



Social Media Platforms

by Steffi Stern



The



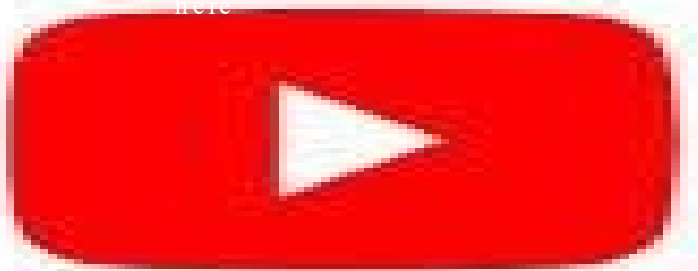
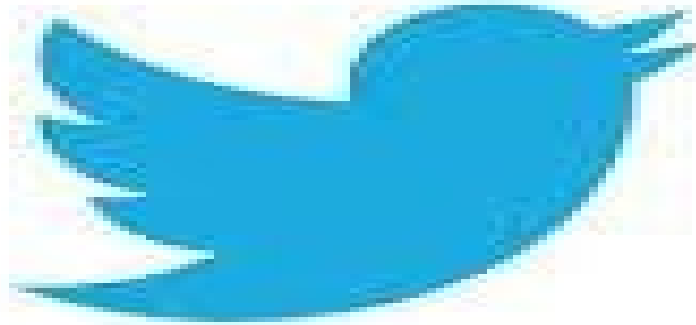
HELLO!

I am Steffi Stern

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Definition of 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 (video, photos)”

Source: www.merriam-webster.com

FACT!

30% of people interact on Social Media more than 10 times per day by liking, posting or sharing content.

94% of all Social Media users post contents on Social Media.

42% of those who post content do so at least once per day!



Best things about Facebook

- 1.6 Billion DAILY users
- Build a huge email list
- Cheap marketing
- Target audience
- Gain insight into audience
- Build brand loyalty
- Traffic to your website
- Boost SEO
- Reach people on phones
- Spy on your competitors






Best things about Instagram

- 58x more engagement than FB, 120x than Twitter
- Product purchase
- Great for all businesses
- More business relatable
- Highlights creativity
- Economical Advertising with specialist targeting
- Analytics
- Mobile responsiveness
- Photo -centric App
- Spy on your competitors
- Free advertising



Best things about Twitter

- Known as the 'news app' rather a social media
- Know what is happening right now
- About sharing your point of view, literally or figuratively
- The tweet itself is often secondary, but the magic is in the reply and then the reply to that...
- Place for brands to show their personality

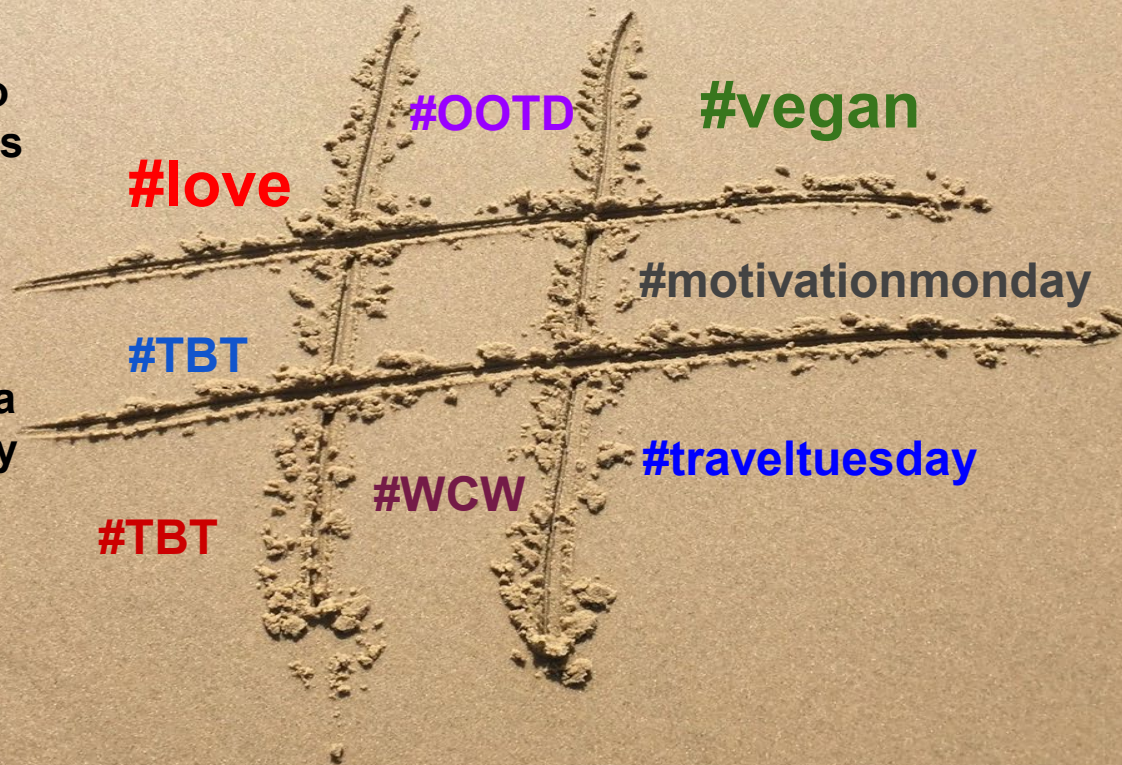


People use the hashtag symbol before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.

Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.

Hashtags can be included anywhere in the a Tweet.

<https://help.twitter.com>





Overview of Social Media Platforms

Social Networks

Facebook LinkedIn Twitter Instagram

Connect with friends, family and brands. Share thoughts, upload photos and videos and participate in group interests.

Bookmarking Sites

Pinterest Flipboard Digg

Allow us to save and organise links to any number of online resources and websites.



Overview of Social Media Platforms

Media Sharing

Pinterest YouTube Vimeo

Share different types of media (image and video with social features like the ability to create profiles and comment on uploads)

Microblogging

Twitter Facebook

Allow users to submit their short written entries which can include links to product and service sites. Microblogs are posted on the 'walls' of everyone who has subscribed to that user's account.



LIKE

You pressed
4000 x



THANK
YOU!



Random Facts

- Social Media can take over your life!
- It's better to do a few sites properly than all inconsistently
- You can link different social sites so one post appears on others too
- Keep positive! NEVER get caught up in negative comments
- An altruistic attitude gets you likes and loyal followers.
- Share knowledge to keep your audience current and impressed
- Don't ramble! Get to the point and keep your story interesting. Attention spans are short
- Don't go crazy with hashtags. They can distract from your product/purpose.
- Give aways are good way to engage people and get your page/post shared (make sure you understand the 'competition' rules on the social media sites



So, over to you.....

Ask away or share your stories.....





THANKS!