Social Media Presentation for Christmas Tree Farmers Association of New York
Facebook Stats

• 2.5 billion users
• 74% of users view once a day
• 43% get their news from Facebook
• Videos increase brand awareness by 67%
  • By 2021, 80% of all social media posts will be video
• 50% of users go on Facebook when they wake up
• Breakdown by Age:
  • 51% of 13-17 year olds use Facebook
  • 76% of 18-24 year olds use Facebook
  • 84% of 25-30 year olds use Facebook
  • 79% of 30-49 year olds use Facebook
  • 68% of 50-64 year olds use Facebook
  • 46% of 65+ year olds use Facebook
Facebook Terms

• **Engagement** - post clicks, likes, shares and comments
• **Facebook Live** - Share live video with your followers.
• **Facebook Messenger** - Instant messaging to chat with friends on mobile and website.
• **Fan** - A user liking a business page and subscribing to the content feed.
• **Follower** - Allows followers to see posts without having the relationship approved.
• **Friend** - Connection between two personal profiles.
• **Group** - A place for group chat for people who share a common interest; groups can be made private or public.
• **Like** - People click Like to show that they like your post.
• **News Feed** - Updates influenced by your friends, groups, subscribed pages, and activity.
• **Page Views** - the number of times a Page's profile has been viewed by people.
• **Post Reach** - the number of people who saw a specific post in their news feed.
• **Promoted/Boosted Post** - Pay to boost a post to get more views.
• **Reactions** - 😄❤️😁😆⏰
• **Suggested Pages** - Pages you may be interested in, based on previous page views, check-ins, likes, and friends.
### Facebook: Personal vs. Business Accounts

**Personal**
- Personal Facebook profiles represent you, as a person. They’re intended to summarize who you are. This could include a bit about your professional life as well.

- The friends you add (capacity of 5,000), the content you share, and the photos you post from your Profile are attributed to you.

- You can control your privacy settings, to limit the visibility of your Personal Profile’s contents and posts to your preference. Can also control the types of ads you see based on your interests.

**Business**
- Facebook requires you to link your business account to a personal account, but accounts will be separate.

- Facebook Advertising - if you don’t invest money into your posts, they’re most likely not going to reach your target audience.

- Business Pages have designated spaces that display your company’s contact information, including phone number, address (with directions) and hours of operation making it easy for customers to reach you.

- Business Pages have an unlimited audience size.

- You can analyze information about your audience’s demographics and behaviors, allowing advertisements to be further targeted for a better ROI.
Why use Facebook for Business?

- Connect with Customers/Establish Relationships
  - Opens up the line of communication between business and potential or existing customers
- Learn About Target Audience
  - Customer feedback/Conduct surveys/polls
- Generate Website Traffic
  - Drive clicks and conversions
- Targeted Ads
  - Set to your budget and can target by location, income, interests, etc.
- Mobile Ready
- Your Competition is on Facebook!
What to Post on Facebook?

• Keep followers engaged:
  • Promotions/coupons/offers
  • Showcase your products/services
  • Post pictures and videos (Facebook Live)
  • Share curated content/trending topics
  • Post “Behind the Scenes” at your jobsite
  • Contests/Giveaways
  • Share what your business and staff has done for charities and the community
  • Post links to your website
  • Show your human side

Facebook is Word of Mouth Advertising. People will share and/or like your posts. They will help advertise for you!
When to Post on Facebook

- Peak hours are 1 pm - 4 pm on weekdays
- 7 pm on weekdays has the highest click rate
- Engagement is 18% higher on Thursdays & Fridays
- Engagement is HUGE on weekends (not suggested to post prior to 8am)
- Posts on Sundays get the most interaction

*Use Facebook Analytics to determine the best times to post to your audience*
Scheduling Posts on Facebook

1. Write a post...
2. Schedule
3. Schedule Post
4. Schedule Post
Facebook Analytics

• **Tons of valuable information** that can help you track and measure your results so you can refine your strategy and measure your return on investment.

• **Understand how and when people interact with the content** you post.

• **Facebook Page Insights** gives you detailed analytics for your *Facebook Page*, so you can track what works, learn how people interact with your content, and improve your results over time.

• **Facebook Audience Insights** helps you understand your *Facebook audience* so you can better target ads and create more relevant content.
What to Track Using Facebook Analytics?

