

Social Media and Public Relations



Social Media

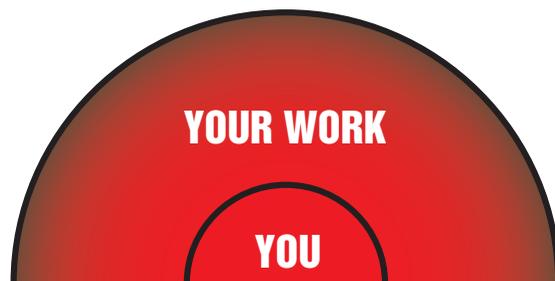
A free net-“WORK”

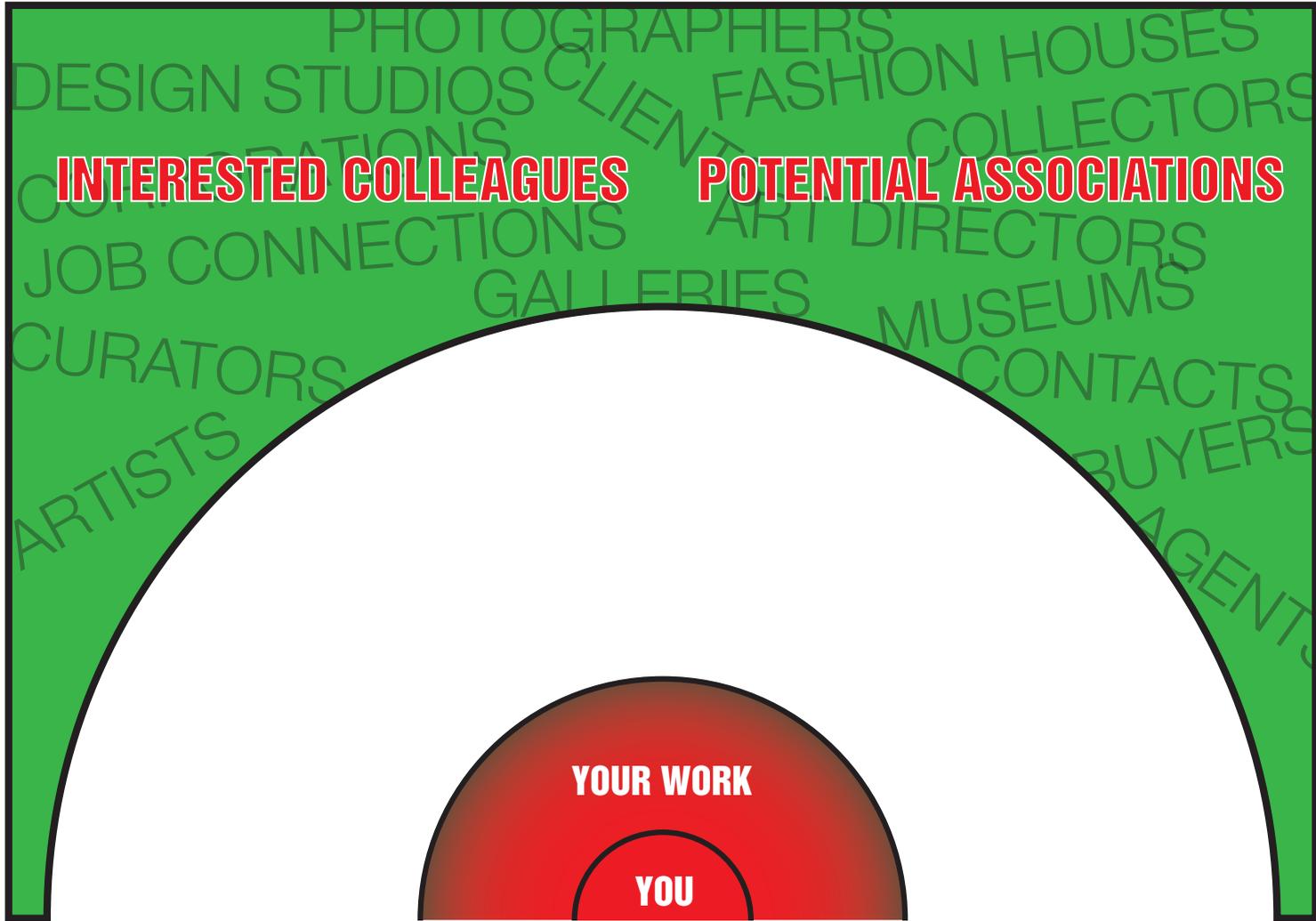
*The **top** outlets for business:*

- *Your website/blog*
- *Auxiliary websites*
- *Facebook*
- *Instagram*
- *Email - personal/online blasts*
- *Twitter*
- *LinkedIn*

