

Social Media for Business

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Acuity Learning & Technology

Small business owner since 2022

Technology since forever

Training for more than 20 years

Curriculum development

Instructional Design



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Why?

- Increase brand awareness
- Humanize your brand
- Establish your brand as a leader



- Increase website traffic
- Generate leads/new business
- Boost sales



- Engage your visitors
- Learn about your consumers
- Targeted advertising





- OLD - OUTBOUND

- Communication is one way
- Customers are sought out
- No value added
- Rarely informative or entertaining

- NEW - INBOUND

- Communication is interactive
- Customers come to you
- Value provided
- Entertains and informs



“People don’t care how much you know, until they know how much you care.”



Allows you to express appreciation in a personal way.



Sending greeting cards will differentiate you & make you stand out from your competition.



Social media gives you access to their tastes/interests/photos *and* birthdays and anniversaries.

General Social Media Statistics



As of October 2022, there are
4.74 billion
social media users worldwide



9 in 10 internet users
use social media every month



Over the past 12 months, the number of active social media users increased by **190 million** indicating 4.2% annual growth, with 6 new average users joining every single second



Around the world, there are
5.07 billion
internet users, equating to almost
63.5% of the world's population



An average social media user uses
7.2 different
social platforms every month



More than 75%
of the eligible global population now
uses social media

Note: This number excludes the populations who don't have access to certain networks.



A typical social media user spends almost
2.5 hours
on average every day
using social media



The world spends more than
10 billion hours
every day using social media



The world today has
6.648 billion
smartphone users, meaning almost
83.07% of the world's population owns
a smartphone today



44%
of TikTok's users will
be under 25 by 2023

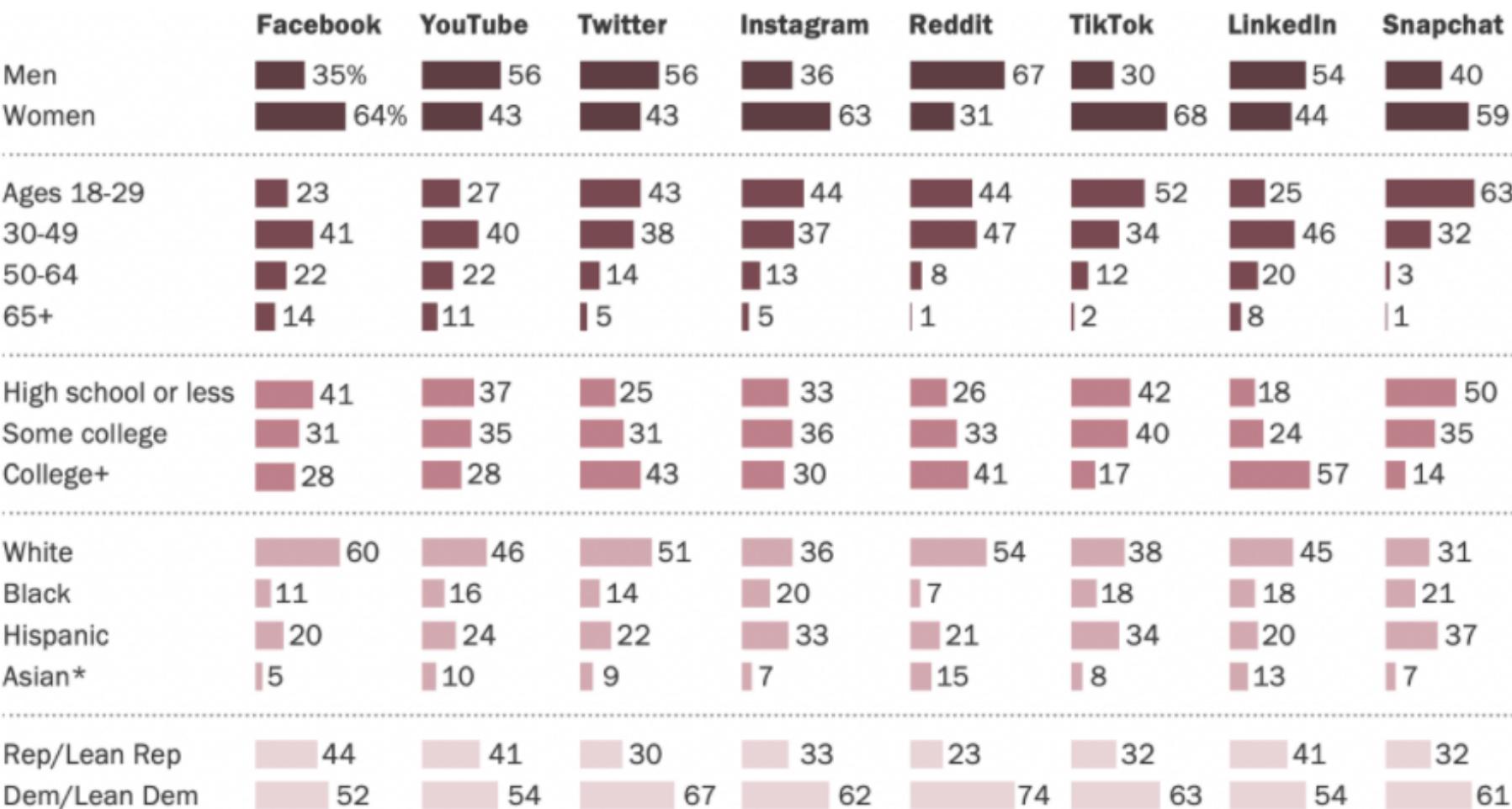


eMarketer predicts that the percentage of Facebook users under **25 years**

will drop below 15% in 2023

Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's *regular* news consumers who are ...



