

# **A guide to social media platforms**



**RACHEL BESENYEI**

# **What is Social Media?**

Websites and applications  
that enable users to  
**create and share content**  
or to **engage** in social  
networking

**Why should I use Social Media?**

JAN  
2020

# SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

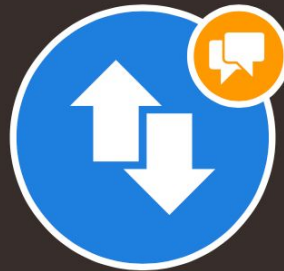
3.80  
BILLION

SOCIAL MEDIA  
PENETRATION (USERS  
vs. TOTAL POPULATION\*)



49%

ANNUAL GROWTH IN  
THE TOTAL NUMBER OF  
SOCIAL MEDIA USERS



+9.2%

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



global  
web  
index

3.75  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE

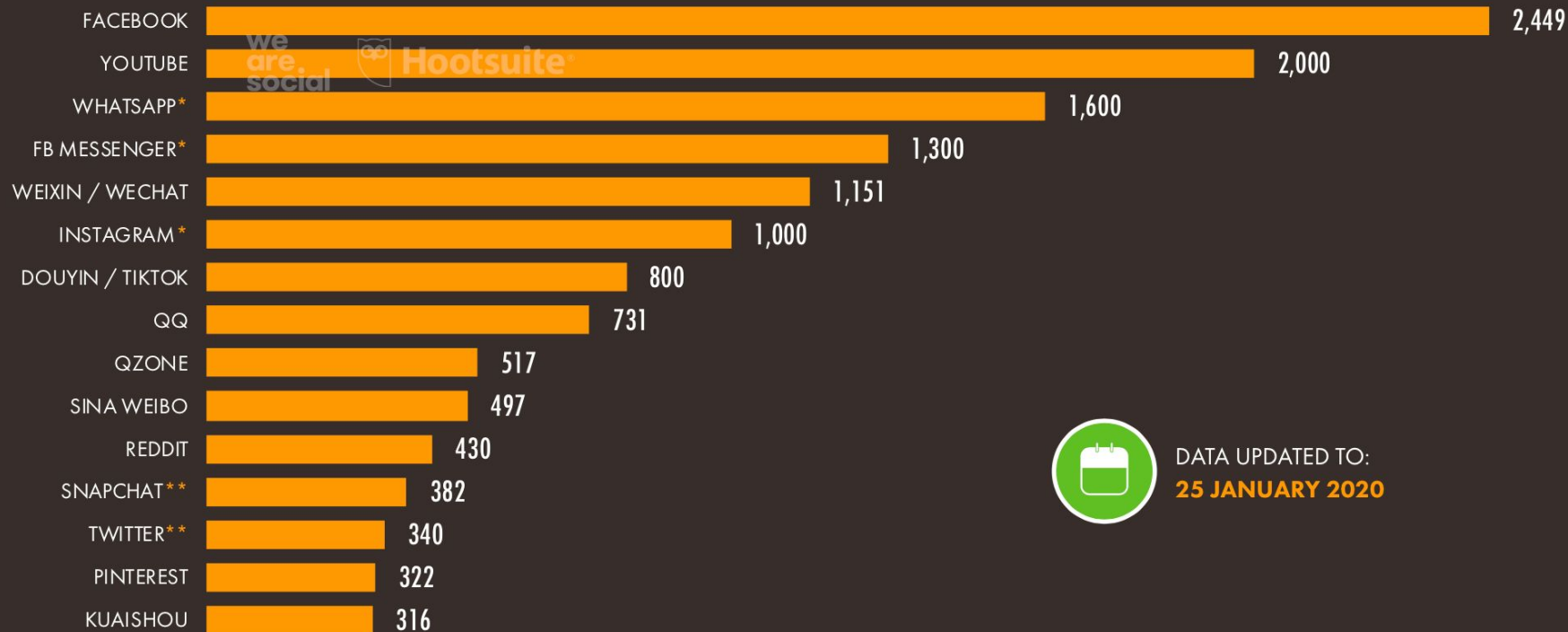


99%

JAN  
2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

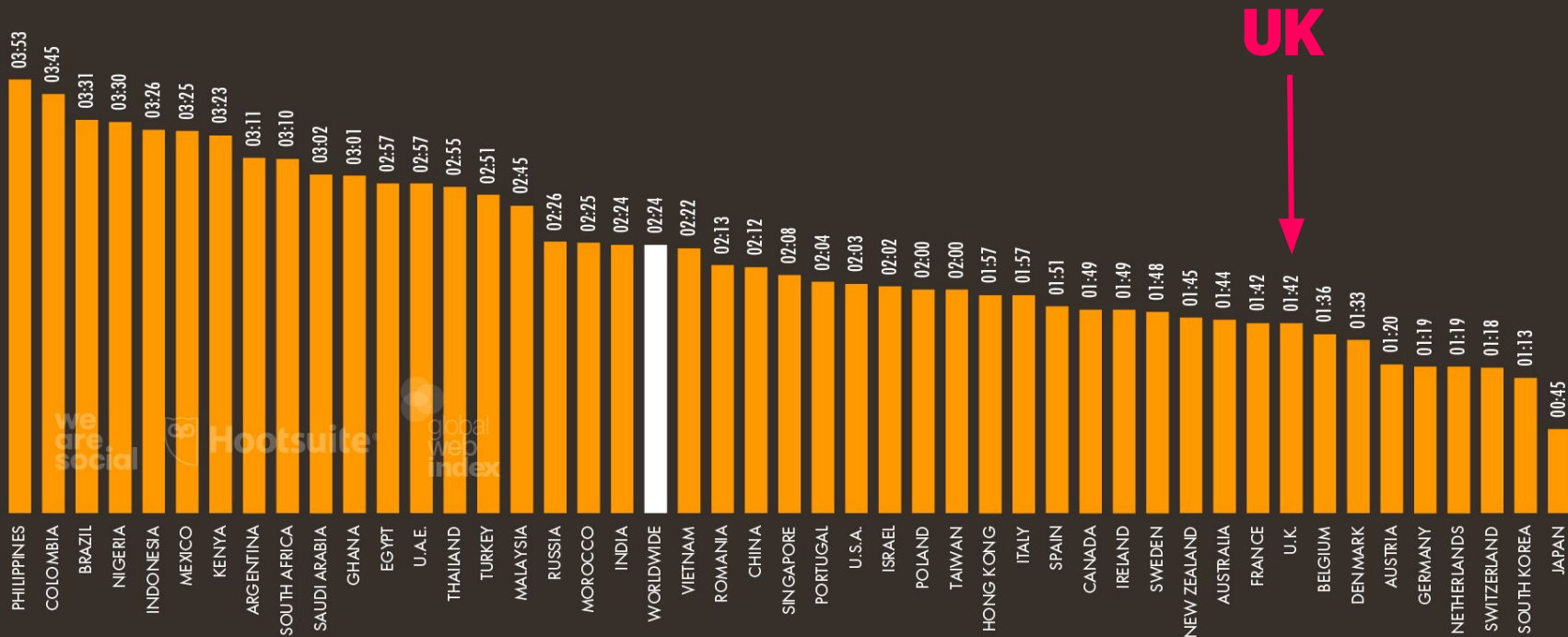


DATA UPDATED TO:  
**25 JANUARY 2020**

JAN  
2020

# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE



**Planning ahead**



**S**pecific

**M**easurable

**A**ttainable

**R**ealistic

**T**ime-bound

## SOME EXAMPLES

**Generate traffic?** – measure unique visitors where your campaigns sit

**Create a following?** – measure subscribers & followers

**Generate engagement?** – measure quantity & type of commentary

**Generate revenue and convert leads?** – pound value of every lead generated

## Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPIs	BUSINESS IMPACT
<b>AWARENESS</b>	Create awareness	Expose target audience to brand content	Owned: Posts Earned: Influencers engaged Paid: Promotions, Boosts	Impressions, reach, cost-per-impression	SOV, ToMA
<b>CONSIDERATION</b>	Generate demand	Drive engagement of target audience with brand content	Owned: Posts Earned: Interactions Paid: Boosted Posts, targeted ads	# of engagements, types of engagements	Visitors/traffic (online or offline)
<b>DECISION</b>	Drive conversion	Move target audience to brand offers	Owned: Posts with CTAs Earned: Shared links Paid: Targeted ads with CTAs	Link clicks, cost-per-click	Conversions (purchases, leads, app downloads, etc)
<b>ADOPTION</b>	Delight customers	Drive engagement with brand product/services	Owned: Customer interactions Earned: Responses Paid: Promoted customer content	(Positive) Earned mentions, customer care (responses, times, qty)	Sentiment and satisfaction
<b>ADVOCACY</b>	Inspire evangelism	Activate customer influencers	Owned: Posts Earned: Outreach to influencers Paid: Boosted influencer posts	Earned impressions, reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

Who are your **target audiences**?