Alternatives *for inclusion:*

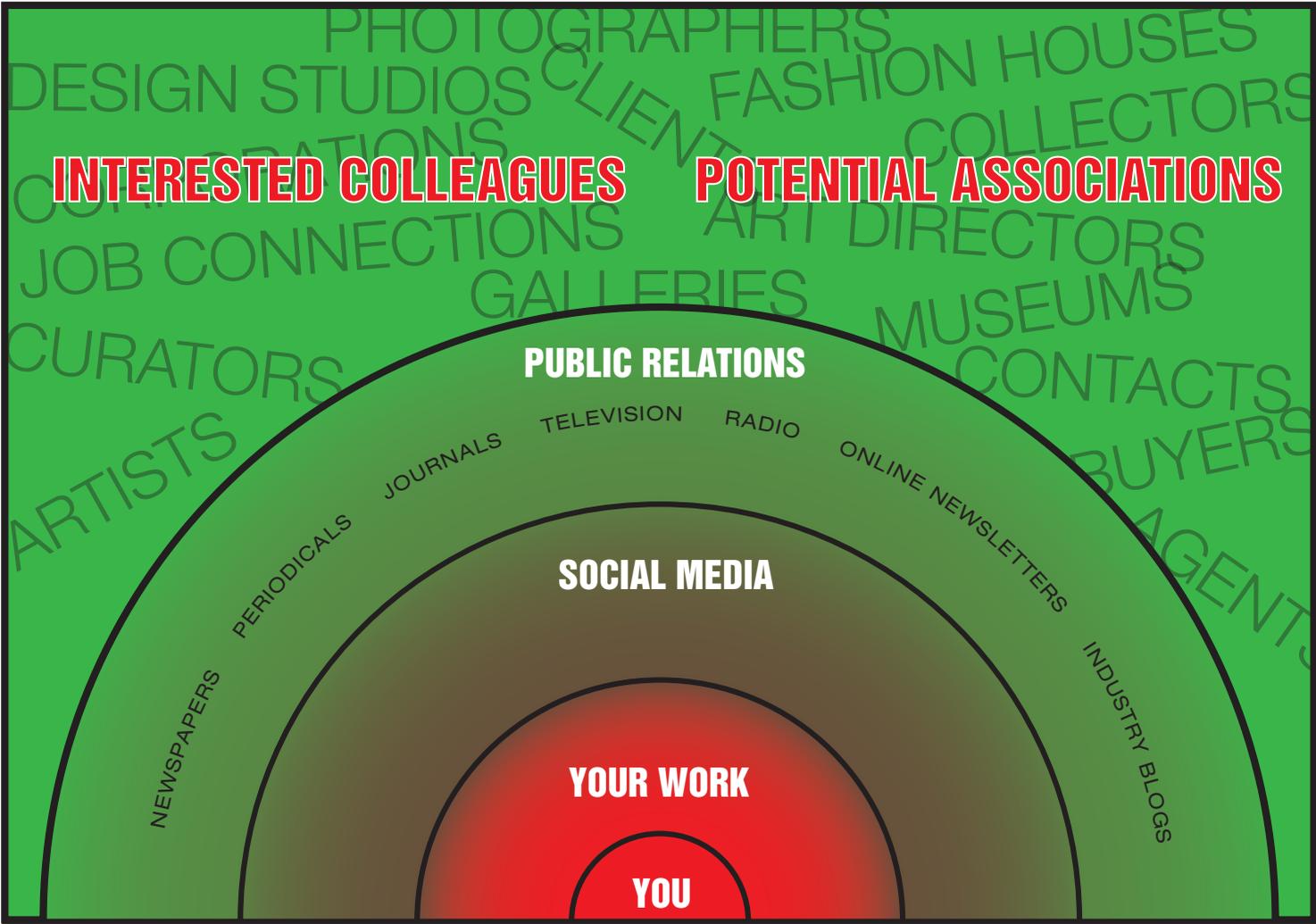
- *Tumblr*
- *Flickr*
- *Pinterest*
- *YouTube*
- *Vimeo*
- *Snail Mail*

