

DIGITAL LITERACY SKILLS

SOCIAL MEDIA STRATEGY: **PART 1**

Module 10



TRAINING PROGRAM FOR VOLUNTEER MANAGERS

SOCIAL MEDIA STRATEGY:

PART 1

Welcome to Social Media Strategy! In Part I of this Module, we're going to explore how social media plays a pivotal role in communication and marketing. Before we begin, let's take a closer look at how social media works.

HOW DOES SOCIAL MEDIA WORK?

Each social media platform has its own functionality and features. But as a whole, social media apps enable users to:

- Chat with their friends.
- Consume video, photo, and/or written content.
- Share digital content like photos, videos, articles, words, and more.

Social media has several purposes, whether marketing and advertising or connecting and creating. It's entertainment for some, and education for others. Perhaps most importantly, it's a way to reach hundreds, thousands, and even millions of people you wouldn't otherwise be able to.

All major social media platforms are free to use. Most often, you just need to provide your name, birth date, and email address to sign up.



THE IMPORTANCE OF SOCIAL MEDIA IN THE MODERN-DAY WORKPLACE

Just as most organisations have a website, they'll also have at least one social media account. They use their social media account/s to drive traffic to their website, to communicate more personally with their audience/stakeholders, and to spread awareness, education, and other relevant information.

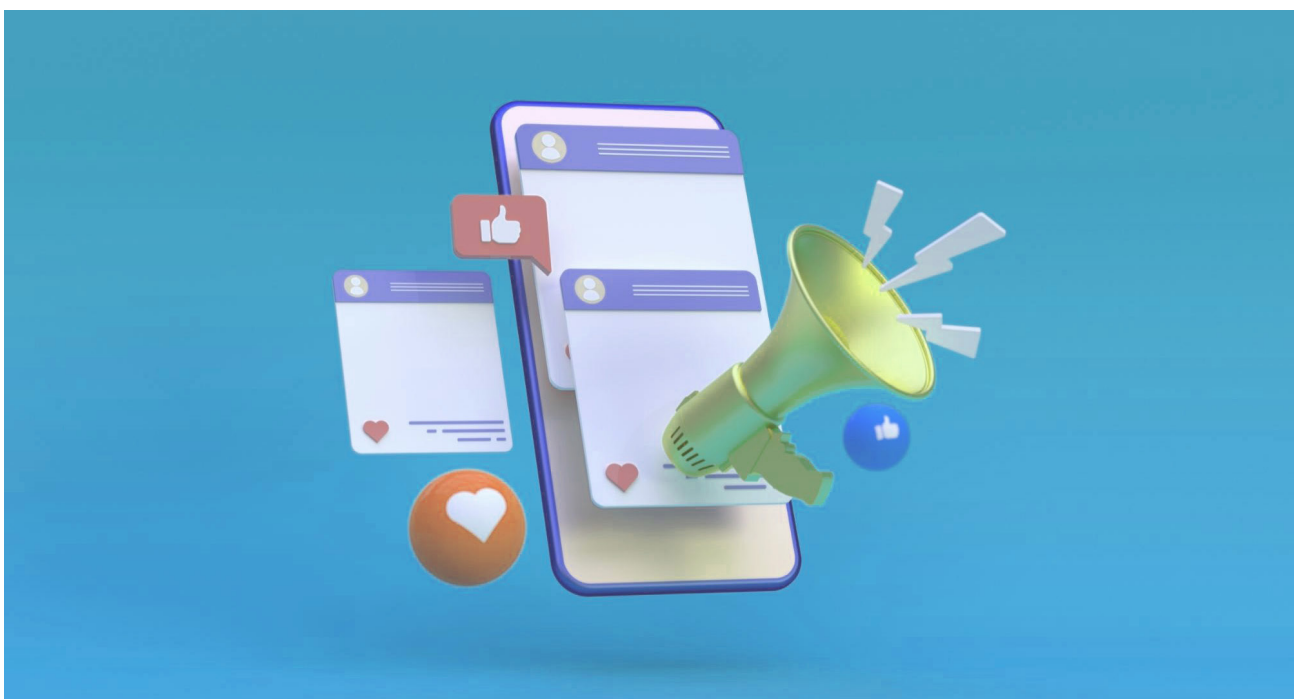
For the most part, you only need a smartphone to log in, create, and post social media content. Some people use social media for their primary income, selling products, promoting their services, or running advertisements for other brands using their account.

USING SOCIAL MEDIA TO BUILD A BRAND

What is a Brand Presence?

As discussed, organisations use social media to build their brand presence, which indicates how well a business connects with its target audience. In other words, this means that a strong brand will use its social media in a way that engenders its target audience to remember, recognise, and resonate with them.

Think of it as a relationship: you grow close to others by becoming familiar with them. The more you see and talk with them, the closer you become. The more consistent they are in their personality and beliefs, the easier it is for you to understand and connect with who they are...



USING SOCIAL MEDIA TO BUILD A BRAND

How to Define a Brand

Well, it's exactly the same with a brand!

An organisation's brand can create an authentic, connected relationship with its audience by being consistent in its social media efforts.

