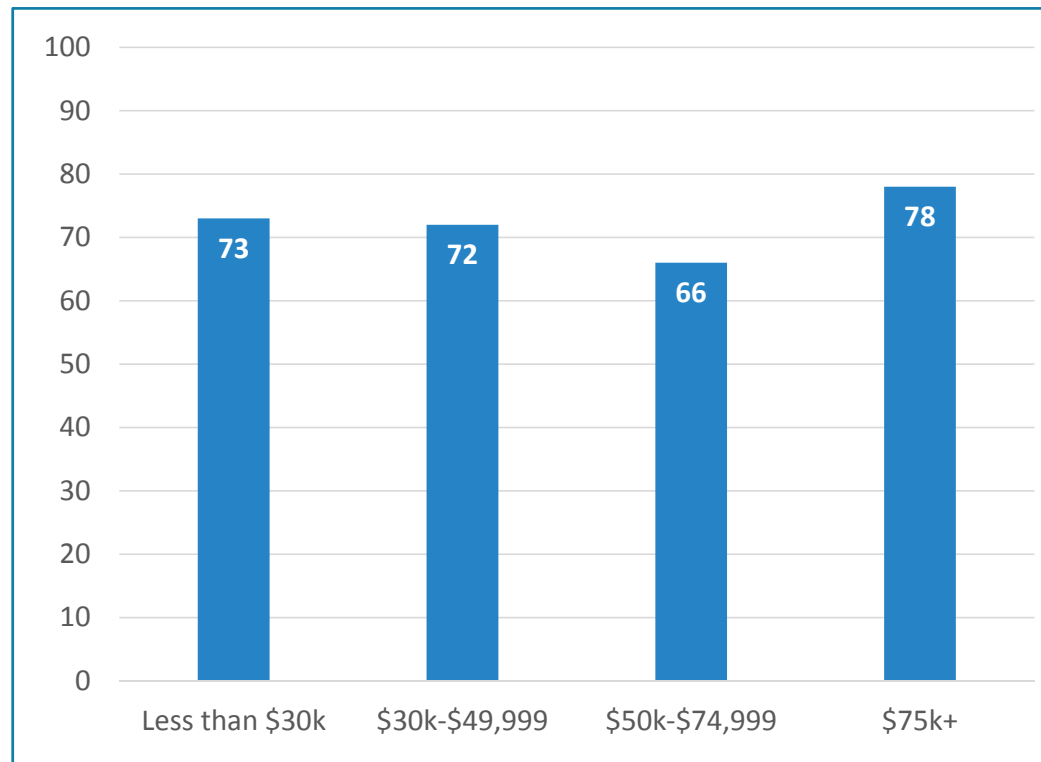


- 1.5 billion users worldwide
- Highest traffic occurs midweek between 1 p.m. and 3 p.m.
- Average user visit is 20 minutes long
- Engagement increases by 18% on Thursday and Friday

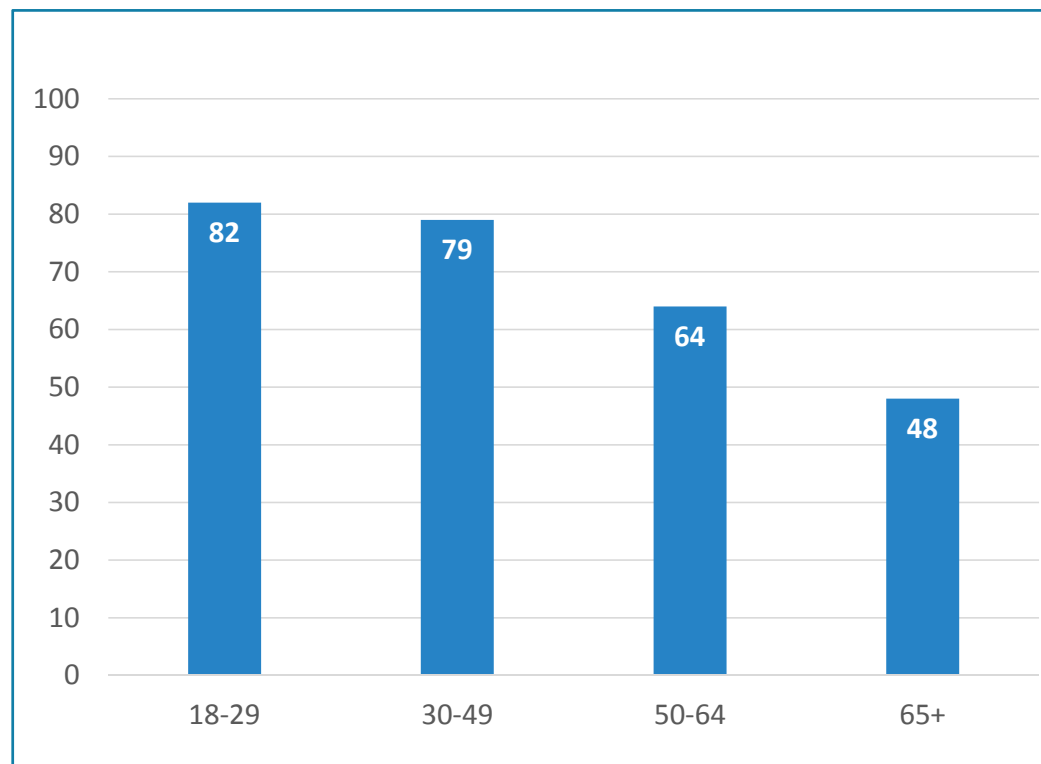
Women use Facebook slightly more than men