*Asian adults were interviewed in English only.

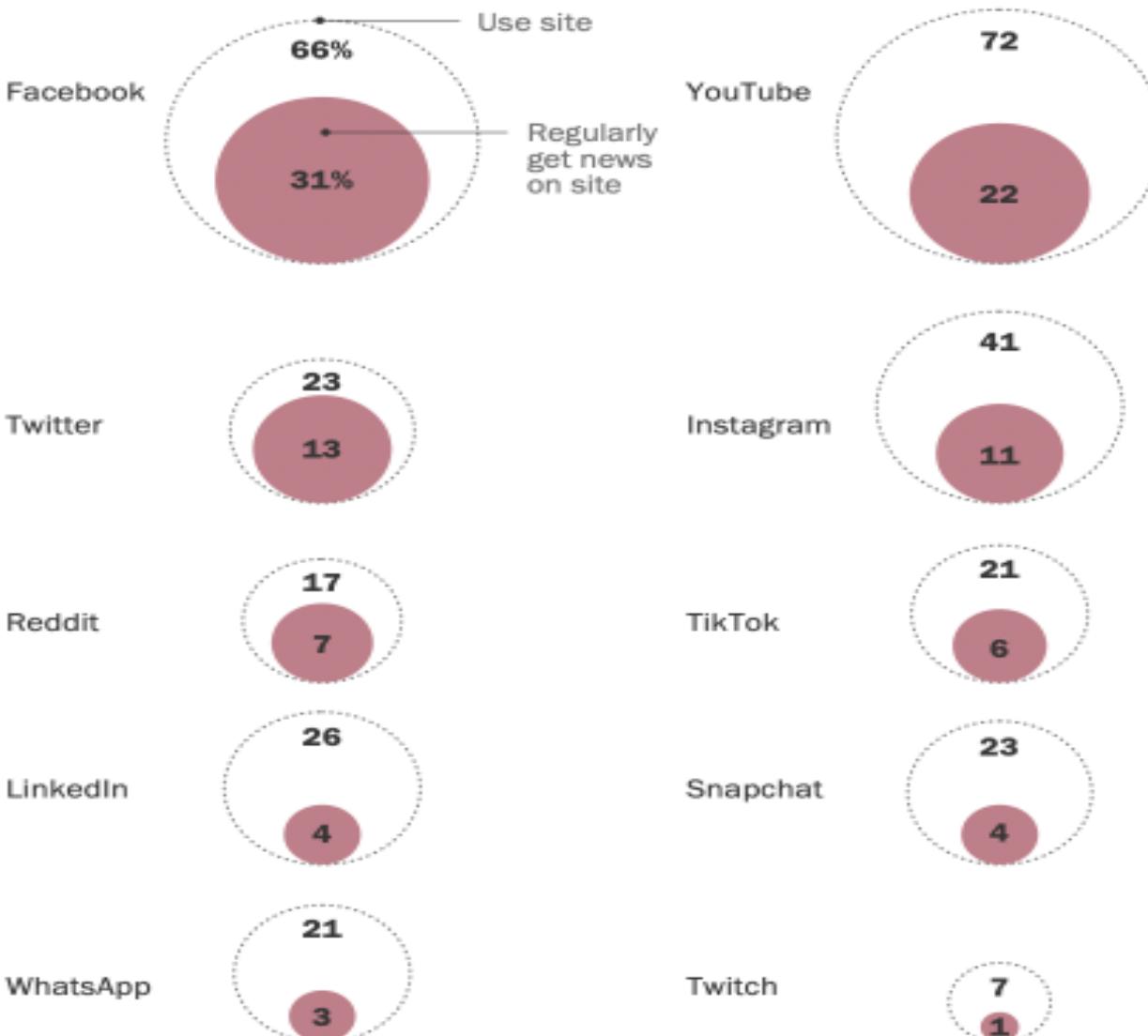
Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanics are of any race.

Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.

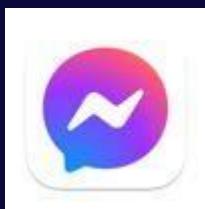
"News Consumption Across Social Media in 2021"

Nearly a third of Americans regularly get news on Facebook

% of U.S. adults who ...



Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
“News Consumption Across Social Media in 2021”



reddit



Generation	Media Preferences
GI/Silent (Ages 75+)	Personal direct mail letters, newspapers, magazines, TV, F2F, Event Marketing
Baby Boomers (Ages 55-75)	Direct mail letters, postcards, newspapers, magazines, TV, web, social media
Generation X (Ages 40-54)	TV, radio, movie trailers, mobile, email, social media
Generation Y (ages 25-39)	Mobile, email, web, social media
Generation Z (Ages 4-24)	Social media, mobile, web

BEST TIMES TO POST ON SOCIAL MEDIA



Monday-Friday from morning until lunchtime



Wednesday at 3 p.m.
Thursday at 9-10 a.m.
Friday from 11 a.m.-noon



Monday-Thursday
12:00-2:00 p.m. & Friday
at 9:00 a.m.