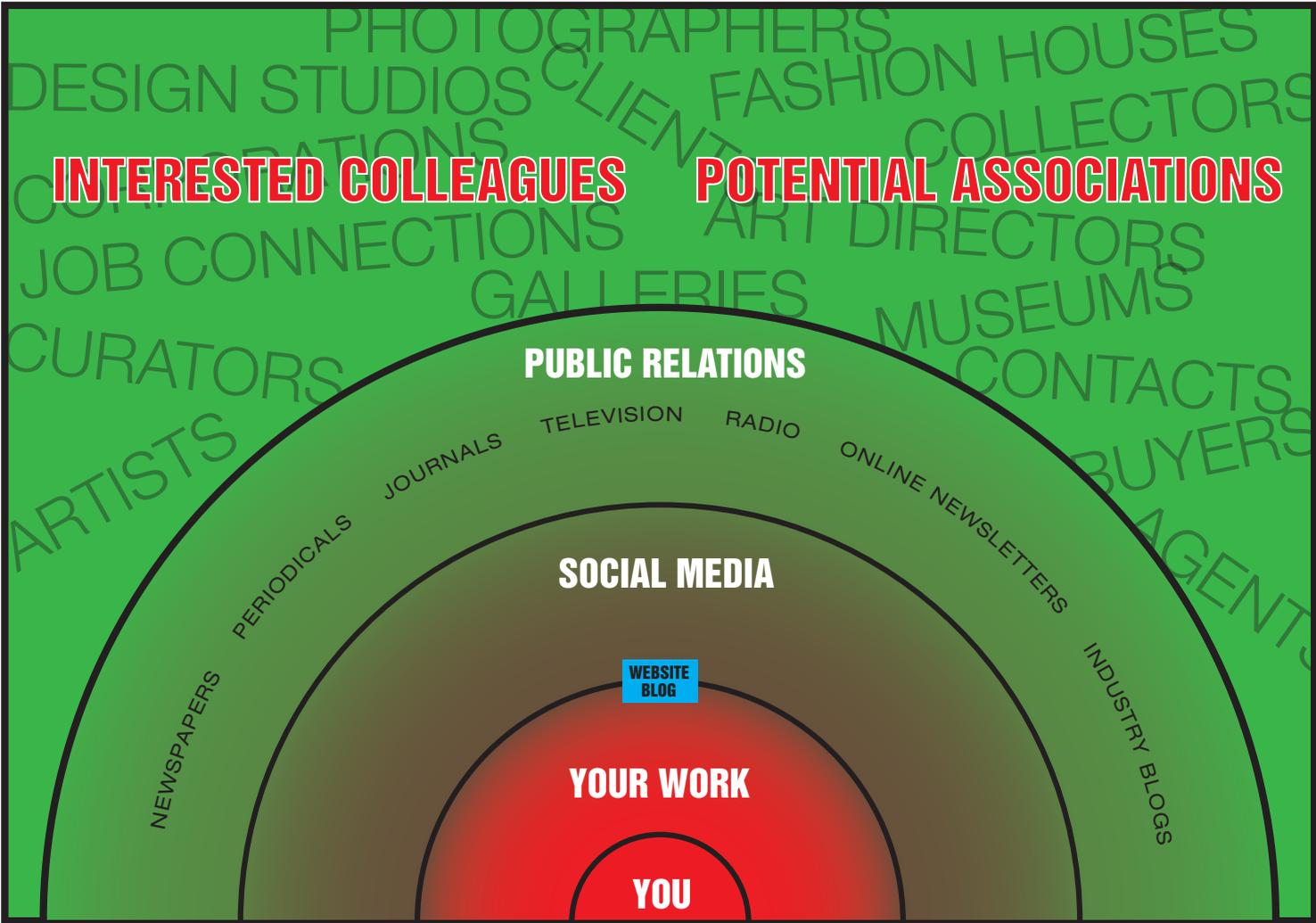


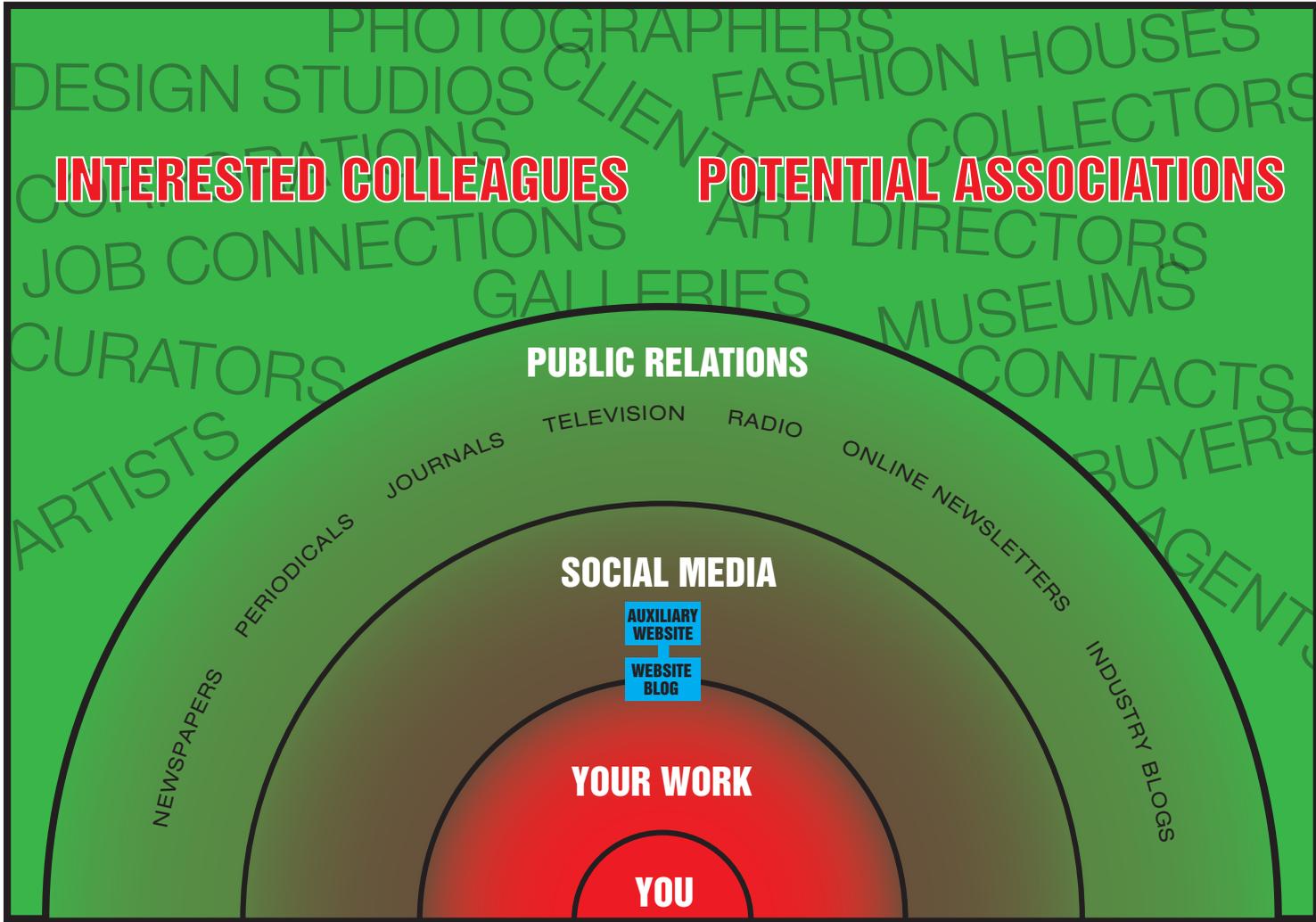


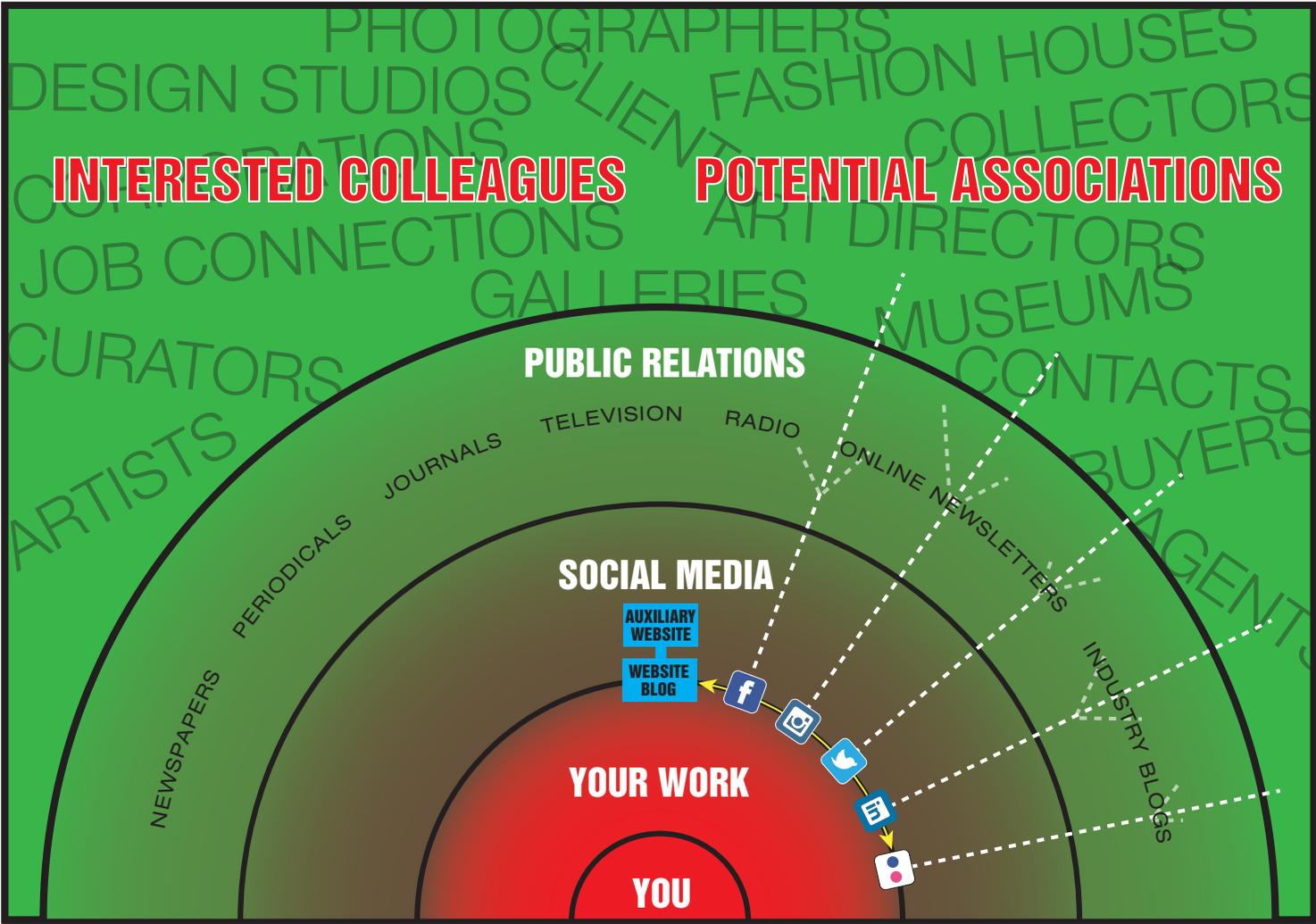


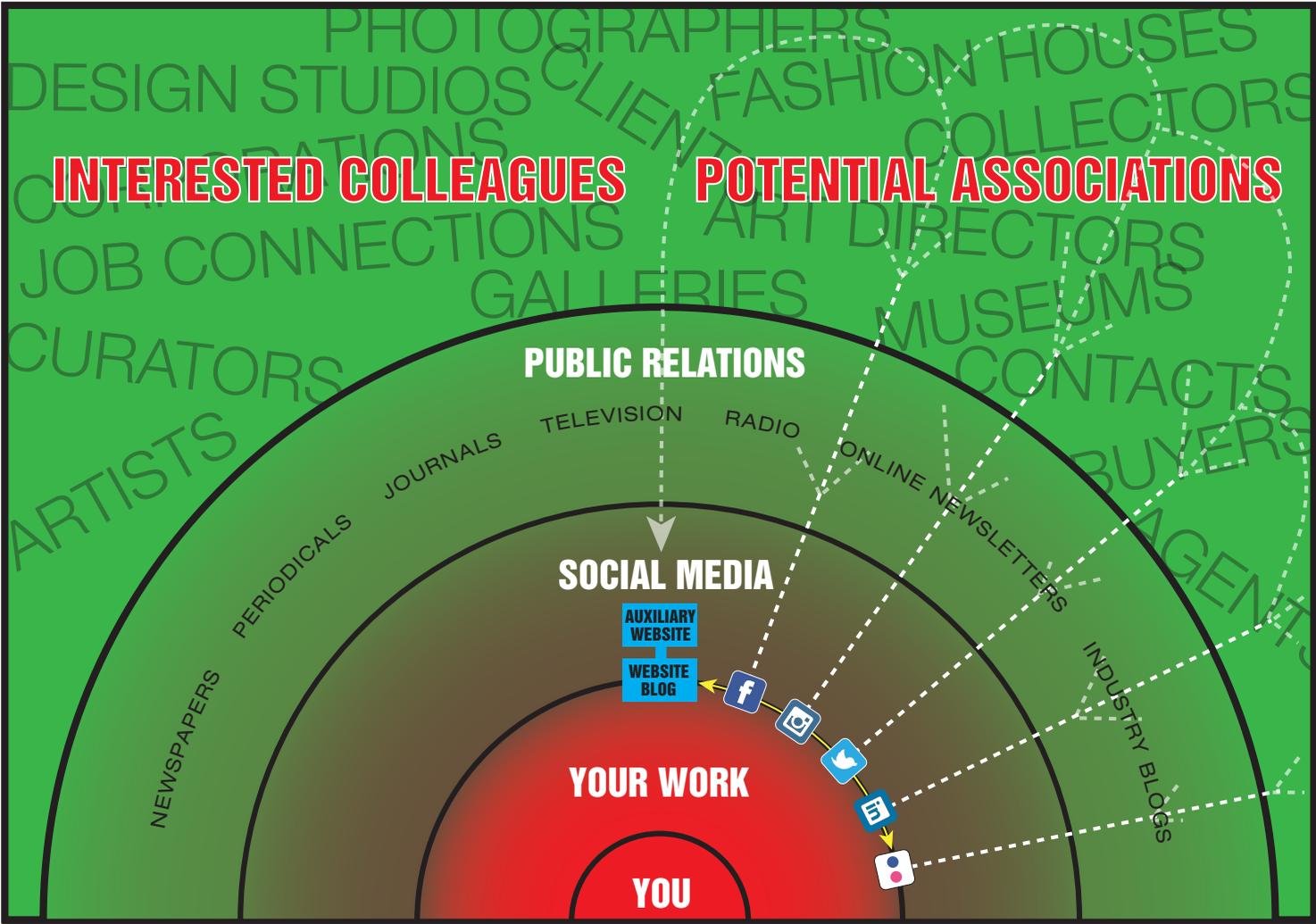


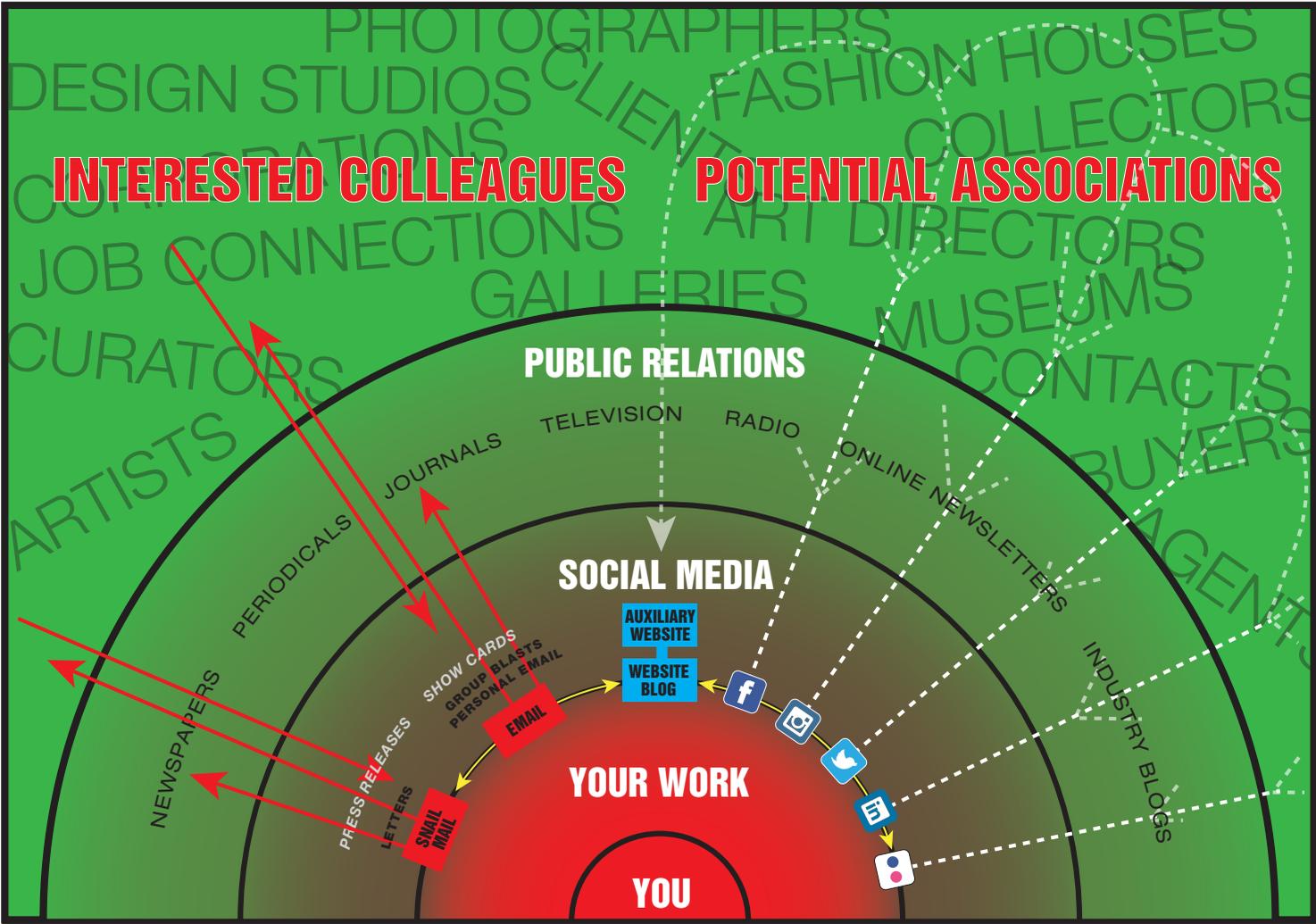












