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Marketing 101 - REACHING YOUR AUDIENCE

Social Media Overview

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The platforms that follow encompass a wide array of social audiences, behaviors, and content. Before you start, consider the audience to which you'd like to speak, what you'd ultimately like them to do, and if your brand fits with the platform's style. Each platform is not for every brand. Read the overviews below to see which works best for your business.

Social Strategy

When putting together a plan of action for approaching these respective platforms, it's important to identify some defining characteristics. Developing your strategy requires:

- Outlining your audience (demos)
- Goals (KPIs for posts, organic and paid)
- Content diversity (levels of effort, cadence, production means)
- Profile information (optimizing all settings in your profile backend and provide steps for users who find your page)

Consistency Is Key

In cadence, branding, and messaging, growth is achieved through consistency. No matter the platforms you choose, your brand voice is foundational to audience recognition and recall. Your tone should match the product or service you are offering and the experience one should feel when interacting with your business. By posting relevantly and consistently, followers are kept in the know and new users can get a sense of your business and the value they get by following.

Interaction Gains Interest

Purposeful engagement with influencers, users, and trends can add valuable visibility for your brand. Start by identifying your foundational attributes like location, product, and interest communities to engage interested audiences on each platform. You can do this by searching geographically, by category, or popular terms identifiable with your business. Then, post proper hashtags, tag other accounts, business and personal, and comment on other posts relevant to your business to establish a voice and get in front of the right people.

- **Ex:** For Instagram, identify accounts that cover your area to leverage their audience in cross-promotion.
- **Ex:** For Facebook, post your profile in communities that are interested in your product/service.
- **Ex:** For Instagram or X, use hashtags to become part of the exploration of interested users. Balance broad and specific to find your sweet spot.
 - **GOOD:** [#LongIslandPizza](#) [#NewYorkPizza](#)
 - **BAD:** [#pizza](#) [#food](#)

Be Authentic, Be Human

At the core of every small business is a small business owner and a story that deserves to be told. Brand loyalty is achieved by tapping into emotion and experience rather than pure functionality of the product or service being sold. Be true to who you are and let that shine on social media—while still maintaining professionalism. Showcase the history and traditions of your business, spotlight your employees, and demonstrate the experience felt when engaging with your business.

Organic vs. Paid

Organic posting is your first step in establishing your social presence. Organic social content is posted for free. It is what fills up your profile and adds life to your brand. Organic posting reaches the audience that has already elected to follow your account. The action of following on any of the platforms allows your posts to show up in their feed. Adding relevant tags, hashtags, and location preferences to organic posting will allow your post to show up in additional user exploration areas for increased exposure.

Paid social content is posted from your account with money behind it to reach a wider audience potentially interested in your business. The content could be organically posted and boosted (putting money behind an organic post) or can be made specifically for a paid campaign. Paid posting focuses on reaching an expanded target audience for your brand. Mostly every account reached in a paid campaign will not be a follower of your account, but the content you are posting should be relevant to them in some manner based on platform targeting capabilities. This may be because of comparable accounts they follow, trends they engage with, or locations where they live.

Accessibility Tips

- Use clear, simple language in your post and use CamelCase for multiple-word hashtags such as **#DisabilityInclusion**
- Include a short, accurate description (called “alt text”) for images and GIFs
- Ensure all videos include closed or open captions and tag them with **#Captioned**

Platforms



Facebook is a video-first platform, providing businesses with the opportunity to showcase both short-form and long-form video content.

Why Facebook for your brand?

- **Audience:** Most popular network for an audience aged 35-44(1), and the largest overall network with ~3 Billion active users.
- Utilize **Facebook Audience Insights** to find your target consumers: <https://www.facebook.com/business/insights/tools/audience-insights>

Traits

- **Community:** Facebook touts its ability to bring together users of shared interest. Tap into this connection to build your brand and its presence among users that care
- **Exposure:** Facebook is best suited to present a “business-facing” profile, reinforcing key facts to relay to consumers. It can act as a mini website with social ties

Facebook Platform 101

Keep in mind

- In addition to offering traditional personal accounts for individual users, Facebook provides business owners with the option of creating a “business page” with additional features to showcase your business’s information.
- When creating your Facebook business page, make sure to select the most relevant page type for your business (Business/brand instead of Community/public figure).