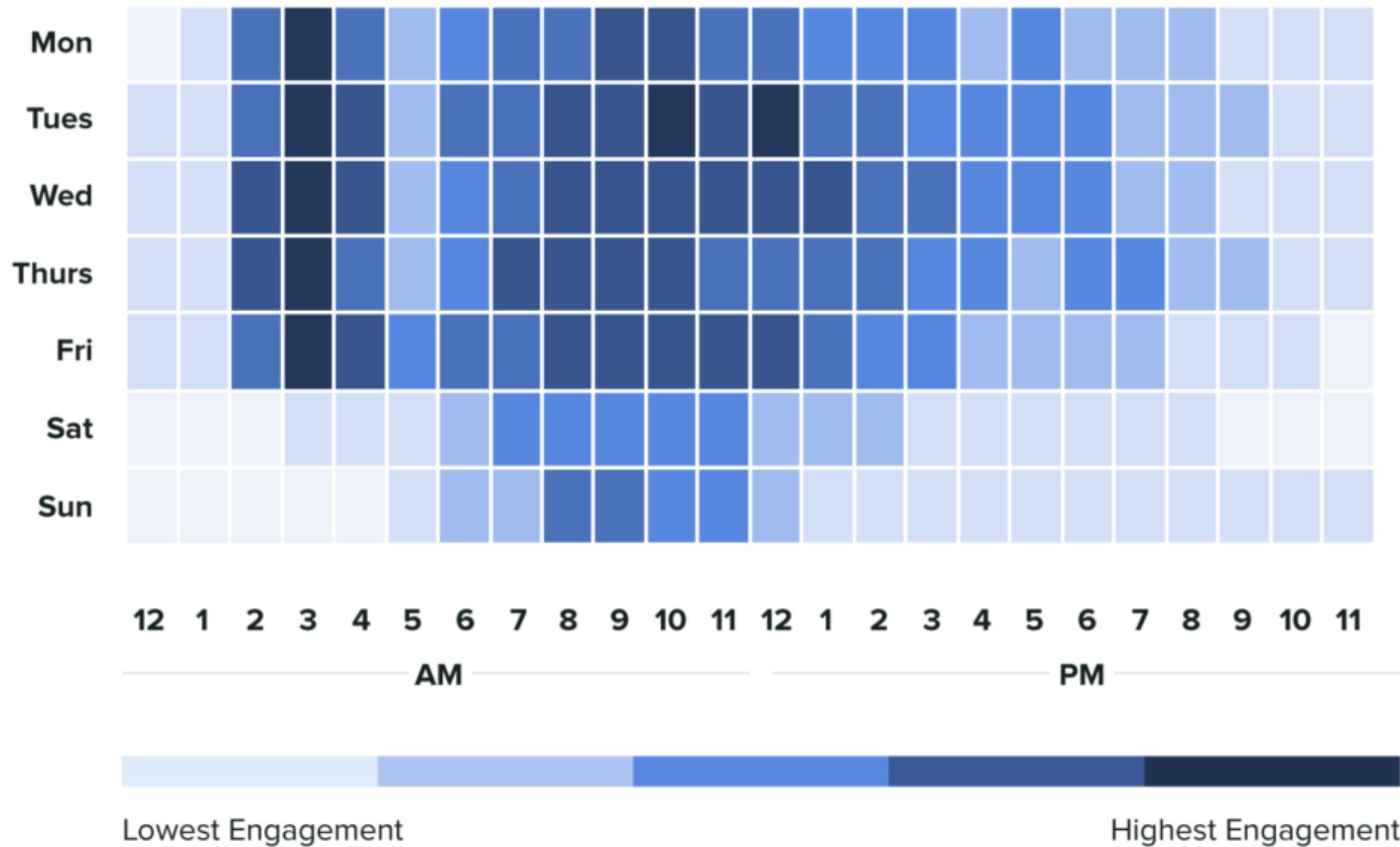
Monday, or anytime before 6:00 p.m.
including weekends



