

# YOUR GUIDE TO SOCIAL NETWORKING FOR BUSINESS



The UK's most popular social networking sites at the time of writing (September 2017) are, in order of popularity, Facebook, YouTube, Instagram, Twitter and LinkedIn. LinkedIn ranks lower in the list, but it is included in this summary because it is a dedicated business website, whereas all the others, whilst powerful business tools, have a wider context.

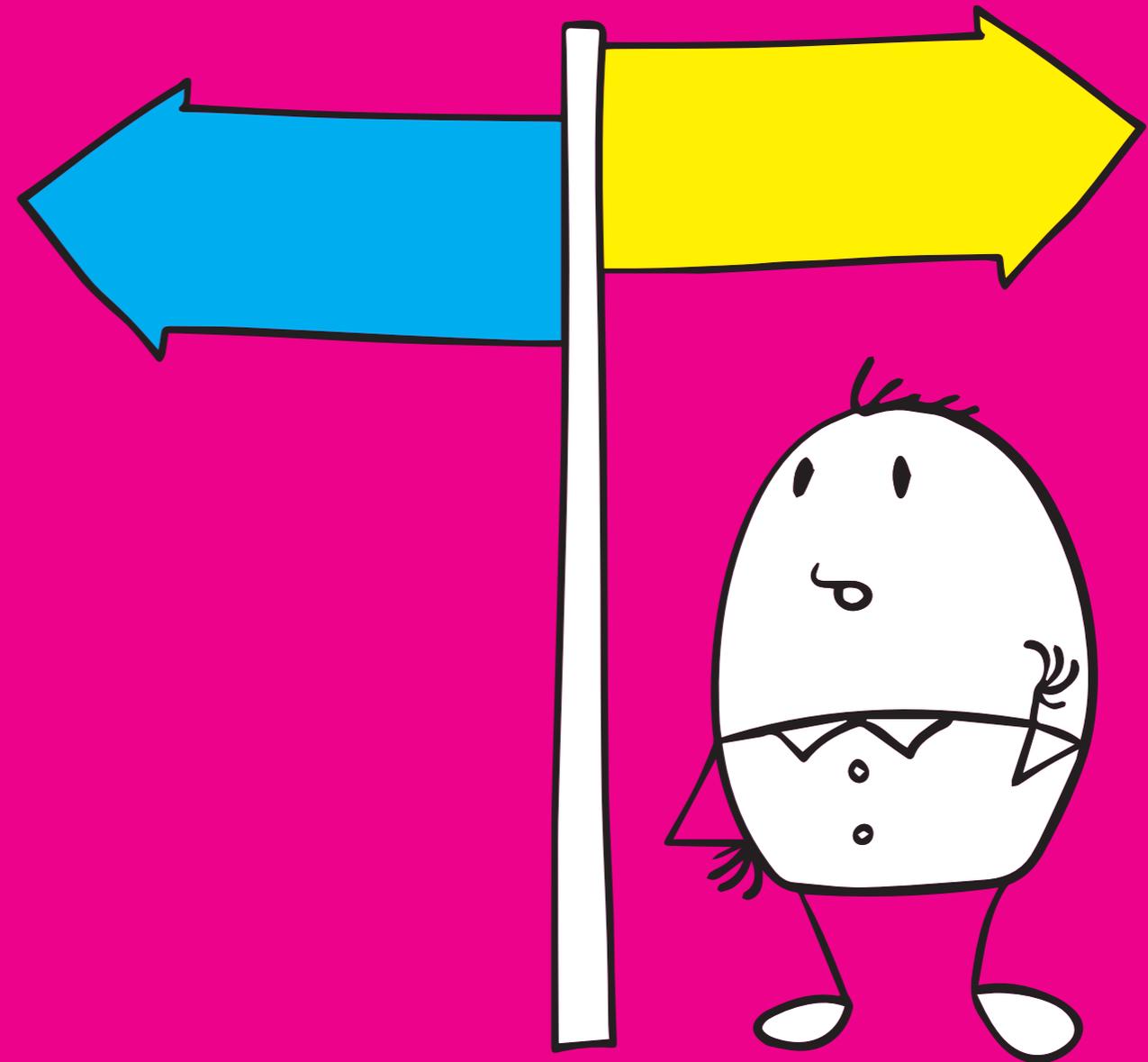
## Monthly Active Users (Worldwide)

-  Facebook: 2,000,000,000
-  YouTube: 1,000,000,000
-  Instagram: 700,000,000
-  Twitter: 328,000,000
-  LinkedIn: 106,000,000

# The world's most popular social media platforms

(ranked by monthly users)

1.	<b>Facebook</b>	<b>2,000,000,000</b>
2.	Messenger (owned by Facebook)	1,200,000,000
3.	WhatsApp (owned by Facebook)	1,200,000,000
4.	<b>YouTube</b>	<b>1,000,000,000</b>
5.	QQ Chat	899,000,000
6.	WeChat	806,000,000
7.	<b>Instagram (owned by Facebook)</b>	<b>700,000,000</b>
8.	QZone	652,000,000
9.	<b>Twitter</b>	<b>328,000,000</b>
10.	Reddit	250,000,000
11.	Viber	249,000,000
12.	LINE	218,000,000
13.	Snapchat	200,000,000
14.	Vine (Camera)	200,000,000
15.	Ask.fm	160,000,000
16.	Pinterest	150,000,000
17.	YY	122,000,000
18.	Tumblr	115,000,000
19.	Flickr	112,000,000
20.	Google+	111,000,000
21.	<b>LinkedIn</b>	<b>106,000,000</b>
22.	VK	95,000,000
23.	ClassMates	57,000,000
24.	Meetup	32,300,000



