

Understanding Social Media

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Social media is a great way to share information, find new connections, search for information, and interact with those in a virtual setting.



What is social media? Why do we use it? Why do businesses use it?

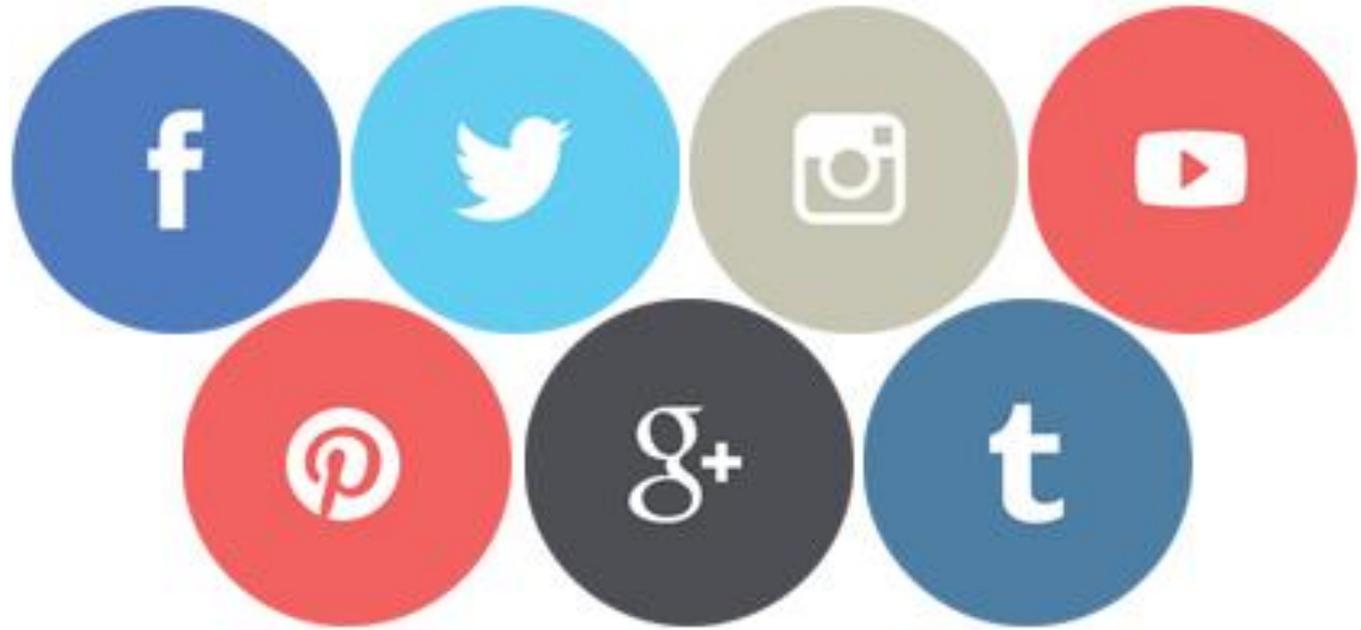
- Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos) –Merriam Webster Dictionary
- Personal communication – stay in touch with friends, family, recommendations, news, classifieds, ratings, etc.
- Business communication – show your brand, help market what your product is, sales, new ideas, staff, behind-the-scenes, personal touch, respond to customers, see what customers say about your business, etc.

What are the different channels for social media?

- Facebook - **1.2 billion users**
- LinkedIn - **500 million users**
- Twitter - **319 million users**
- Instagram - **375 million users now**
- Pinterest - **150 million users**
- Snapchat - **166 million followers**
- YouTube - **1.3 billion users**
- Google + - **300 million daily users**

Each social media icon!

FOLLOW US:



What is each channel used for?

- **Facebook** is the primary social media. Has many features of all the social medias combined along with the most users. FB live, shopping, video upload, trending, job search, recommendations, networking, wider audience base.
- **LinkedIn** the “business” side of social media. Update your resume, job search, networking, valuable information on your industry or interests, follow groups in your industry.
- **Twitter** is the #hashtag world of social media. More celebrities use Twitter. Easier to have informal communication. See what’s “trending” among all users.
- **Instagram** is the photo/video of social media. Instagram is primarily photo and video heavy. Use # to reach more people. Owned by Facebook.

What is each channel used for?

- **Pinterest** the blog heavy and sharing heavy social media. Users are utilizing Pinterest to find information to their interests.
- **Snapchat** the instant social media. Pictures and videos disappear after 24 hours. Can utilize fun filters and choose who you want the snaps to be sent to instead of everyone always seeing it.
- **YouTube** almost 5 billion videos are watched everyday, YouTube is the second most used search engine after Google. YouTube is great source for SEO purposes for your business since Google owns it.
- **Google +** is owned by Google, it has the ability to create “circles” which allows the user to form groups with other users for sharing purposes

Networking 101

- One of the best tools of social media is the ability to network
- LinkedIn is the best channel for professional networking
- Can utilize the alumni feature that most school pages have in order to connect with fellow alumni students
- Ability for employers to find you with the resume publicity displayed
- Can have 1st, 2nd, 3rd degree connections
- A lot of information that is shared on LinkedIn is career focused versus the other social channels
- More professional

Business Overview

- If you own a business, you have to be on social media
- Great way to reach your customers and help share information on your products or services
- Creates a “voice” for your business
- People search social media to see what others are saying about a company
- Create ads
- Determine your own budget you want to spend
- Review options
- Help grow future customers

Questions?