Evenings and weekends

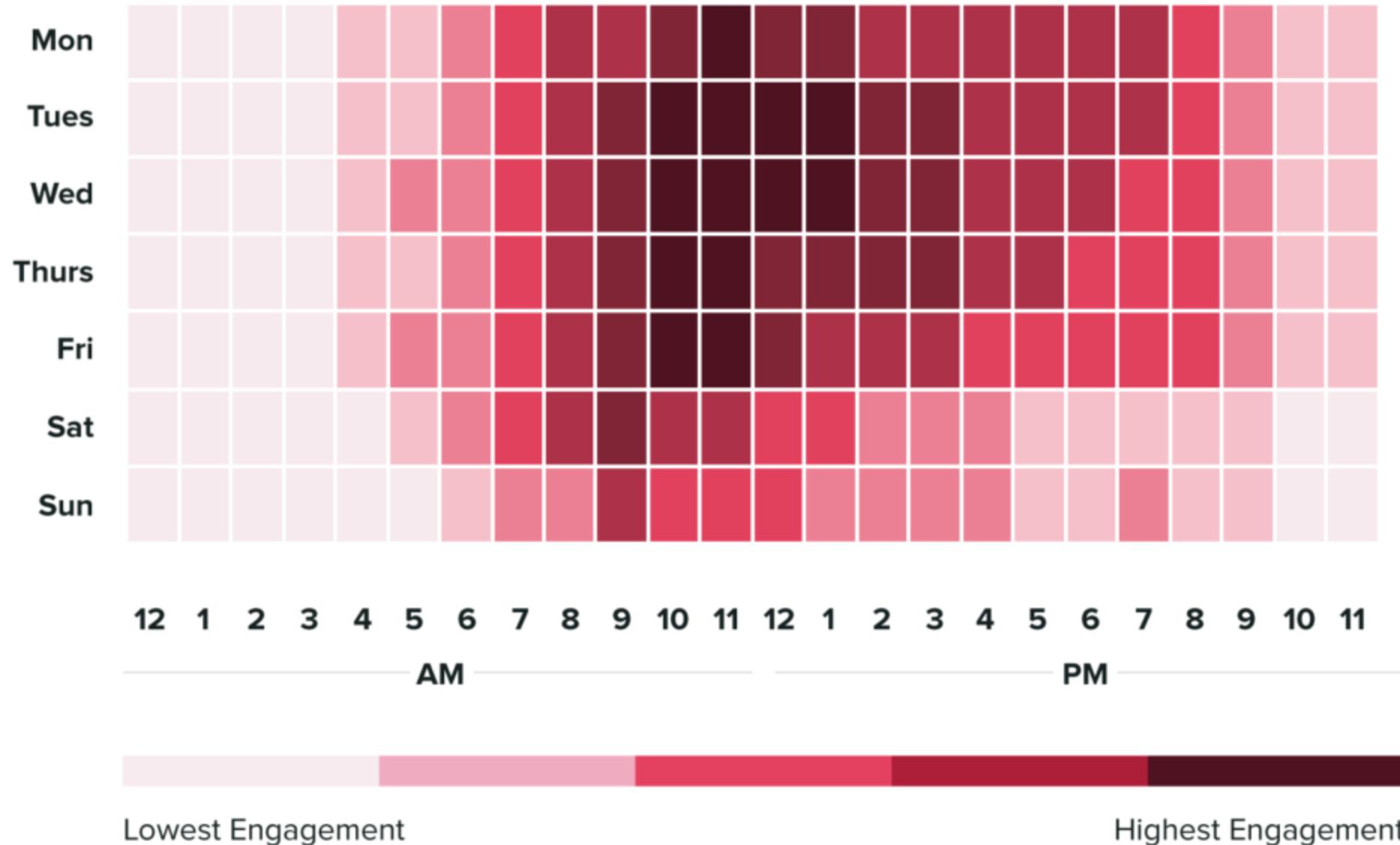
Facebook Global Engagement

sproutsocial



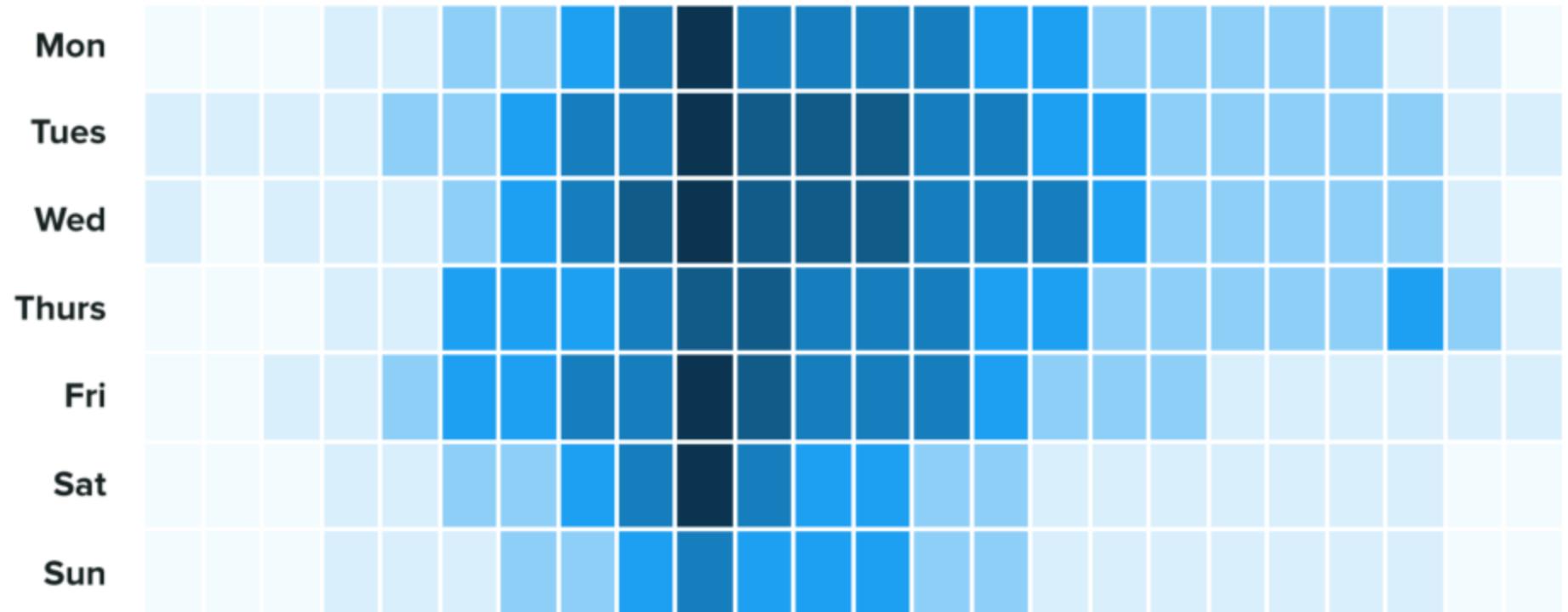
Instagram Global Engagement

sproutsocial



Twitter Global Engagement

sproutsocial



12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

AM

PM

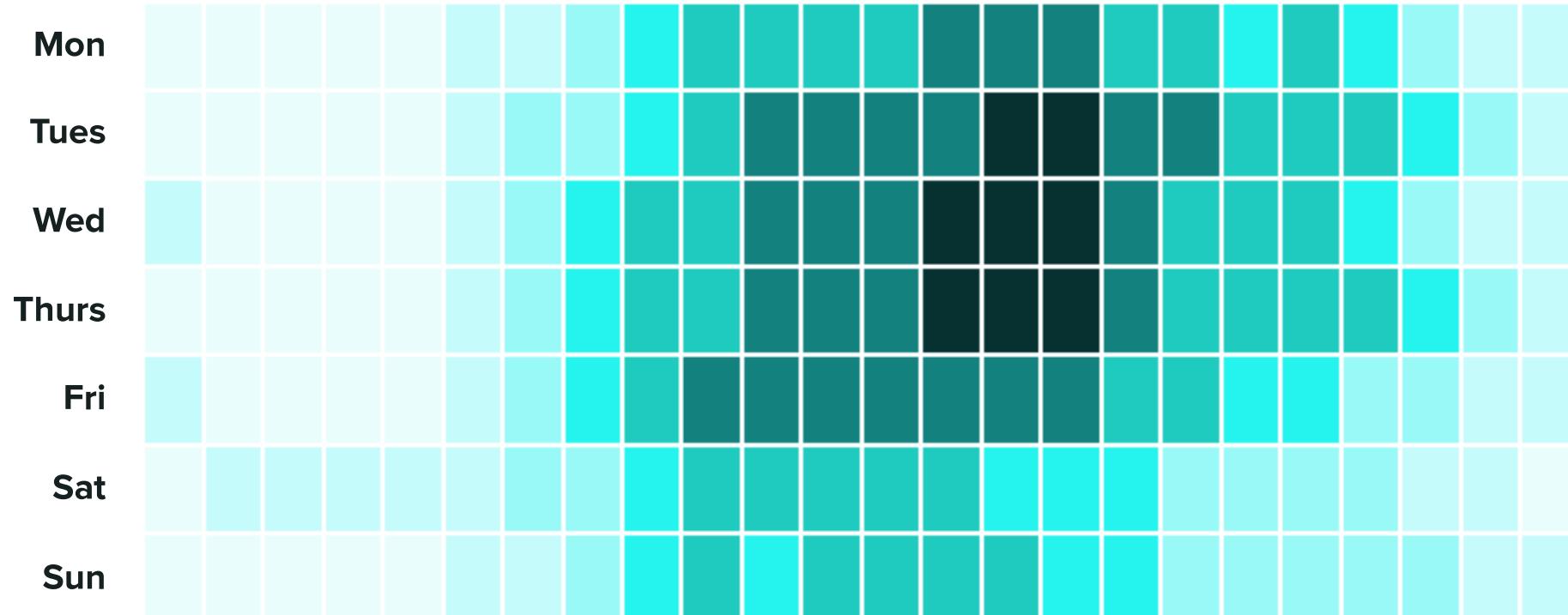


Lowest Engagement

Highest Engagement

TikTok Global Engagement

sproutsocial



12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

AM

PM

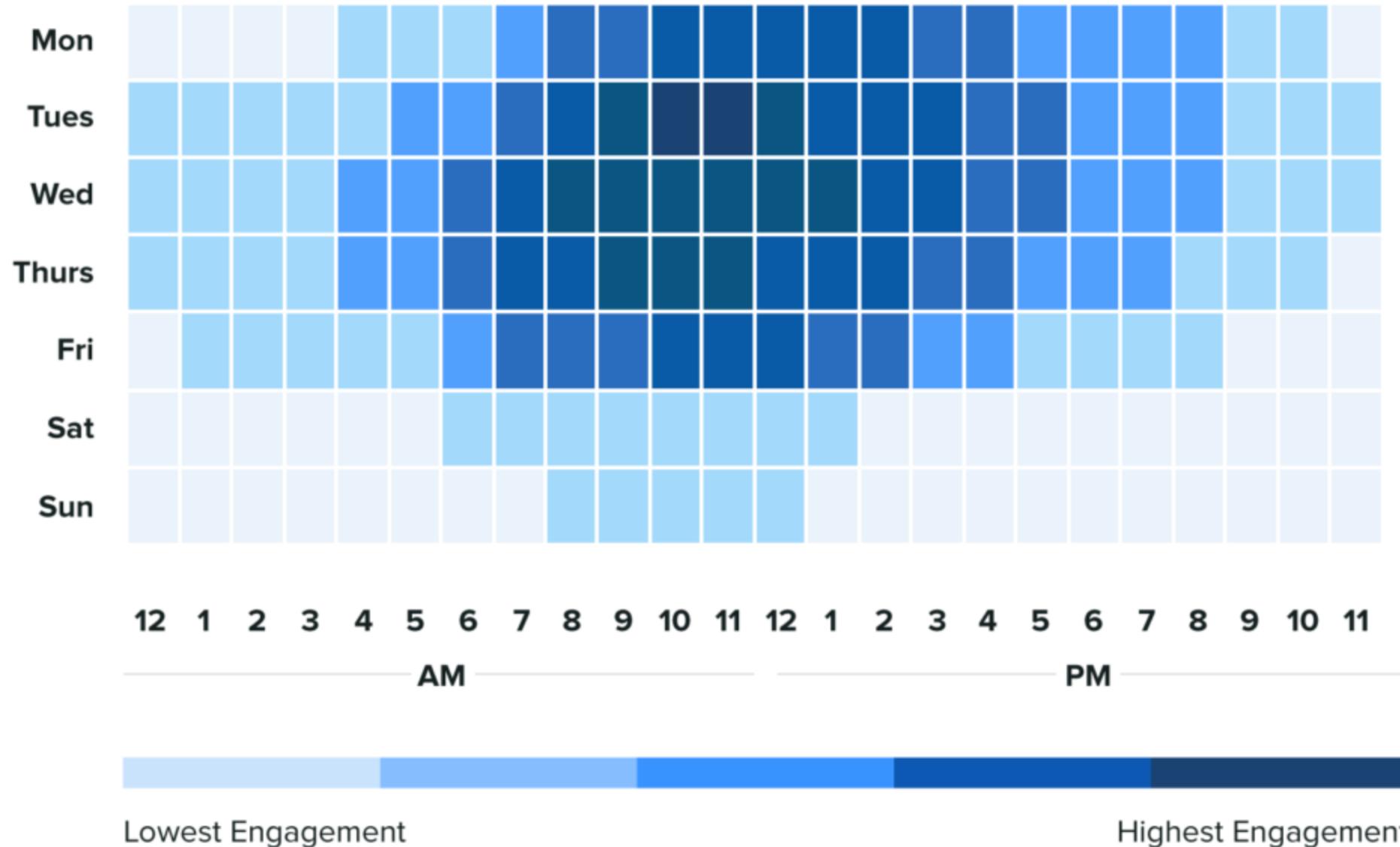