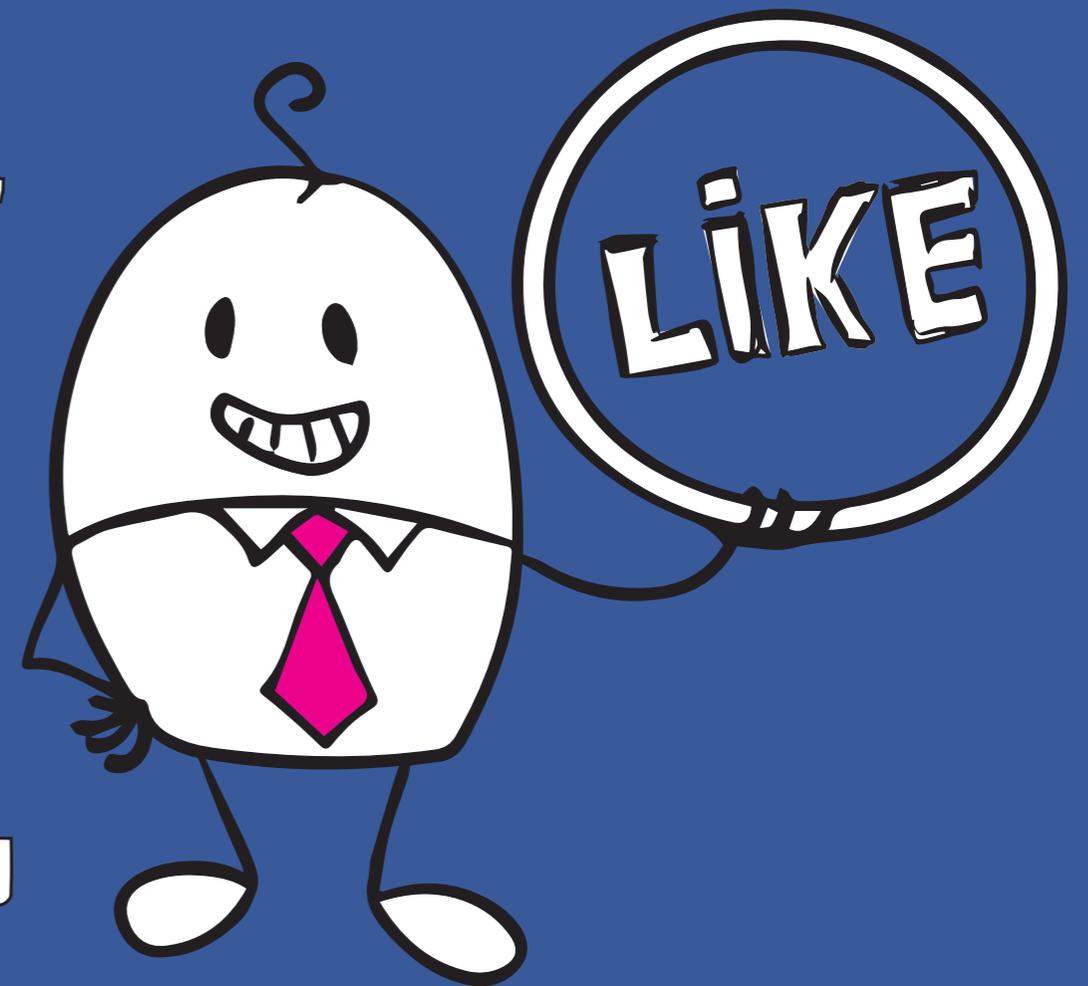


**Facebook**

# What is it?

**With about 2 billion monthly active users, Facebook is still the most popular social media platform, not only for personal use but business as well. For businesses, Facebook is a place to share photos, updates, and general news with those who follow or 'Like' you. Clients of your business come to your Facebook page to find out what's going on in the company, see pictures and explore events.**

**Compared to other platforms available, statistics show that Facebook is the most effective at reaching internet users across all age groups.**





# How to Use Facebook for Marketing

It's important to start by building your profile on Facebook. Create and then publicise your business page by encouraging viewers to 'like' or 'share' your posts - and ensure you always include a link to it anywhere you can, including adding a social icon onto your website. This will take any visitors on your website, directly to your business page on Facebook.

Once you've created a strong following it's important to use status updates or photos to share your products, offers and services. You should also post things that get your audience to engage with your posts. Things that they will click, 'like,' comment on, tag their contacts in, and share. The more people are engaging, the more frequently you'll appear in others timelines.

It's important to keep in mind that many use Facebook as a personal network to connect with their friends or loved ones. Your brand needs to fit into this atmosphere naturally in order to keep people interested in what you're posting. So don't make it solely about selling. Focus on new products, benefits the customer will receive, their experience and testimonials. Similarly, describe your own motivation and product development stories.