- **Reach and engagement**: How many people saw your posts? Who interacted with them? Which posts did people hide? Did people report any posts as spam?
- **Actions**: What actions do people take on your Page? How many people click your call-to-action button? How many people click through to your website?
- **People**: What are the demographics of the people who visit your Page? (You can dive deeper into this topic with Audience Insights.) When do people visit your Page? How do people find your Page?
- **Views**: How many people are viewing your Page? Which sections are they looking at?
- **Posts**: How are your posts performing over time?
Instagram Stats

• 1 billion active accounts (500 million active every day)
• 64% of users are between 18 and 34
• Brand follower growth increases from 6-8% month-over-month
• Users under 25 spend over half an hour on Instagram daily
• 7 out of 10 Instagram hashtags are branded
• Having at least 1 hashtag will get you 12.6% more engagement
• 80% of users follow a business account
• 60% of users first heard about a product on Instagram
• 30% of users bought something they discovered on Instagram
Instagram Terms

- **Bio** - Area for a short description about you or your brand.
- **Caption** - Contextualize your posts by adding a caption, along with a relevant hashtag.
- **Double Tap** - double tap a photo to show your love for it.
- **Feed/Gallery/Album** - Collection of images posted to your profile.
- **Hashtag** - People use the hashtag symbol (#) before a relevant keyword or phrase in their post to categorize those posts and help them show more easily in Instagram search. Clicking or tapping on a hashtagged word in any message shows you other posts that include that hashtag.
- **IG Stories** - stories that disappear from your profile & feed after 24 hours.
- **Instavideo** - describes the Instagram video feature.

Also referred to as “IG” or “Insta”.
Instagram: Personal vs. Business Accounts

**Personal**
- Post photos, videos, stories, etc.
- Has filters and editing features.
- Instagram favors genuine, authentic content over content that's trying to sell something, so personal accounts tend to have higher organic engagement numbers.

**Business**
- All of the basics you get with a personal account, but also access to analytics, audiences, ads, calls to action and more.
- You can easily look through all your posts and see what types of content people tend to engage with. Once you know this, you can focus on this type of content.
- You can see what demographic makes up the majority of your audience and create content that's tailored to them.
Why use Instagram for Business?

- It’s visual, simple and attracting the younger generations more than other social media platforms.
- Uses photos and videos to tell the story (less copywriting).
- Mobility - it was created as an app.
- Connect with customers/find out what people like.
- Reach new audiences (use hashtags for optimal exposure).
- Easily share your posts to Facebook & Twitter.
- Generate sales with your photos.
- Advertising is inexpensive and easy (must have a Facebook business account).
What to Post on Instagram?

- Photos/Videos
- Video tutorials
- Quotes
- Instagram Stories (post photos and videos that disappear after 24 hours)
- Live video
- Employee recognition
- New products
- Business milestones
- Community/charity involvement
- #usehashtags
When to Post on Instagram

• Posting at 5:00 AM from Tuesday to Friday (people usually check their phones right when they wake up).
• Posting from 11:00 AM to 3:00 PM on weekdays (people usually check their phones during lunch or when they start to run out of mental energy toward the end of the work day).
• Saturdays around 11:00 AM (when people eat brunch or hang out with their friends).

*Review Instagram Insights to find your top time zones and see when your followers are online
Instagram Insights

- **Content:** This section lets you view insights on your posts, stories, and promotions.
- **Activity:** This section lets you view important insights on your profile, including Interactions (such as profile visits and website clicks) and Discovery (how many people see your content and where they find it).
- **Audience:** This section tells you more about your followers and audience, including growth in follower count by day or week.
Choosing Photos to Post on Social Media

- Photos do not need to be professional
- Use Instagram’s filters to enhance your photos
  - Brighter images
  - Images with a lot of white space or background space
  - Colors toward the blue end of the spectrum
  - Single dominant color
  - Low saturation images, with relatively gray, faded, or pastel colors
  - Images with a lot of texture
- **Purchase stock photos**
  - If you find an image online you would like to use, make sure it is not licensed and you have permission to use it
  - Free images can be downloaded from Pixabay, Pexels or Unsplash
  - Free and easy photo collages can be made at photocollage.com
Google My Business Claim Listing

- Set up a Business Account to bring better exposure to your business.
- Google makes it easier for customers to find information about your business online, including hours, contact information and directions.
- Claim your Business Listing to bring an added layer of trust regarding your listing, increase SEO rankings, reach new customers and funnel users back to your website and social media accounts.

To Add or claim your Business Listing, go to:
https://support.google.com
Google Analytics

- **FREE** analytic web service used to measure your website’s performance
- Collects a lot of data about how people are using your website
  - Time of visit
  - Pages visited
  - Time spent on each page of your webpages
- See if your marketing efforts are working
- Which type of content to create or products to list on your website
- Divide users into different segments (like age, gender, country, device, etc.)
- Optimize website pages to boost *conversions* (when a visitor completes a desired action: makes a purchase, fills out a form, signs up for your newsletter, etc.)
Google Ads

• Puts you in front of customers when they’re searching for businesses or services on Google Search and Maps.
• Only pay for results such as clicks to your website or calls to your business.
• **Yelp** provides a free suite of tools to showcase your business and connect you to the Yelp community
  • Manage your page (update info, add photos, add link to website, etc.)
  • Connect with your customers
  • Respond to reviews
  • Grow your business with paid Yelp ads

To claim your business on Yelp, go to: [https://biz.yelp.com/support/claiming](https://biz.yelp.com/support/claiming)
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Thank you!