What do you **want them to know**?

How much **resource** can you justify?

**Which platform?**



Medium



YouTube



LinkedIn



# CONSIDERATIONS

How much time can you justify?

What do you want from your time on social?

How visual is your product or service?

Are you B2B or B2C?

Should you consider more than one platform for different purposes?

What do your audience look like?

Top 6 networks by usage per age group in the UK, USA



	18-24	25-34	35-44	45-54	55-64	65-75	75+
Most used	YouTube	YouTube	YouTube	YouTube	YouTube	Facebook	Facebook
2	Facebook	Facebook	Facebook	Facebook	Facebook	YouTube	YouTube
3	FB Messenger	FB Messenger	FB Messenger	FB Messenger	FB Messenger	FB Messenger	FB Messenger
4	Instagram	WhatsApp	WhatsApp	WhatsApp	WhatsApp	WhatsApp	Skype
5	WhatsApp	Instagram	Twitter	Twitter	Twitter	Skype	WhatsApp
6	Snapchat	Twitter	Instagram	Skype	Skype	Google+	Twitter

# Facebook



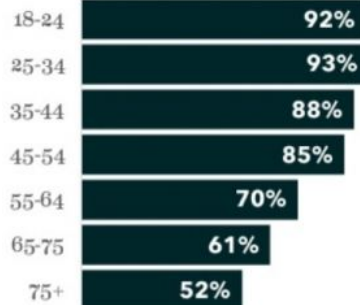
Among online UK adults aged 18+, the % who use Facebook



Gender



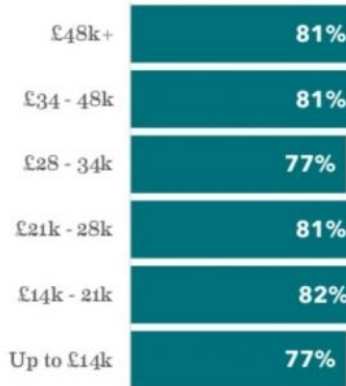
Age



Social Grade



HH Income



Geography



- No character limit
- Very visual
- Users don't tend to be in the 'purchase' mindset
- Great targeting functionalities
- Low organic reach
- 'Groups'

# Twitter

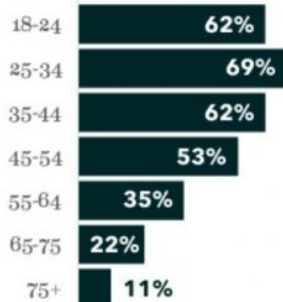
Among online UK adults aged 18+, the % who use Twitter



Gender



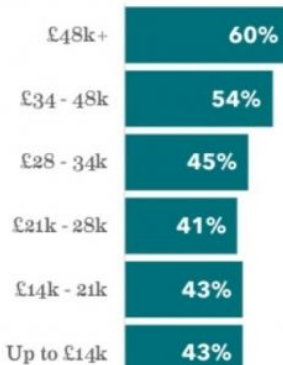
Age



Social Grade



HH Income



Geography



- 240 character limit
- Less visual, lower barriers to entry
- Much more news-focused, and things move very quickly
- Better organic reach, especially through 'hashtags' and 'Trending'

# Instagram

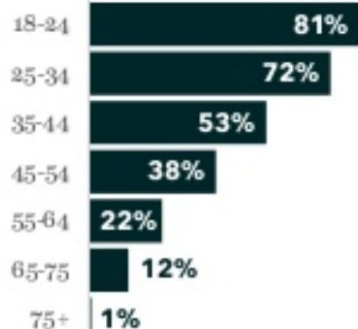
Among online UK adults aged 18+, the % who use Instagram