Analyzing Social Media

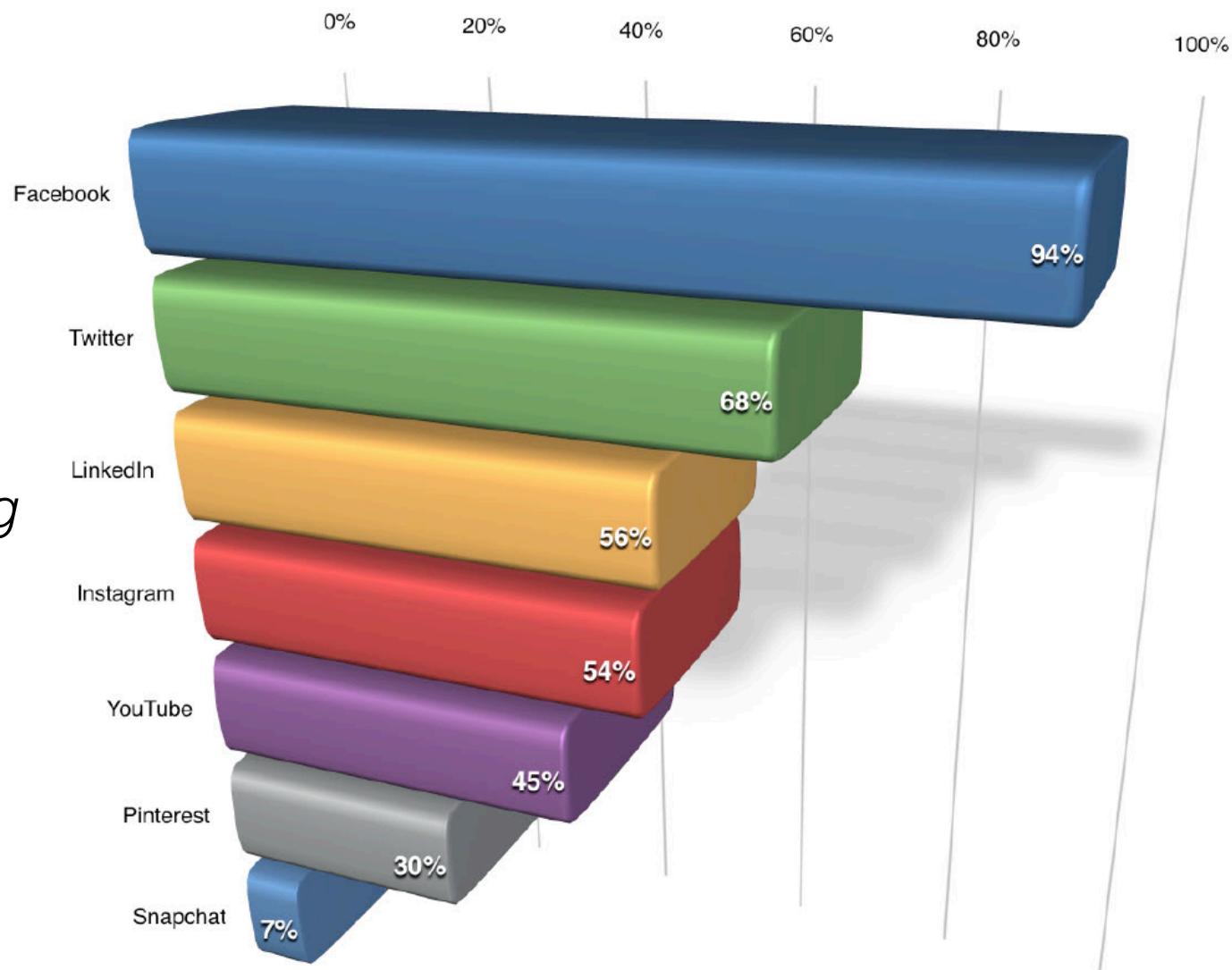
What will work for you?

Social sites explained (with donuts)



*There's an App
for that.*

What Apps Marketers are Using



TOP 10 SOCIAL NETWORK PLATFORMS ON SMARTPHONES

RANK	PLATFORM	SEPTEMBER 2016 (UA)
1	Facebook	178.8 M
2	Instagram	91.5 M
3	Twitter	82.2 M
4	Pinterest	69.6 M
5	LinkedIn	60.1 M
6	Snapchat	52.6 M
7	Google+	49.2 M
8	Wordpress.com	37.4 M
9	Reddit.com	26.5 M
10	Tumblr	24.6 M



Source: Nielsen Electronic Mobile Measurement

Read as: In September 2016 Facebook had about 178.2 million unique users. This is inclusive of mobile web and app usage.