Lowest Engagement

Highest Engagement

LinkedIn Global Engagement

sproutsocial



TikTok

How it Works

- In short, TikTok is a mobile app that allows users to create and edit short videos.
- After you get your account set up, you're taken to the “For You” feed which is a curated news feed of videos based on your interests and interactions on the app.

How it Works

- Videos you like (or dislike), reactions, profile visits, saved videos... all inform the TikTok algorithm of your interests and subsequently fill up your “For You” feed.
- **PRO TIP:** Follow other local influencers in your market by searching hashtags... these may include builders, local business, staging companies, lighting, renovations, home improvement, designers

Setting Up a TikTok Account

Getting Started Checklist

1.

Download the app



2.

Setup your account based on the screen shots

3.

Find hashtags to follow related to Real Estate

4.

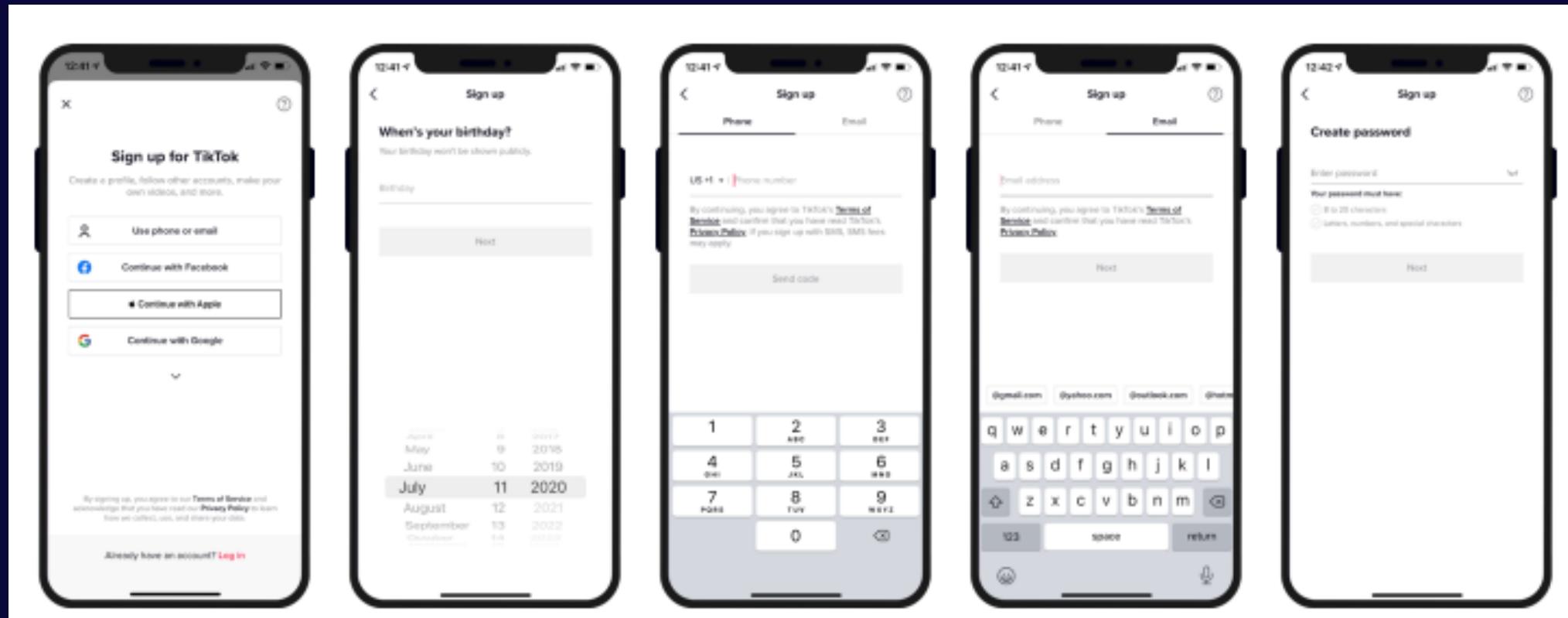
Find accounts to follow based on your local market, niche, or highly shareable content

5.

