






Social Media Success



The ability to use social media to engage people on a consistent basis, build an audience, and express the personality of your organization has become an essential digital skill. Where social media really becomes valuable is when you can use these social networks to raise awareness and also get new customers, leads and sales.

Social media platforms allow you to showcase your products and services while creating significant online exposure. It also creates a space where you can listen to your customers and clients and join in on the conversation.

Get To Know The Big Players

Channel	Audience	What to use it for
	<ul style="list-style-type: none"> ✓ Multigenerational ✓ Multicultural ✓ 1.86 billion users ✓ 55 Million status updates/day ✓ 1 Billion pieces of content shared/day ✓ 51% of users are between 18-34 	<ul style="list-style-type: none"> ✓ Teaching ✓ Learning ✓ Collaboration ✓ Engagement ✓ Visual Elements
	<ul style="list-style-type: none"> ✓ Multigenerational ✓ Multicultural ✓ 695 million users ✓ 500 Million Tweets/Day ✓ 56% of users are between 26-44 	<ul style="list-style-type: none"> ✓ Sharing information fast ✓ Real Time ✓ 140 character micro blogs ✓ Discussion on topics using hashtags ✓ Special Events
	<ul style="list-style-type: none"> ✓ Mobile only ✓ 400 Million Users ✓ 95 Million posts/day ✓ Slightly skewed towards women (31% vs 24% of male internet users) ✓ The most active and engaged user base. 	<ul style="list-style-type: none"> ✓ Photos and videos ✓ Create slideshows to share on social ✓ Automatically share to your Facebook or Twitter profiles

Best Practices

Your role (AKA: Feeding the beast)

It is easier than you think to start your personal or company brand with a digital platform. Your role is to:

- ✓ Create engaging content
- ✓ Engage in discussion
- ✓ Provide great customer service

Social media content is more likely to be shared if it is informative, entertaining, or emotionally engaging. It should arouse the senses in one form or another.

Great content...

- ✓ Tangibly illustrates your mission and/or values
- ✓ Grows and maintain relationships
- ✓ Create brand awareness
- ✓ Tells relatable stories
- ✓ Is credible (do what you say and say what you do)
- ✓ Keeps it simple
- ✓ Is visual, a post with a photo is 4 times as likely to get engagement, and 6 times as likely to be shared

Provide great customer service

- ✓ 67% of consumers have used a company's social media channel for customer service
- ✓ 42% of consumers expect companies to respond within 60 minutes of their inquiry
- ✓ 32% expect response time to be within 30 minutes
- ✓ 80% of companies think they provide superior customer service BUT only 8% of consumers think these same companies provide superior customer service
- ✓ 86% of consumers stop doing business because of bad customer service experiences
- ✓ 78% of online customers recommend the brand to a friend after a great customer service experience

Great Apps

- Word Swag: Makes Fun Visuals/ Quotes
- Repost: Allows you to repost and credit instagram posts
- Facebook Pages: Allows you to manage your Facebook Page

Get to Know Spryberry

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