

Social Media

Social Media and SEO

Topic overview

- Mentimeter survey
- Social Media overview
- Social Media strategy
 - Target audience
 - Editorial plan
 - Social Media management tools
- How to use social media to promote your small business website

Social Media overview

- There are 4.65 billion social media users on the planet. That's 58.7% of the global population, many of whom are using social media as a primary source of information.
- The Social Media environment constantly evolves in terms of features, trends, business acquisition, target audience and revenue generation models.

Social Media overview

	Social Media	MAU*	User base	Industries	Launched
1	Facebook	2.9 billion		Financial services, ecommerce, retail, gaming, entertainment, media, telecom, technology, consumer goods, and automotive businesses	2004
2	YouTube	2.2 billion	Strong user base across all age groups	All genres from beauty, gaming, and education to DIY home improvements	2005
3	WhatsApp	2 billion			2009
4	Instagram	2 billion	Under 35		2010
5	TikTok	1 billion	Generation Z		2016
6	Snapchat	538 million	Teenagers - The most active users on Snapchat are 13-year-olds	User-generated content, behind-the-scenes videos, exclusive offers, and influencer takeovers	2011
7	Pinterest	444 million		Fashion, food, decor, wedding, workout, and DIY	2005
8	Reddit	430 million		All genres. Specialised in niches and communities.	2010
9	LinkedIn	250 million	professionals, specialised audience	Business, recruitment, tech, marketing, design.	2006
10	Twitter	217 million		Entertainment, sports, politics, tech, or marketing	2003

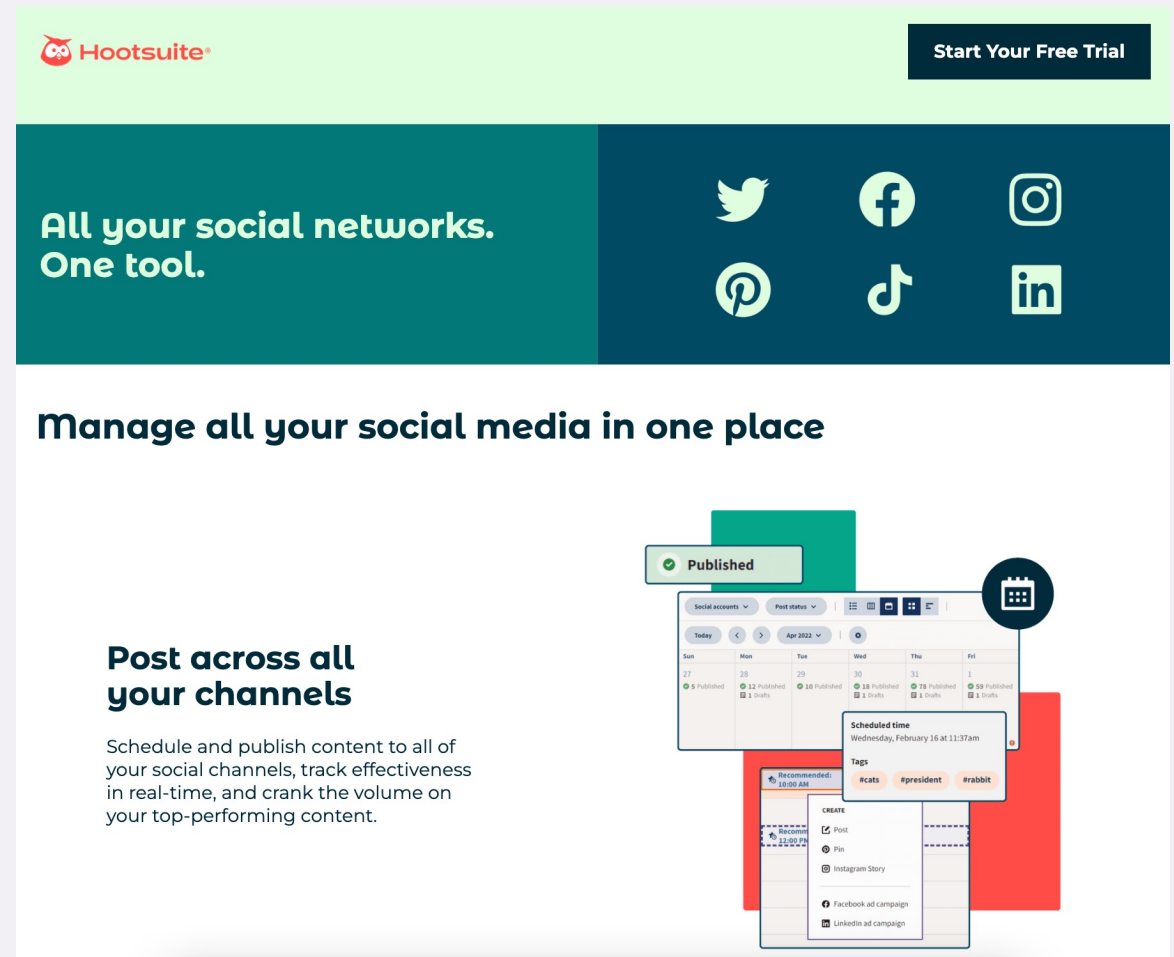
(*) Monthly Active Users worldwide

Social Media strategy

- Before selecting a social media to promote your activity, you need to have a clear idea of your **content** and know your **target audience**. Analyse the demographics (age, gender) and location.
- By now, you're probably familiar with these two areas as they were the pillars of your Commodity Crit.

