

# Award Winning Social Media Expert and International Speaker



*Sharon  
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*Sharon is an accredited member of the Association of Professional Coaches, Trainers and Consultants (APCTC), which was formed by some of the most well respected names in our industry to raise professional Standards and increasing awareness of the coaching, training, consulting and speaking industries.*



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# THE DOS AND DON'TS OF SOCIAL MEDIA

# What is Social Media?

Social media is the use of electronic and Internet tools for the purpose of **sharing** and **discussing** information and experiences with other human beings.

- Wikipedia



Over time... the web changed





Conversations are happening



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If You Act Like You're Listening



ONLY **14%**

OF PEOPLE TRUST ADVERTISEMENTS.

ONLY **78%**

OF PEOPLE TRUST RECOMMENDATIONS FROM  
OTHER CONSUMERS.

NIELSEN "TRUST IN ADVERTISING" REPORT, OCTOBER 2007

completely or somewhat  
trust recommendations from  
family, colleagues, and  
friends about products

**84% of consumers**





## 74% of consumers

identify word-of-mouth as a key influencer in their purchasing decision.



**68% trust online opinions**

from other consumers,

**88% of people trust online reviews**

written by other consumers as much as they trust recommendations from personal contacts.



# Rules of the Road



# Know Your Audience





Listen



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# Share Control





Trust



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# Participate



SOCIAL MEDIA IS  
NOT...

# Show and Tell



Send



Email Blasts



# Magic Bullet

# Top 5 Tools





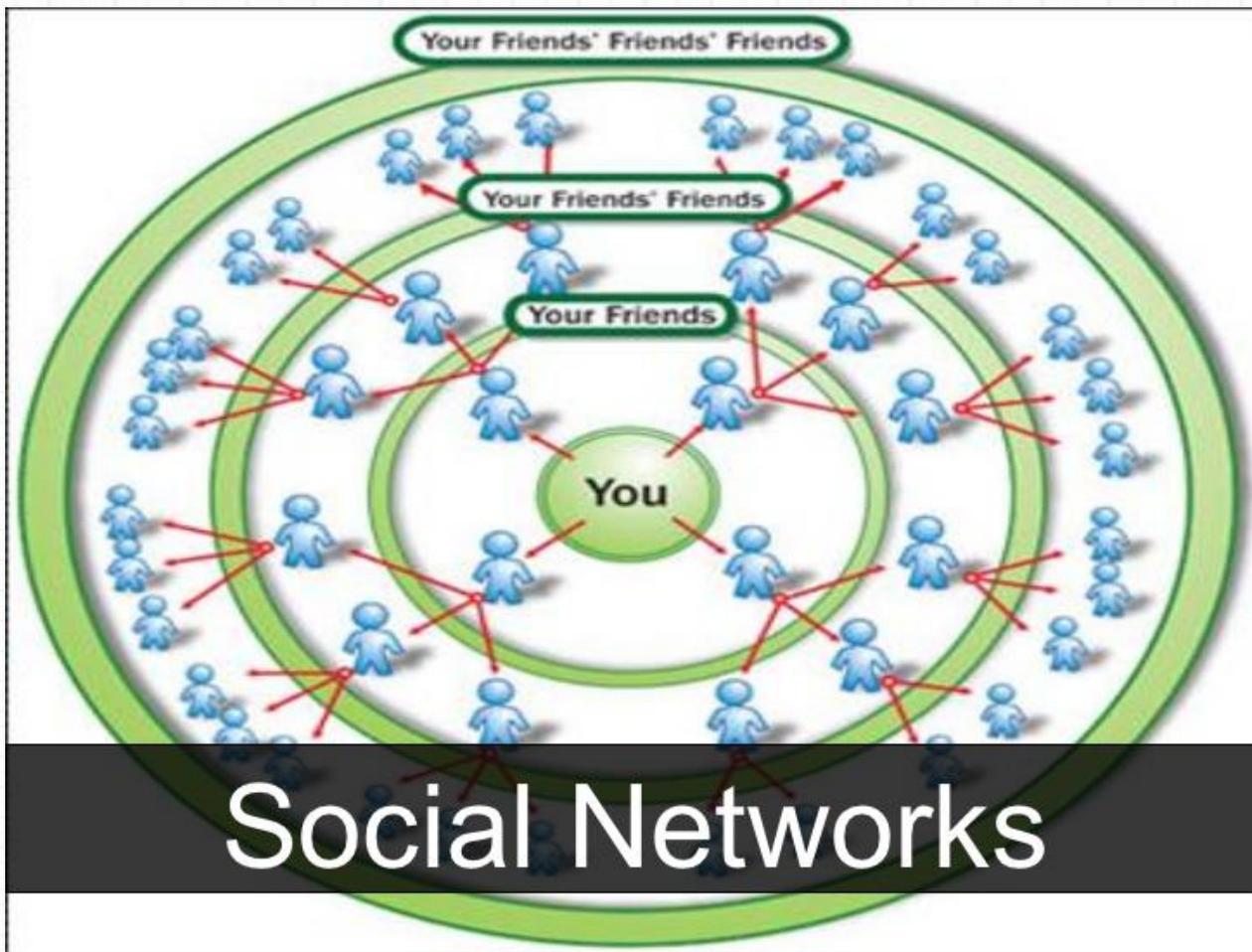
Blogs Take Work

# Blog Rules

- Don't think press release
- Think conversation
- Allow comments (share control)
- Consistent content
- Many free tools

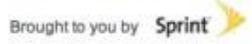
WordPress

Blogger.com



# Social Networks





## Louisville Community Network

provided by bizjournals

[Home](#) | [News](#) | [Photos](#) | [My Dashboard](#)

**Business First** Current Members: 20  
Bookmark URL: <http://networking.bizjournals.com/Market/Louisville>  
Find out why over 70,000 readers get their Greater Louisville business news from Business First. Every issue is jam-packed with information that will help you succeed in the Louisville market

### Louisville Groups

**BUSINESS FIRST** Friends of Business First of Louisville  
Created on: 07-21-2008  
34 members | [Join](#)

### Louisville Issues & Topics

 [Introducing bizjournals Community Network](#)  
Comments: 0 | [Read this Post](#)

### Latest Headlines

- Justice Department approves Delta-Northwest merger
- Kentuckians to pay more for natural gas
- Businesses cutting back on holiday parties
- Treasury approves purchase of Fifth Third stock

### Meet Other Louisville Members [View All](#)



Maria Slivers



Barb Rogers



David Sharpe



Chris Lane



Kirkland Schuck



Britni Pittman

# Method 1: Build One



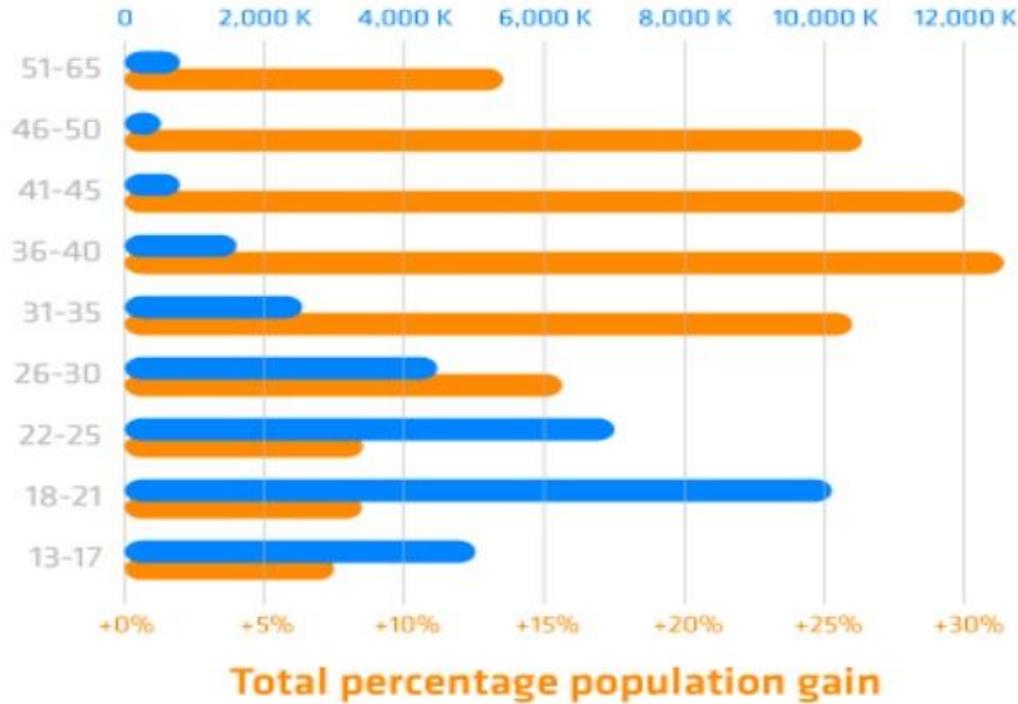
**Method 2: Join Them!**



# facebook

- More than just college students
- Fan/Brand Pages
- Creative Advertising

## US Facebook Population



Source: TheTrendWatch.com



## Facebook Groups vs. Brand Pages

| Feature               | Group            | Page              |
|-----------------------|------------------|-------------------|
| Visibility            | Only FB Users    | Public            |
| Accessibility         | Admin determined | Any FB User*      |
| Searchable            | Only in FB       | Yes               |
| Discussion Forum      | Yes              | Yes               |
| Wall Posts            | Yes              | Yes               |
| Video/Photo Sharing   | Yes              | Yes               |
| Email Members         | Yes              | Sort of (Updates) |
| Event Creation        | Yes              | Yes               |
| Event Invites         | Yes              | Sort of (Updates) |
| Customer Review Board | No               | Yes               |
| Social Ad Promotion   | Yes**            | Yes               |
| Statistics/Metrics    | No               | Yes               |

\* - Can edit viewing restrictions based on age and country

\*\* - Corrected thanks to Collin Douma

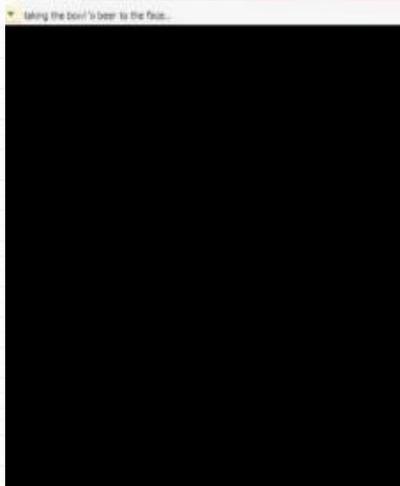
Source: [SocialMediaExplorer.com](http://SocialMediaExplorer.com)



Don't forget!

Use Email For Participation

*you think I'm  
making this  
stuff up?*







## KANYE WEST: Wants This Photo Removed From The Internet, So Share It Around

For this Valentines Day, you can tell your special someone that you love them more than Kanye loves Kanye - that's true love.

CLASHDAILY.COM

👍 Like

💬 Comment

➦ Share



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**yourname.com**

**SHAPE your brand**

# Social Media Mantras

- Focus on delivering value, not taking
- Engage, don't push
- Measure results
- It's about people NOT tech
- Be authentic
- Don't expect immediate results



Start Slow



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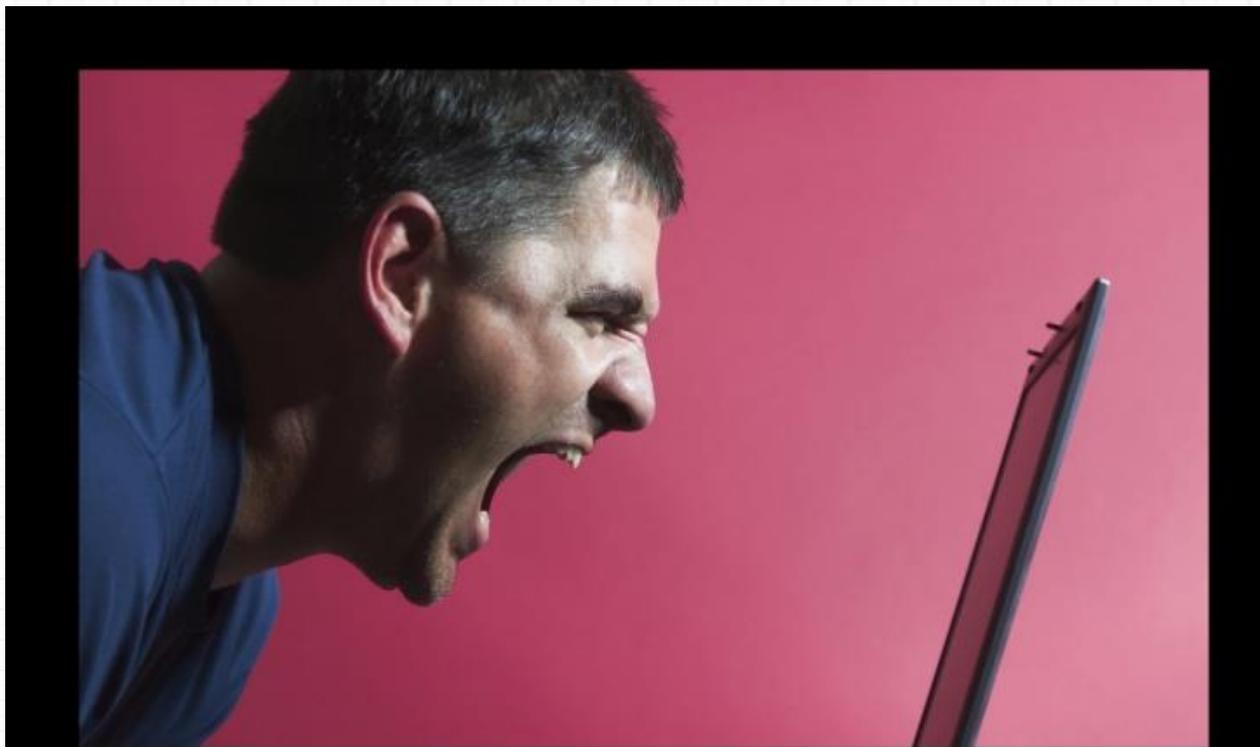


Share and Discuss



Let's Save the (Email) World





When You're Mad...



CHANGE SHOPPING FOR GOOD

Like

Comment

Share



24 people like this.

2 shares

View 11 more comments



**Hasitha Perumachandra** FGM is different from female circumcision (which is a must in Islam). It is to cut the skin (prepuce) covering the clitoris (hoodectomy) and not mutilation. It is good for health and good for sex. It prevents Urinary tract Infections, AIDS and HPV through oral sex. See: <http://www.sailanmuslim.com/.../female-circumcision-the...>



Female Circumcision – The Hidden Truth  
- By: Asiff Hussein - Sailan Muslim - The...

SAILANMUSLIM.COM

8 January at 13:35 · Like



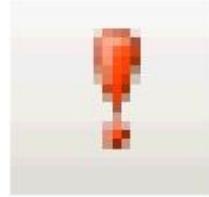
**John Valente** Hasitha Perumachandra, that would be bullshit and in any case it is up to the individual to choose health actions for their own body NOT for you or your twisted tribal minded peers. Live and let live - a concept you people can't cope with. LEAVE WOMEN AND GIRLS ALONE! You sickos!

9 January at 07:50 · Like



!!!!!!!

ALL CAPS



It's Very Clear!

**There are too many social media websites,  
where do I start?**



# Which Social Media Channels Should I Use For My Business?

That is the **million dollar question** I get asked ALL the time.



## Tip #1: Look into each social media channel and determine which will work best for your business.

Consider the following important factors with each:

- The product or service you are offering
- The available human and financial resources at your disposal.

Social media may be free,  
but **think about the value of your time!**





**Tip #2: Don't sign up for EVERY social media channel** because they are new or popular. **Determine which is MOST relevant to your business.** Rather be excellent with one or two channels than mediocre at five or six.

**Tip #3:** Before deciding which social media channel to be active on, **work out a clear and implementable plan.** Many people lose their business focus while becoming social. It has a negative effective on the business due to the time lost trying to come to terms with social media. A plan really helps you to stay focused.

**Tip #4: Don't get frustrated.** Stick with it. Social media takes time and an investment of your time over a sustained period in order to achieve results.



## Tip#5 Know where your audience is.

Plain and simple. Nothing more to it.

Don't get get sucked into wanting to be 'popular' and seen everywhere. Which results to being completely overwhelmed, unable to keep up, and ending up posting across every platform with no real strategy or content plan.



# FACEBOOK

- Facebook is huge with over 1.591 billion users (and 1 million active users).
  - Best site that EVERYBODY should be on; where your audience is most likely on
- Both a PERSONAL and BUSINESS platform.
  - connect with friends and family around the world
  - build your personal brand
  - create a mini website via a Facebook page for your business



## Facebook Usage Among Key Demographics

### GENDER



### AGE



### LOCATION



71%  
URBAN

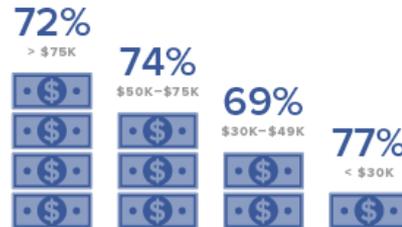


72%  
SUBURBAN

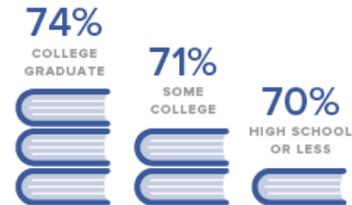


69%  
RURAL

### INCOME



### EDUCATION



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[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)  
[https://business.facebook.com/ads/audience\\_insights/people?act=143038960&age=18-&country-US](https://business.facebook.com/ads/audience_insights/people?act=143038960&age=18-&country-US)