Gender



Age



Social Grade



HH Income



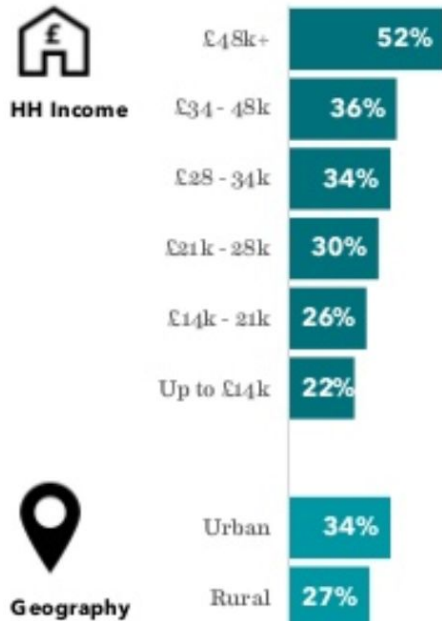
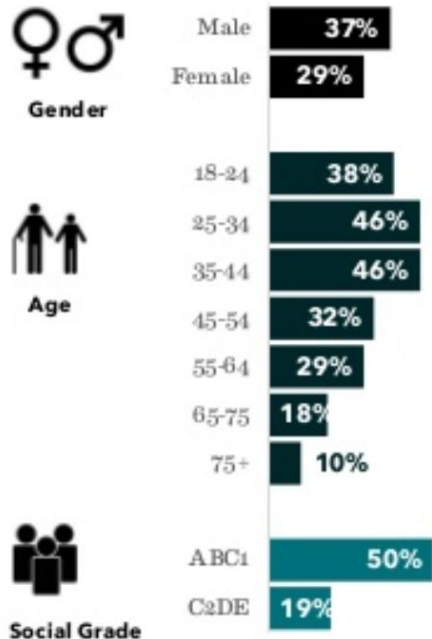
Geography



- Very visual
- Shop functionality
- Overlap with influencers & brand ambassadors
- 'Stories'
- Great targeting functionalities
- Low organic reach - limited use of 'Discover'

# LinkedIn

Among online UK adults aged 18+, the % who use LinkedIn

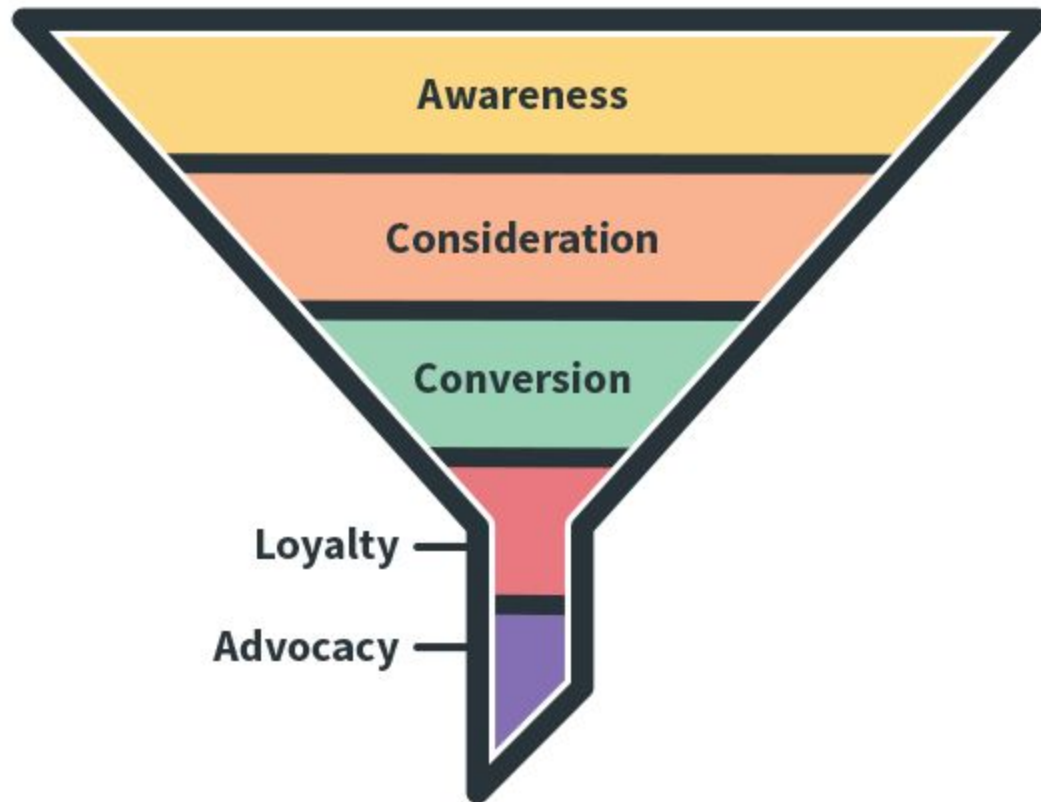


- No character limit
- Very professional
- Quite a different mindset to other platforms
- Good organic reach
- 'Groups'



... something else?