## Tool to Utilize: Advertising

Facebook Advertising is really picking up momentum in the business world.

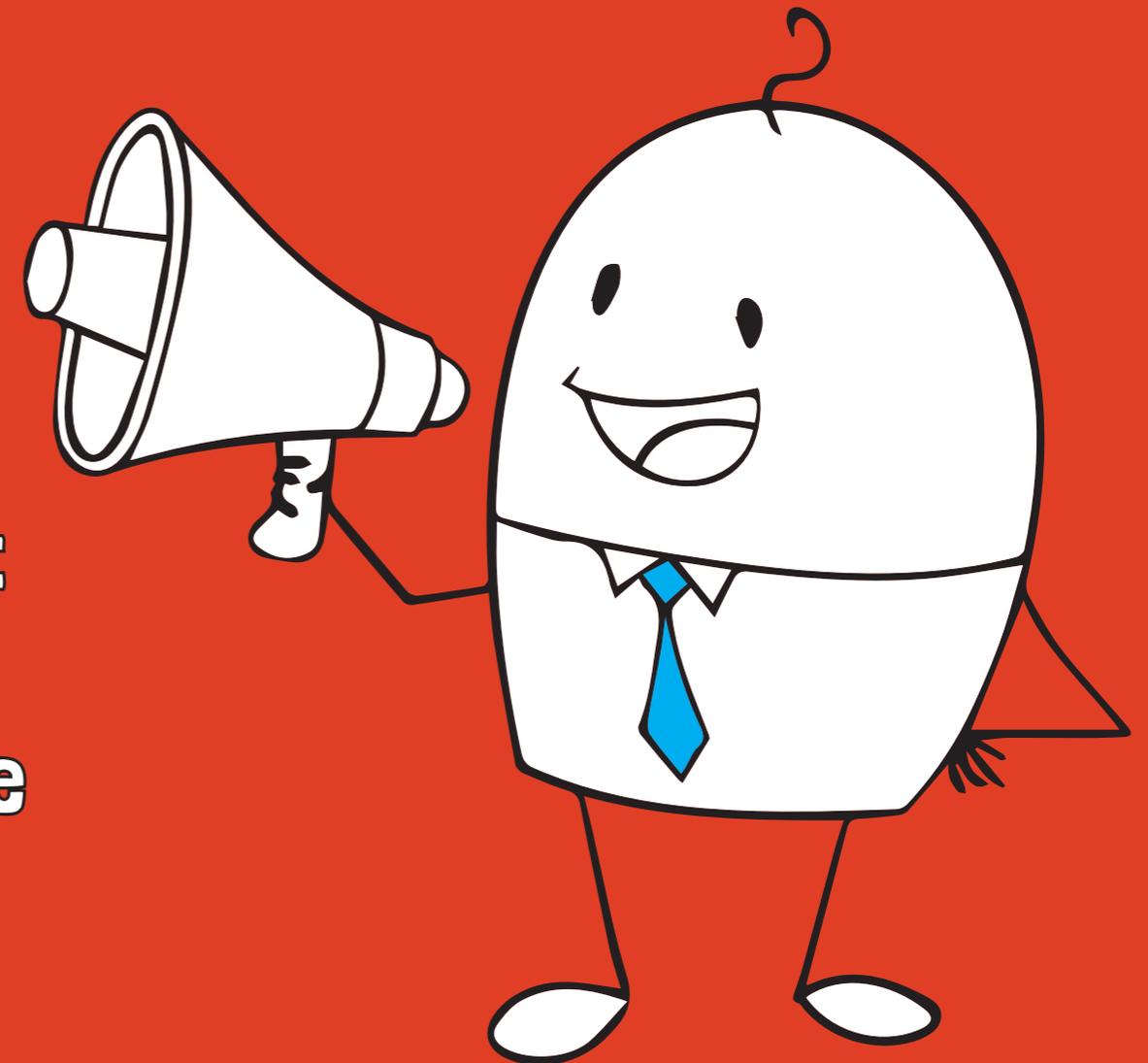
It uses social graphs and activities to pinpoint those who fall into your buyer demographics, making Facebook ads incredibly effective. Facebook ads are more likely to bring in strong leads from people looking for your services. They help make sure your advertising budget isn't wasted on those who aren't really interested in what you're offering and helping to put your product or service in front of the person who wants or needs it.



**YouTube**

# **What is it?**

**YouTube is the leading video-sharing platform in the world. On your channel, you can share and edit videos, create playlists, and prompt discussions. Since it was bought by Google in 2006, YouTube is another platform that search engines give priority to in their search results!**





# How to Use YouTube for Marketing

**YouTube for business is a great way to get your face out there. Videos are a lot more engaging and shareable than text content and they also raise your search rank in Google.**

**When creating videos for YouTube, quality matters.**

**Make sure there's a purpose and value to what you're uploading and sharing. Also make sure to pay attention to your production value. Both the video and audio of what you upload should be crisp, clear, and easy to understand. No shaky cameras! Make your pitch snappy and to the point, and be sure to include subtitles for viewers who are hearing impaired.**

