

Introduction to Social Media – How and Why you should use Different Platforms

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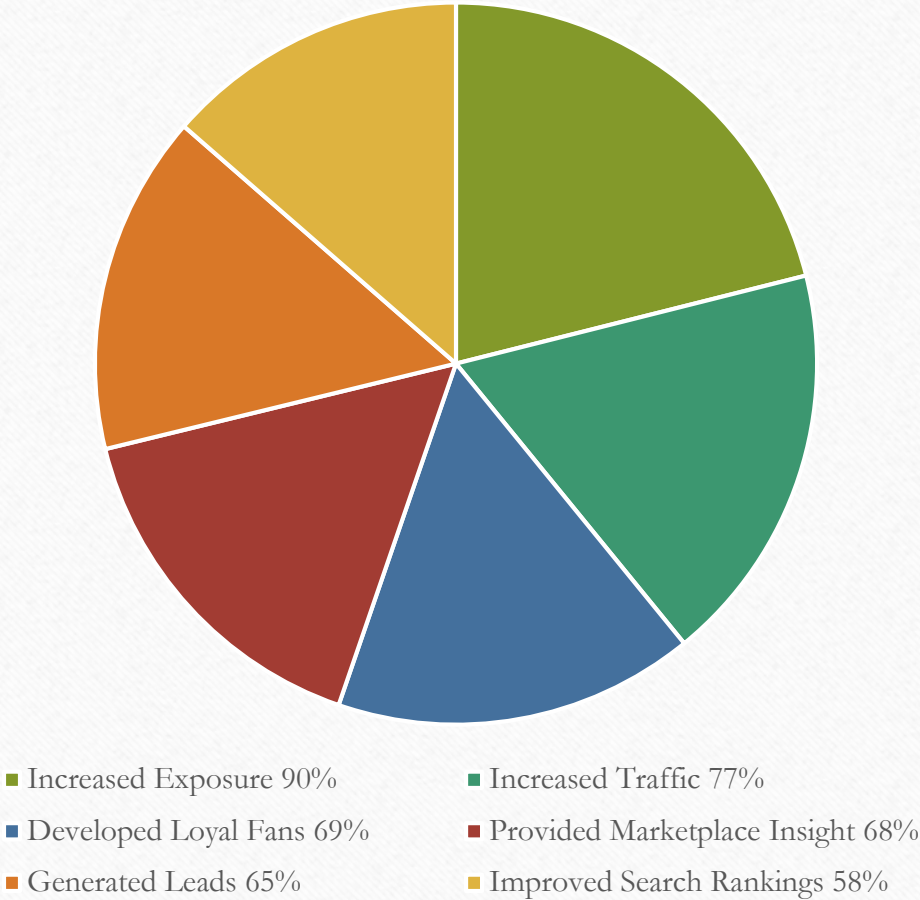
What are the benefits of Social Media Marketing?



Most marketers are using social media to develop loyal fans (69%) and to gain marketplace intelligence (68%)

According to the 2015 Industry Report from the Social Media Examiner, 90% of marketers indicate that their social media efforts have generated more exposure for their businesses.

Benefits of Being Social



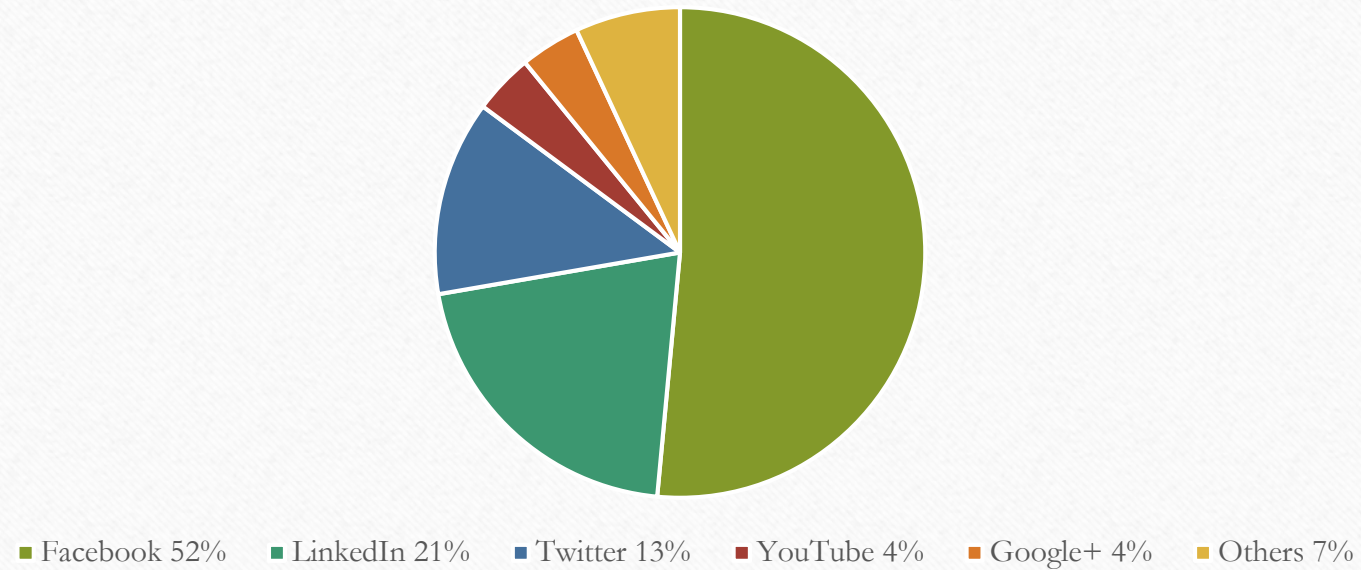
Source: Social Media Examiner - 2015 Industry Report

Commonly used types of content

- 71% of marketers are using visual assets – use images to tell your story
- 70% are blogging – tell your story or share your expertise – become a thought leader
- Only 10% are using podcasting to share information representing a large opportunity for those looking to shake things up a bit. Podcasting is an amazing way to create accessible content.
- Don't forget about video – show and tell your story using simple online tools.