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Notifications **99**

**Insights**

Publishing Tools

Last 7 days ▾

### Reach

March 13 - March 19

**26,292**

People Reached ▲ 38%

**5,083**

Post Engagement ▲ 33%



### Page Likes

March 13 - March 19

**79**

Page Likes ▼ 18%



### Videos

March 13 - March 19

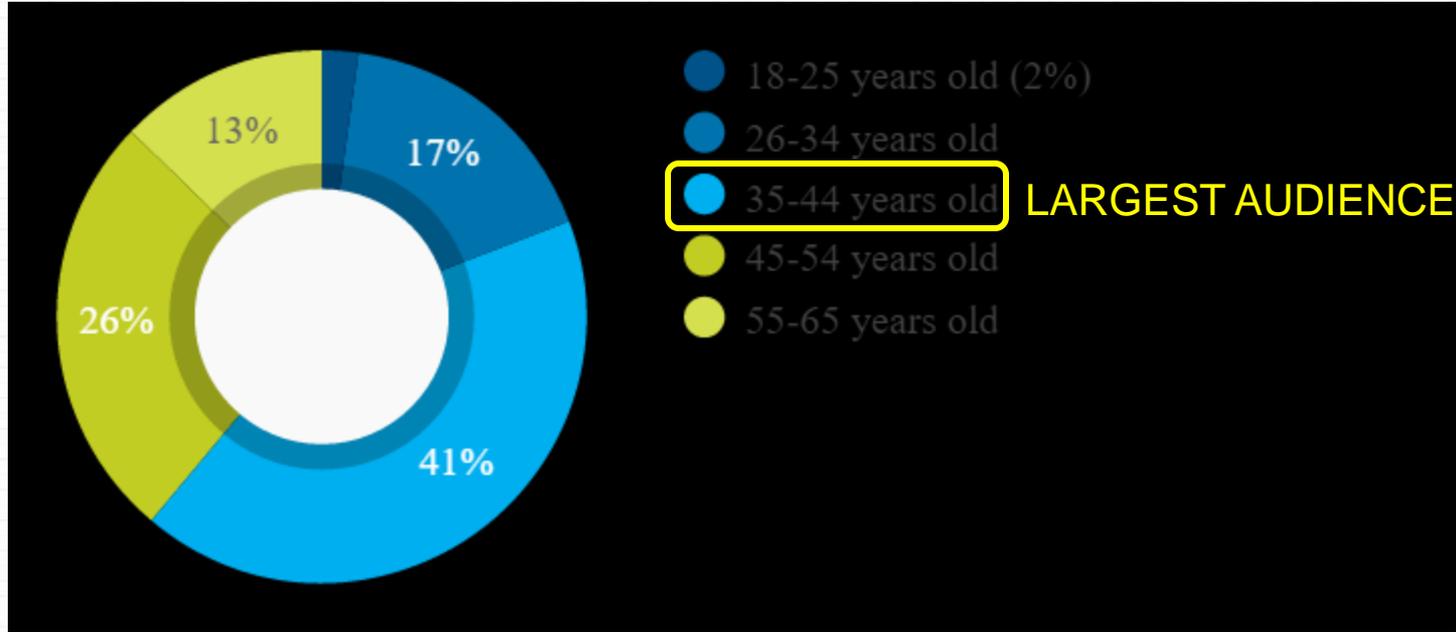
**13,201**

Total Video Views ▲ 41%



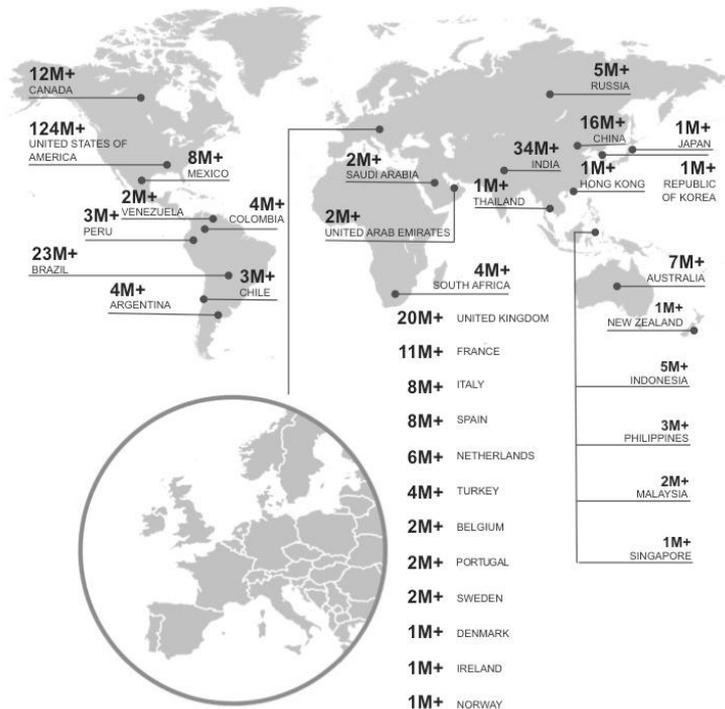






# 414,000,000+

REGISTERED MEMBERS



LinkedIn is best used by adding value to conversations, answering questions and sharing great info that puts you as the 'go-to' authority



## LinkedIn Usage Among Key Demographics

### GENDER



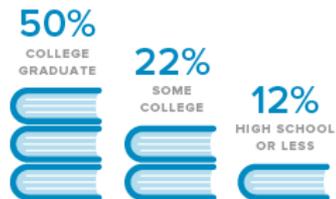
### LOCATION



### INCOME



### EDUCATION



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[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)  
<https://press.linkedin.com/about-linkedin>



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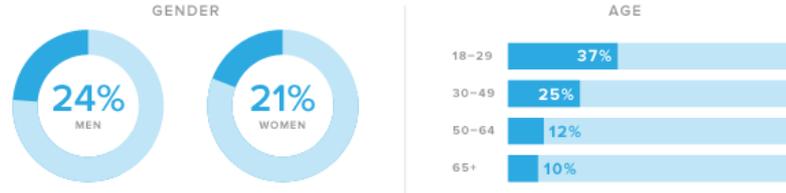


## TWITTER

- a practical, useful and fun way of sharing information using 140 characters or less; catchy & intelligent copywriting
- tweeting more often is actually a good thing; it helps to repeat yourself, and vary those messages throughout the day for personal and business.
- follow and engage with people who are key influencers or potential customers in your area of business.



## Twitter Usage Among Key Demographics



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[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)

around 450 million users



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- News organizations, marketers, brands and advertisers use it well, and of course celebrities
- Photos, videos, and text are most effective on Twitter.
- Twitter is great for increasing your brand exposure, customer engagement and traffic to your website or landing pages.

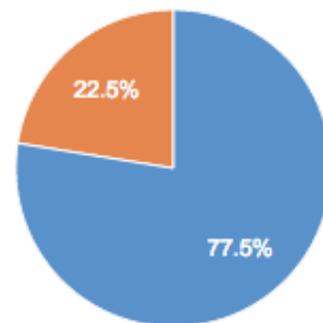
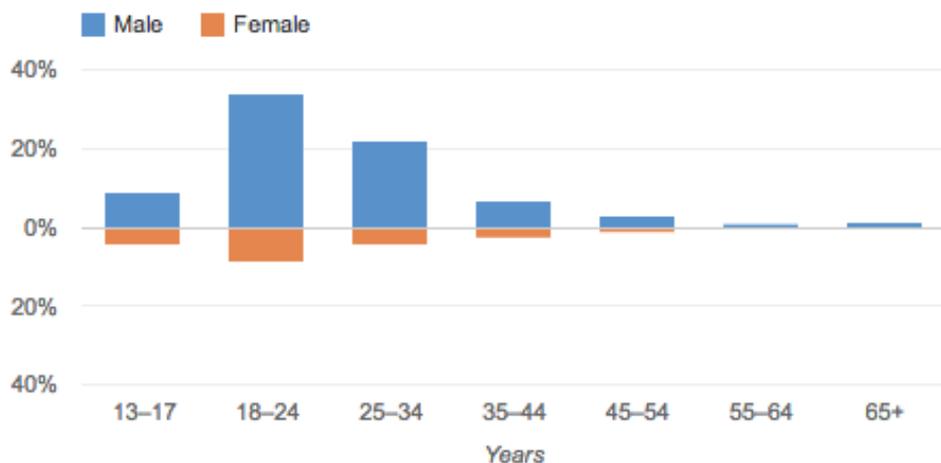
## YOUTUBE

- 1 billion unique users visit the video-sharing website every month
- a perfect storytelling tool.
- great for mediapreneurs (brands and entrepreneurs who want to establish their authority and knowledge online), video production, vlogging, movie-making and music sharing plus cat and baby videos
- Video is the most effective media to use on YouTube (obviously!)
- great for SEO (it's owned by Google!) and brand exposure.

ALL  
100%

MALE  
78%

FEMALE  
23%



Top locations by views

United States

27,520,939

United Kingdom

6,169,441

Views

13-17 years

18-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65+ years

Gender

15%

41%

26%

11%

4.9%

1.4%

1.5%

16%

46%

23%

8.6%

4.2%

0.9%

1.4%



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## PINTEREST

- This visual tool originally attracted a bunch of artists and creatives but has proved to be a powerful tool for people selling their products and services. Not just Etsy artists, jewellers and image consultants, but mediapreneurs, authors, speakers and service providers, too.
- Creating boards of interest that highlight your knowledge in an area as well as your interests allows you to build a personal brand and company people can really resonate with. Aside from pinning photos and videos, you can pin blog posts, articles and even products for sale.

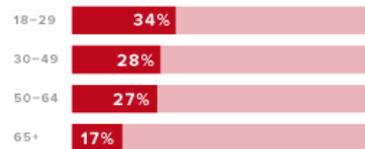
- great for mediapreneurs, entrepreneurs, artists, creatives, service providers and e-commerce related brands.
- All the media formats work, but photos and videos are especially effective.
- great for increasing your traffic and brand exposure.

## Pinterest Usage Among Key Demographics

### GENDER



### AGE



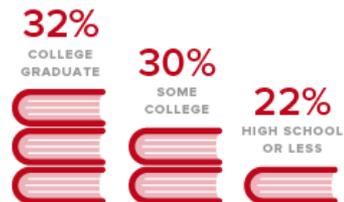
### LOCATION



### INCOME



### EDUCATION



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[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)



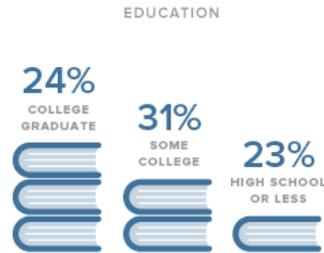
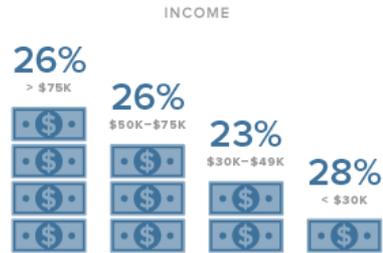
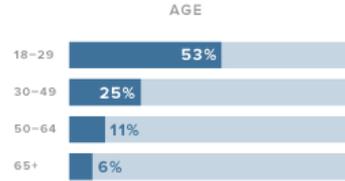
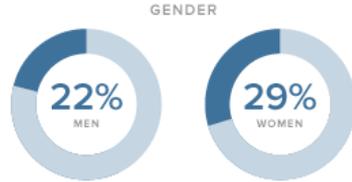
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## Instagram

- a photo-sharing program
- a free app which can be downloaded onto iPhones and some Samsung and Android devices
- enables users to apply a variety of filters to pictures with a simple press of a button
- great for products, pictures of staff and developments within your business, and using this social media channel can add the 'we're just human' factor to your business

## Instagram Usage Among Key Demographics



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<http://www.sproutsocial.com/files/2015/01/SocialMediaUpdate20144.pdf>

over 300 million users



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## How to Save Time on Social Media

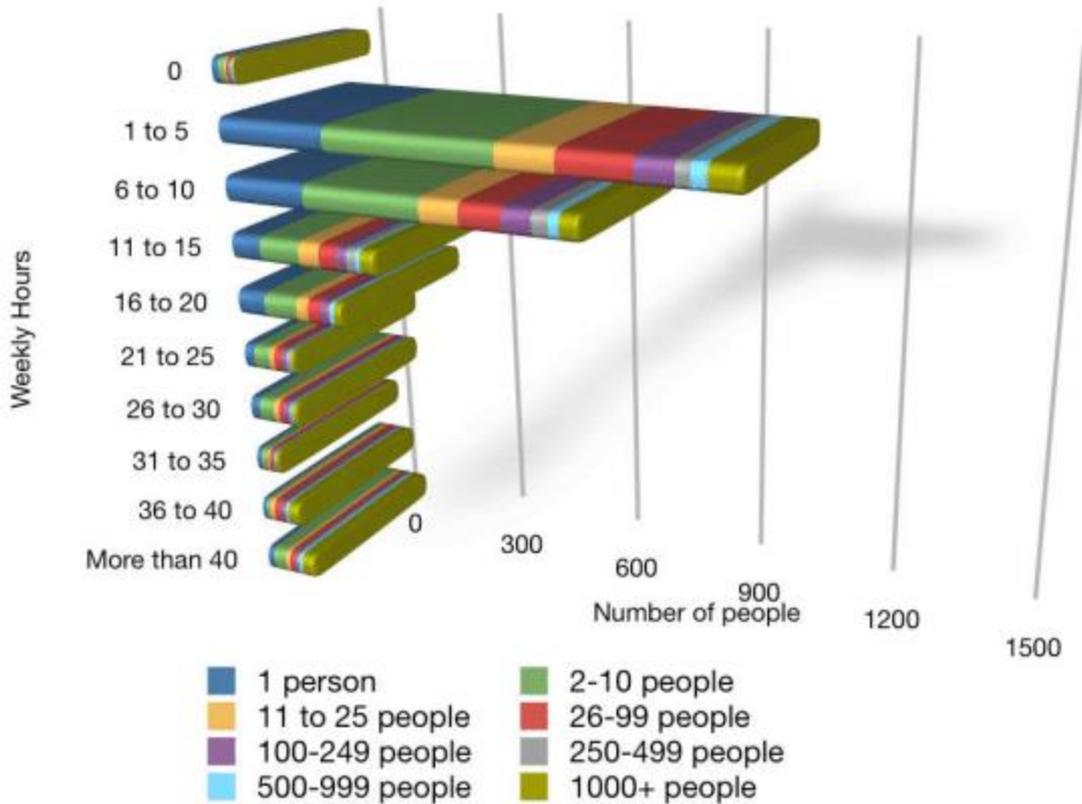
We're all too busy to afford this wasted time. **Social media shouldn't be a time waster. It should be a money maker.**

We spend lots of time on social media—3 hours a day or more.

- Business owners spend 50% more time on social media than non-business owners.
- Senior executives and business decision-makers spend 40% more time on social media than those not in such positions.



Those who spend the most time on social media are marketing professionals.



Smaller companies, including many entrepreneurs and startups, spend a disproportionately larger amount of time on social media due to smaller staffs and lower budgets.

We spend a lot of time on social media. But how much of this is truly **time invested** vs. **time wasted**?

A full third of CEOs, businesses owners, and proprietors want to spend less time on social media.

- Small businesses spend more time on social media, but many struggle with the added workload.
- Small businesses realize the value of content – but, again, time is an issue.

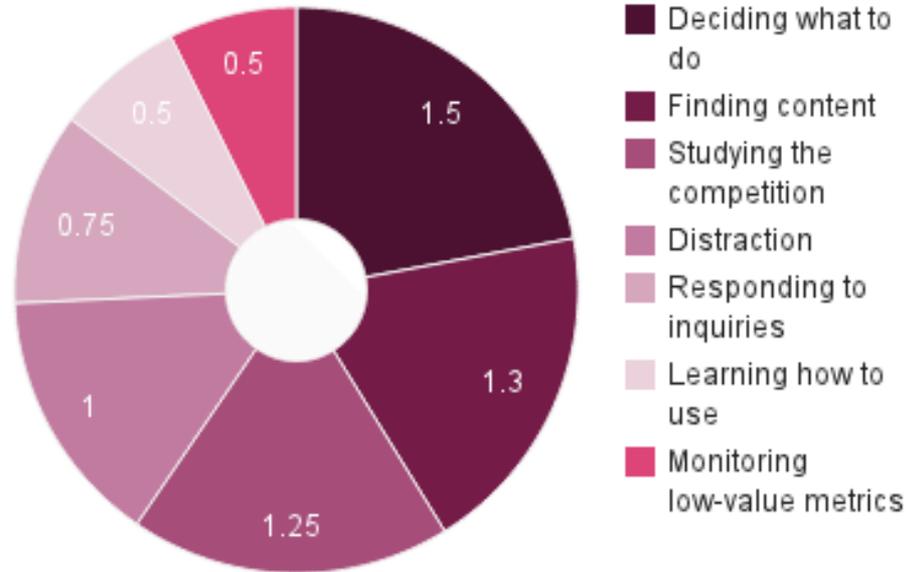
We waste time on social media, because of the following factors:

- We don't know exactly what social media actions to do or what has the highest ROI. **Estimated time wasted each week: 1.5 hours.**
- We have trouble finding content to post. **Estimated time wasted each week: 1.3 hours.**
- We spend time trying to learn the social media platform, rather than expertly using it. **Estimated time wasted each week: .5 hours.**

- We take time trying to figure out what our competitors are doing. **Estimated time wasted each week: 1.25 hours.**
- We respond to inquiries and questions rather than using social media for true marketing. **Estimated time wasted each week: .75 hours.**
- We spend time monitoring followups/likes/retweets, even though this has little ROI. **Estimated time wasted each week: .5 hours.**
- We get distracted and start trolling through meaningless discussions or visiting clickbait junk. **Estimated time wasted each week: 1 hour.**

**Total time wasted: 6 hours, 48 minutes**

## Time Wasted on Social Media Each Week



The time is wasted not because we're on social media, but because we're using social media the wrong way.

# Tips for Saving Time on Social Media

## Focus

The biggest waste of time in social media happens when you operate without any real plan or focus.

### 1. Tie Closely to Your Strategy

Step back, look at your marketing plan, and pick two or three ways that social media can fit into that plan.

### 2. Limit to Two or Three Platforms

Target and master a couple of platforms, rather than dabbling in many. Social media has become complex. Each social platform has more features and the learning curve is steeper.

Focus on the platforms your customers spend the most time on or that fit your industry. The 80/20 rule applies here. By focusing on just two or three, you use your time efficiently and you'll have a bigger impact on the platforms because you can learn more about how to use them.

### 3. Measure — but Only What Counts

Social sites like Facebook and Twitter keep adding increasing amounts of social analytics. But you can waste hours obsessing over pretty graphs showing your follower growth.

Instead, pick a few metrics that directly impact your business. For example, track which types of posts get the most click-throughs to your product pages or lead capture form. When deciding which metrics to track, ask yourself: how does this benefit my business?



#### 4. Experiment and Revise, Ruthlessly

Social media is continually evolving. So it pays to experiment and try new approaches. For example, try out several styles of posts. Create some with videos, some with pictures, some with just links in them. Or you could test the use of hashtags in tweets or which types of images work best in Facebook.

Change one thing at a time so you have a controlled test and can tell what works. Give each change enough time to measure the effect. Double down on what works. Ruthlessly drop anything that doesn't. Eliminating low-value work will help you by saving time on social media in the future.

## Schedule

You can save considerable time just by making sure you are doing the right things at the right times.

### 5. Put it on a Calendar

Make time for social media and organize activities into a social media calendar. Once you put your plan on paper (or in a digital document) you will be able to more quickly execute because it's all laid out.

### 6. Batch It!

Jumping in and out of social media sites all day eats up more time than you realize. Science tells us it can take up to 30 minutes to return your attention to whatever you were doing before an interruption.

Organize your work in batches to minimize interruptions. For example, prepare tweets and LinkedIn updates at the beginning of the day. Then later in the day check all your social channels in one 15-minute block of time, to see what your followers are posting and respond to any comments and messages.

## 8. Be Consistent and Persistent

Strike a balance. Your efforts will backfire if you overdo it. Remember, the more you post, the less engagement you may get on each update. Also, you want to avoid being branded a spammer by followers tired of getting self-promoting posts from you.

## 9. Post at the Right Time

Post when the maximum numbers of your followers are looking at social media. For many businesses that will likely be mornings & evenings depending on your industry and audience.) Social analytics and Google Analytics can help you narrow down when your business gets the most engagement and traffic from social media.

## 10. Perform Regular Maintenance

Don't forget add a quarterly calendar reminder to test all buttons, plugins and other social features on your site. Also, check the official blog or developer center for your social platforms of choice to stay up to date on new features and changes.



## Delegate and Automate

Most social media activities can be delegated by the business owner or manager. Delegating incorrectly, however, can actually waste time, not save it.

Automation also is a huge time saver.



