START WITH YOUR WHY
UNDERSTAND WHY YOU’RE USING SOCIAL, BEFORE YOU START BEING SOCIAL!
DON’T DO SOCIAL FOR SOCIAL’S SAKE
SET CLEAR GOALS ON WHAT YOU WANT TO ACHIEVE

Community

- Growth
- Connection
- Communication
WHO ARE YOU TALKING TO?

• Who are they?
• Where do they spend their time online?
• What information is of value to them?
• What role do they need you to play?
• What are you looking for from them?
DAILY TIME SPENT WITH MEDIA - AUSTRALIA

Average daily time that internet users aged 16 – 64 spend with different kinds of media and devices.

- Using the internet: 5 hours 41 minutes
- Using social media: 1 hour 44 minutes
- Watching television: 3 hours 15 minutes
- Listening to music streaming services: 1 hour 08 minutes
- Using a games console: 0 hours 50 minutes

We Are Social
SOCIAL MEDIA BEHAVIOURS - AUSTRALIA

Details of how Internet users aged 16 – 64 engage with social media

- 96% visited or used a social network or messaging service in the past month
- 82% actively engaged with or contributed to social media in the past month
- 1 hour 44 minutes per day spent using social media
- 6.7 average number of social media accounts per internet user
- 30% percentage of internet users who use social media for work purposes
SOCIAL MEDIA BEHAVIOURS - AUSTRALIA
Details of how Internet users aged 16 – 64 engage with social media
LEADING SOCIAL NETWORKS
A SNAPSHOT
Over 2.45 billion daily active users worldwide

15 million AUSTRALIAN users Facebook reports they can reach with advertising - approximately 71% of the population 13+

53.3% Female audience in Australia

Largest blend of demographics of any social media platform

They have DATA. And lots of it!

Features: Personal profiles, Pages, Stories, Groups, Messenger, Ads, variety of content forms
Use of Facebook among older generations is rising rapidly

- **Millennials**
- **Gen X**
- **Boomers**
- **Silent**

![Graph showing the rise in Facebook usage among older generations](image-url)
• 1 billion people use Instagram - 500 million use Instagram Stories every day

• 9.7 million Australians can be reached via ads, 46% of the population 13+

• 56% female

• Instagram users spend an average of 28 minutes per day on the platform

• Beautiful imagery. Moments captured. Option for live content and Instagram “Stories”, Natural habitat of the “influencer” 😊 “Trends” through hashtags

• Most important channel for Influencer Marketing
Facebook and Instagram: Average Time Spent by Users in the US, 2016-2021

Note: ages 18+ who use each platform at least once per month; time spent with each medium includes all time spent with that medium, regardless of device or multitasking; for example, 1 hour of multitasking on Facebook while using Instagram is counted as 1 hour for Instagram and 1 hour for Facebook

Source: eMarketer, April 2019
Online news and social networking service - “tweets” restricted to 280 characters. Often referred to as microblogging

- Over 1.3 billion accounts with 152 million daily active users, with 6.3 million Australians being reached via ads
- 58.9% male in Australia
- Largest proportion of users between 18 - 49 years
- 80% of Twitter users are characterised as “affluent millennials”
- Strong influence: politics, media, celebrity, pop culture, industry, thought leadership
The world’s largest professional network

More than 690 million users on the platform, with 11 million Australians able to be reached via ads

54.5% male

Most trusted social network (*Business Insider*)

#1 B2B channel

30 million companies listed

Company profiles, personal profiles and professional groups
Build the Foundation

Build a Community

Build Opportunities
BUILD A FOUNDATION - SET THE PATH

• Vision of your organisation
• Goals of social media
• Voice
• Audience
• Roles & Responsibilities
• Complaint/Escalation Process & Privacy Policy
• Content Streams
COMMUNITY IS A STRATEGY, BUT ALSO A MINDSET
ONLINE AND SOCIAL COMMUNITY MARKETING IS ABOUT USING THE POWER OF ONLINE COMMUNITIES TO:

• **Build personal relationships** and networks of trust
• **Bring together people** with common interests or profiles
• **Engage** these specific groups of people

Depending on your goals and audience, there are different types of online communities and channels.
MANAGING A COMMUNITY

1. **Community first** – what do the members of your community want?

2. **Interaction and participation are key** – social media is not a one-way street. Be “social”. The savvy social networker creates opportunities for people to interact and responds to them as well. How can you encourage participation?

3. **Quality over quantity.** It’s BUSY online! And often overwhelming. Become a valuable resource!

4. **Be reliable, and consistent**
THINK BEFORE YOU POST

Is it...

• True
• Helpful
• Inspiring
• Necessary
• Kind
LET’S PLAY