*What Apps
the Audience
is Using*

Smartphones

PC's

THE TOP SOCIAL MEDIA PLATFORMS ON PC'S (DESKTOP)

RANK	PLATFORM	SEPTEMBER 2016 (UA)
1	Facebook	90.2M
2	Twitter	32.7 M
3	Pinterest	26.5 M
4	Blogger	22.5 M
5	Instagram	20.4 M
6	LinkedIn	20.1 M
7	Wordpress.com	16.6 M
8	Tumblr	12.8 M
9	Google+	12.1 M
10	Reddit.com	10.8 M



Source: Nielsen Netview, "Member Community" subcategory, Sept. 2016.

Read as: In September 2016 Facebook had over 90 million average unique users.

Content Strategies

You've posted, but is it working?

Humanizing Content

Headlines, Texts & Hashtags

Images, Videos, Links

Scheduling

Analytics

Humanizing Content

Intellectual

Words which are especially effective when offering products and services that require reasoning or careful evaluation.

Empathetic

Words that bring out strong positive, emotional reactions in people.

Spiritual

Word that have the strongest potential for influence and often appeal to a very deep emotional level.

<http://www.aminstitute.com/headline/index.htm>

Headlines, Tags and Hashtags

Ideal Text Lengths

Twitter: 71-100 characters

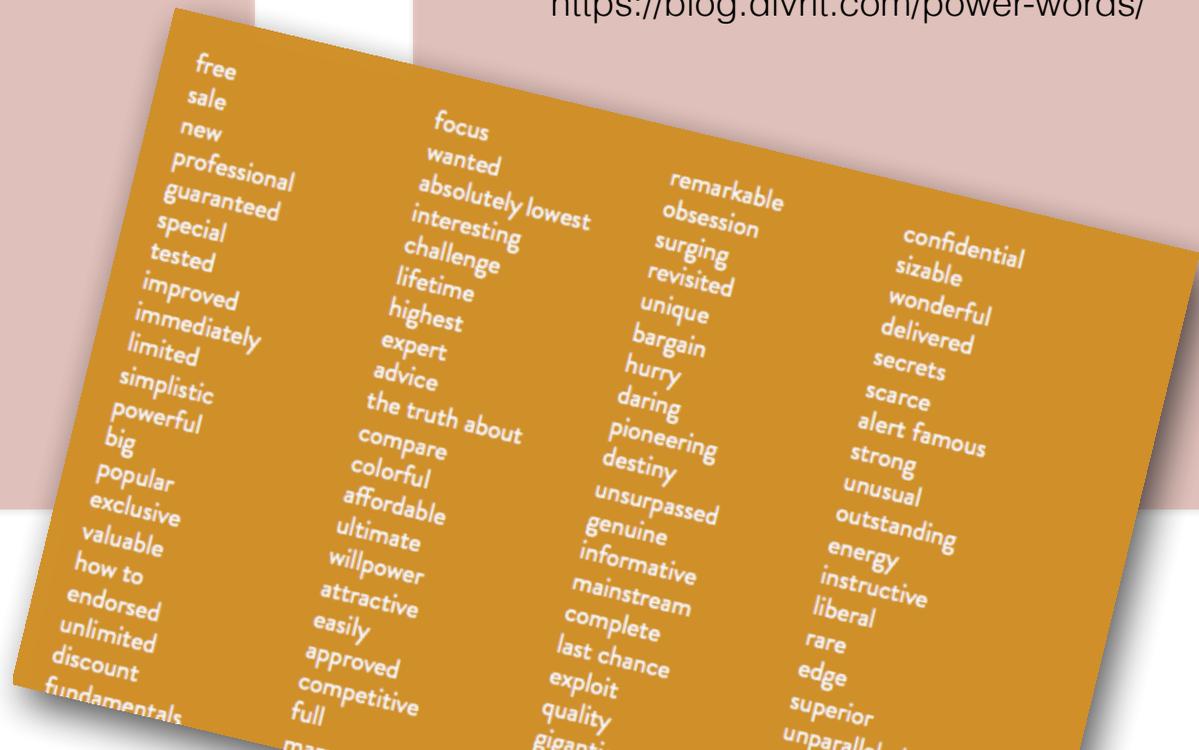
hashtags: 11 characters or less:
1-2 per tweet

Facebook: 80 characters or less

Google+: 60 characters or less

Tips and Tricks

- KISS rule (Keep It Simple Stupid)
- Negative superlatives
- Adjectives
- Use numbers: odd and 7
- Use Power words:
<https://blog.dlvrit.com/power-words/>