**Build relationships**



# CONSIDERATIONS

Especially with social advertising, relationships can become transactional and one-sided

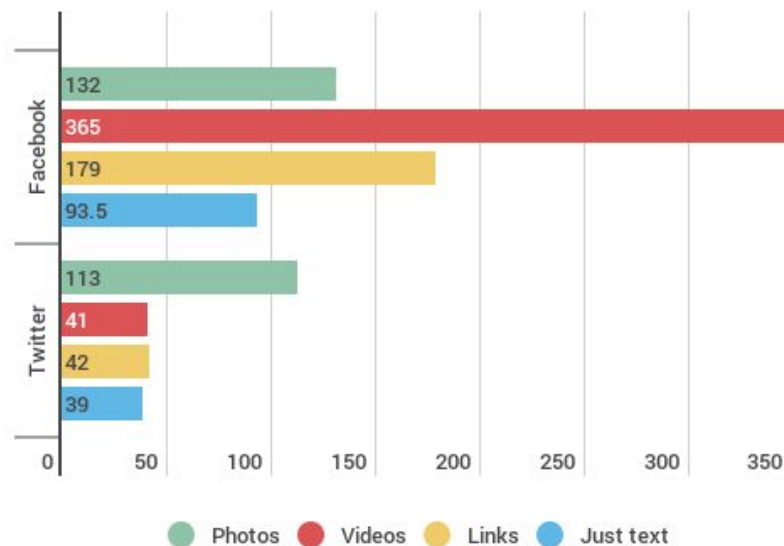
What kind of content offers value beyond the initial purchase or donation?

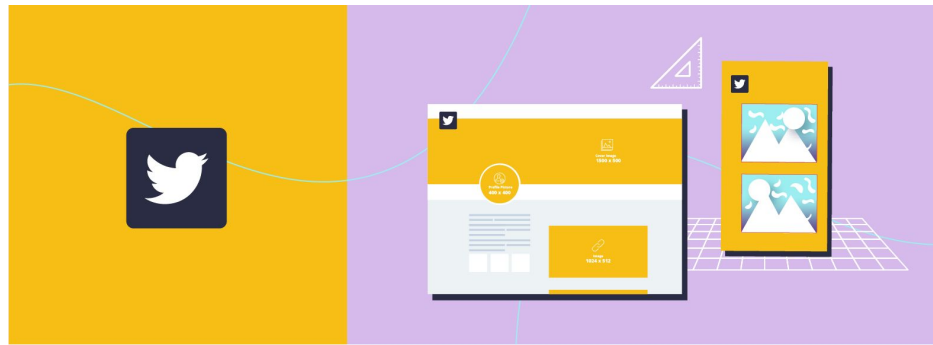
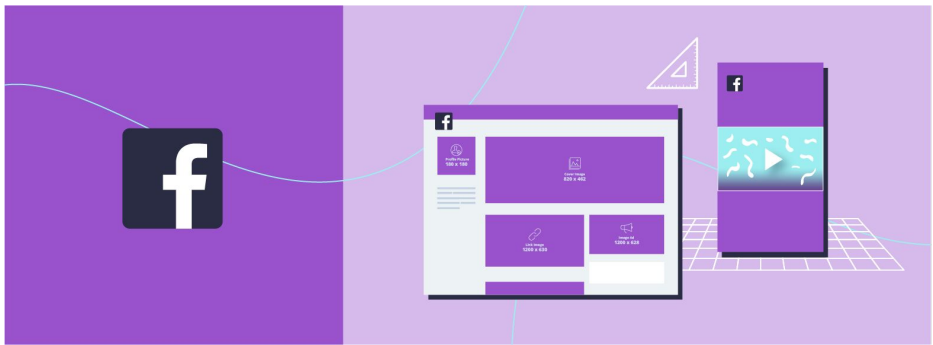
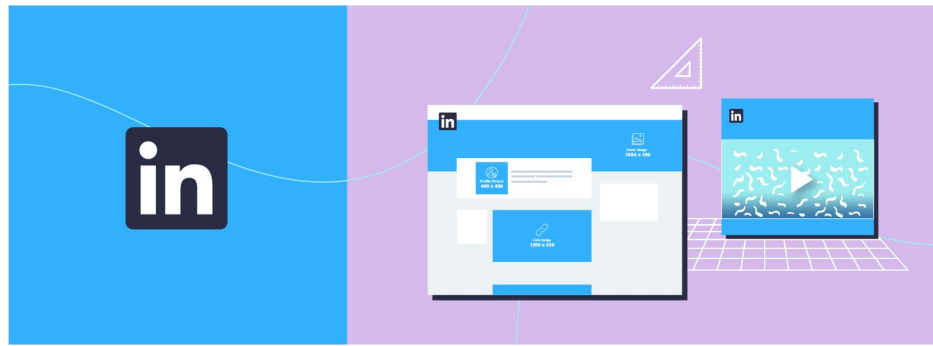
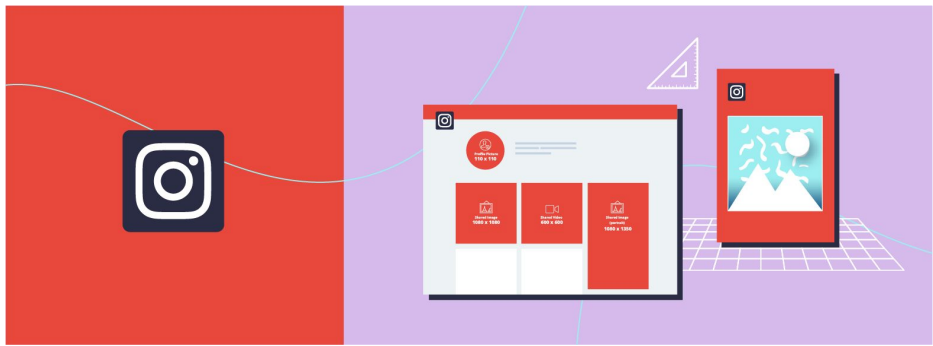
How can you build up a digital community of engaged people?