## 11. Delegate with Clear Boundaries

There's a difference between delegating and abdicating. **Before you delegate, make sure you've assured yourself the person is up to the task and has the right training.**

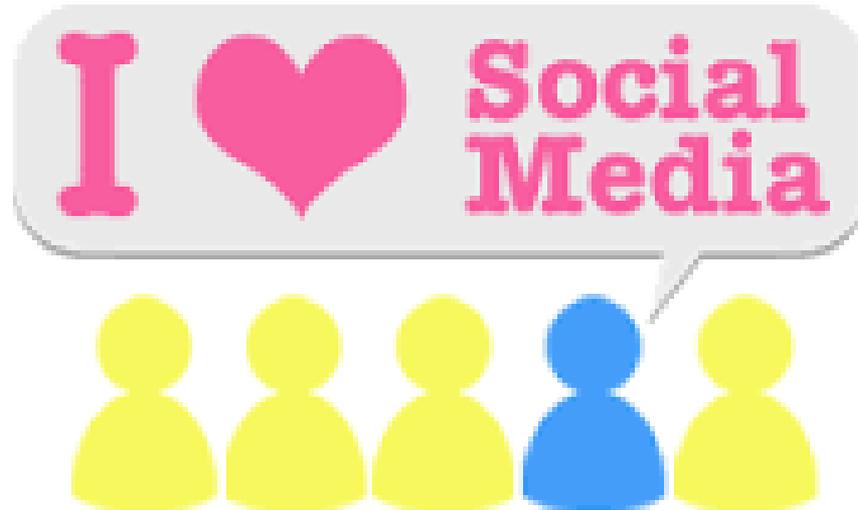
Establish a few clear objectives. Communicate guidelines for what's acceptable and what's not when representing the business on social media.

Also, make sure your help knows there are scenarios where you need to be brought personally into the mix right away. Let's say you have an exceedingly angry customer venting on your social channels. Being informed early will help you with saving time on social media. Taking steps to avoid a public relations crisis is less time consuming than having to clean up a mess later.

## 12. Pick a Social Media Enthusiast

Try to delegate to someone who just loves social media (other qualifications being equal). Does he or she have an active Facebook, Twitter or LinkedIn account? Do you sense excitement?

Someone enthusiastic about social media won't need a long learning curve.



### 13. Outsource — but Don't Forget Even that Takes Time

Outsourcing to an outside agency or contractor may save you time. But as some business owners have discovered, it can be a costly. Why? Business owners sometimes underestimate how much time it takes to successfully deploy an outsourced resource. If you don't put enough time into it to do it right, you'll waste money and get poor results.



## 14. Follow Hashtags

For those who use social media to keep tabs on developments in your industry or field of interest, set up a list of popular hashtags to search on in your platforms of choice.

## 15. Set Up Brand Alerts

If you want to keep very close tabs on when, where and how your brand is mentioned, set up alerts so you're notified via email. Many people use the free Google Alerts service, although it has a reputation of spotty service. Mention.com is a paid service that tracks social media and Web mentions. Hootsuite and other tools also track some social mentions and will email you.

## 16. Set up Weekly Reports from Google Analytics

Set up Google Analytics to send you and others on your team a report showing which social platforms are sending traffic to your website. Then you don't have to remember to visit Google Analytics and manually run a report periodically.

The first step is to set up social analytics. Then set up the report you want to receive on a regular basis. Click the "Email" button at the top of the report page to set a weekly schedule for the report to arrive in your inbox.



Google  
Analytics



## 17. Halt Minor Email Notifications

As valuable as email notifications can be, getting too many will bury you. For example, do you really need an email each time someone new is following you on Twitter? Social media platforms often default to sending notifications for every little thing because it is in their financial interests to get you to visit multiple times a day.

Go into your settings on each social media platform. Uncheck the boxes for most email notifications. You can better monitor most activity through periodic reports instead.



## 18. Use Lists and Don't Try to Consume Everything

Social media has become a fire hose of information. Pick a few followers whose updates you ALWAYS want to see (such as friends, family or important clients). Make use of lists such as Twitter lists, or lists on Facebook for sharing and monitoring.

Also check all comments, mentions and other direct interactions from followers. As for everything else, just scan your stream periodically for interesting items.

## 19. Use Knowem to Reserve Social Profiles and Handles

Protect your company from brandjacking, by reserving your brand name on popular social sites. With Knowem.com you can easily search for and reserve your name as a vanity URL on social media platforms. Knowem saves times by doing the search in one place, and completing your initial registration for you, on up to 300 social sites.



username

password

SIGN IN

SIGN UP

Remember me

RESERVE YOUR NAME  
ON HUNDREDS OF SITES

CLICK HERE

Need Help?  
Have Questions?  
(800) 691-KNOW  
(5669)

Check Username

Create Profile

Community

Networks

About

# Check Your Brand, Product or Username

Search over 575 popular social media networks to instantly secure your brand across the social web.

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SEARCH

Most Popular

Social Networks

Domains

Trademarks



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enter something like: "kraft engineering", "energy-bill" or "miller limited"

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Check

check vanity urls for:  domains  facebook  twitter

- find alternative domain names
- find alternative Facebook names
- find alternative Twitter names

0 5 Tweet

Share G+ in Share Like

Domains

makingmoneyusingsocialmedia.com

makingmoneyusingsocialmedia.info

Facebook

facebook.com/makingmoneyusingsocialmedia

Twitter

@makingmoneyusingsocialmedia

vanity url is available vanity url is not available/already taken vanity url is not valid

[World's Largest  
Registrar -  
GoDaddy.com](#)



## 20. Create a Tweet Bank

A Tweet Bank is simply a collection of standard tweet verbiage that you can pull out and adapt when you are composing tweets or other social media posts. Despite the name, it may contain more than sample tweets — it may contain sample Facebook updates, Google+ updates and more.

Compile standard language for various situations, such as a sample Facebook post about your latest special offer, or a tweet announcing you will be holding a webinar, and so on. Keep these templates in a Word document, an Evernote or One Note app, or other digital file. You will save time on social media by not having to reinvent the wheel when composing future updates.



## 21. Get Your Own URL Shortener

Large companies create their own vanity shortened URLs. Think “pep.si” for Pepsi or “movi.es” for Netflix. You too can have your own branded URL shortener. Start by registering a shortened domain name at a domain registrar. Then install the free Yourls.org software on your server. This way you never have to worry about a shortened URL service that goes kaput – because you will be hosting your own.

Yourls has built-in analytics and an API that will allow you to create short links automatically. For instance, your site could be set up to autotweet each blog post using your own branded short URL.



## 22. Keep Track of Your Most Shared Content for Decision Making

Do you know which of your blog articles or website pages have been shared most?





**Ashif Uz Zaman**

19 Jul 2015 at 15:45 •

### 5 Reasons Every Parent Should Be Aware Of Instagram

By Sharon C Callix | Submitted On May 29, 2014

Recommend Article Article Comments Print Article  
Share this article on Facebook Share this article on  
Twitter 1 Share this article on Google+ 1 Share this  
article on LinkedIn Share this article on StumbleUpon  
Share this article on Delicious... Continue Reading



# Technology Update

News, Article and Reviews



Search

## 5 Factors Each and every Mother or father Should know Instagram

December 19, 2013 | [Social Media](#)

### RECENT POSTS

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- ▶ Kinetic Typography: The Monster Internet Movie Advertising Method
- ▶ Movie Advertising As well as Discussion boards Free of charge Simple Visitors
- ▶ Movie Press Webpages
- ▶ Following Degree Movie Advertising Past Youtube .com With regard to Experienced Business people As well as Business owners

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Is cloud technology really the answer to data recovery?

### ARCHIVES

- ▶ February 2016
- ▶ January 2016
- ▶ December 2015
- ▶ November 2015
- ▶ October 2015

ANY KIND OF MOTHER AND FATHER might really feel they've a reasonable concept of their own kid's actions on the internet since they're conscious of that they make use of social networking systems such as Myspace.

The simple truth is, Myspace isn't any lengthier the greatest pattern with regard to teenagers. The most recent trend originates from using the applying known as Instagram even though it appears in the beginning view this is just an easy as well as useful method to reveal pictures together with your buddies, presently there is really a much more into it compared to which.

It is as an expansion associated with Myspace.

Myspace really purchased Instagram with regard to 1 million bucks as well as the simple truth is this software is actually just like a program with regard to children in order to expose these phones social networking social networking. This enables individuals to reveal pictures as well as such as, remark and look for exactly what their own connections tend to be performing simultaneously.

Probably the most amazing point regarding Instagram is actually that lots of children stated they do not actually treatment a lot regarding Myspace anymore because Instagram provides all of them every thing they need as well as require.

#### 1. INSTAGRAM IS ACTUALLY EXTREMELY QUICK

The procedure associated with discussing a photograph upon Instagram is actually method quicker compared to what you will need to do to talk about this on the normal social networking website for example Myspace. Along with Instagram you are able to have a picture in your telephone as well as instantly submit this in your Instagram accounts. Should you 'like' a photograph submitted through somebody a person adhere to, just about all you need to do is actually provide this the dual faucet as well as you have 'liked' this! This is actually the type of severe ease of

### CATEGORIES

- ▶ Articles
- ▶ Auctions
- ▶ Audio Streaming
- ▶ Businesses Online
- ▶ Computer
- ▶ Computers and Technology
- ▶ Data Recovery
- ▶ Domain Names
- ▶ E Book
- ▶ Email Marketing
- ▶ Facebook
- ▶ Games
- ▶ Google
- ▶ Hardware
- ▶ Internet
- ▶ Internet Marketing
- ▶ Link Popularity
- ▶ List Building
- ▶ Mobile Computing
- ▶ Personal Tech
- ▶ PPC Advertising
- ▶ Registry Cleaners



## 23. Optimize Your Site for Social Media with a Plugin

Use the Yoast SEO plugin if your blog or website is built on WordPress.org software, to optimize your site for Twitter, Facebook, LinkedIn, Google+ and Pinterest. By filling in your social profiles all in one convenient place, the plugin will integrate with each social site.

That way, if someone shares content from your blog with Facebook, for instance, the plugin tells Facebook the correct picture and other information to pull from your page.

If you don't use WordPress but instead use another website builder tool, check there for apps or plugins. For example, Wix offers a marketplace of social media apps to add social media features to Wix websites.

The Yoast logo is displayed in a white, lowercase, sans-serif font within a white rounded rectangular box. The background of the entire header is a colorful, low-poly illustration of several people in various outfits standing on a purple platform, holding ropes that connect to large, colorful balloons (red, blue, purple, green, and pink) floating in the air. The background also features abstract, geometric shapes in shades of orange, yellow, and purple.

# yoast

## The Art & Science of Website Optimization

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### [SEO Blog »](#)

We write about Search Engine Optimization, Analytics, Usability and

### [eBooks »](#)

Want to learn to optimize your website? You can read all about Content SEO, UX,

### [WordPress Plugins »](#)

Yoast offers several plugins for WordPress to optimize your WordPress SEO, built around one core SEO plugin for WordPress. Plugins



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# Tools To Save Time on Your Social Media Marketing

## Save Time On Content Curation

Sharing helpful information from around the web is a social media best practice. The practice of sorting through the massive amounts of content on the web and sharing it with your audience in an organized and meaningful way is called content curation. The process of content curation can seem overwhelming, but there are ways to save time on it, which saves you time overall on your social media marketing.

There are some really useful tools you can use that will allow you to effortlessly curate content and will save you time on the process.

## Feedly

Finding content sources that publish frequently is great and you can bet that you'll find a ton of content to share, but searching the web to find the sources that publish frequently can be time consuming.



Once you get that part out of the way and find some sources you enjoy that publish content often, you can then put those sources into Feedly, which is a news aggregator website and application for various web browsers and mobile devices running iOS and Android.

Once you put your favorite sources into Feedly, you can spend approximately 15 minutes each day looking through your feed and you'll be sure to find a ton of content to share with your social media audience.

## Flipboard

Flipboard is a wonderful way to create online magazines filled with curated material. The tool has an easy-to-use mobile app as well as a desktop version.

Using Flipboard, you can find interesting articles, videos, photos, and more on specific topics. You can then make collections of that material and share those collections via Flipboard or another social media site. The magazines you create can focus on whatever topics make the most sense for your business.



### Facebook

Add your Facebook account...

### Twitter

“ A Great Way To Commemorate An Old Friend <http://bit.ly/aQQFR2>  
Mohammed Yassin

### Inside Flipboard

“ meet the team! <http://farm5.static.flickr.com/>  
Inside Flipboard

# Contents

Edit

### FlipTech

“ Support @ablegamers, a charity for videogame accessibility, by  
GameLife

### FlipStyle

“ Fab Ad: Gisele Bündchen for Roberto Cavalli: Hip, hip, hooray!  
FabSugar Australia

### FlipPhotos

“ Oil spill in Dalian, China – <http://b.globe.com/bLqKU7>  
The Big Picture

### FlipEats

“ Sometimes in life you have to choose, even though the decision  
Adam Roberts

### FlipEats

ROADSIDE ATTRACTION

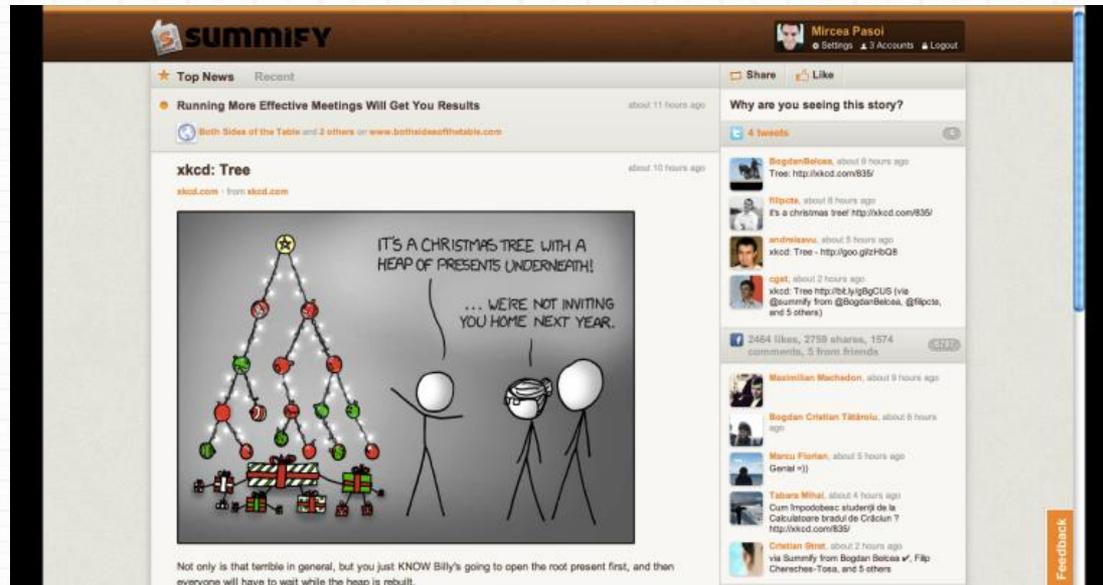
STANDIN' ON THE CORNER PARK, WINSLOW, ARIZONA

“ RT @TravelWriting: It's a girl! my lord in a flatbed Ford.... RT  
Gadling

+ Add a Section

## Summify

When you signup for an account with Summify, you have the option of adding your Twitter, Facebook and Google Reader accounts to receive a e-mail digest of the top five stories that have been shared in your social network. The e-mail also gives you information on network sharing, comments and engagement.



The screenshot displays the Summify website interface. At the top, the Summify logo is visible. Below it, there are navigation tabs for "Top News" and "Recent". The main content area features an article titled "Running More Effective Meetings Will Get You Results" with a sub-headline "Both Sides of the Table and 2 others on www.bothsideofthetable.com". Below this, there is a section for "xkcd: Tree" with a sub-headline "xkcd.com · from xkcd.com". The article content includes a cartoon illustration of a Christmas tree where the branches are represented by nodes in a binary tree structure. The text of the cartoon reads: "IT'S A CHRISTMAS TREE WITH A HEAP OF PRESENTS UNDERNEATH! ... WE'RE NOT INVITING YOU HOME NEXT YEAR." Below the cartoon, a caption states: "Not only is that terrible in general, but you just KNOW Billy's going to open the root present first, and then everyone will have to wait while the heap is rebuilt." To the right of the article, there is a social media sharing section with "Share" and "Like" buttons, and a "Why are you seeing this story?" section showing a list of users who have interacted with the story, including Bogdan Belcea, Filipca, and others.

## Save Time on Creating Graphics

Another social media best practice is the use of images in your posts. You can choose to include the featured image from the third party source you are sharing with your audience, choose a cool stock photo from your library, or you can create your own images, which can be fun and the best part is that you don't have to have some fancy degree in graphic design or be a professional graphic designer to create incredible images for your social media.

Here are some stock photo sites and a graphic design tools you can use to save time on creating and finding aesthetically pleasing images to share on social media.

## Canva

Canva is a free graphic design tool that allows you to upload and design with your own images. You can also choose from the thousands of free illustrations and images in the Canva library.

They have different templates you can choose from such as a cover photo for Facebook template and an Instagram post template. Your work saves automatically and becomes ready to download so you can share the end result on social media. Another cool feature is being able to use custom dimensions if you want to use an image that doesn't fit a Canva template.



A simple new way to design



## Death to Stock, Unsplash and Snapwire

Death to Stock, Unsplash, and Snapwire are favorite stock photo sites that were created with the intention to help amazing brands and creatives find high-quality photos to use for free.



## Onlypult

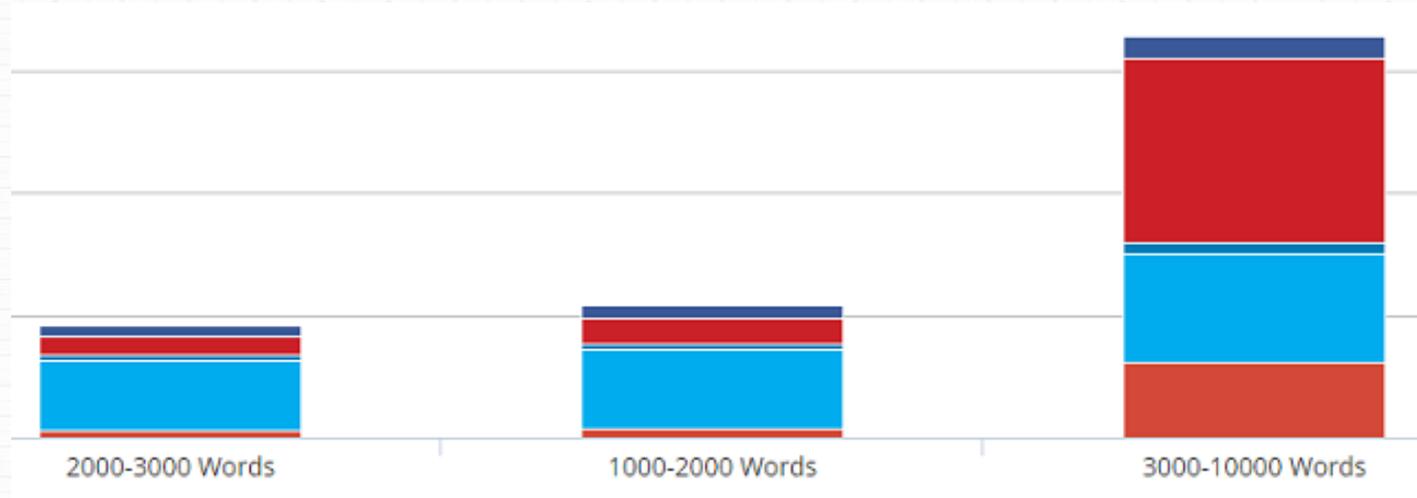
If Instagram is included in your social media marketing, then Onlypult may come in handy for you. It allows you to manage multiple Instagram accounts and invite other administrators to post. You can upload single images only, but it is great for scheduling your images. Onlypult also gives you the ability to edit your images and apply filters.