Facebook offers a variety of post types to start to establish your voice on the platform:

- **Text:** direct copy post
 - **Pro:** great for conversation and asking questions of your audience
 - **Con:** ineffective for website traffic or sales interest
- **Photo:** image or images to represent a product, service, or your brand/company
 - **Pro:** great for engagement and grabbing attention. Authenticity preferred (taken of the actual business, with people, of products/services, or designed with branding in mind)
 - **Con:** can appear unprofessional if not taken properly

- **Video:** both short-form and long-form content that can live within the feed
 - **Pro: the highest form of engagement, best for storytelling, delivers a personal touch of business**
 - **Con: can require a good amount of effort to be done right**
- **Live:** authentic, in-moment opportunities to connect with Facebook followers
 - **Pro: the opportunity for direct interaction with an interested user base**
 - **Con: live videos can be unpredictable; nothing can be taken back!**
- **Stories:** 5 to 20-second long vertically shot videos
 - **Pro: quick timely snippets to get across key points or offers**
 - **Con: disappear after 24 hours**

Organic vs. Paid

How to treat organic posting: The heart of your business content, a diverse set of content (native video, photo, articles, editorials) with a consistent brand look keeps followers interested.

How to treat paid campaigns: Encompassing a variety of posting styles, content should showcase consistent branding and product/service being sold with a clear call to action targeting a specific audience that fits your consumer base.

Campaign Objective Based on what you wish to accomplish, the following objectives should be used when:

- **You want people to find out about your page/brand**
 - **Brand Awareness • Reach • Traffic • Page Likes**
- **You want people to consider your product/service/brand**
 - **Engagement • Event Responses • App Installs • Messages**
- **You want to generate sales/promote products**
 - **Lead Generation • Conversions • Catalog Sales • Store Traffic**

Creative:

- When utilizing one strong visual component, lean into **Image, Video Ads**
- When utilizing a variety of strong visual components, lean into **carousel or collection ads**

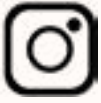
Facebook offers self-serve options for your business to get started building paid campaigns:

<https://www.facebook.com/business/m/getting-ahead-with-ads/elements-of-ads-manager>

What To Avoid

- **Interacting with negative comments**
- **Using your profile to respond to negative comments**

View Facebook Ad Products: <https://www.facebook.com/business/ads-guide>



Instagram is a visual-driven platform, allowing you to showcase your business with designs, impactful photography, and short-form video.

Why Instagram for your brand?

- **Audience:** 2/3rds of followers fall between 13-35 (2)
- **Traits:**
 - **Sales Ease:** 1/3rd of IG users claimed to have used the app to purchase a product online (3). The visual nature of Instagram provides increased visibility into the value of your product or service.
 - **Personability:** The visual appeal of Instagram lends itself to greater recognition and recall from target consumers vs. other platforms. The combination of being a primary photo and video platform allows your brand to showcase an authentic self, whether in planned posts or moment opportunities.

Instagram Platform 101

Keep in mind:

- **Create a business account for your Instagram profile.** Business accounts offer additional profile features for content, insights, and analytics, opportunities to advertise, and access to shopping capabilities.
- **Story posts are for the undivided attention of targeted accounts when flipping through stories functionality.** Story posts allow for very timely, in-the-moment shareable content in a highly visible part of the app for your followers.
- **Feed posts are for higher quality imagery/video** inserted in between user scroll.
- **Engage followers authentically by sticking to consistent branding, showcasing products alongside differentiating factors that would encourage users to align with your business.**
- **Shop By features help connect featured products with checkout destination, creating a seamless experience for interested users.**
- **Influencers can be extremely valuable if matched up properly.** Depending on your spend level, audience base, and desired objectives, representing your products with influencers can provide a valuable way for users to discover you.

Organic vs. Paid

How to treat organic posting: Leverage diversity of content for your audience to engage with. Utilize hashtags, collaborate with influencers, comment on relevant target audience member posts to increase visibility, and encourage social sharing in in-person opportunities and digital settings.

How to treat paid campaigns: Use high-impact imagery of your product or service to reach potential customers with similar interests and retarget consumers to drive purchase consideration and site clickthrough.

Campaign Objective Based on what you wish to accomplish, the following objectives should be used when:

- **You want people to find out about your page/brand**
 - Reach • Frequency • Brand Awareness • Local Awareness
- **You want people to consider your product/service/brand**
 - Website Views • Video Clicks
- **You want to generate sales/promote products**
 - Website Conversions • Dynamic Ads • Mobile App Installs/Engagement

Instagram offers self-serve options for your business to get started building paid campaigns.