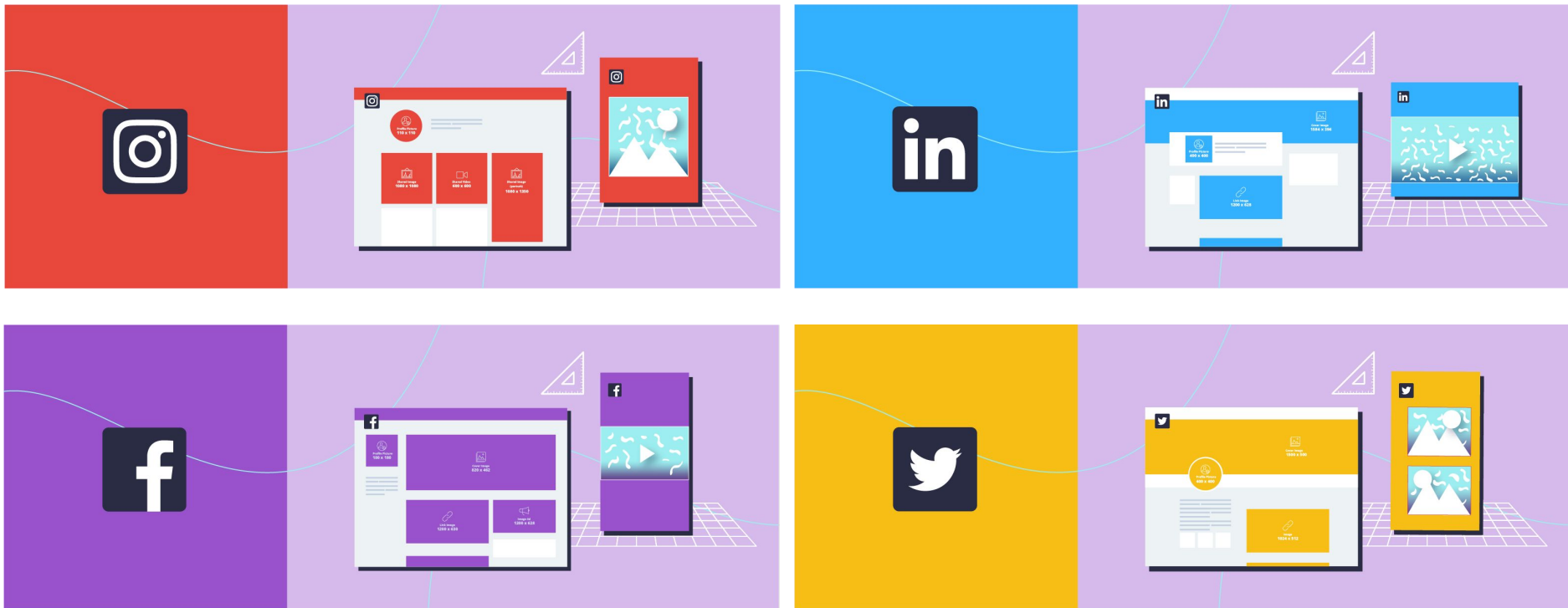
Where possible, 'Groups'