Platform Preference by the Number

Platform Preference

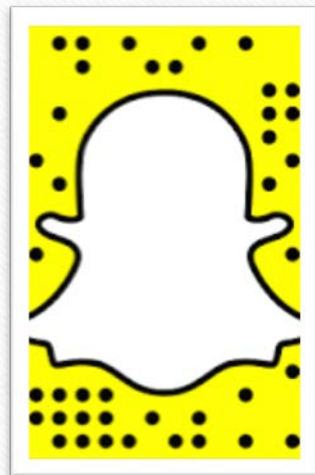


Source: Social Media Examiner - 2015 Industry Report

SNAPCHAT!

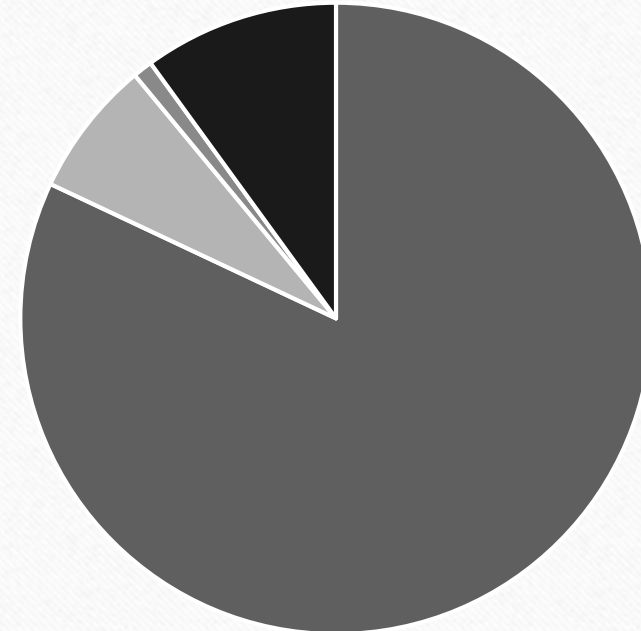
Snapchat is a new social media platform used most frequently by people under the age of 34. You can share pictures and links to videos and other content.

Snapchat logs billions of views per day. If you are working with this target demographic, or want to be seen as an out-of-the-box thinker, we suggest you get to know Snapchat today.



Source: Social Media Examiner - 2015 Industry Report

Snapchat Use



- No Plans to Use 82%
- Increase Use 7%
- Decrease Use 1%
- Status Quo - 10%

How do I manage all of this new stuff???



What not to do...

- Use extreme caution sharing materials that do not belong to you. Materials others have created are protected by copyright. If you must use someone else's photos, audio, or video, make sure you are taking these from royalty free sources.
- Do not post anything that you would not be proud to share with the entire world. The speed and power of social media is so great you can take over the world, or be destroyed by it within minutes.

Oops!



Justine Sacco
@JustineSacco

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

3,034 RETWEETS 1,418 FAVORITES

7:10 AM · 20 Dec 13

This screenshot shows a Twitter profile for Justine Sacco (@JustineSacco). The profile picture is a small square image of her. The bio is empty. The tweet text reads: "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!". Below the tweet, there are icons for Reply, Retweet, Favorite, and More. The retweet and favorite counts are 3,034 and 1,418 respectively. The tweet is timestamped "7:10 AM · 20 Dec 13".



Justine Sacco

Senior Director Corporate Communications at IAC
Greater New York City Area | Public Relations and Communications

Current: IAC
Previous: WWE, World Wrestling Entertainment, The Morris + King Company
Education: Tulane University

Connect Send Justine InMail

500+ connections

www.linkedin.com/pub/justine-sacco/2135668

This screenshot shows a LinkedIn profile for Justine Sacco. The profile picture is a larger square image of her smiling. The headline is "Senior Director Corporate Communications at IAC". The location is "Greater New York City Area" and the industry is "Public Relations and Communications". The current company is "IAC". Previous companies listed are "WWE, World Wrestling Entertainment" and "The Morris + King Company". Education is "Tulane University". There are buttons for "Connect" and "Send Justine InMail". The profile has "500+ connections". A URL is provided at the bottom: "www.linkedin.com/pub/justine-sacco/2135668".

Think ahead...what might the world look like for you and your business in 1 – 5 – 10 years?



Get Started!

- The only way to get going is to begin. Think about what you are looking to achieve and choose a platform – feel free to give me a call if you're having trouble deciding!
- Open your account and play with it. Look at what others are doing – copy them! It's the sincerest form of flattery and there is no exception on the internet.
- Have fun! Fail fast and keep informed about changes and learn what is trending – then do that!

Thanks! Follow me and I'll see you soon!

- Twitter: @TeamFastWarren, @MsCGrove
- LinkedIn: <https://ca.linkedin.com/in/carissacosgrove>
 - Snapchat: fastwarren