# Techniques to Get More Social Media Attention

## Technique #1: Write an in-depth Post to Provide Value

Surely you would have “content length is strength”. So go deep on a topic and be thorough. Make the content ultra-useful. Include examples, tips and how-to. Here is a graph that shows content length vs social media sharing for a popular blogging site.



## Technique #2: Create an Amazing Infographic

Infographics get more social shares than any other form of content. The content in the Infographic has to be good and useful. The added advantage of using an Infographic is you can get backlinks and traffic to your site

© Tom Iredell

### Let Go, Keep it Simple, Move Quickly: Secrets to Being a Productive Entrepreneur (Infographic)

 **CATHERINE CLIFFORD**  
ENTREPRENEUR STAFF  
Frequently covers crowdfunding, the sharing economy and social entrepreneurship.

 31K  12K  3K   1790  

JANUARY 04, 2014

Time is *money*, especially if you are launching a business. As you kick off the new year, let go of old habits and *focus* on becoming more efficient.

From figuring out the perfect sleep temperature to dumping the clutter from your desk and learning how to let go of "perfect," streamlining everyday tasks can lead to a more productive lifestyle, according to San Francisco-based startup organization *Funders and Founders*.



**Entrepreneur**  
FRANCHISE

**FIND THE BUSINESS**  
THAT'S RIGHT FOR YOU.

TUTORING + RETAIL + HAIRCARE  
RESTAURANTS + HOTELS + HOME-BASED + PETE  
FITNESS + AUTOMOTIVE

[GET STARTED](#)

## Technique #3: Provide a Bonus for Sharing Content

You can provide your readers an incentive like bonus content or a checklist to share the content.

 **THIS CONTENT IS LOCKED!** 

Please support us, use one of the buttons below to unlock the content.

 Tweet  120

 +1  378

## Technique #4: Conduct an Expert Round-up

Everyone wants to learn from experts but it can be time consuming. So, what if you pulled together a group of experts and share their opinion on a topic? Surely that will get some social media attention. You can also get some social shares from the experts. See the total shares of this expert round-up on [bufferapp.com](http://bufferapp.com)



The screenshot shows a Buffer social media post. At the top, the Buffer logo is visible with the tagline "Thoughts on sharing, creating, analyzing and converting with social media." and a prompt to "Save time on social media with Buffer. Schedule your first post now!". The post title is "16 Top Tips from Blogging Experts for Beginners". The author is "By Billie Beth Cooper" dated "JULY 30, 2013" with "113 Comments". The post text reads: "I've heard blogging referred to a couple of times recently as a mixture between an art and a science. If this is true (and I think it is), there's no 'right way' to approach blogging if you want to be successful. There are plenty of people who've done a great job of it though, and I thought it would be useful to learn from them." Below the text, it says "These 16 bloggers shared one important tip each for blogging beginners. No doubt, even if you're not a beginner these tips will probably prove to be useful." The first tip is "1. Get ideas from your audience" with a sub-point: "Create blog posts that answer the most interesting questions from people you engage with on social media." The tip is attributed to "Dave Larson, founder of @tweetsmarter" and includes a small profile picture of Dave Larson.

209  
Tweet  
1729  
Buffer  
189  
Like  
312  
-1  
1  
Plus  
630  
Share  
1488  
Pocket

buffer social  
Thoughts on sharing, creating, analyzing and converting with social media.  
Save time on social media with Buffer. Schedule your first post now!

### 16 Top Tips from Blogging Experts for Beginners

By Billie Beth Cooper  
JULY 30, 2013  
113 Comments

I've heard blogging referred to a couple of times recently as a mixture between an art and a science. If this is true (and I think it is), there's no 'right way' to approach blogging if you want to be successful. There are plenty of people who've done a great job of it though, and I thought it would be useful to learn from them.

These 16 bloggers shared one important tip each for blogging beginners. No doubt, even if you're not a beginner these tips will probably prove to be useful.

#### 1. Get ideas from your audience

Create blog posts that answer the most interesting questions from people you engage with on social media.

Dave Larson, founder of @tweetsmarter

## Technique #5: Do Interviews Regularly

Conducting interviews of top bloggers or upcoming bloggers can bring ongoing social media attention and a stream of quality content. Meet the Bloggers Interview Series here on [bloggingtips.com](http://bloggingtips.com)



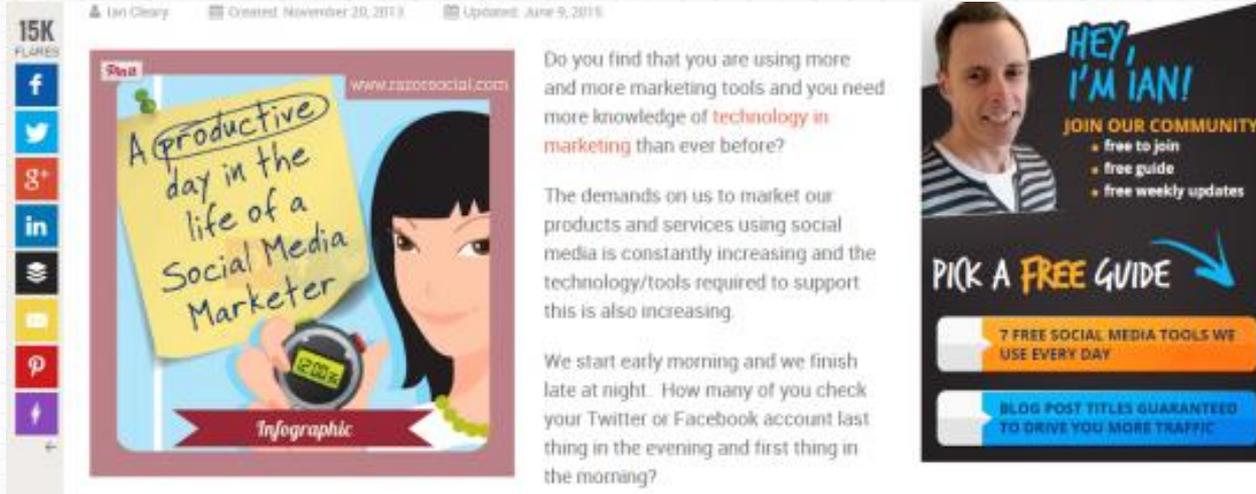
The screenshot shows the top navigation bar of BloggingTips.com with links for HOME, BLOG INTERVIEWS, BLOGGING RESOURCES, ABOUT, and CONTACT. Below the navigation is a search icon. The main heading is 'Meet the Bloggers Interview Series'. A breadcrumb trail reads 'You are here » Home » Meet the Bloggers Interview Series'. The main content area contains a paragraph: 'One of the main goals at BloggingTips.com is to allow bloggers and online marketers connect with each other and learn from other people's success stories. Every weekend we will be featuring two new bloggers who will share their stories, provide us with their favorite web sites, resources and tools and advice for succeeding in the world of blogging.' To the right of this text is an image of several microphones. Below the text is a numbered list of five interviewees:

1. [Meet Bamidele Onibalusi of YoungPrePro.com](#)
2. [Meet Rahul Kuntala from LearnBlogTips.com](#)
3. [Meet Francisco Perez from iblogzone.com](#)
4. [Meet Anil Agarwal from BloggersPassion.com](#)
5. [Meet Kevin Muldoon from KevinMuldoon.com](#)



## Technique #6: Create a List of Resources

Everyone in your niche needs a list of tools and places to go. What if you create a one stop shop of a mighty list of resources? You will be saving time for everyone.



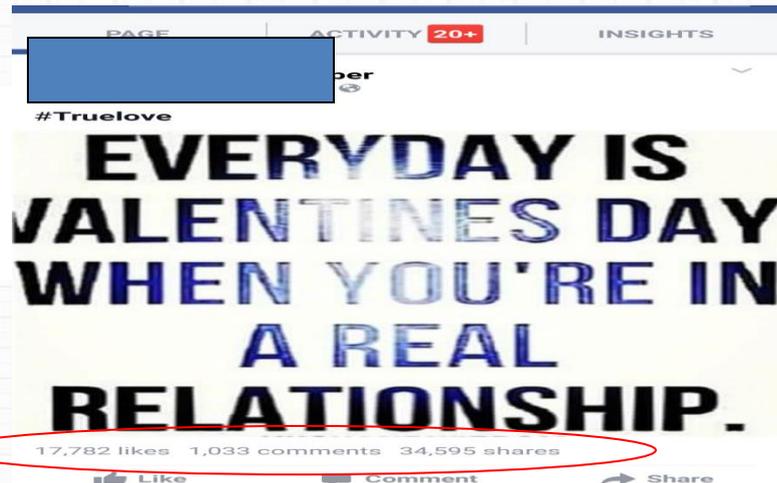
The image shows a screenshot of a social media post. On the left, there is a vertical sidebar with social media sharing icons for Facebook, Twitter, Google+, LinkedIn, Email, Print, Pinterest, and a plus sign. Above the icons, it says "15K FLARES". The main content of the post is an infographic titled "A productive day in the life of a Social Media Marketer" by www.zazooosocial.com. The infographic depicts a woman holding a stopwatch that shows "12:00:00". Below the infographic, it says "Infographic". To the right of the infographic, there is text: "Do you find that you are using more and more marketing tools and you need more knowledge of **technology in marketing** than ever before?" followed by "The demands on us to market our products and services using social media is constantly increasing and the technology/tools required to support this is also increasing." and "We start early morning and we finish late at night. How many of you check your Twitter or Facebook account last thing in the evening and first thing in the morning?". At the bottom right, there is a promotional banner for "HEY, I'M IAN!" with the text "JOIN OUR COMMUNITY" and a list of benefits: "• free to join", "• free guide", and "• free weekly updates". Below this, it says "PICK A FREE GUIDE" with a blue arrow pointing to two buttons: "7 FREE SOCIAL MEDIA TOOLS WE USE EVERY DAY" and "BLOG POST TITLES GUARANTEED TO DRIVE YOU MORE TRAFFIC".



## Technique #7: Include Quotes that are Tweetable

Embed tweetable quotes in your content that are tweetable without the need for any text copying. This could be a quote, tip or statistic. Brian Dean from backlinko does this to encourage social media sharing.

Tweet This SEO Copywriting Technique 



## Technique #8: Ensure Your Headline is Attention Grabbing

In social media people see your heading first and if that is not going to get their attention then they will simply keep scrolling right past your social update.

## Technique #9: Make a Habit of Sharing Others Content

If you want more sharing then you have to share others content. Share only good content and share others content more than you share your own content.



The screenshot shows a Facebook search interface for the name 'sharon callix'. The search results are filtered by 'TOP'. The first result is a post from Sharon Callix, dated 22 Nov 2013 at 01:30, titled 'Making Money Using Social Media' and shared a photo titled 'How to Build a Brand's photo'. Below this is a recommendation section titled 'Have you read this?' which features a link to an article titled 'How to Build a Brand' at 'How to Build a Brand', dated 21 Nov 2013 at 17:52. The article text reads: 'http://www.brandbrainmagazine.com/ If you don't yet know the power of YouTility, you really must put some time aside to learn about this powerful tool. It is so powerful that it has the potential to help you increase your business and profit in so many ways when used correctly! In Issue 3 of Brand Brain Magazine, our social media Guru, Sharon Calli... Continue Reading'. Below the article is a promotional banner for 'ISSUE THREE OUT NOW!' for 'YOUTILITY THE MOST POWERFUL MARKETING TOOL', featuring a man in a blue shirt holding a magazine. The banner includes the text 'Click on this image for details :)'. At the bottom of the post, there is a '1 like' count and buttons for 'Like', 'Comment', and 'Share'.

## **Technique #10: Increase Engagement with Pictures**

The two factors that matter the most in getting more action in social media are an irresistible heading and an eye catching image. Images are shared more than plain text updates in social media.

## **Technique #11: Ask Your Readers to Share**

Some people don't have a habit of sharing content but if you ask politely in your post they will. This technique also works in social media updates as words like 'please' and 'retweet' are the most retweeted.

## **Technique #12: Share Content in Peak Sharing Times**

You can use a tool like Tweroid to find out the peak activity times for your followers and leverage that time. This provides better exposure for your content.

## **Technique #13: Use Content that Creates an Emotional Reaction**

Content that connects with the reader emotionally has a higher chance of being shared in social media. The content could make the reader laugh, sad, empathise, angry etc. You can use the heading and the body of the content to create an emotional reaction. Source (QuickSprout)

## **Technique #14: Ensure Post is formatted so Scanners can become Sharers**

Did you know the majority of visitors to a website are scanners? If your blog post is well formatted with small paragraphs and headings there is a good chance they will take note of the content. The quality of the content matters of course!

## **Technique #15: Include Mobile Sharing (and Test it works!)**

There are plenty of people who use mobile devices to surf and we need to make sure our sharing buttons work on mobile devices.

## **Technique #16: Use Online Communities**

Use online communities like BizSugar and Triberr. There is a give and take in these communities so you have to share others content first. Getting 100 social shares for a new blogger can be daunting but with these communities it can be a breeze.

## Technique #17: Leverage Your Email Signature and Include Social Sharing Buttons

I bet you use your email often. Do you have social buttons in your email signature? What about automatically including your latest blog post in your email signature? This is a great trick to cross promote your blog and get more social media action. Head over to WiseStamp it is free!

**Cent**

Blogger / Entrepreneur

Email: [cent@yourescapefrom9to5.com](mailto:cent@yourescapefrom9to5.com)

Website: <http://yourescapefrom9to5.com/>



Latest Blog Post: [A Visual Guide to Finding Free Images Online – INFOGRAPHIC](#)

## Technique #18: Use Social Sharing Buttons that Scroll along the Page

Scrolling social media buttons get the best results without a doubt. Why? Because they are always visible and easy to use as users don't have to scroll up or down to find the sharing buttons.

## Technique #19: Don't Use All the Social Sharing Buttons You can Find

There are quite a few social media sites and you can't possibly include a button for every one of them in your blog. Be selective and pick the platform that best fits your brand. You want to build your presence in a few social platforms first.



## **Technique #21: Approach Influencers in Social Media**

Identify influencers in your niche and follow their social media profiles. Try to build a relationship by liking and re-sharing their content. Hopefully your content and the relationship can do the rest.

## **Technique #22: Take Advantage of Groups and Hashtags**

Did you know you can use hashtags in Facebook and Google+ as well and not just Twitter? Take advantage of the numerous groups in Facebook, Google+ and Linked. These will not only increase traffic and visibility of your content but also can bring in more social media shares.

Most people that are browsing social media platforms are in “Focused Attention” gear. The attention span for this level is very brief, with a maximum span that may be as short as 8 seconds.

You’ve got 8 seconds or less to attract someone from what they’re doing on social media to come to your site, become a reader, make a sale, etc.



## Attraction Words

The Law of Attraction states that “like attracts like,” so start by creating something people want or like.

Some of the most popular words that can be used to gain attraction in social media and in blog titles are the 5 “W’s”:

Who  
What  
When  
Where  
Why

Who, what, when, where, and why all direct the user to ask themselves a question. Blog titles and social media descriptions alike, these words dictate whether or not a reader will take that next step and advance to your site.

**Social marketing is a science.** It’s more than most people think it is, which is simply pasting their link on a social network. It’s complicated, and you have to understand your reader to learn what they like, what interests them, and what grabs their attention.

# How Small Businesses Keep Up with Facebook Changes



# What do these changes mean for small businesses that don't have the budget to spend on Facebook advertising?

Few suggestions to help you move forward:

1. Evaluate your Facebook marketing strategy and create content that will be seen on Facebook.

Content should provide value to your audience—content they can learn from, share, and engage with.



2. Use the correct link format when posting links on your Facebook page

3. Run a Facebook posting test to see what kind of posts gets the most engagement.

4. Post images and videos on Instagram and cross-post to Facebook

5. Use a social media content calendar to organize posts on Facebook



# 8 Steps To Master Twitter Instantly & Discover How To Optimise Your LinkedIn Profile At No Cost



May 21st 2016

[www.MakingMoneyUsingSocialMedia.com](http://www.MakingMoneyUsingSocialMedia.com)

£20.00 for today...



Making Money using  
*Social Media*

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# Facebook marketing tips to expand your Facebook Organic Reach



## Know your Facebook audience

Use **Facebook Insights** to find out the demographic breakdown of your audience

- content that resonates the most with your audience
- what communication style your audience responds to the best



## Don't focus on selling on Facebook

One of the main reasons why Facebook is changing its algorithm is because more and more businesses are posting sales-driven content, as opposed to resourceful content that will provide value to their audience

## Post your best content on Facebook

- choose content that has been successful on other social media channels or your business' content marketing platform



The best content is the content that provides your followers value

## Empower your employees to engage with your Facebook page

The more engagement, likes, shares, clicks, your Facebook posts receive the more you can increase your Facebook organic reach.

## Don't forget to respond

- Engage with your audience



# ENGAGE

## YOUR TARGET AUDIENCE

# How to Find Hashtags to Market Your Business



## 1. Find out what influencers are using.

There are many tools (like Twitonomy) you can use to figure out which hashtags influencers in your niche are using.



Type the Twitter handle and see which hashtags they have found effective with their audience

### # Hashtags most used

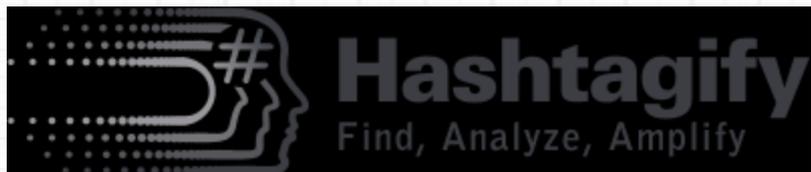
|              |     |                 |     |
|--------------|-----|-----------------|-----|
| #facebook    | 285 | #youcandosocial | 122 |
| #biztip      | 104 | #twittertip     | 97  |
| #socialmedia | 91  | #smtip          | 87  |
| #instagram   | 72  | #howto          | 66  |
| #smmw14      | 61  | #google         | 46  |



Tweet

## 2. Find trending hashtags in your niche.

- identify which topics are trending in your industry



A great tool for this is **Hashtagify.me**, as it shows you the top 10 hashtags related to a particular keyword.

e.g. These are the top 10 related hashtags for "social media".

| Hashtag      | Popularity | Correlation | Weekly Trend | Monthly Trend |
|--------------|------------|-------------|--------------|---------------|
| #socialmedia | 75.8       | 100%        | -0.7         | -1.3          |
| #marketing   | 74.2       | 7.3%        | +0.1         | -2.0          |
| #Facebook    | 75.5       | 4.6%        | +1.3         | -3.0          |
| #Twitter     | 76.8       | 4.0%        | +5.7 ▲       | -0.6          |
| #rdukfollw   | 61.8       | 3.8%        | +1.0         | -0.6          |
| #news        | 86.0       | 3.0%        | -0.9         | -0.0          |
| #SMM         | 62.7       | 2.8%        | +0.3         | -2.4          |
| #SEO         | 72.2       | 2.7%        | -1.9         | -0.2          |
| #infographic | 63.3       | 2.6%        | -0.5         | -1.2          |
| #business    | 74.1       | 2.3%        | -0.5         | -2.2          |
| #SM          | 65.0       | 1.8%        | -2.1         | -1.0          |

### 3. Find relevant cross-platform hashtags.

- Tagboard is great in looking for relevant hashtags for Facebook, Instagram, Google+

- doesn't provide a way to find new hashtags; it will keep you in the loop in terms of what's relevant in your niche across the whole social web

# #tagboard

### 4. Drill down to find more specific hashtags.

- One tool that can help in this process is Tweet Binder

Simply type in a general hashtag (like #socialmedia, for instance), and, among other info, you will receive a list of hashtags related to your query. If you want to see what's being tweeted about the suggested terms, simply click on the hashtag to see the most recent tweets.