**Compelling visuals**

# Which Type of Posts Get the Most Engagement for Brands







## Sprout Social: Always Up-To-Date Social Media Image Sizes Cheat Sheet



File Edit View Insert Format Data Tools Add-ons Help



Capture attention quickly

The three  
second  
audition

"We know that **65%**  
**of people who**  
**watch the first**  
**three seconds of a**  
**video will watch for**  
**at least ten seconds**  
and 45% continue  
watching for thirty  
seconds."

# CONSIDERATIONS

Clear, high quality imagery

Owned where possible, credited where not

User-generated content and imagery

ROI - is it really worth investing in videos and animations?

2-second audition

Brand colours & imagery

**Quality over quantity**

✓  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Do use our logo in any of our three greens, but...



...where that's not possible use it in white out as long as it's clearly legible.

✗  
**MACMILLAN.  
CANCER SUPPORT**  
**WE ARE  
MACMILLAN.**  
**WE ARE  
MACMILLAN  
CANCER SUPPORT**

Never ever ever ever take away any of the words (or full stop) from our logo. It always appears in full.

✗  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Never redraw/rewrite our logo, you can download it from [be.macmillan.org.uk/logo](http://be.macmillan.org.uk/logo)

✓  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Do use our logo on its side, but don't...

✗  
**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

...use it upside down.



Do use it discreetly if it's clear that this is about cancer (eg if it's got cancer in the title). But never smaller than 22mm or 70px across its width.



Do think about where to put it – here it's inside the silhouette and suggests the shape of the girl's leg, but could be outside 'supporting' the silhouette.



Don't stick it in the corner, it needs to have a relationship with the silhouette...



...yes, much better!

✗  
**PETER KYLE TOM  
ALFIE TODD  
ELIZABETH CLARA  
WALTER MUM  
YUSEF AUNTIE  
JO DANIEL  
WE ARE  
MACMILLAN  
CANCER SUPPORT**

Don't use the logo at the same size as any Macmillan Headline on the same product (it gets lost)...

✓  
**PETER KYLE  
TOM ALFIE TODD  
ELIZABETH  
CLARA WALTER  
MUM YUSEF  
AUNTIE JO  
DANIEL**  
**WE ARE  
MACMILLAN  
CANCER SUPPORT**

...there should be a definite difference in size and placement so people can see it's from Macmillan.

# **GUIDELINES & TONE OF VOICE**

What topics will you talk about, and which will you avoid?

How will you use hashtags or Trending events, if at all?

Does your brand voice use emojis?

How many sentences will you stick to?

How do you sound on each platform?

Does someone need to sign off your posts?

Don't post for the sake of it!

# WHAT SHOULD I SAY?

Be interesting

Be expert

Be relevant

Be original and stimulating

Create an evolving narrative through your content and activity

**Reply to all brand mentions**

# **GUIDELINES**

Who is monitoring and responding to comments?

Respond within an hour

Have a plan - for good or bad

Draft responses

Track everything

Be friendly & personable

# Schedule content

# SCHEDULING

Free up time for other things

Make use of free tools first

Plan 30 days in advance if possible

Allocate a time to write and schedule posts each week

Split the workload out between a team

Plan forward-looking content - and see where you have shortages!