## Tool to Utilize: Advertising

**YouTube gives you a gateway to be an educator in your industry. Upload webinars or videos speaking on important topics that further the education of your audience. You can be sure your competitors are using videos to sell themselves, so don't let them steal a march on you!**

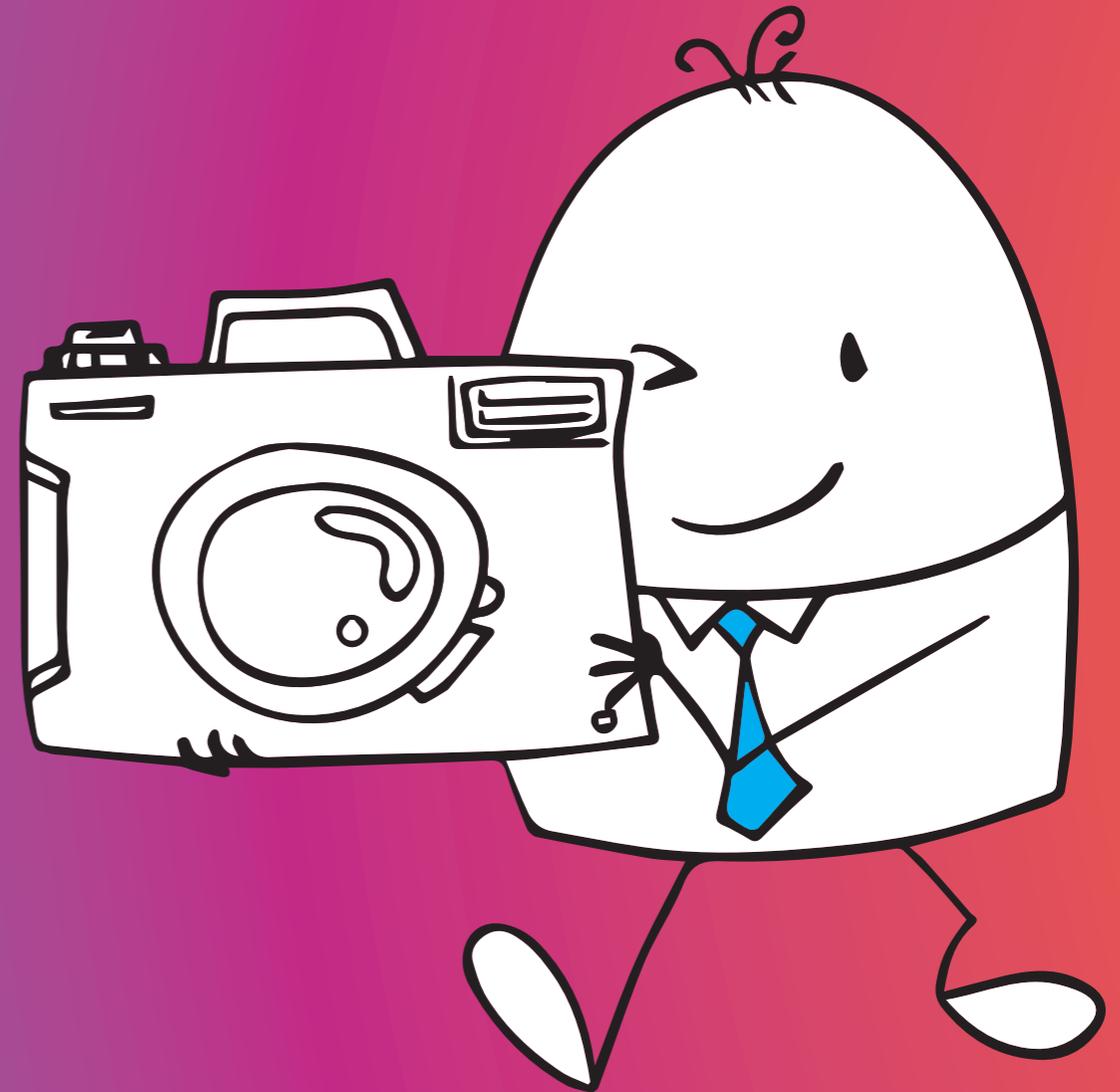




**Instagram**

# What is it?

**Instagram has come from nowhere to taking seventh place in the social media world because of the way it merges some of the key feature / benefits of other sites. It has the visual impact of YouTube (both photos and short videos can be used); the original content of Facebook, and the messaging and hashtag features of Twitter, all packaged in a stripped down, uncluttered format. Instagram is most popular with young adults between 18 and 29. This user base makes Instagram ideal for reaching a younger audience.**