# Tweet Binder



## 5. Use Twitter's tailored trends.

• tailored trends gives you a list of topics and hashtags based both on your location and on whom you follow on Twitter.

## 6. Use Hashtags.org to find trending hashtags and more.

• Enter a hashtag into the search box, and you will receive a wealth of information including a 24-hour graph trend, and the most prolific users for that hashtag.

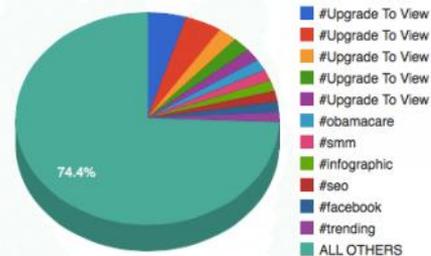
**Note:** to see the full list you will need to upgrade your account.

Trends · Change

#parenting  
#CHUMFMBARBADOS  
Vancouver  
#Canucks  
TED  
Indian Ocean  
UBC  
X-Men  
#bloggers  
#MH370

### #socialmedia Related Hashtags

Upgrade Your Account To See Tag Names



## 7. The low-tech option: brainstorming

Don't forget that YOU ARE the expert when it comes to your niche and audience



# KEY POINTS

## When Starting Your Own Hashtags

## 1. Uniqueness

- investigate whether this hashtag is being used and under which context

## 2.Easiness

- specific enough and easy to remember and understand

## 3.Cross-promotion

- Cross-promoting your hashtags across different social media channels gives more exposure and makes it even easier for your audience to remember it.

Did you miss #NMEU 2015? No worries – we've got downloadable MP3 audio files of every session!  
<http://newmediaeurope.com/2015/vt15>



# 5 Hashtag Tracking Tools for Facebook, Twitter and Beyond

# #1: RebelMouse: Embed Your Campaign on Your Website

## RebelMouse

- your best friend if you're running a cross-platform campaign.
  - it fetches hashtag conversations happening anywhere on social media
  - it also offers integrated Google Analytics, social sharing, RSS feeds and content moderation.
- 
- a custom domain feature with customizable designs and CSS capabilities that let you embed RebelMouse on your website
  - a one-stop shop for your social storytelling.



## #2: Tagboard: Get the Complete Conversation

### Tagboard

- gathers text, video and image posts to give you an overall picture of what's being said around a hashtag.
- After grabbing relevant conversations from Facebook, Twitter, Instagram, Google+ and Vine, Tagboard puts them in a user-friendly interface where you can interact with the results.



## #3: Talkwalker: Analyze Hashtag Campaigns

### Talkwalker

- more than a hashtag tracking tool. Its capabilities go far beyond letting you listen to and engage with conversations around hashtags.
- gives you data for gender distribution, geographic distribution and sentiment analysis on your own hashtags, as well as your competitors' hashtags.



All the data are easily filtered, sorted, analyzed and charted using their tool. The insights can be seamlessly exported into Excel, PowerPoint and Word so you can manage and present results easily.

## #4: RiteTag: Find the Perfect Hashtag

### RiteTag

- optimizes updates for Facebook, Twitter and Google+ with the best possible hashtags for your post, then analyzes them to let you create a library of hashtags to use.

To make publishing easier, RiteTag has an extension you can add to your web browser. Use the extension to schedule updates with your optimized hashtags from wherever you are.

Rite Tag

### The Social Media Marketing Toolkit

Actionable analytics, social crafting and automation. Right where you post.\*

Sign in with Twitter

Sign in with Facebook

Install Chrome extension

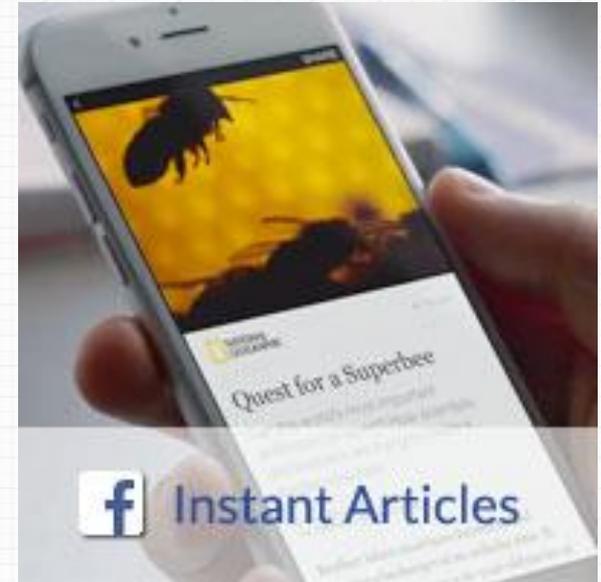
Start here. This works fast.

\* In Twitter, Facebook, Buffer, TweetDeck, Hootsuite, Sendible and on mobile

# Major Changes Facebook Has In Store For 2016

## 1. Instant Articles.

- Designed to keep users in the app for as long as possible and maximize exposure for publishers
- a mutually beneficial feature that served as a win for everyone; readers get faster content, publishers get more readers, and Facebook gets more users to stick around
- The only problem is, many publishers felt Instant Articles wasn't robust enough, and the advertising options didn't make up for the lack of inbound traffic



## 2. Virtual Reality.



- Facebook acquired Oculus, the leading competitor in the recent resurgence of virtual reality (VR) technology
- Oculus Rift is one of the hottest anticipated gadgets of 2016
- more VR-enabled content and interactions on the Facebook platform, such as 360 panoramas, and rewarding users and businesses who contribute such content for the masses.



### 3. Facebook M.

facebook.



- a Messenger-based digital assistant.
- a digital/human hybrid—it uses an algorithm similar to those of Siri and Cortana (but with a blend of features unique to Facebook); also relies on a team of human assistants operating in the background to handle more complex or ambiguous tasks.

## 4. Advertising Changes.

- The platform saw a number of updates in 2015, including a “call now” button, carousel-style ads, and mobile ad management.
- Facebook will include more social/e-commerce hybrid functions for its businesses, and an even more robust ad management platform in 2016.

## 5. Organic Visibility.

- Organic visibility has dropped on Facebook consistently over the years.

Lower organic reach → more pressure for businesses to use paid advertising options → more revenue for Facebook

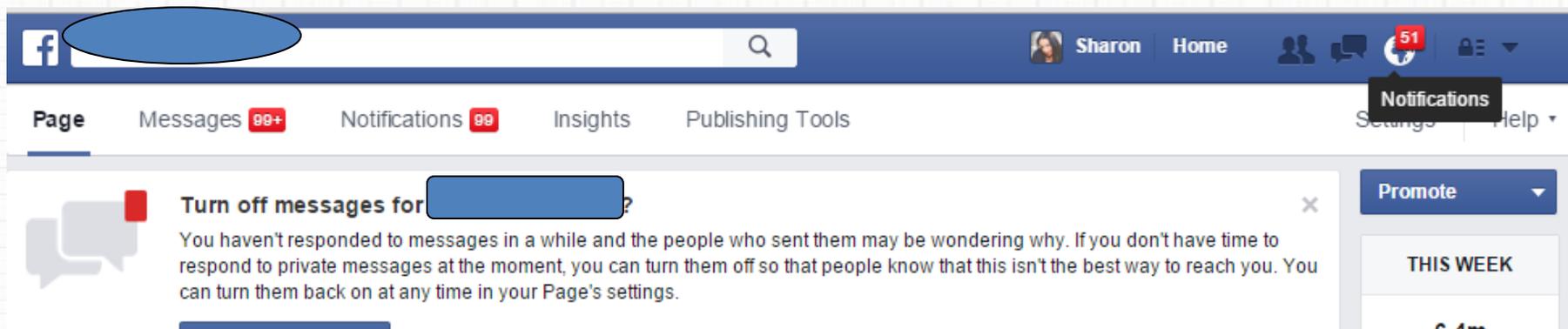
## 6. Customer Service.

- businesses can harness the power and convenience of Facebook Messenger to reach certain members of their audiences or respond to inbound inquiries, but this functionality is somewhat limited for now.

## 7. Greater Video Emphasis.

Apps like Periscope and Meerkat are surging in popularity, and mainstream apps like Facebook and Twitter have already included auto-playing videos in news feeds. Facebook also recently announced plans to release a live streaming video function, which will grant Periscope-like functionality to users and businesses.

## 8. Turn Off Messages on Business Page.



The screenshot shows the top navigation bar of a Facebook Business Page. The search bar is highlighted with a blue oval. The user's name 'Sharon' and the 'Home' button are visible. The notification bell icon has a red badge with the number '51'. Below the navigation bar, the 'Page' tab is selected, and the 'Messages' tab has a red badge with '99+'. A notification banner is displayed, titled 'Turn off messages for [redacted]?' with a close button (X). The notification text reads: 'You haven't responded to messages in a while and the people who sent them may be wondering why. If you don't have time to respond to private messages at the moment, you can turn them off so that people know that this isn't the best way to reach you. You can turn them back on at any time in your Page's settings.' To the right of the notification is a 'Promote' button with a dropdown arrow, and below it, a 'THIS WEEK' section with a '6.4m' value.



## 9. Create New Group.

### Create New Group

Group name

Members

**Add people you know by entering their names or email addresses.** ×

---

Favourites  Add this group to your favourites.

---

Privacy  **Public**  
Anyone can see the group, its members and their posts.

**Closed**  
Anyone can find the group and see who's in it. Only members can see posts.

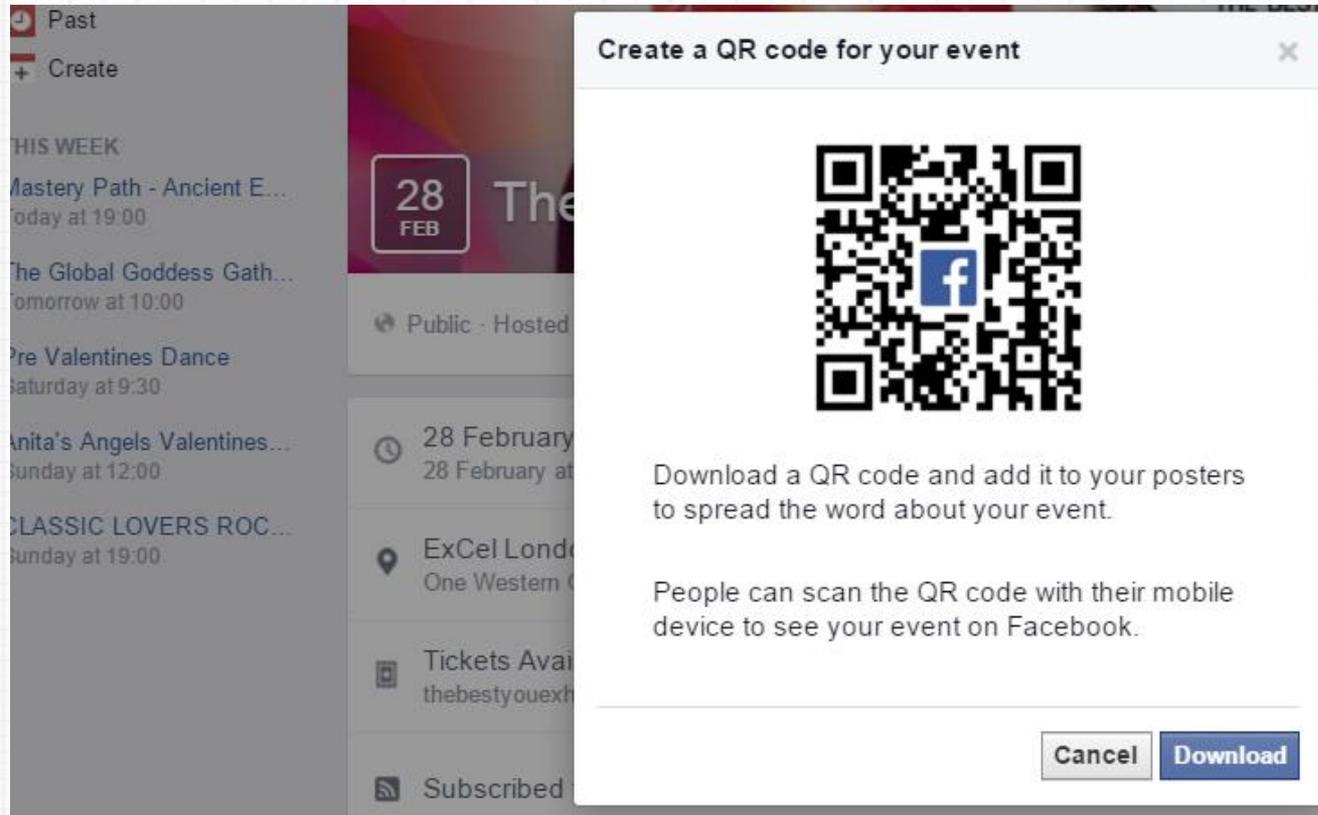
**Secret**  
Only members can find the group and see posts.

[Learn more about groups privacy](#)

---



## 10. Create a QR Code for Your Event.



The image shows a screenshot of the Facebook mobile app interface. On the left, there is a sidebar with navigation options: 'Past' and 'Create'. Below this, a list of events is visible under the heading 'THIS WEEK'. The main content area shows a calendar for February 28th with a highlighted event card. Overlaid on the right side of the screen is a white dialog box titled 'Create a QR code for your event'. Inside the dialog, there is a large QR code with the Facebook logo in the center. Below the QR code, there is instructional text: 'Download a QR code and add it to your posters to spread the word about your event.' and 'People can scan the QR code with their mobile device to see your event on Facebook.' At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Download'.

Past

Create

THIS WEEK

Mastery Path - Ancient E...  
Today at 19:00

The Global Goddess Gath...  
Tomorrow at 10:00

Pre Valentines Dance  
Saturday at 9:30

Anita's Angels Valentines...  
Sunday at 12:00

CLASSIC LOVERS ROC...  
Sunday at 19:00

28 FEB The

Public · Hosted

28 February  
28 February at

ExCel London  
One Western C

Tickets Avail  
thebestyouexh

Subscribed

Create a QR code for your event



Download a QR code and add it to your posters to spread the word about your event.

People can scan the QR code with their mobile device to see your event on Facebook.

Cancel Download

**I am Speaking at:**

**THE BEST YOU EXPO**  
27th to 28th of February ExCel London

**DAY 1** DAY 2

|                   |                 |                |                 |
|-------------------|-----------------|----------------|-----------------|
| MICHAEL HELL      | KELLE BRYAN     | CLARE WOODWARD | ROBERT HOLDEN   |
| BARBARA DE ANGELO | DANIEL PRESTLEY | JACK WILE      | JANEY LES GRACE |

**Making Money Using Social Media Community**

Sign Up

Now you can save an event as a draft and schedule when it's published

**Events** 7 Subscribers [+ Create Event](#) [Share Events](#) [Settings](#)

**NEXT WEEK**

**28 FEB** **The Best You EXPO** ExCel London London [Boost Event](#) [Edit](#)

Feb 28 - Feb 29 · 5 friends are going

**Promote**

**THIS WEEK**

**39,007**  
Post Reach

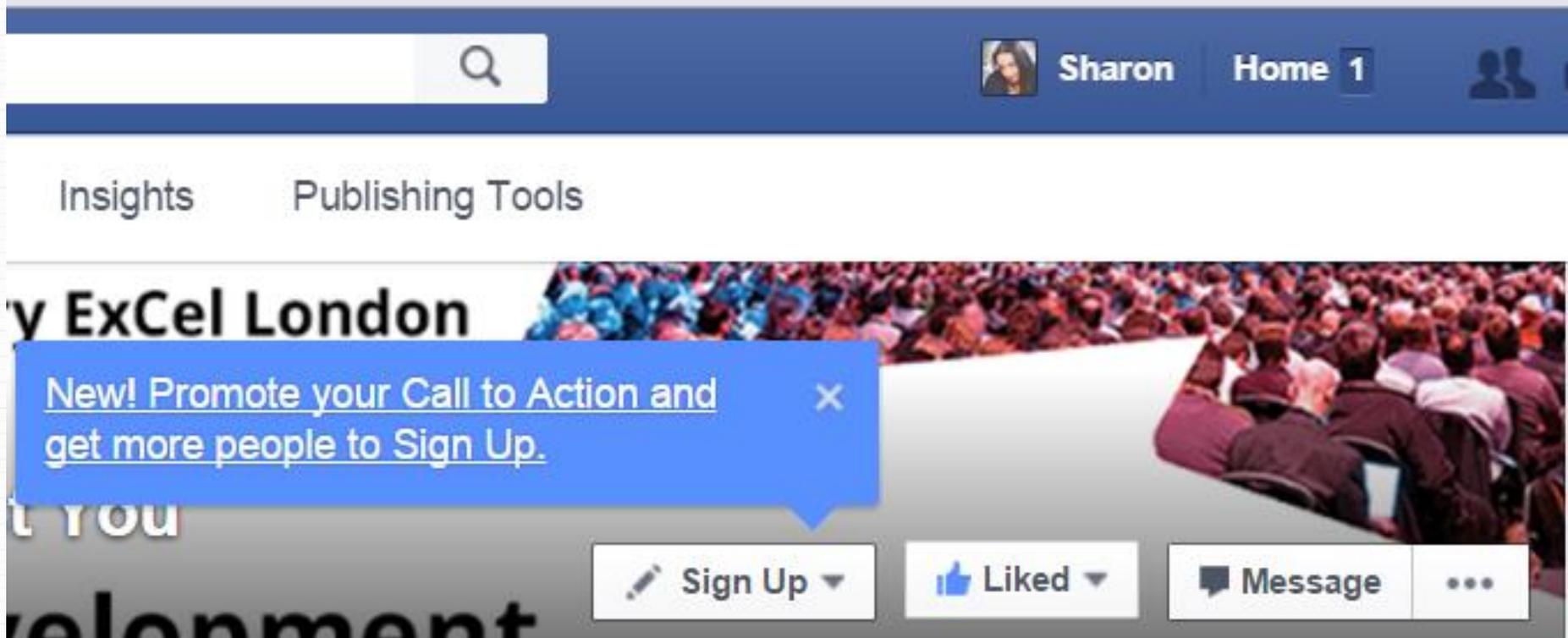
**1,698**  
Post Engagement

**2**  
Sign Up

**0**  
Website Clicks

**1 of 8**  
Response Rate

## 11. Promote Call to Action and Get More People to Sign Up.



The image shows a screenshot of a Facebook interface. At the top, there is a search bar with a magnifying glass icon, a profile picture of a woman named Sharon, and the text "Home 1". Below this, there are navigation options for "Insights" and "Publishing Tools". The main content area features a post with a background image of a large crowd of people. The post title is partially visible as "y ExCel London". A blue callout box with a white 'x' in the top right corner is overlaid on the post, containing the text: "New! Promote your Call to Action and get more people to Sign Up." Below the callout, the post has three buttons: "Sign Up" with a pencil icon, "Liked" with a thumbs-up icon, and "Message" with a speech bubble icon. There is also a three-dot menu icon to the right of the "Message" button.