<https://www.facebook.com/business/tools/ads-manager>

What To Avoid

- Posting to your feed too frequently
- Posting off-topic content
- Interacting with negative comments

View Instagram Ad Products: <https://business.instagram.com/advertising/>



X is a timely, news- and conversation-based platform used primarily to push out updates and drive promotional traffic directly from posts.

Why X for your brand?

- **Audience:** Most popular network for an audience aged 25-34 (4)
- **Traits:**
 - **Timely:** X is known as the “24-hour app”, relying on chronological posting to constantly update your feed. Twitter lets you share information quickly and have conversations with your audience that connects your brand to what’s trending
 - **Concise:** For standard accounts, you’re limited to 280 characters to get your point across. Connect with users by being straight to the point and providing the next steps on your website or in additional posts if needed. Let visuals stand on their own, relaying information that is tough to capture in 280 characters

X Platform 101

Keep in mind:

- **Understand your audience and what you ultimately want them to do**
- **The shorter/simpler the better.** Getting users to stop their scroll within 1-2 seconds is key
- **Let visuals speak for themselves,** copy is meant to enhance, not lead
- **Make the CTA clear and concise so the audience knows what they’re engaging with**
- **Utilize hashtags to insert yourself into larger trends, should be supplemental**
- **X has a “Premium” offering for \$8.00 / month or \$84.00 / year (as of 2023) A premium membership provides accounts with a blue check mark, edit ability for posts, and opportunity to post up to 4,000 characters. A premium membership does not provide any additional benefits for paid campaigns. Read more about X premium here: https://twitter.com/i/premium_sign_up**

Organic vs. Paid

How to treat organic posting: Develop a consistent, diverse media set of posts to keep your audience engaged and informed of your brand/company goals.

How to treat paid campaigns: Establish a business goal, target audience, and timeline to engage both new and returning consumers.

- Objectives
 - Awareness (Reach)
 - Consideration (Video Views, Pre-Roll Views, App Installs, Website Traffic, Engagements, Followers)
 - Conversion (App Re-Engagements)
- X offers self-serve options for your business to get started building paid campaigns <https://business.twitter.com/en/help/campaign-setup/campaigns-101.html>

What To Avoid

- Liking or retweeting content irrelevant to your business
- Using profile for personal and business purposes
- Posting just to post; dilutes your content

View Twitter Ad Products: <https://business.twitter.com/en/advertising/formats.html>



LinkedIn is a business-focused platform, primarily used for networking and sharing company updates.

Why LinkedIn for your brand?

- **Audience:** Most popular audience for an older audience, 37% between 30-50 (5)
- **Traits:**
 - **Professional:** This is the one app that lends itself to an entirely business-facing cohort. Establish your business presence for an influential network of connections to share your business value proposition
 - **Trust:** LinkedIn was voted as the most trusted social media platform by Business Insider. Users utilize the app to gain valuable insights and information to help with their professional positioning and education. While not the #1 app for direct sales if outside of a B2B setting, a quality LinkedIn presence can establish your business as professional and solidified alongside connecting to your workforce and their networks.

LinkedIn Platform 101

Keep in mind:

- **LinkedIn is especially effective when speaking to an audience comprised of business-to-business entities.** It is the only large-scale social platform that is solely for a business facing audience.
- **LinkedIn is NOT a chronologically based platform, surfacing up posts based on feed interactions, meaning your posts could still be top of mind weeks after.** Make sure all content is designed with an audience that could be interacting for days past posting.
- **LinkedIn has strong targeting tools for finding professional audience members due to the professional information input by users.** Be sure to leverage these capabilities if this fits the audience you're looking to attract.

Organic vs. Paid

How to treat organic posting: Content should be different than posting to other social platforms. Focus posts on company updates, business reports, offerings that are important to a person's occupation. Can still be visually engaging, but power comes from copy + click through just as much.

How to treat paid campaigns: Target your post with a clear end goal and destination in mind for a business audience.

