






# SOCIAL MEDIA OPTIONS FOR CONTENT MARKETING

Considering that more than 80% of all Americans now use social media,<sup>1</sup> the question isn't whether your company should have a social media program, but whether it can afford not to have one. Yet keep in mind that each social media platform has its own best uses. Choosing the right approach for the right platform is essential to connect with your desired audiences.

PLATFORM	USERS	AUDIENCE	USE IT FOR	BEST PRACTICE TIPS	RECOMMENDED FREQUENCY
 Facebook	1.37 billion active daily users <sup>2</sup>	69% of U.S. women; 67% of men <sup>3</sup>	Reaching consumers and creating "influencers" who love your content and share it with friends, seeking "likes" and comments.	Facebook is visual, so post great photos and videos and keep text short. Encourage sharing and interaction through quizzes, contests, etc.	5-10 posts per week
 Instagram	800 million active monthly users <sup>4</sup>	32% of U.S. women; 23% of men <sup>5</sup>	Visually showcasing the best of what you do. This image-driven site works best for businesses with visual appeal.	Post high-quality images and videos. Use hashtags to reach bigger audiences. Learn what people respond to and increase your offerings in those areas.	1 per day
 Twitter	330 million active monthly users <sup>6</sup>	21% of U.S. women; 21% of men <sup>7</sup>	Short, timely messages. Send relevant information to capture attention of audience and draw them in deeper.	Use Twitter Cards to include images, video, audio, and links with your message. Keep messages short. Twitter has expanded its once-strict 140-character limit, but being concise is still the power of Twitter.	3-5 tweets per day
 LinkedIn	500 million active users worldwide <sup>8</sup>	23% of U.S. women; 28% of men <sup>9</sup>	B2B and partnership prospecting; sharing industry news and thought leadership; recruiting fresh talent.	Include compelling copy with a call to action. Use engaging images, and target desired audiences by filtering for job title, industry, etc.	1 per day, weekdays only
 YouTube	1.5 billion active monthly users <sup>10</sup>	Reaches more 18- to 49-year-olds on mobile than are reached by any broadcast or cable network <sup>11</sup>	Sharing educational/informational videos that highlight your company's expertise.	Use catchy titles that include keywords and compelling thumbnail images. Include links to your website. Encourage comments.	1 per week

## BOOSTING YOUR SOCIAL REACH WITH PAID PROMOTION

A concerted social media strategy for your business should include both organic and paid elements, such as ads and promoted search results. Organic (unpaid) social media includes anything you post to your page. While that may generate a buzz on its own, paying to "boost" your posts can help separate you from the pack.



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