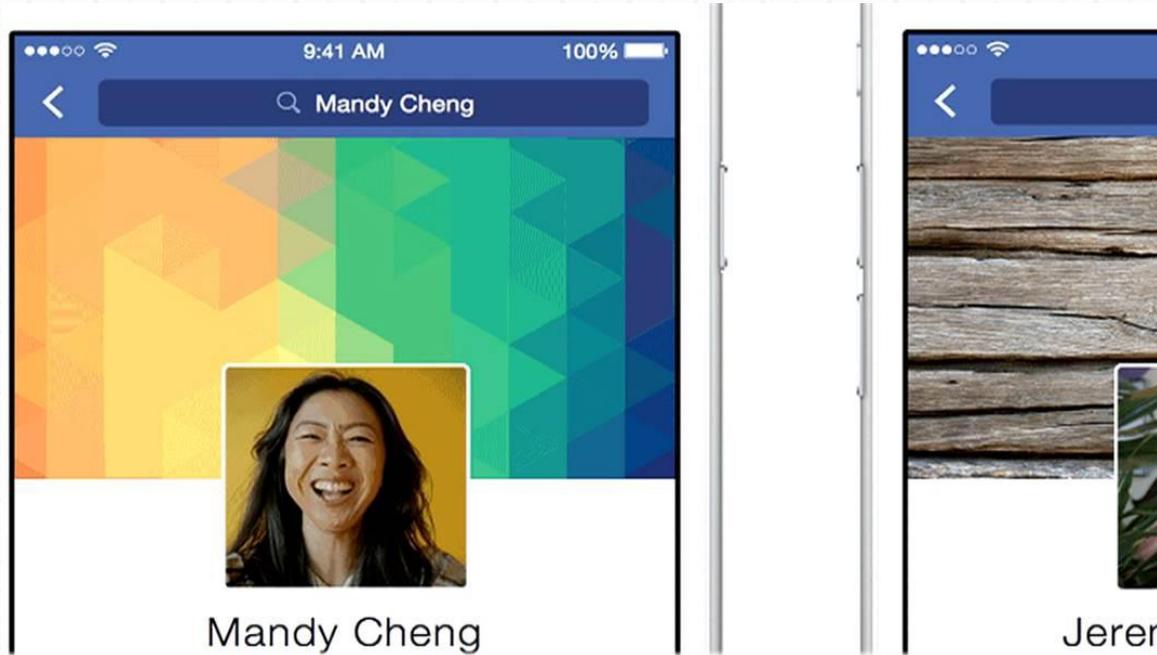
## 12. Facebook Live.

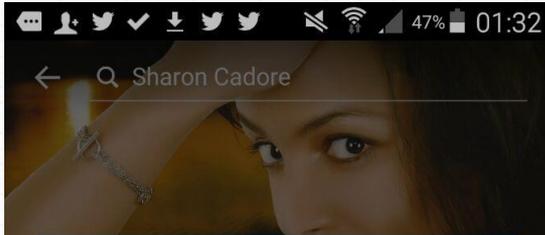
Live broadcast that's posted to the News Feed, watch comments overlaid in real-time on their stream, and then make the recording permanently available for viewing.



### 13. Facebook Profile Video.

- A 7-second looping video as your profile pic.
- Profile videos appear at the top your profile just like a profile picture.






 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Introducing Profile Videos**

Bring your profile picture to life by adding a short video.

NOT NOW [TRY IT](#)

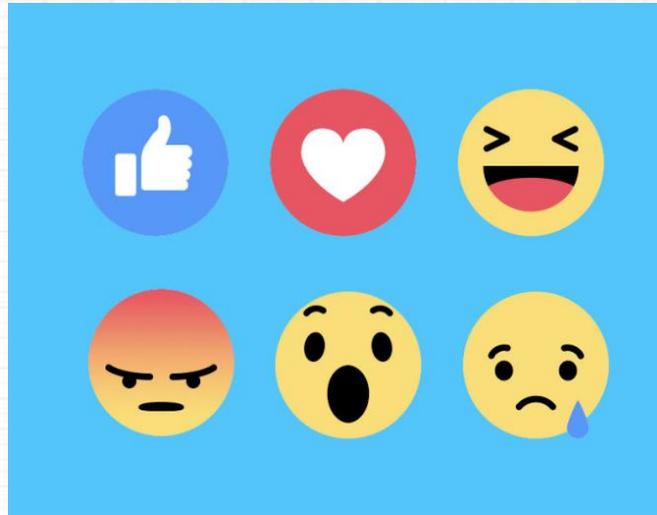
+ ADD INFO ABOUT YOU

 ADD FEATURED PHOTOS

# 10 Facebook Updates

## Facebook Reactions

Facebook launches Reactions globally – a new way for users to express empathy (like, love, haha, wow, sad, angry) in the form of emoticons. Businesses will have access to new insights at some point to dive in to more granular analysis of how their audience is responding to content.



## Facebook Live Video

Facebook Live video is rolling out to all users globally. Facebook wants to become the 'live television in your pocket' and one of the best tools for doing so is to broadcast Live video to your friends, fans and followers. This 'instant TV' tool lets you break news, share behind the scenes situations, do product demos, host Q&A sessions, conduct interviews, showcase unboxing and much more.

## 360 Video + Virtual Reality

Along with 360 video available on Facebook and in ads, Facebook recently announced 360 streaming video in the Samsung Gear VR (virtual reality). Virtual reality is Facebook's 'next big thing' with much emphasis and investment in this growing area. Forward-thinking businesses need to stay up to speed with these advancements



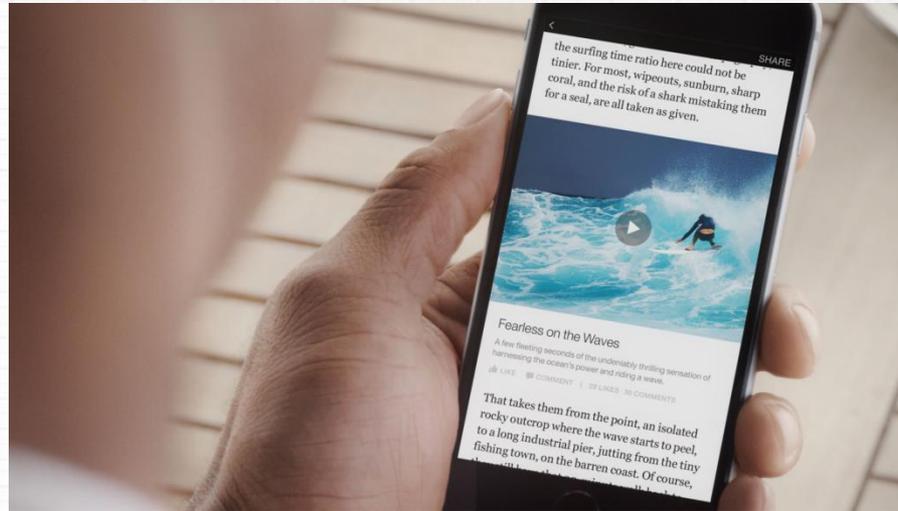
## Canvas

It is full screen ad to help bring products to life on mobile. Approximately 90% of all Facebook users access the platform primarily via mobile. Therefore, you'll want to make your content more immersive and fast-loading using features such as Canvas and Instant Articles.



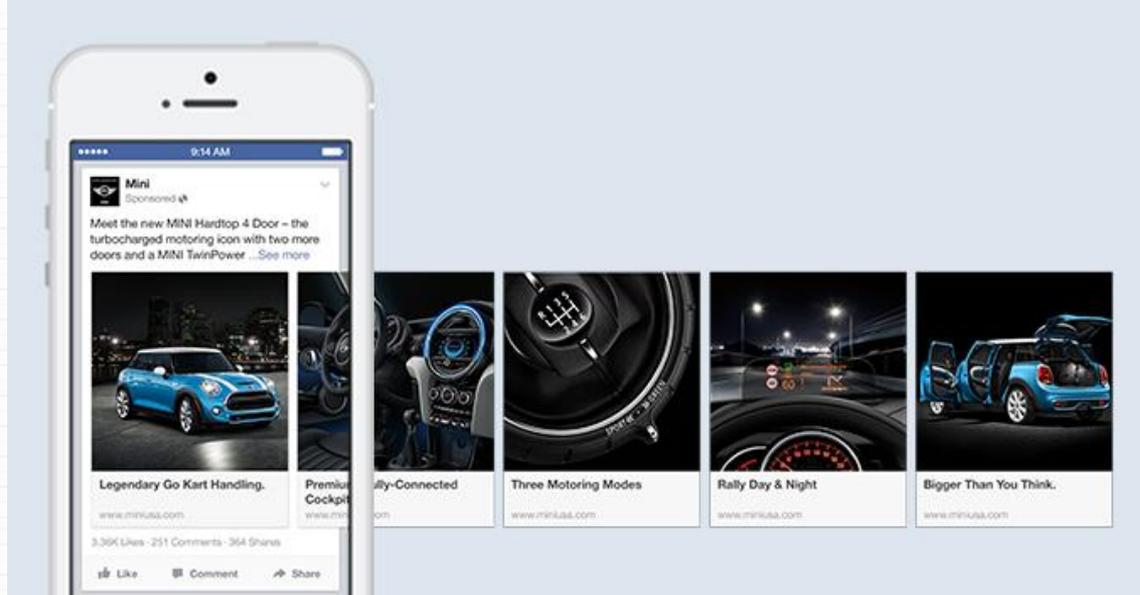
## Video Captions

Automated captions are coming to Facebook video ads. (With the sound-off autoplay feature on all videos, captions can help draw viewers in and encourage them to consume more of your video content. So far, captions are proving to get a 12% increase in views.)



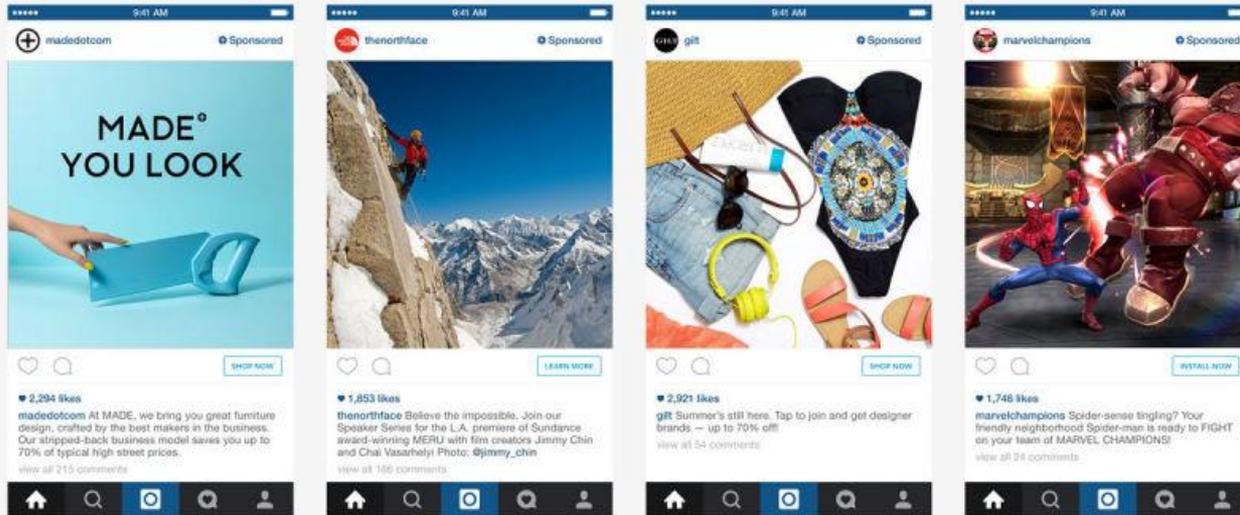
## Carousel Ads

Carousel Ads offer more advanced features for savvy Facebook marketers, including using a mix of photos and videos and directing traffic to multiple links. Facebook recently allowed business Page Admins the ability to post organic, native carousel posts which can then be turned into an ad by boosting the post.



## Instagram Video Ads

Instagram now offers 60-second video ads, and video views are coming to Instagram. (The max length videos for users is 15 seconds. Previously, Instagram allowed up to 30-second video ads. This new longer 60-second ad brings us closer to television style ads.)



## Messenger for Business

Facebook Page Admins have improved features for responding to messages. Pages can now respond to any comment through a private message, allowing sensitive or difficult situations to be taken offline quickly and effectively.

Messenger for Business is the new 1-800 number. Businesses will need to deploy more highly trained, social customer care experts to properly handle the incoming private messages and dramatically improve:

- i) customer care
- ii) lead generation
- iii) sales



## Search + Local Directories

There's also the new search feature on Facebook Pages, and the quiet roll out of local Professional Services and Places directories.



# How Do I Get More Engagement on Facebook Posts?

## Tactics for Driving Facebook Engagement

- 1. Think about being a specialist, not a generalist.** When crafting your posts, try to go an inch wide, and a mile deep.
- 2. Sign off with your first name.** Being personable in your posts reminds your fans that there's a person behind the computer.
- 3. Consider posting less content.** Though it may seem counterintuitive, posting less can actually increase your reach on Facebook. That means that more people are likely to see your content, and therefore, more likely to engage with it. It's all about quality, not quantity.
- 4. Dive into those Insights.** Pay attention to the free Insights on your page—they are there to help!

# How to Boost Engagement on Facebook with Visual Media

As one of the fastest growing social networks with over 400 million active users, Facebook clearly saw Instagram's value back in 2012 when it purchased the company for \$1 Billion.

Facebook's 8 Billion video views a day- visual content is important for marketers

**Visual content – both images and videos – gets the highest organic reach on Facebook and is set to be even bigger in 2016**

## Tips and tools for creating eye-catching visual content

- ✓ Choose images and scenes with vibrant colors. Include everyday people, especially women (regular women NOT super models), in your ads because they are the best performing ads according to Consumer Acquisition.
- ✓ Less is more when it comes to text overlays. You cannot have more than 20% text on images. Same goes for your video thumbnail.
- ✓ Shorter videos tend to perform better than longer ones.
- ✓ Consider animated videos and video montages. Try Animoto for creating video professional looking video montages.

# 5 ways to stand out with your images and videos

**1. Fit in-** They are “home grown,” shot with a smartphone and feature everyday people doing everyday activities.

- images should be enticing; needn't be overly professional.
- as human and delightfully imperfect as anyone

**2. Get creative-** you'll see more engagement on your posts if you reduce how much you “sell” to your audience.

- your social pages should be extensions of your brand, in which you promote a certain kind of lifestyle, and naturally integrate your product or service as an answer to living that lifestyle

**3. Tell stories-** Create short videos that tell a story, ideally with an emotional, human element. Get together with your team and come up with all manner of stories that illustrate your company, its founders, the team, your brand, what your stand for, your company culture, and more. Spotlight customers – tell their stories.

**4. Crowd source** – get your customers to submit their photos and videos by providing incentives. Or, interview them on Skype, Google Hangout or Blab. Don't be afraid to ask what they love about your company and its products and services.

**5. Captioning** - add captions to the bottom of your video throughout or to highlight key points. Given videos on Facebook automatically play without sound, you want to draw your viewers in within the first few seconds

# How to Fail at Facebook: 10 Things to Stop Doing Now

## #1: Tagging People Randomly

You must never tag unknown people in your photos. People upload photos and tag numerous people (both known and unknown) to gain as many 'Likes' as possible.

## #2: Cross Posting from Other Social Platforms

We post variations of the same content on various social platforms, but never make the mistake of posting automatic updates on Facebook through social platforms like Twitter, etc. This indicates that you are least engaged on Facebook or are not capable to producing valuable resources for your audience.

## #3: Liking Your Own Posts

There is no point liking your own post. You share a post because you like it.

#### **#4: Invites for Facebook Pages**

You don't need to send invites to increase its following. Keep posting valuable and informative content and share it on your profile page; people will automatically find it and if interested they will follow it as well.

#### **#5: App Invites**

Post an update about the app on your Facebook page or profile page.

#### **#6: Adding People to Groups Without Prior Notice**

Adding people to random groups without permission is the biggest red flag when doing Facebook marketing.

#### **#7: Mass Messaging**

This is another No-No when Facebook marketing.

## #8: Event Invite

Invite people who are interested and people who are within the geographic limits to attend the event.

## #9: Too Many Like Buttons

Write compelling content so that people like it automatically. Make sure the content is clearly visible and well formatted.

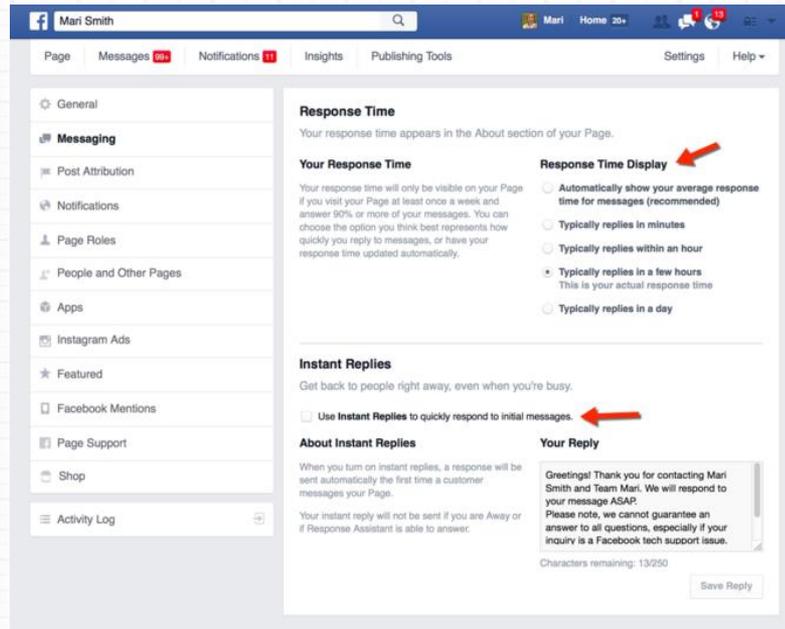
## #10: Stop Poking People

Poking is never acceptable no doubt what your intentions are.



# New Facebook Messaging Tools

Facebook recently rolled out an array of improved communication tools to aid businesses in providing real time customer support.