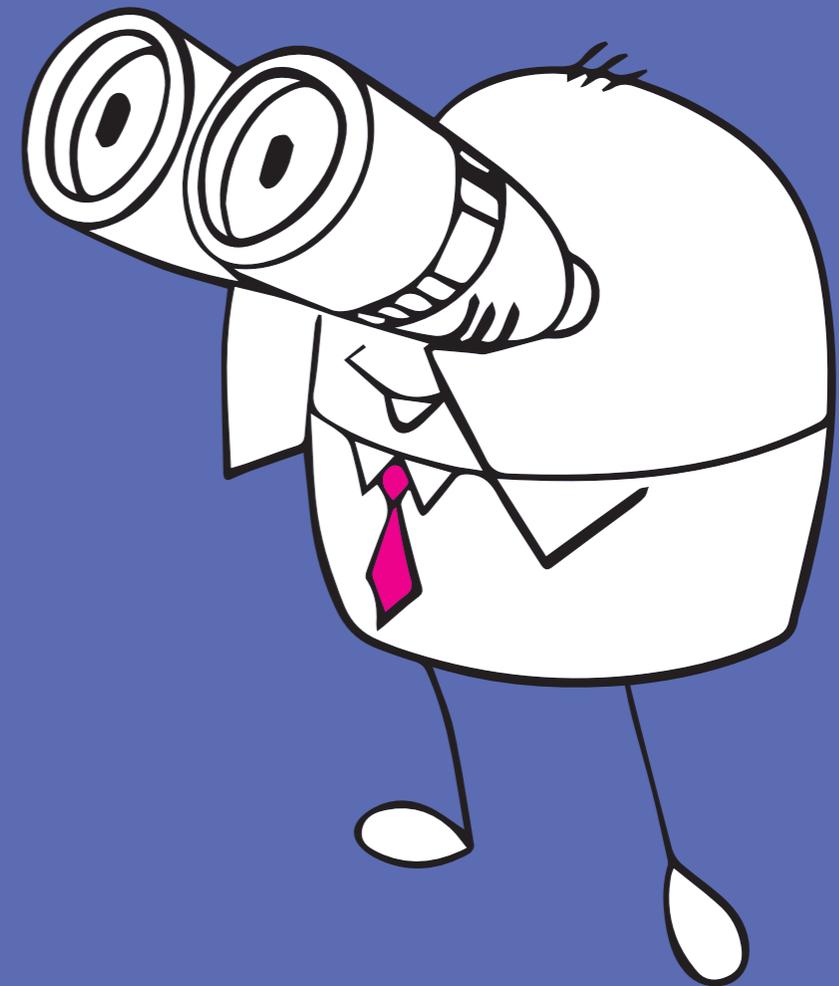


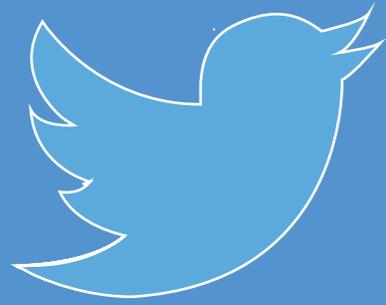
# How to Use Instagram for Marketing

Bear in mind that Instagram is all about photo sharing, and is particularly relevant to the fashion, food and art and crafts based industries. Show photos of featured product lines (with promotional codes to generate responses), and pictures of satisfied customers with testimonials. Photographic competitions on appropriate business related themes (with awards and rewards for the best) are also popular.

## Tool to Utilize: Instagram Profiles

Although Instagram is primarily a mobile medium, the web based Instagram Profiles give you the opportunity to show a photo gallery that offers your customers an insight into your business and tell your company story and successes in pictures. Be sure to include a few fun 'out-takes' as well as more serious content.