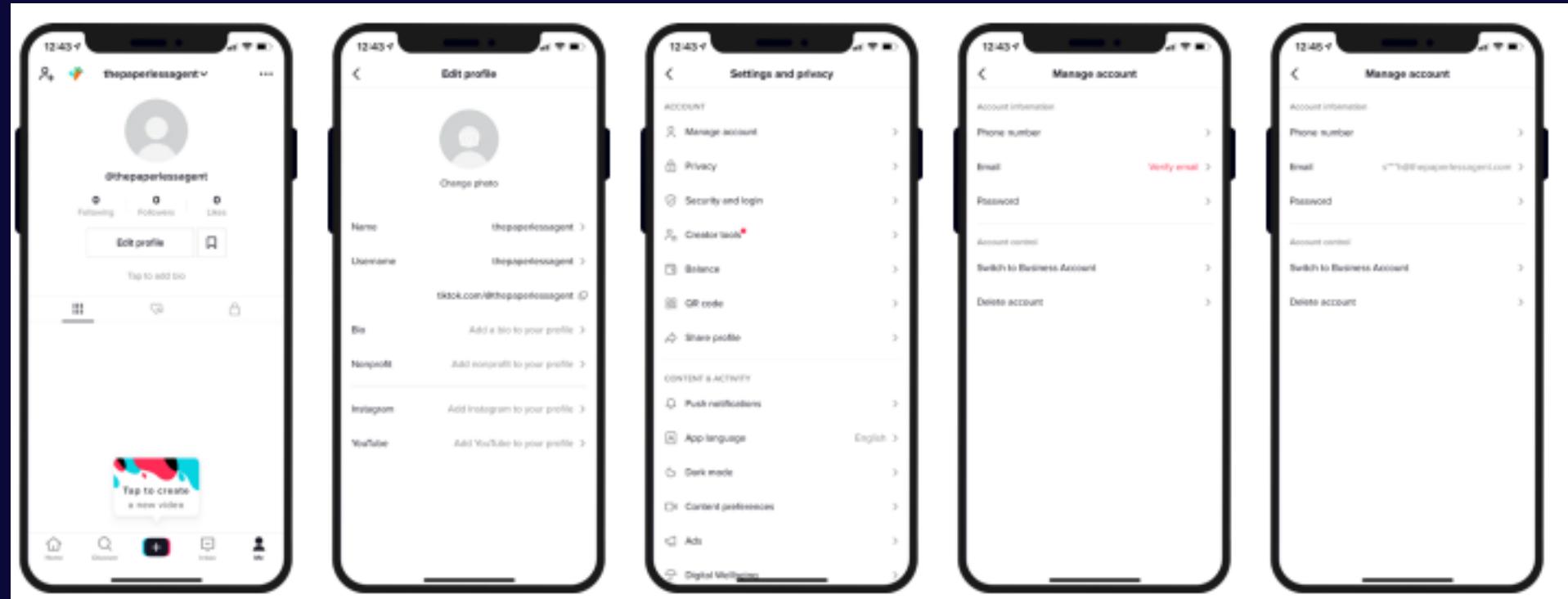
Start to curate your news feed by liking, saving, or saying “not interested”

PRO TIP: Add videos to your favorites section of TikTok. If you see something that makes you laugh, inspires you to be more creative, download it to your phone or save it for future use. This will help you overcome creative blocks and create original content on the platform.

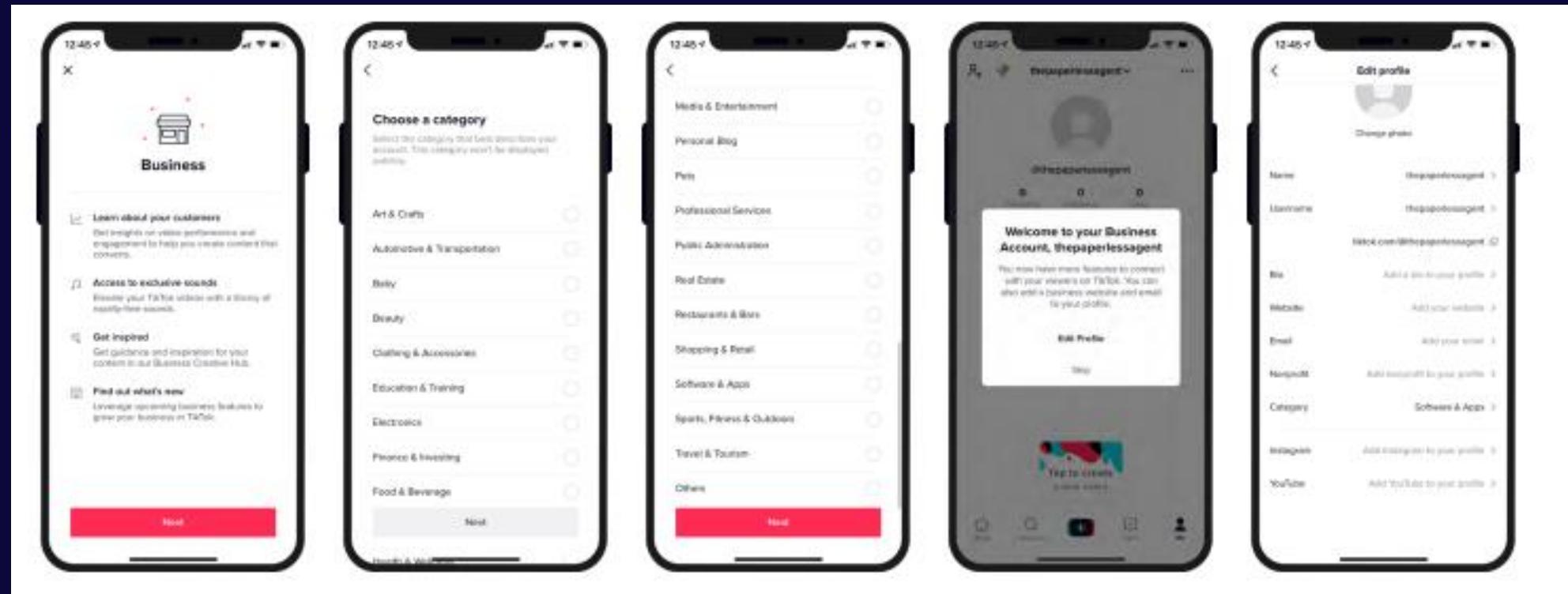
Setting Up a TikTok Account



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Setting Up a TikTok Account



Creating your first video

- 1. When you open the app, click the Plus sign at the bottom of the screen.**
- 2. You can select from 15 seconds, 1 minute or 3 minute video length. We recommend short and sweet videos that are either 15 seconds or 1 minute long.**
- 3. You can also upload videos from your photo or video library on your phone.**
- 4. Before recording, you can select from the features on the right hand side of your screen.**
 - a. Flip
 - i. Switch between front and back cameras on your phone
 - b. Speed
 - i. Change the playback speed of your video. Selecting 3x, for example, will play your recorded video back at 3 times the speed.
 - c. Beauty
 - i. The beauty filter touches up your appearance in your videos.
 - d. Filters
 - i. Similar to Instagram, the filters allow you to apply different preset colors, brightness and contrast to your video.
 - e. Timer
 - i. This nifty feature allows you to go hands free and can be set at 3 or 10 seconds before the video will start to record.