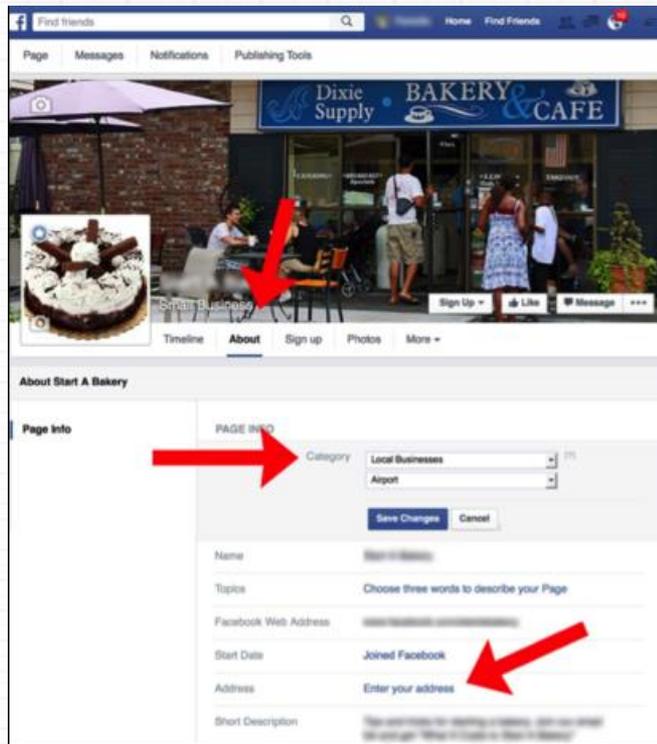
Such tools include setting your own typical Response Time, setting an Away status, creating Instant Replies and Saved Replies and private messaging people who comment publicly on your page.

# 7 Cool Facebook Tricks You've Never Heard Of

# 1. Enable Reviews on Your Facebook Page

Online reviews make a big difference for small businesses. It's one of the major ways consumers decide whether a company is worth doing business with.

80% of consumers are likely to purchase from a local business if there are positive user reviews



To set up reviews on your Facebook page, confirm that your page is set up under the category, "Local Business." Then make sure you've got a physical address entered for your page.

Once you've made this change, you'll see the Reviews tab right below your cover photo.



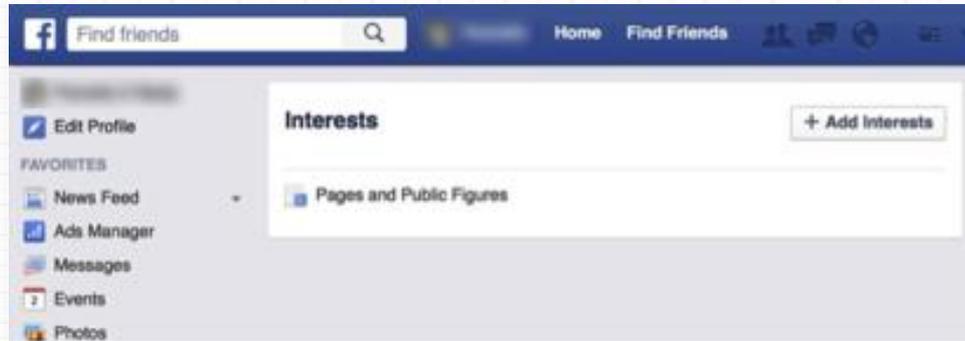
## 2. Create an Interest List

Interest lists let you:

- Clean-up your newsfeed.
- Automatically gather posts on topics into a feed known as “content curation.”
- Track your competitors’ Facebook activity.
- Control whether anyone besides you can see your interest lists.

Here’s how to create an interest’s list:

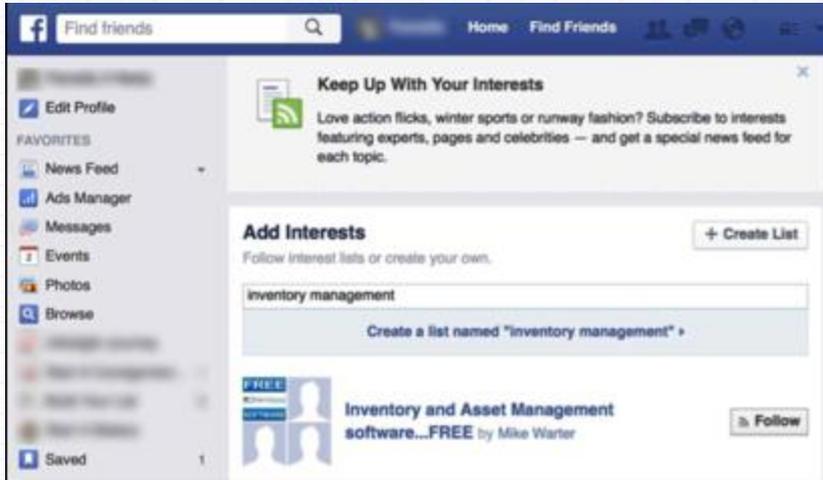
- Go to this page: <https://www.facebook.com/bookmarks/interests>
- Click the “Add Interests” button.





If you choose to create your own list, in the next page you'll see thumbnails of every page you're currently following. Add any of those pages to your interest list or go find new pages.

You can follow other peoples' interest lists or create your own.



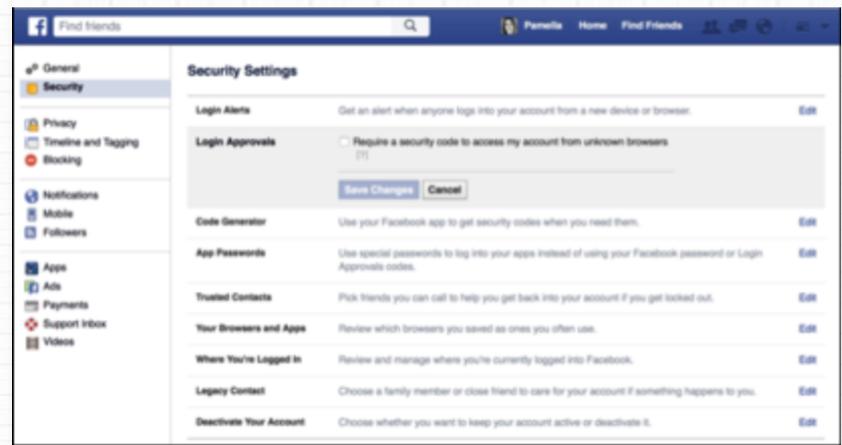
## 4. Add More Security With Login Approval and Trusted Contacts

A login approval will require you to enter a code on your cell, and will ask for that code again if you login from a different location. Trusted contacts are a similar security measure. It's a list of 3-5 people who are pre-authorized to help you get back into your account if something unforeseen happens.

Here's how to create a login approval:

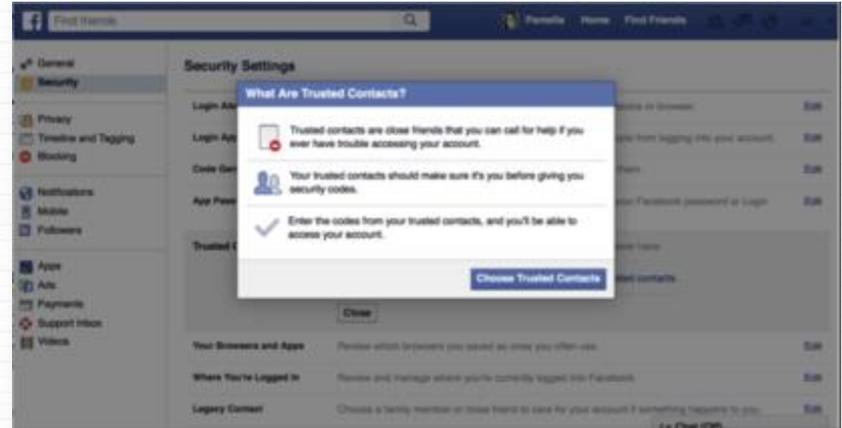
- Make sure you have the latest version of the Facebook app installed on your smartphone. If you don't have a smartphone, don't worry, there is a workaround.
- Go to Settings > Security > Login Approvals.
- You'll be asked to check a box to, "Require a security code to access my account from unknown browsers."

- You'll be walked through a series of screens, which will show you what to do on your smartphone and what to do on your desktop.



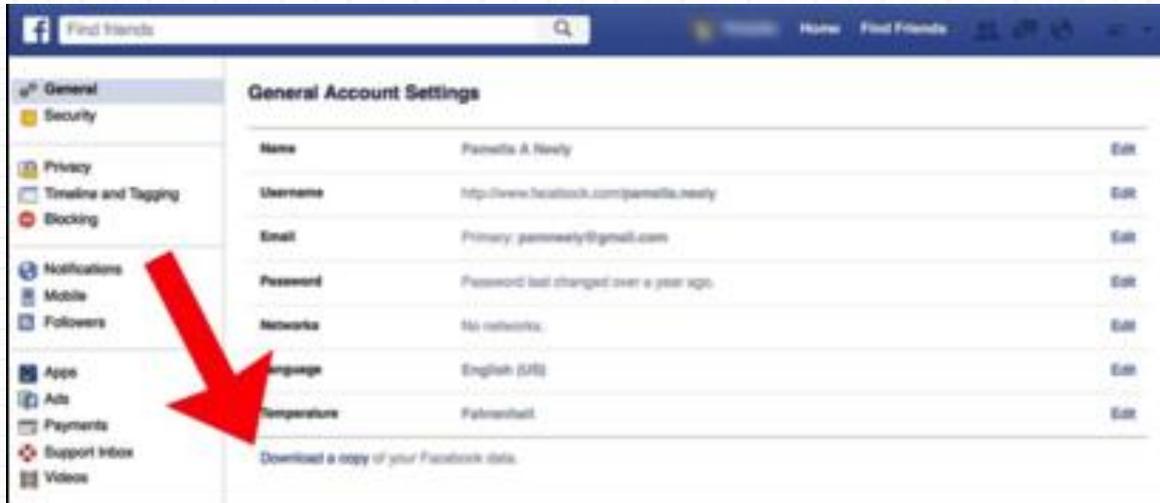
Here's how to add trusted contacts:

- Go to the same Security settings page as you did before. Find the "Trusted Contacts" option. Click "Edit."

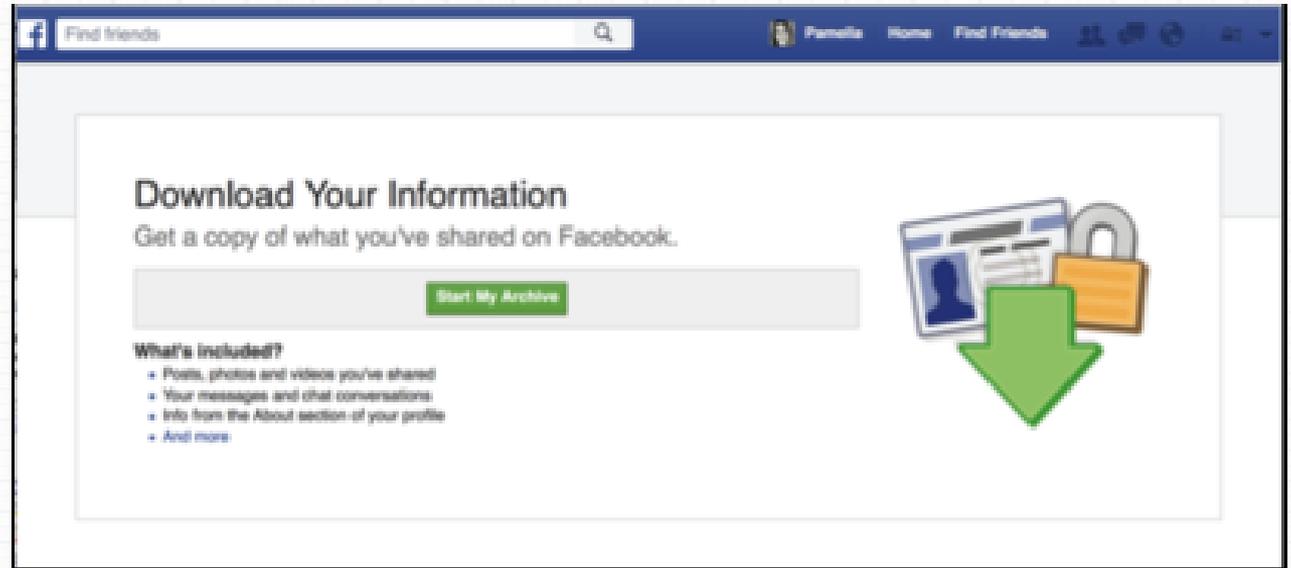


## 5. Restore Deleted Facebook Content

To restore deleted content, go to your Facebook settings page. Click “Download a copy of your Facebook data” near the bottom of the page.



On the next page  
you'll see this:

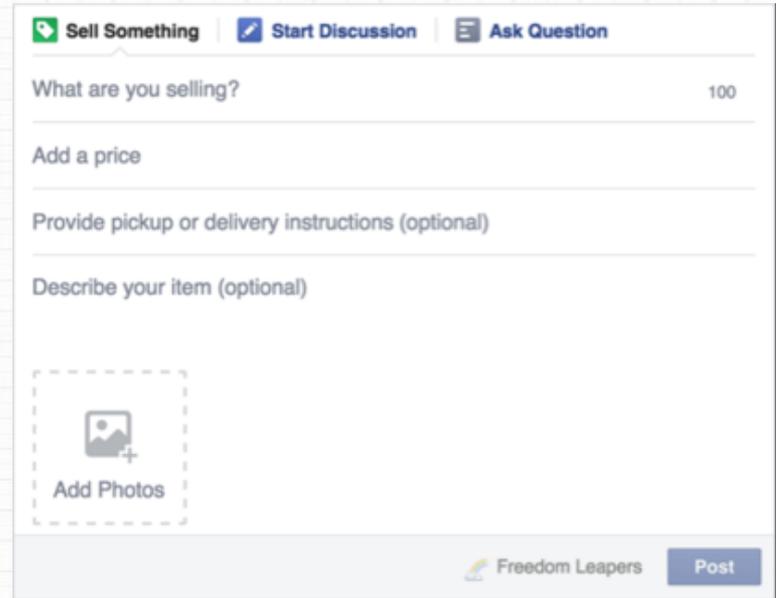


Click the “Start my archive” button. You’ll be asked for your password. The system will then begin gathering up all your activity and it will send you an email with a link to download the file.

## 6. Sell to Groups

Groups are very popular on Facebook.

If you've started one of your own, there's a feature you should know about: there's a way to have your group members offer sales.



The image shows a screenshot of the Facebook 'Sell Something' form. At the top, there are three tabs: 'Sell Something' (selected), 'Start Discussion', and 'Ask Question'. Below the tabs, the form has several sections: 'What are you selling?' with a character count of 100, 'Add a price', 'Provide pickup or delivery instructions (optional)', and 'Describe your item (optional)'. At the bottom of the form, there is a dashed box containing a photo icon and the text 'Add Photos'. In the bottom right corner, there is a 'Post' button and the name 'Freedom Leapers'.

If you manage a niche group that might occasionally want to sell things to each other, this is a game-changer.

## 7. Create a Call to Action Button

It's great to have a healthy following on Facebook. It's better to be generating actual leads and sales. The best way to accomplish that is to add some strategic call to action buttons to your Facebook page.

These CTA buttons are free to set up and they let you send Facebook visitors anywhere you want.

As of now, there are seven different CTAs available:

- 1.Book Now
- 2.Contact Us
- 3.Use App
- 4.Play Game
- 5.Shop Now
- 6.Sign Up
- 7.Watch Video

# Latest Changes on Facebook's Edgerank

Quantity is not the most important thing, as Qualitative posts and content are now rewarded from Facebook.

## Edgerank,

The Edgerank used to focus/ measure the Affinity (Likes, comments, shares and clicks), Weight (e.g. a comment “weights” more than a like) and Time Decay (e.g.the older the post, less chances to be shown on newsfeed).



Facebook believes that Newsfeed Algorithm will eventually increase the interaction rates.

People read the top 57% of stories that appeared on their Newsfeed, without scrolling far enough to see the other 43%

The first consequence was for unread stories to reemerge and the amount of read stories increased to a significant 70%!

**With the new algorithm, Facebook believes that:**

- **More people will have the chance to read more posts**
- **More users will have the opportunity to interact with the resurfaced posts**

# Content Marketing Tools You Can't Live Without

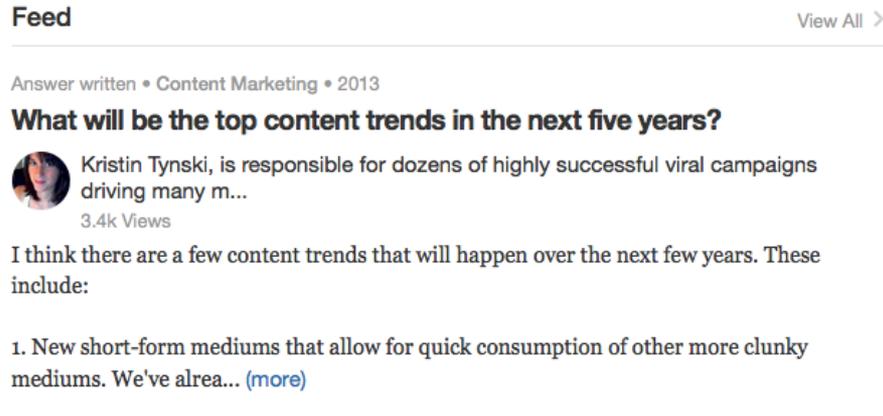


# Content Discovery

## 1. Quora

- provides the "the best answer to any question"

Content marketers can use the popular social network to identify trends, communicate with others, and provide high quality answers to establish themselves as an authority on almost any subject.



The screenshot shows a Quora feed interface. At the top, it says "Feed" on the left and "View All >" on the right. Below this is a horizontal line. Underneath, it says "Answer written • Content Marketing • 2013". The main question is "What will be the top content trends in the next five years?". Below the question is a profile picture of Kristin Tynski, followed by her name and a bio: "Kristin Tynski, is responsible for dozens of highly successful viral campaigns driving many m...". Below her bio is "3.4k Views". The answer text begins with "I think there are a few content trends that will happen over the next few years. These include:". Below this is a numbered list starting with "1. New short-form mediums that allow for quick consumption of other more clunky mediums. We've alrea... (more)".

## 2. Reddit

- a “go to” service for content marketers

With more than 36 million user accounts and billions of comments, Reddit is the stuff content marketers dream about



The screenshot shows the Reddit homepage interface. At the top is the navigation bar with the Reddit logo and the word "reddit" in lowercase. To the right of the logo are several tabs: "hot" (highlighted in red), "new", "rising", "controversial", "top", "gilded", "wiki", and "promoted". Below the navigation bar is a promoted post featuring a cartoon character holding a cupcake, with the text "Calling all foodies, treat lovers, and morsel connoisseurs! The 2016 F" and "promoted by reddit\_exchanges". Below the promoted post is a section for "trending subreddits" with a green checkmark icon and a list of subreddits: "/r/AskHistorians", "/r/NeutralPolitics", "/r/HybridAnimals", "/r/NarutoNinjaStorm", and "/r/EAF", followed by "26 comments". Below this are two posts. The first post is titled "A crane collapsed in the middle of the street in New York City today." and has 1,778 upvotes, 2,589 comments, and a "share" button. The second post is titled "Good Guy Tom Haverford" and has 2,476 upvotes, 109 comments, and a "share" button.