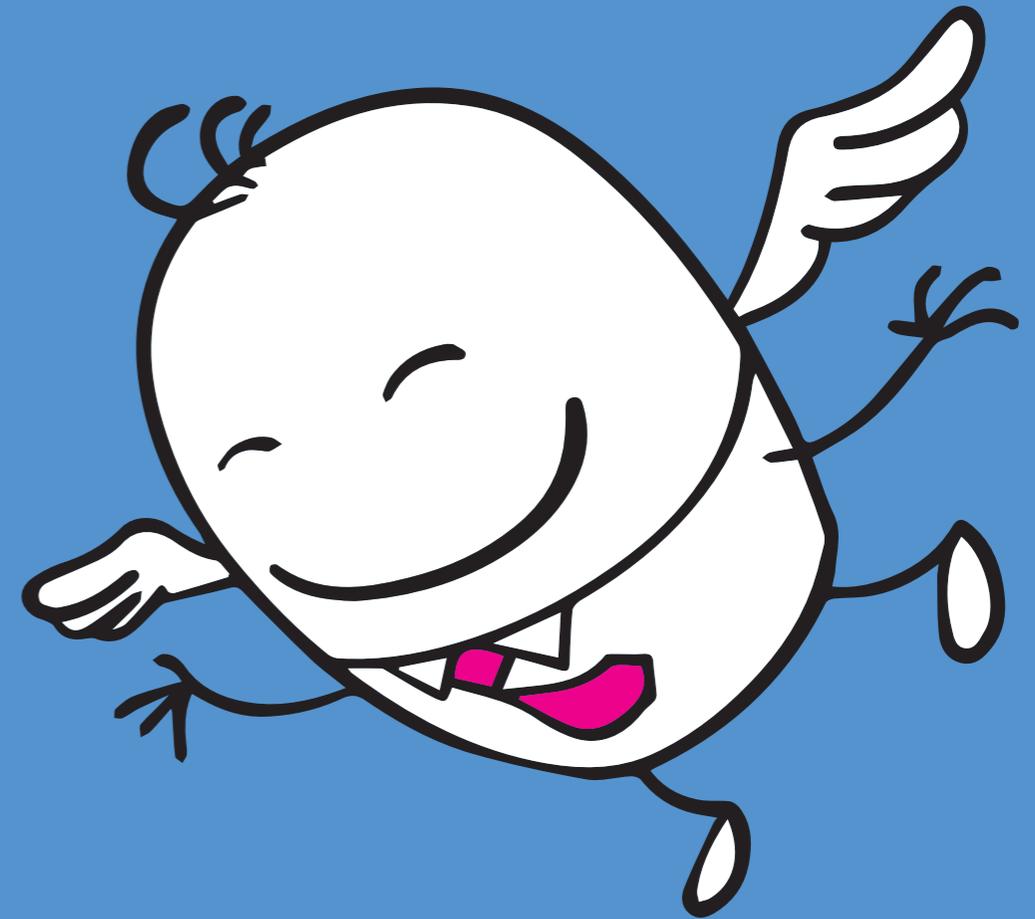


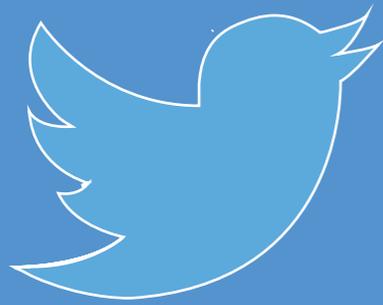


**Twitter**

# What is it?

**Twitter is fast-paced, concise, and an easy way to connect with your audience. With over 310 million registered users (and growing), Twitter is a sea of information of 140 characters or less content waiting to be read, clicked, followed, and re-tweeted.**





# How to Use Twitter for Marketing

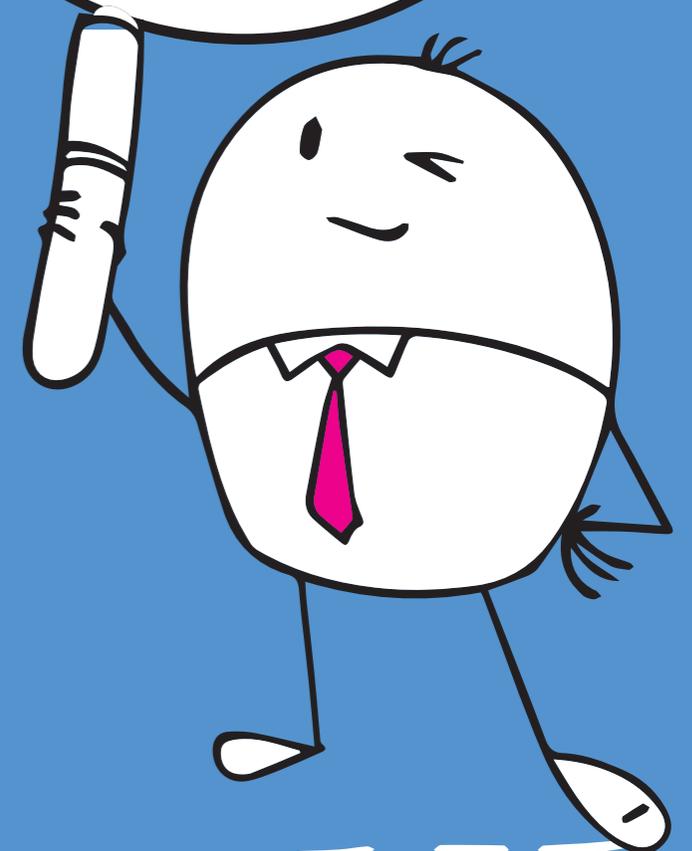
When marketing on Twitter, you need to have content that is engaging enough for people to stop and click through. People are normally scrolling through quickly so it takes more than just simple text to stop them in their tracks. Make sure when you're constructing your tweets, you're making people want to click through. Try using quotes, statistics, or questions relating to the link you're tweeting as a way of getting people to read more. Incorporate photos, polls, gifs, or even short videos. (All of these are now natively supported by the platform!) While Twitter is a great way to share quick thoughts and generate traffic to your website and offers, it's important to make sure you're also building relationships with followers. People follow you because they like what you have to say, but often also to engage in conversation. Like you would on Facebook, ask and respond to questions, respond to mentions and direct messages. Twitter is as useful for driving traffic as it is for customer service.

## Tool to Utilize: @Handles and #Hashtags

@Handles and #Hashtags are your key tools on Twitter. @Handles allow you to direct your tweets at specific people or businesses, whereas a #Hashtag allows you to reach a wider audience than just your followers by getting involved in existing conversations. People searching for specific information will often check #Hashtags to see what's out there. Do some research on what your potential customers are 'hash-tagging' to make sure your posts are going to be found by the right people.

### Handles & Hashtags

Tagging twitter accounts in your post will ensure that that person or business will see your post and it will then be displayed in their news feed. This means you will reach all their followers with your post, providing an opportunity to increase your number of followers.