Images, Videos, Links

Tweets with images

18% more clicks, 150% more retweets

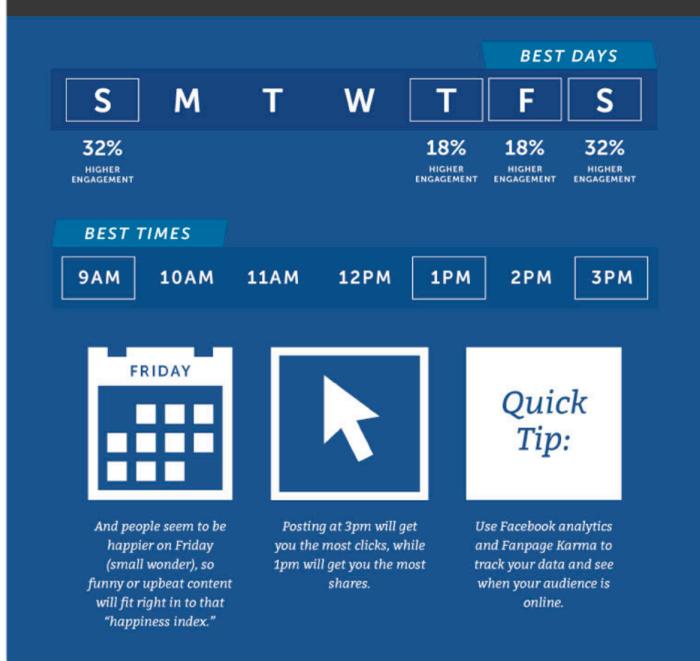
LinkedIn posts w/ images and links

98% receive more comments and post with links
200% higher engagement rate

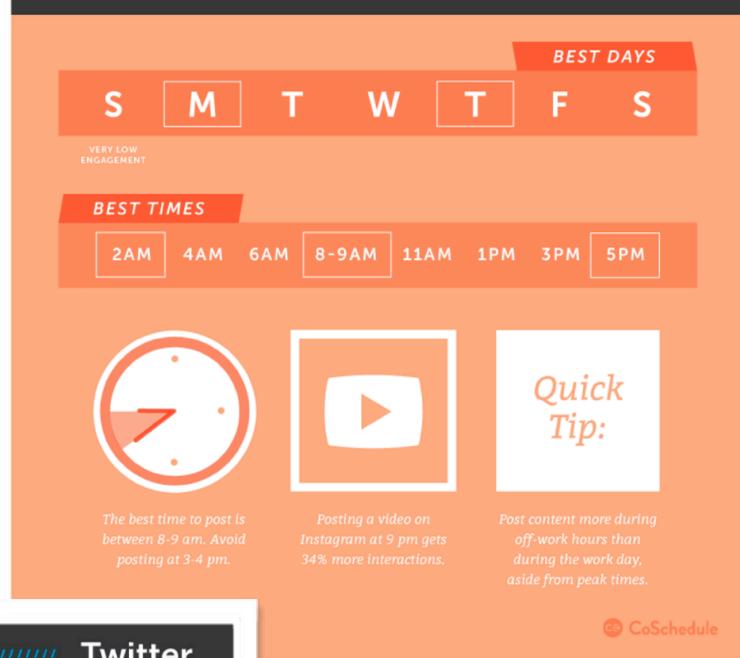
Facebook posts with video

100 million hours of videos are watched daily
Facebook Live videos are watched 3x longer
85% of videos are viewed without sound
30-seconds or less is optimal

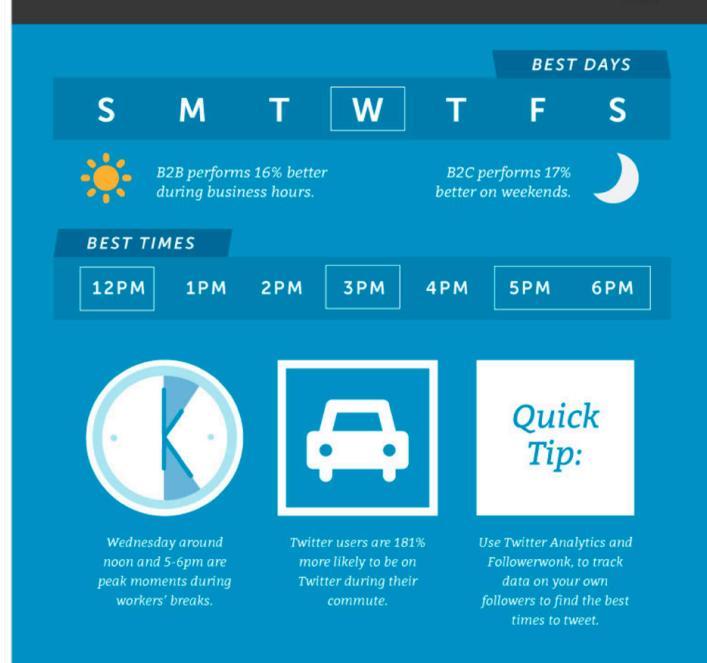
Facebook



Instagram



Twitter



Scheduling

Source: <https://coschedule.com/>

Analytics

Analyze Key Performance Indicators (KPI's)

- Likes and shares your posts receive
- Replies and comments
- Clicks your links and content earn
- Online presence on other platforms

Management and Analytics Software

- Basics stats included on Weebly
- Buffer (Management/Analytics for most platforms)
- Hootsuite (Management/Analytics for most platforms)
- Iconosquare (Instagram Analytics)
- Google Analytics (Website Analytics)
- Clicky (Website Analytics)
- Open Web Analytics (Website Analytics)
- Piwik (Website Analytics)

Auxiliary Websites

Online Sales

Outlets for online sales & portfolios:

- *Deviant Art*
- *Big Commerce*
- *Big Cartel*
- *RedBubble*
- *Society6*
- *Shopify*
- *Etsy*
- *Patreon*
- *Behance*
- *Dribbble*
- *Toptal*
- *UpWork*
- *Freelancer*