Creating your first video

5. Try out Visual Effects

- a. Makes your videos more captivating and appealing
- b. This is the magic of TikTok
- c. There are dozens of different Visual Effects such as Green Screen, Shake Effect, and Clone.
- d. Have fun (but don't overdo it)

6. Choose a Sound

- a. Click the Sound Icon to search for sounds, browse playlists or choose from TikTok recommended music.
- b. You can also upload your own sounds, such as a voiceover of one of your listings or real estate related content

7. Add Text

- a. If you're familiar with captioning stories in Instagram or Facebook this will be very easy for you. Put compelling, interesting or funny headlines or text over your video segments to increase engagement.

8. Create and caption your post

- a. Add a bit of text to your post before finalizing your video.

Creating your first video

9. Choose hashtags

- a. Select from common hashtags based on the content. Make sure to use a hashtag for the city and/or neighborhood where you'd like to be better known.

10. Select a cover image (thumbnail) for your video

11. Post to TikTok

- a. Once you've posted to TikTok, download the video and upload to other platforms - especially Facebook and Instagram.

Instagram

Setting Up A Free Business Profile

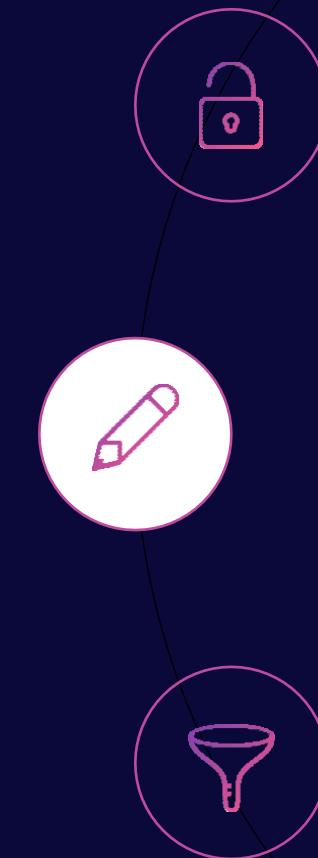
- Within the app, find settings, then scroll down to **Switch to Business Account**.
- Once you have a business account, you can add in pertinent business information like available hours, business address or a phone number.

Switching Your Existing Account

1. Go to your profile and tap 
2. Tap  Settings
3. Tap **Account**.
4. Tap **Switch to Business Account**.
5. We recommend that you connect your business account to a Facebook Page that is associated with your business. This will make it easier to use all of the features available for businesses. At this time, only one Facebook Page can be connected to your business account.
6. Add details such as your business or account's category and contact information.
7. Tap **Done**.

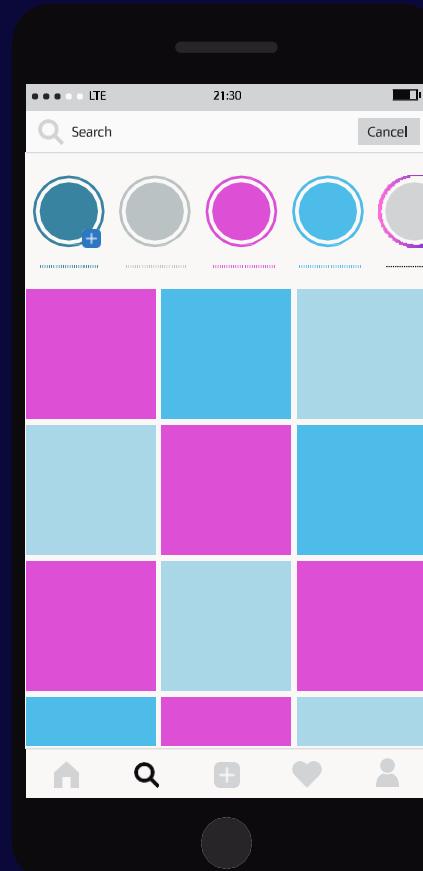
Customizing Your Profile

- Profile Image
- Username
- Bio
- Link
- Contact Info
- Instagram Highlights



Choosing your Insta-Style

1. Grid Layout
2. Color Palette
3. Post formatting
4. Hashtag Usage
5. Emoji Usage
6. Logo/Avatar
7. Instagram Add-ons
 1. Hyperlapse
 2. Boomerang
 3. Layout
 4. IGTV



#dresses

#shoes

#fashion

Reels Strategies

Content ideas

- **Camera shy? Point it at your subject.** Show your product or establishment, but remember to make a connection your customers need to get to know you. You don't have to be perfect!
- **Make humorous videos showing the funny side of your business.** Funny content created authentically is a great way to keep viewers coming back for more while helping you stand out among your peers.





Internet Marketing Basics

[Details](#)

0.5 CEUs



Marketing 101

[Details](#)

0.9 CEUs



Advertising, Marketing and Sales Writing

[Details](#)

1.2 CEUs



Marketing for Small Business 101

[Details](#)

0.7 CEUs