### 3. Alltop

- the most popular stories on a variety of topics
- This can serve as ammunition for blog posts and give you an overall idea of what is

#### Joe Pulizzi – Content Marketing Institute

One Thing Is Killing Content Marketing and  
This Week in Content Marketing: Stop It! Content  
This Week in Content Marketing: The Coming  
Content Marketing – It's Going to Get Weird  
This Week in Content Marketing: How Native

#### Online Marketing Blog - TopRank®

Online Marketing News: Facebook Algorithm  
Is Content Marketing a Viable Lead Generation  
Influencer Content Marketing: The Art of  
Social Media Images Part 2: Creating Brand  
Book Review & Interview: Meaningful: The Story of



# HOTTEST TOOLS FOR CONTENT PROMOTION

# BUZZSUMO

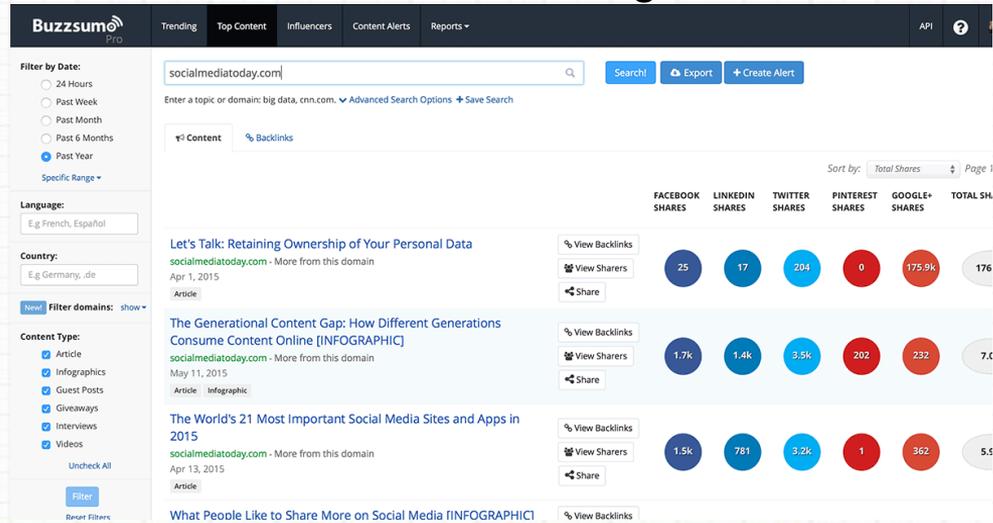
✓What to love about it:

- the Top Content tab

➤put in a competitor blog's URL and quickly figure out what the best content is for that blog that my ideal audience is sharing

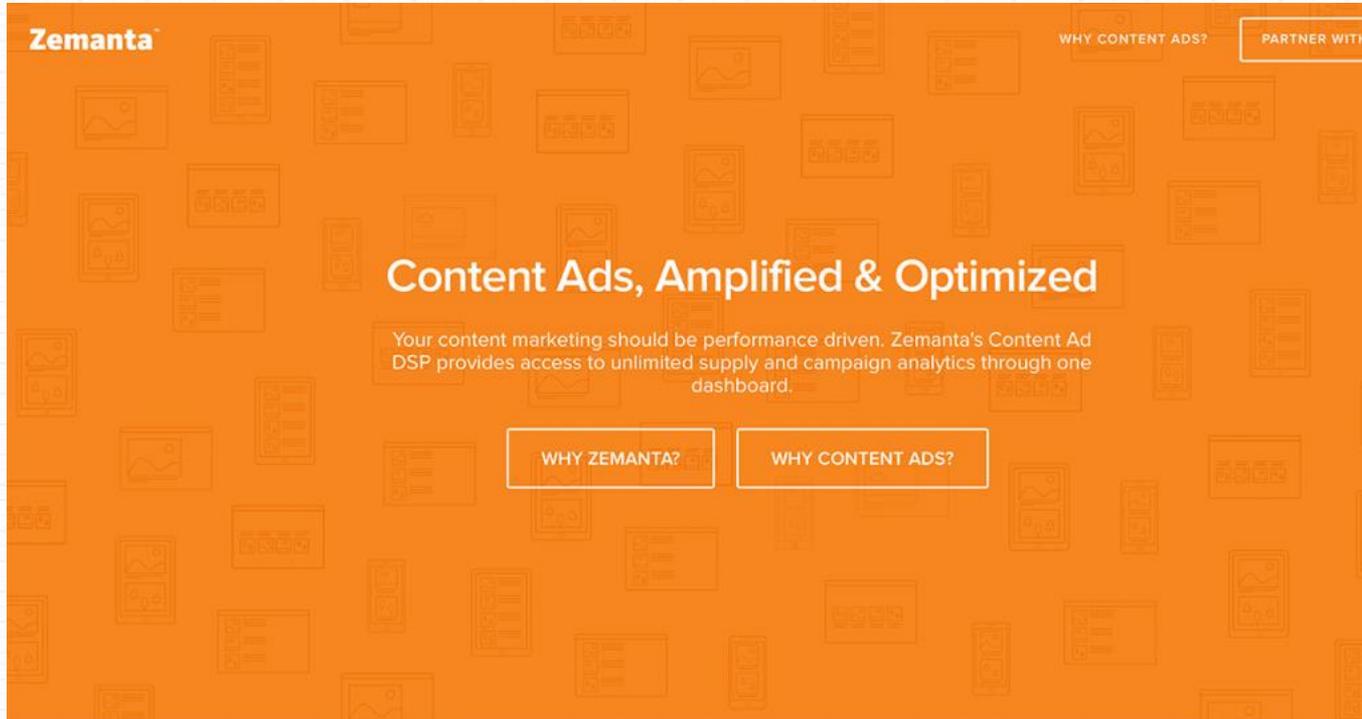
- the ability to quickly find who the Top Influencers are for a certain subject

- the ability to keep track of when each new article goes live and how many shares it has



# ZEMANTA

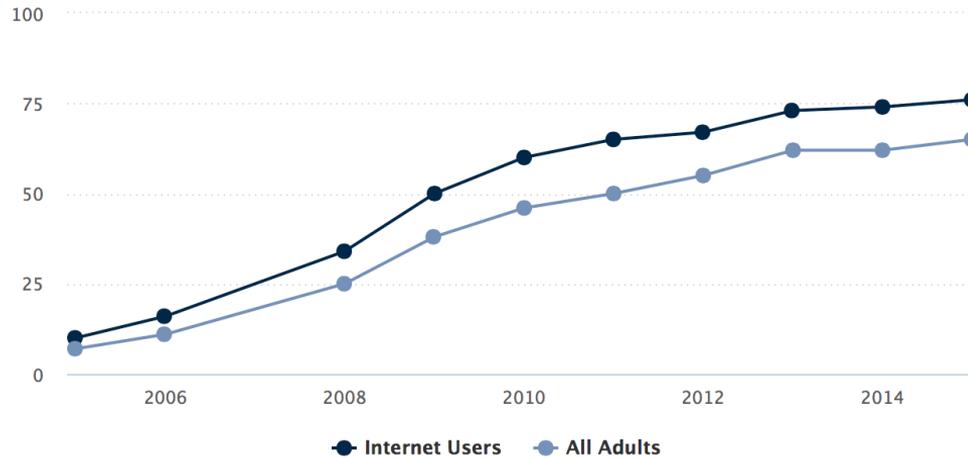
add your articles to their feed and they promote them on contextually relevant sites, blogs, other articles, and help find places where your customers are hiding

The image shows a landing page for Zemanta's Content Ad DSP. The background is a solid orange color with a repeating pattern of faint, light-colored icons representing various content types like articles, videos, and social media posts. In the top left corner, the "Zemanta" logo is displayed in white. In the top right corner, there are two links: "WHY CONTENT ADS?" and "PARTNER WITH". The main heading in the center is "Content Ads, Amplified & Optimized" in a large, white, sans-serif font. Below the heading, a paragraph of text reads: "Your content marketing should be performance driven. Zemanta's Content Ad DSP provides access to unlimited supply and campaign analytics through one dashboard." At the bottom of the page, there are two white buttons with orange text: "WHY ZEMANTA?" on the left and "WHY CONTENT ADS?" on the right.

# 6 Major Insights From 10 Years Of Social Media Use

# 1. Use Of Social Media Has Increased Tenfold In 10 Years

*% of all American adults and internet-using adults who use at least one social networking site*

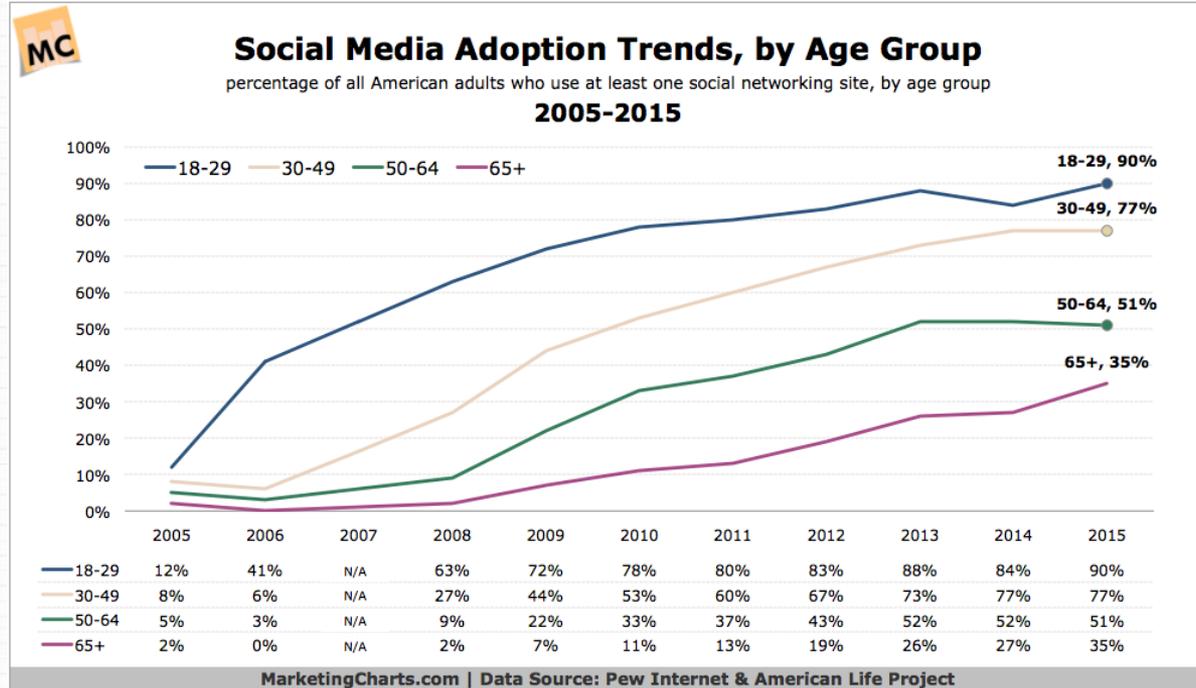


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

The percentage of American adults who use social media is now 65% – almost 2/3 of all American adults. This is an increase of 58% in ten years, as only 7% used them back in 2005.

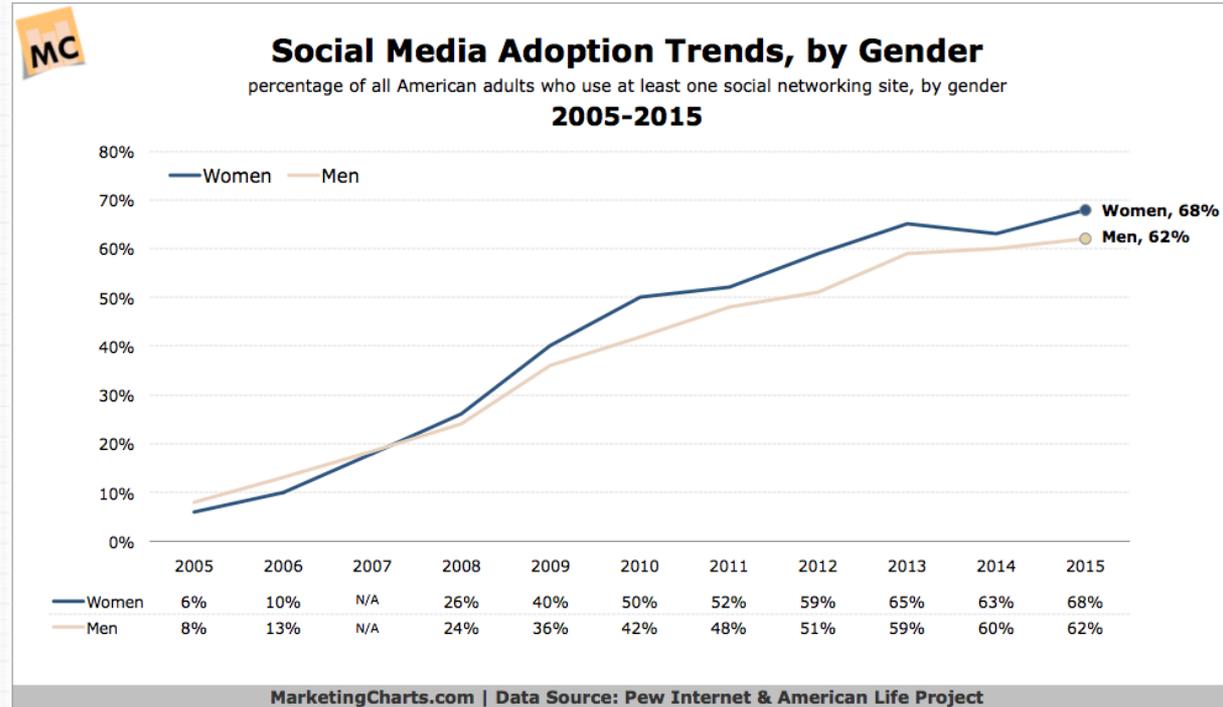
## 2. Seniors Are A Growing Percentage

Groups of older adults (65+) have grown a lot in since 2010. Back then, only 11% used social media. In 2005 only 2% reported using social media. Today it's 35%.



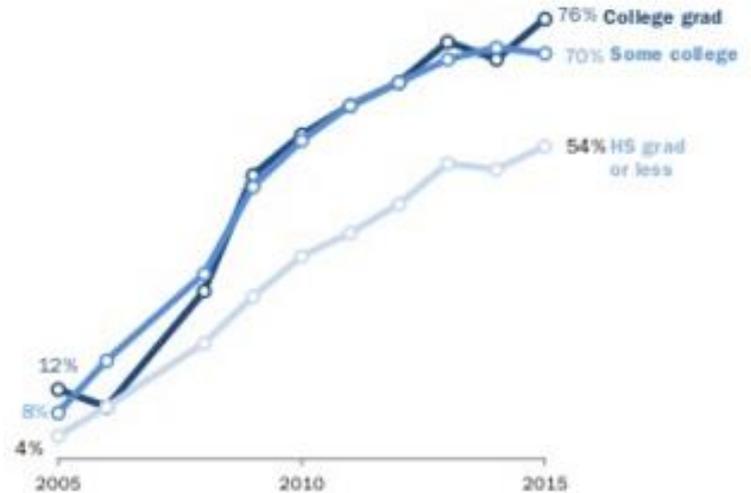
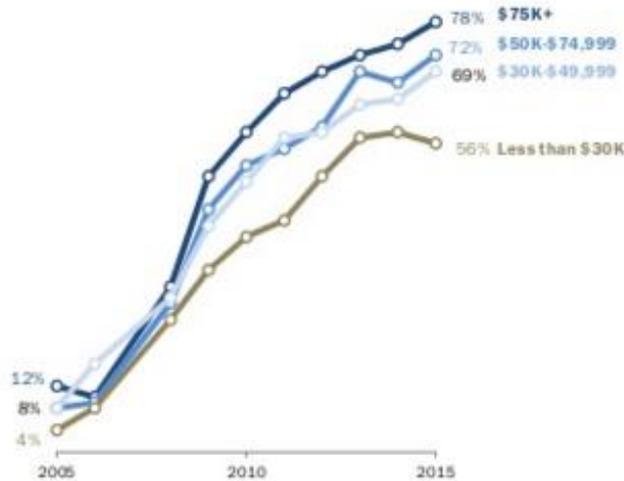
### 3. Men And Women Use Social Media Almost Equally

The report found that men and women use social media almost equally – but what has changed in 10 years is that men were more likely to do so in 2005. In 2015, a bigger percentage of women (68%) use social media vs men (62%)



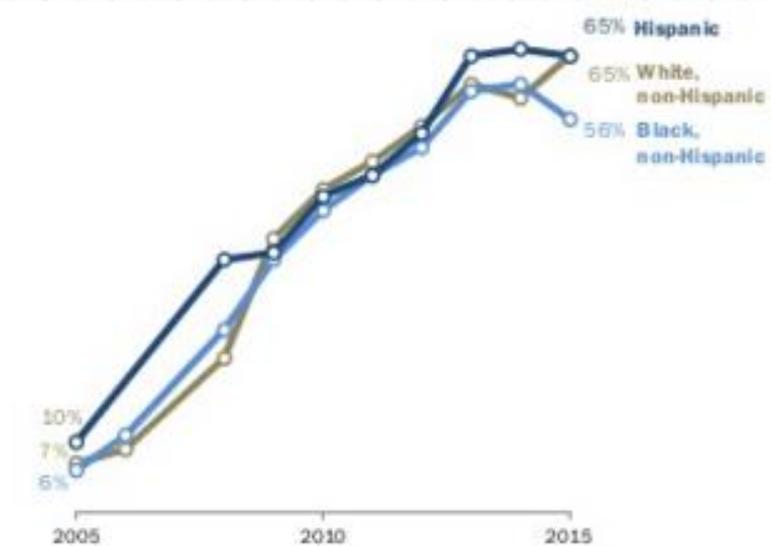
## 4. More Educated? More Likely To Use Social Media

56% of those living in the lowest-income households now use social media. Those with at least some college experience have been consistently more likely than those with a high school degree or less to use social media over the past decade. 2013 was the first year that more than half of those with a high school diploma or less used social media.



## 5. Balanced Racial Or Ethnic Groups Representation In Social Media Use

No evidence that one racial or ethnic group is more likely to use social media more than another. 65% of whites, 65% of Hispanics and 56% of African-Americans are using social media today.

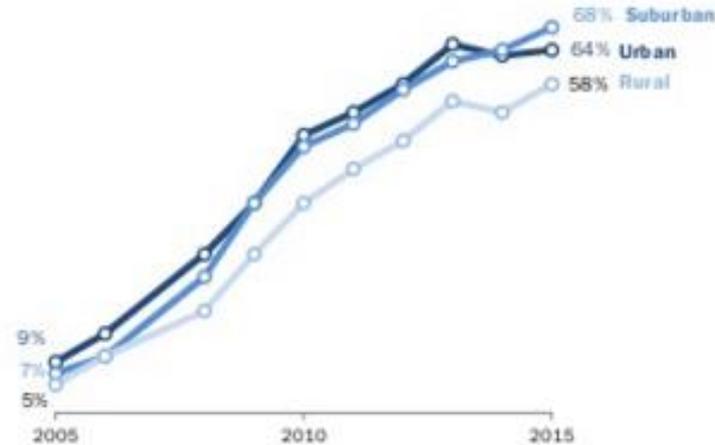


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

## 6. Social Media Users Are Mainly Urban Or Suburban

“Those who live in rural areas are less likely than those in suburban and urban communities to use social media”. This is a pattern which has remained consistent for the past decade.

At this time, roughly “58% of rural residents, 68% of suburban residents, and 64% of urban residents use social media”.



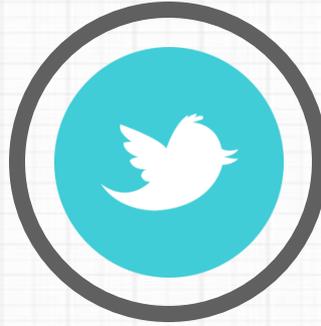
Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007

# Questions?

# CONTACT



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THANK YOU!

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