Look out for key events and awareness days

[illegible]

**Track & refine performance**

**S**pecific

**M**easurable

**A**ttainable

**R**ealistic

**T**ime-bound

# WHAT TO INCLUDE

Depends on your goals, but some ideas:

- Number of posts
- Net followers gain or loss
- Number of likes
- Post reach
- Number of comments
- Number of shares
- Number of page/profile views
- Number of clicks on post links
- Number of clicks on the link in your bio
- Number of story views
- Number of video views
- Top performing post(s)

# FACEBOOK INSIGHTS

The image shows the Facebook Insights interface with the 'Export Insights Data' dialog box open. The background shows the 'Overview' tab with a 'Page Summary' for the last 7 days. The dialog box allows users to select a data type (Page, Post, or Video data), a file format (Excel), a date range (February 27, 2019 - March 26, 2019), and a layout (All Page Data, Make New Custom Layout, Edit All Page Data, or All Page Data). The 'All Page Data' option is currently selected.

**Overview**

**Page Summary** Last 7 days

**Export Data**

**Export Insights Data**

Select a data type, file format and date range. You can export up to 500 posts at a time.

**Data Type**

- ☒ **Page data**  
Key Page metrics for engagement, like sources and audience details.
- ☐ **Post data**  
Key post metrics for reach, impressions and feedback.
- ☐ **Video data**  
Key video metrics including views, unique views, paid views and organic views.

**File Format**

Excel (.xls)

**Date Range**

February 27, 2019 - March 26, 2019

**Layout**

- All Page Data
- Make New Custom Layout
- Edit All Page Data
- ✓ All Page Data

[Facebook Page Terms](#)

# TWITTER ANALYTICS

The image shows a Twitter profile page for Christina Newberry (@ckjnewberry). The top navigation bar includes Home, Notifications, Messages, a search bar, and a Tweet button. The profile header shows the user's name, handle, and a bio: "Travel & lifestyle writer | Editor | Oxford comma aficionado | Urban gardener | Vegetarian foodie | Member, Travel Media Association of Canada". It also lists the location as "Amsterdam, The Netherlands", a website link "christinanewberry.com/hello", and the join date "February 2009". A tweet from Hootsuite is visible in the timeline. The Analytics menu is open, showing options like Profile, Lists, Moments, Promote Mode, Twitter Ads, Analytics (highlighted), and Media Studio.

Home Notifications Messages Search Twitter Tweet

**Christina Newberry**  
@ckjnewberry

@ckjnewberry

Travel & lifestyle writer | Editor | Oxford comma aficionado | Urban gardener | Vegetarian foodie | Member, Travel Media Association of Canada

Amsterdam, The Netherlands

[christinanewberry.com/hello](https://christinanewberry.com/hello)

Joined February 2009

430 Photos and videos

You Retweeted

**Hootsuite** @hootsuite · Mar 24  
How to create a Facebook Business F

**Christina Newberry**  
@ckjnewberry

Edit profile

- Profile
- Lists
- Moments
- Promote Mode
- Twitter Ads
- Analytics**
- Media Studio

# TWITTER ANALYTICS

 **Analytics** Home Tweets Audiences Events More ▼

## Tweet activity

 Last 28 Days ▼

 Export data

Your Tweets earned **7.4K impressions** over this **28 day** period



Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate

# INSTAGRAM INSIGHTS

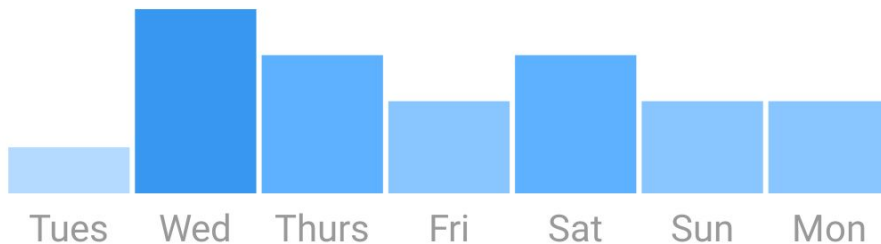
← Insights

**ACTIVITY**

CONTENT

AUDIENCE

Actions taken on your  
account from  
19 March – 25 March





What's the context?

Add analysis

How do you action this?

**Advertising**

# Thank you.

**[rachel.besenyei@gmail.com](mailto:rachel.besenyei@gmail.com)**

**[@rachelbesenyi](#)**