Facebook is popular among people in all income ranges



Facebook is widely popular among younger people, but growing among older Internet users



Roughly 7 out of 10 Internet users in urban, suburban and rural communities use Facebook



74%



72%



67%

Practical advice for Facebook advertising

1. Ethical Bribe

- User information in exchange for content

To receive the our Top Ten Tips for Facebook Advertising, enter your name and email here



Practical advice for Facebook advertising

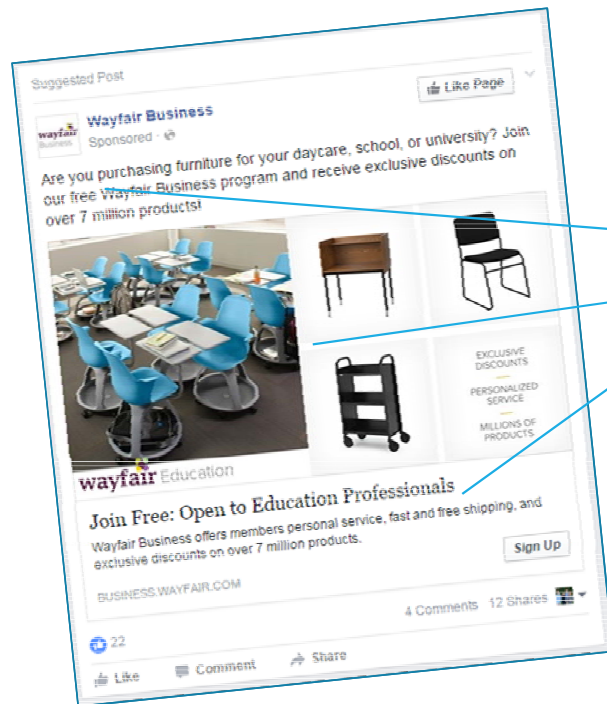
1. Ethical Bribe

2. Daily Budget

- Goal should be to get highest number of clicks at lowest cost – ideally 15 cents/click or less
- \$10/day
- Track ‘conversion’ – the number of Facebook users routed to business web page or Facebook page that engage in the activity you want (i.e. give phone number, place order)



Practical advice for Facebook advertising



1. Ethical Bribe

2. Daily Budget

3. Advertising Elements

- Title calls out audience
- Colorful, eye-catching image
- Description box answers “What’s in it for me?”



Practical advice for Facebook advertising

1. Ethical Bribe
2. Daily Budget
3. Advertising Elements
4. Refresh Advertisement
 - Every few weeks (or week?) in markets less than 100,000 people




Practical advice for Facebook advertising

1. Ethical Bribe
2. Daily Budget
3. Advertising Elements
4. Refresh Advertisement
5. Target Local Market to Keep Costs Low
 - Choose city/county plus 10 miles rather than restricting by user profile



Practical advice for Facebook advertising

1. Ethical Bribe
2. Daily Budget
3. Advertising Elements
4. Refresh Advertisement
5. Target Local Market to Keep Costs Low
 - Choose city/county plus 10 miles rather than restricting by user profile



Warning: Only
appropriate if your
target is local



Facebook Advertising Tutorial



For More Information

Kristin Runge, M.S.
Community Marketing Specialist
University of Wisconsin Extension
The Lowell Center
610 Langdon Street
Madison, WI 53706

(920) 851-0213 kristin.runge@ces.uwex.edu
Twitter @RungeKristin