- LinkedIn offers self-serve options for your business to get started building paid campaigns <https://www.linkedin.com/help/lms/topic/a137061?trk=hc-hp-recommendedTopics>

What To Avoid

- Replicating posts from other platforms on LinkedIn
- Posting non-business focused content
- Posting the same link frequently, as LinkedIn devalues repetitive posts within a feed

View LinkedIn Ad Products: <https://business.linkedin.com/marketing-solutions>



TikTok is a business-focused platform, primarily used for networking and sharing company updates.

Why TikTok for your brand?

- **Audience:** Roughly 43% of TikTok’s user base is between 18-24 years old(6), making it the youngest reaching app by a wide margin.
- **Traits:**
 - **Native:** TikTok is the lead app for non-invasive advertising. Whether organic or paid, TikTok content creation appears native to the user scroll, driving powerful impact for an audience that doesn’t appreciate advertising. TikTok is also the top destination for user-generated content, creating a great space to insert your business’s authentic content.
 - **Visibility:** TikTok’s algorithm is arguably the strongest of all the platforms. Based on individual user interests, likes, and time spent consuming content, each app visit gives TikTok insight into what to serve, setting up your business’s content to show up with the most relevant audience in an influential moment.

TikTok Platform 101

Keep in mind:

- **TikTok prioritizes content based on popularity.** Staying up to date with the most recent trends, hashtags, and social moments will benefit your post.
- **Native video is your primary media type on this platform.** Filming on a phone in a “raw”, “personal” manner resonates with users.
- **Always develop creative in the 9:16 video ratio native to the platform.** It takes up the full screen and seems authentic to the viewing experience
- **Switch to a TikTok Pro account for valuable insights and metrics on user interaction.**
How to get a TT Pro account:
 - **From your profile page, tap the three dots icon at the top right of the screen**
 - **Tap Manage account**
 - **Select Switch to Business Account and choose the best category for your business**
- **Keep videos short and sweet.** Attention is captured in the first two seconds. Use a collection of audio, visuals, and text to draw the viewer into the topic, featuring your product or service.
- **Balance brand consistency with content variety.** TikTok’s top-performing ads use a variety of backdrops (viewpoints, angles, scenery, etc.) to create a diversity of visuals for users. Tie these together with consistent branding such as font, colors, logo, etc.
- **Develop a clear call to action to guide users towards the goal you’re looking to achieve.**

- **Create your captions or turn on auto-captions when posting.**

Organic vs. Paid

How to treat organic posting: Stay relevant to increase brand visibility by posting regularly. TikTok rewards users that post often in different ways. 21% of TikTokers said they feel more connected to brands that comment on other people's posts (7). Keeping on top of the comments on your videos is also key to building the engagement signals to the algorithm.

How to treat paid campaigns: Find a sweet spot between entertaining your audience and promoting your brand. The most effective TikTok ads appear organic. Don't repurpose ads for the platform. Instead, create something authentic to the platform with self-shot videos or in partnership with influencers that reach your target audience.

Campaign Objective Based on what you wish to accomplish, the following objectives should be used when:

- **You want people to find out about your page/brand**
 - **Reach**
- **You want people to consider your product/service/brand**
 - **Traffic • Video Views • Lead Generation • Mobile App Installs/Engagement**
- **You want to generate sales/promote products**
 - **Website Conversions**

TikTok offers self-serve options for your business to get started building paid campaigns.

<https://www.tiktok.com/business/en-US>

What To Avoid

- **Interacting with negative comments**
- **Repurposing ad creative from other platforms**

View TikTok Ad Products: <https://www.tiktok.com/business/en-US>

View TikTok's Small Business Guide: <https://www.tiktok.com/business/en-US/blog/small-business-marketing-tiktok-ultimate-guide>

Other Platforms To Consider



Youtube serves as a valuable channel for brands to host videos representing their business, from video commercials to relevant instructional videos. Consider using YouTube when you're looking to provide a home for videos that best explain your business, value proposition, and differentiators. **View Youtube ad products:** <https://support.google.com/youtube/answer/2467968?hl=en>



Snap offers engagement within a timely environment with creative effects-driven visuals. Consider using Snap when you're looking to market to a younger audience. **View Snap Ad Products:** <https://forbusiness.snapchat.com/advertising/ad-formats>



Pinterest is an image-only medium for discovery, able to deliver valuable lead generation and site clickthrough with highly engaged audiences looking for creative inspiration. Consider using Pinterest especially if your business is in food, art, crafts, or fashion. **View Pinterest Ad Products:** <https://business.pinterest.com/en/advertise/>

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