Social Media management tools

Tools like Hootsuite can help you manage multiple accounts and social media in one platform. Furthermore, you can automate the publication of posts and analyse data.



The advertisement features a green header with the Hootsuite logo and a 'Start Your Free Trial' button. Below this is a dark teal section with the text 'All your social networks. One tool.' and icons for Twitter, Facebook, Instagram, Pinterest, TikTok, and LinkedIn. The main body is white with the headline 'Manage all your social media in one place' and a sub-headline 'Post across all your channels'. The sub-headline is followed by a paragraph: 'Schedule and publish content to all of your social channels, track effectiveness in real-time, and crank the volume on your top-performing content.' To the right of the text is a screenshot of the Hootsuite interface, showing a calendar view of social media posts, a 'Published' status indicator, and a 'CREATE' menu with options for Post, Pin, Instagram Story, Facebook ad campaign, and LinkedIn ad campaign.

Hootsuite [Start Your Free Trial](#)

All your social networks. One tool.

Manage all your social media in one place

Post across all your channels

Schedule and publish content to all of your social channels, track effectiveness in real-time, and crank the volume on your top-performing content.

Published

Social accounts: Post status: Apr 2022

Sun	Mon	Tue	Wed	Thu	Fri
27 5 Published 1 Drafts	28 12 Published 1 Drafts	29 10 Published	30 18 Published 1 Drafts	31 16 Published 1 Drafts	1 18 Published 1 Drafts

Scheduled time
Wednesday, February 16 at 11:37am

Tags
#cats #president #rabbit

CREATE

- Post
- Pin
- Instagram Story
- Facebook ad campaign
- LinkedIn ad campaign

Editorial Plan

Once you have your strategy, you can work on your Editorial Plan, a document listing the content you want to publish and when. Usually, the editorial plan contains the following:

- Date
- Post's description
- Picture
- Hashtag
- Tag profile
- Link

Day 1

We are in California, Southern California to be exact.

The real adventure of the Book Riders has started, who after traveling with their imagination during the American Literature lessons held by @la_mcmusa, really set off with a backpack on their shoulders and a book in their hands (and the others in their suitcases) to discover the California Noir.

We will be their guides, we will take them to the noir places that inspired James Ellroy, Don Winslow and we will show them all those places that until now they have only been able to imagine.

If you're curious and you want to know more, don't hesitate to contact us, we'll be happy to answer your questions, find our website link in the bio.

[#sorrywearedreaming](#) [#BookRiders](#)

[#Californoir](#) [#ridingCalifornoir](#) [#laMcMusaisontheroad](#) [#xploreamerica](#)

[#californication](#) [#dreamingcalifornia](#) [#californialove](#) [#california_igers](#)

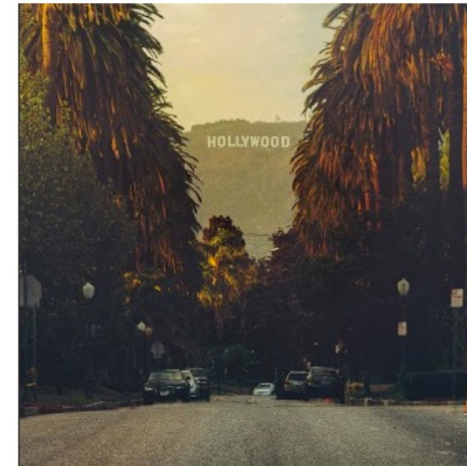
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[@isabyyyyy](#) [@ilamarinelli](#) [@ginnycandy](#) [@rawcalifornia](#) [@viewcalifornia](#) [@californiaholics](#)

[@losangeles_la](#) [@californiathroughmylens](#) [@la_mcmusa](#)



Editorial Plan: in class exercise

Work in a group to create an **editorial plan** for your small business website(*) **that covers a week**. Decide the best social media to promote your activity, how many posts you want to publish, and the tone of voice (TOV).

Usually, the editorial plan contains the following information for each post:

- Date
- Description
- Picture
- Hashtag
- Tag profile
- Link

At the end of the exercise, we'll discuss the outcome together and highlight the best practices.

(*) The 4 fictitious businesses are:

Andy's grocery and convenience store • Jenkins' Butchers, purveyors of premium meat
Richardson's traditional bakery • The Cornmarket delicatessen and health foods

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#TheEnd