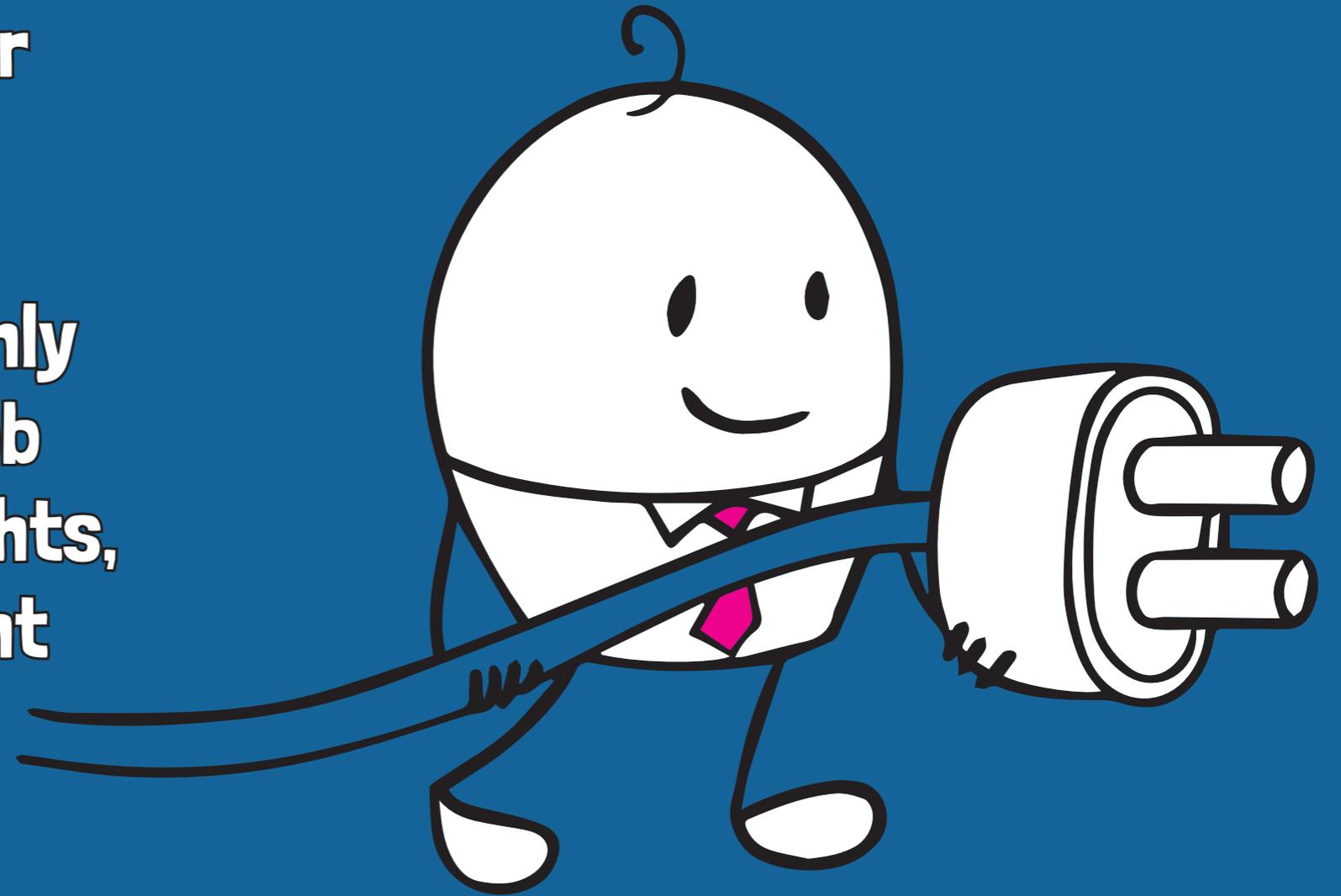




LinkedIn

# What is it?

**LinkedIn is different from the other social media platforms because it is aimed specifically for use by business professionals. Users mainly go to LinkedIn to showcase their job experience and professional thoughts, making it one of the more important platforms to use for those in B2B.**



