

Social Media Marketing 101

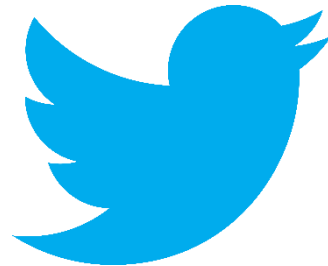
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What is “social media?”

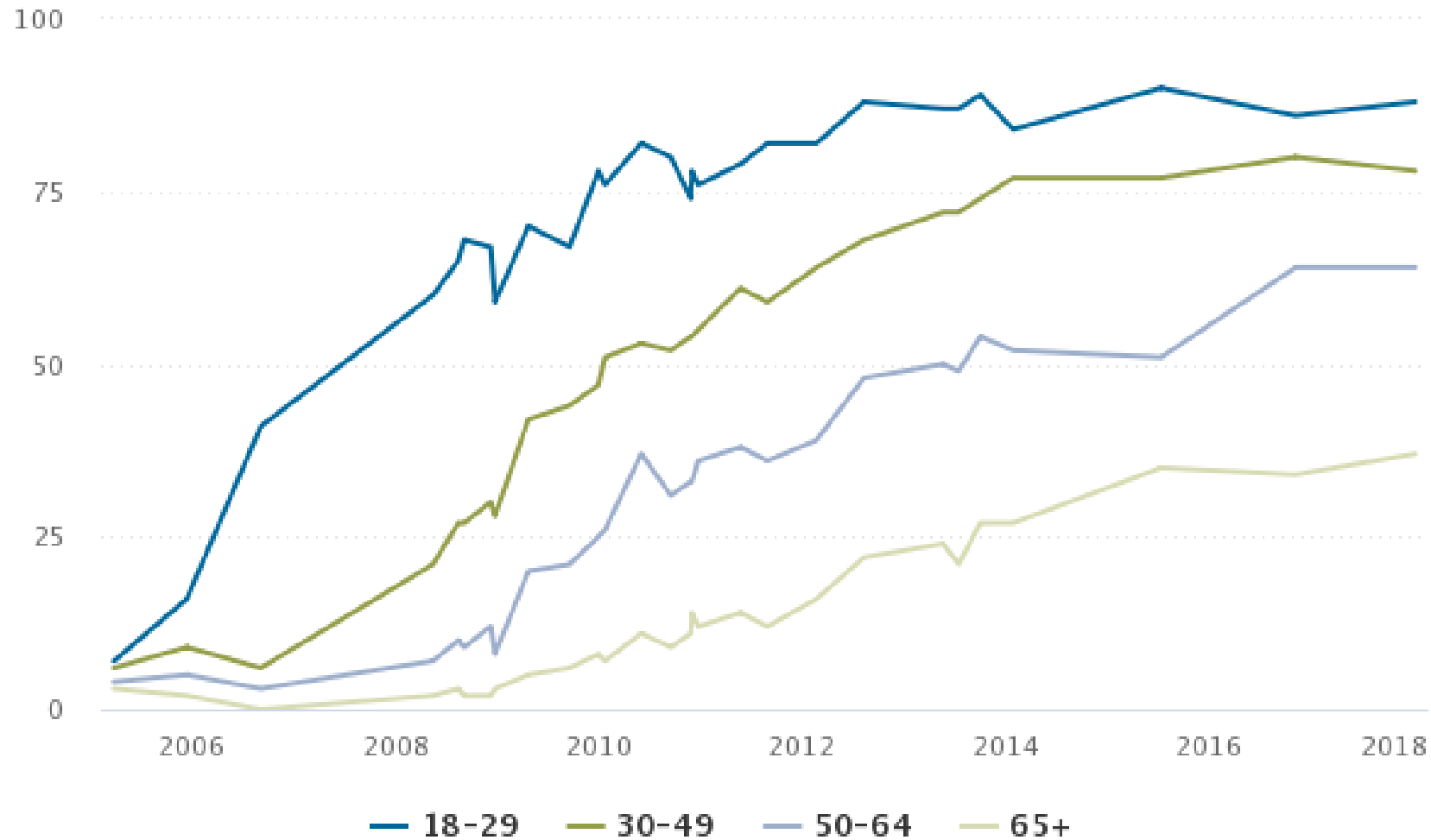
- ▶ Forms of electronic communication, such as websites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages, and other content, such as videos.
- ▶ Websites and applications that enable users to create and share content or to participate in social networking.

What are popular social media sites?



Who's on social media?

% of U.S. adults who use at least one social media site, by age



Who's on social media?

	Facebook	Instagram	LinkedIn	Twitter	Pinterest	Snapchat	YouTube	WhatsApp
Total	68%	35%	25%	24%	29%	27%	73%	22%
Ages 18-29	81%	64%	29%	40%	34%	68%	91%	27%
Ages 30-49	78%	40%	33%	27%	34%	26%	85%	32%
Ages 50-64	65%	21%	24%	19%	26%	10%	68%	17%
Ages 65+	41%	10%	9%	8%	16%	3%	40%	6%

Marketing in the social media age

- ▶ Getting started: developing a social media marketing plan
 - ▶ Determine your goals
 - ▶ Evaluate your resources
 - ▶ Know your audience
 - ▶ Create a schedule
 - ▶ Focus on quality, not quantity
- ▶ Social media marketing plan should go hand in hand with your organization marketing plan

Marketing in the social media age

- ▶ What do you post?
 - ▶ Mission-related
 - ▶ Consistent messaging
 - ▶ Focused topics
- ▶ Social media toolkits
- ▶ How often should you post?

The technical stuff

- ▶ Scheduling a post
- ▶ Creating an event
- ▶ Facebook live
- ▶ Boosting posts
- ▶ Facebook ads
- ▶ What is a *#hashtag*?
- ▶ Utilizing a social media management platform

How are you using
social media in your
organizations?