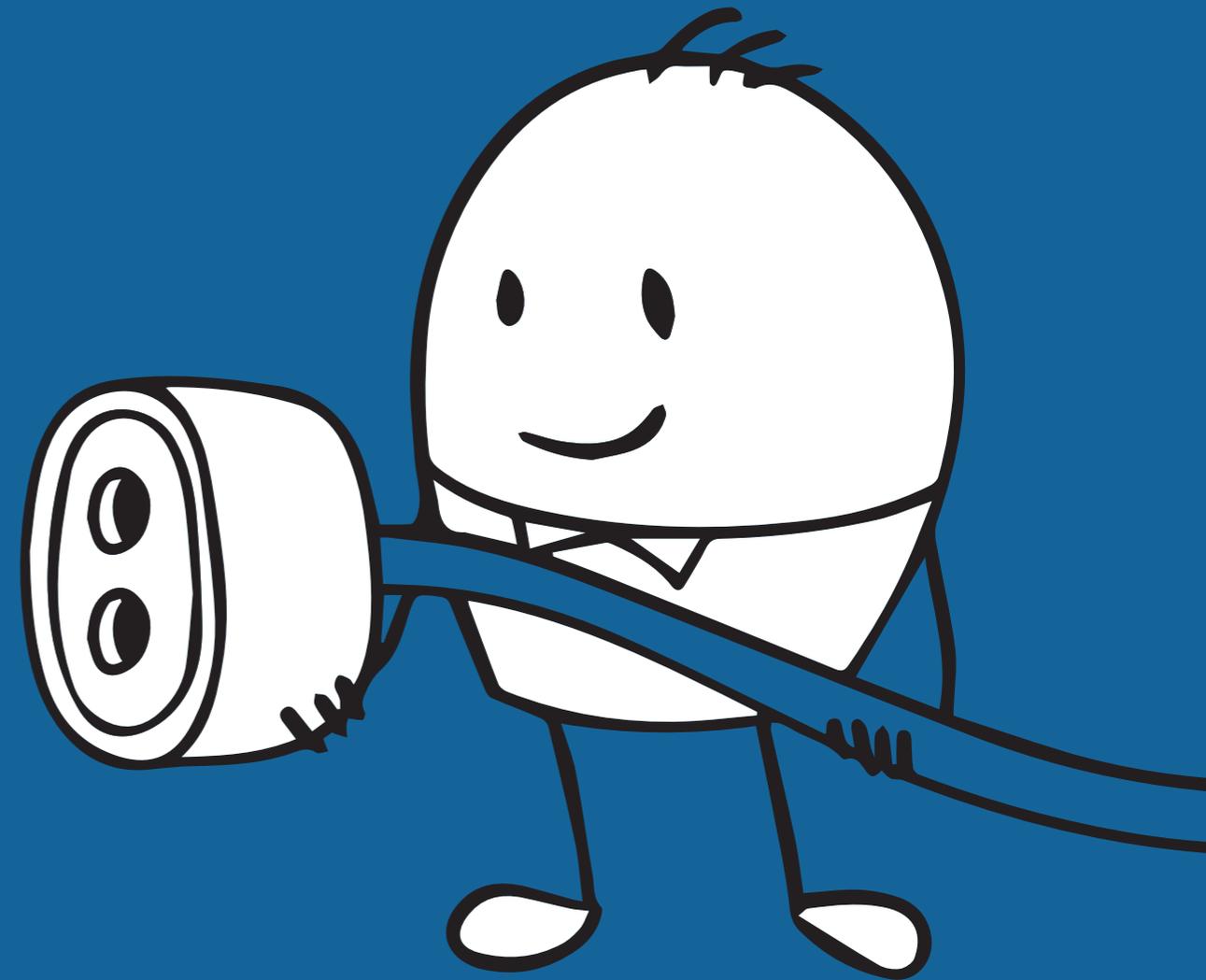


# How to Use LinkedIn for Marketing

Between features like LinkedIn Pulse, Company Pages, InMail, Groups, and 'Get Introduced' and the ability to see who's viewed your personal profile, LinkedIn is a valuable tool for not only driving traffic, but prospecting and establishing thought leadership, as well as recruiting.

## Tool to Utilize: Groups

There is a lot less conversation happening directly on LinkedIn pages than there is on other social media marketing profiles. One way around this is joining LinkedIn groups where you can meet people from the same industry or with similar interests, ask and answer questions, and engage in conversations. Pose a question to the group to get a conversation flowing. It's a great way to showcase your expertise on your industry.



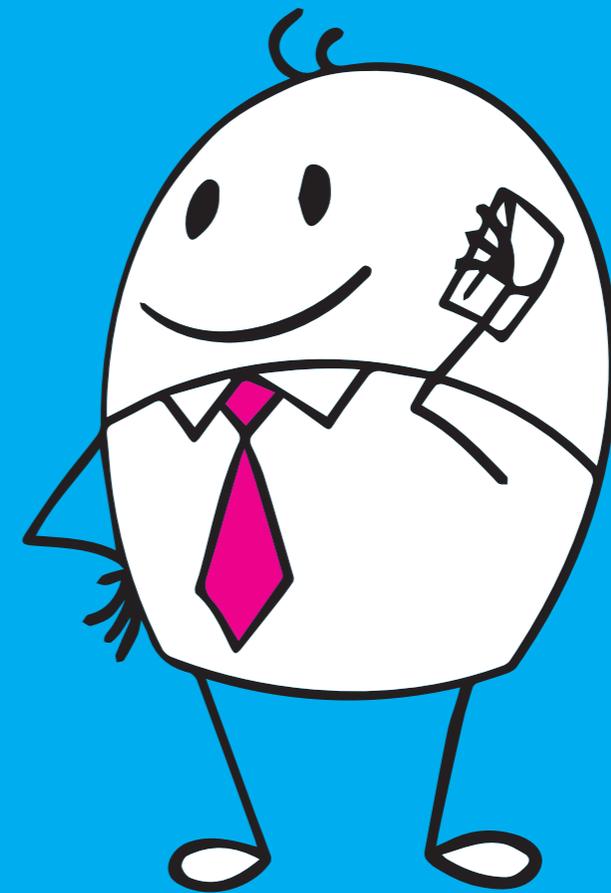
# WE'RE HERE TO HELP!

Get in touch today if you would like support with setting up and managing your businesses social media accounts.

Telephone: 01279 755555

Email: [info@simpsonscreative.co.uk](mailto:info@simpsonscreative.co.uk)

Website: [www.simpsonscreative.co.uk](http://www.simpsonscreative.co.uk)



Simpsons  
Creative