This starts with defining your target audience, their goal, and how you want to represent your brand. For example, let's say you were to launch a brand selling eco-friendly beauty products:

- **Target audience:** This is your ideal customer. In this case, it might be women between the ages of 20-30 who are passionate about the environment.
- **Shared objectives:** You'd need to establish your combined goal with your audience. In this case, it might be to "find cleaner, better ways to feel beautiful."
- **Brand voice:** You'll need to decide how you want to represent and communicate this with your audience. You need to choose a brand tone or voice that resonates. Your photos, videos, articles, and other content will contribute to communicating this by consistently being inspirational, empowering, and environmentally-focused. Your brand's visuals might focus on the earth's colours and textures, and your content might speak to your target audience's needs, problems, and goals.

In this sense, you're not just another brand "advertising." You're creating a movement, connections, and a purpose. Social media makes it so that individuals, small businesses, and not-for-profits alike can take their passion and share it with the world through these concepts.



SOCIAL MEDIA PLATFORMS

Social media platforms refer to social-networking sites, such as Facebook, Instagram, or LinkedIn. Some people use the same branding techniques across each platform, but results vary. This is because (as we briefly explained in our video) each site is catered toward unique, niche goal/s and groups of people.

Together, let's explore some of the most popular social media platforms in use in Australia, and review the main strengths, strategies, and style of each one:

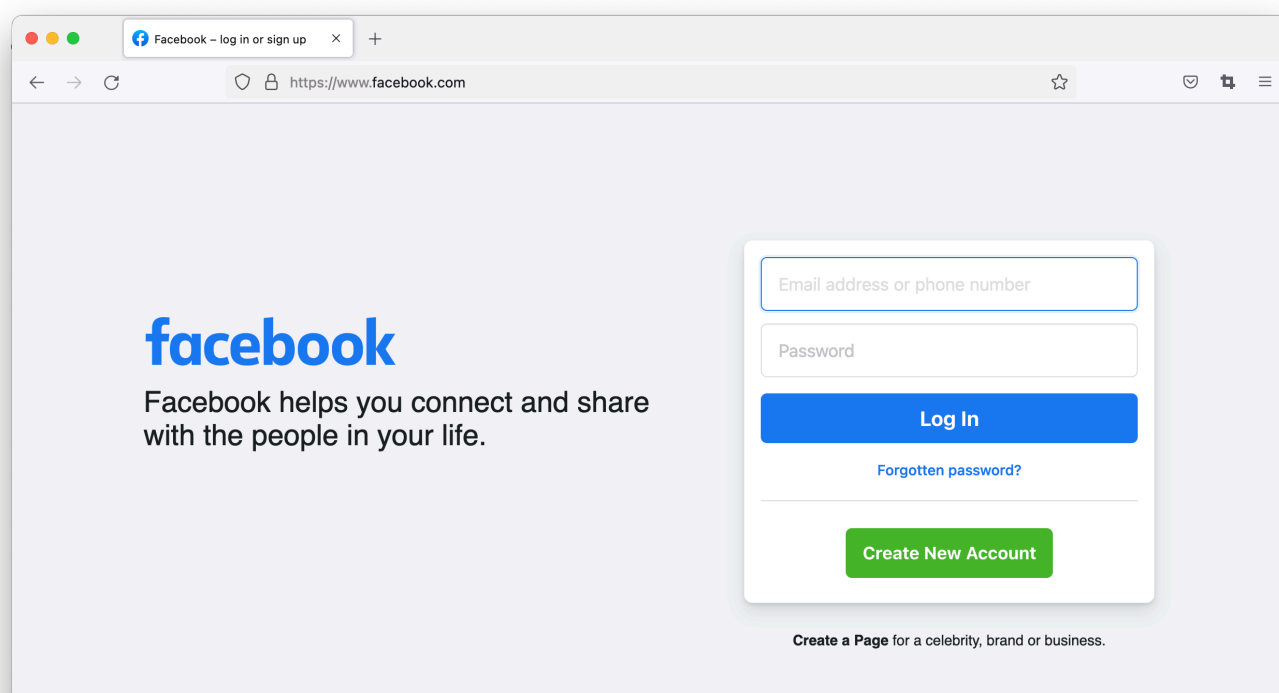
Facebook 101

What is Facebook?

Facebook is one of the most popular social media platforms worldwide. Users create and consume videos, photos, and written content. You are able to share articles, links, and updates with your friends, family, and group mates, and to scroll through Facebook's "Feed" to see what your friends are up to.

Who is on Facebook?

- As of December 2021, it was estimated that 82% of Australians used Facebook.
- About 56% of those users were male, and 44% were female.
- It's the most popular social media platform for both men and women between the ages of 35-44.
- It's significantly more popular with older generations when compared to other social media sites.



SOCIAL MEDIA PLATFORMS

What is Facebook Best Used For?: The Top Strategies

Personally, Facebook can be excellent for connecting with long-distance friends and family.

Professionally, Facebook can be excellent when used when:

- Running Facebook Ads to spread brand awareness.
- Reaching audiences aged ~35+.
- Using Facebook Groups to create communities of support to rally for a cause.
- Sharing important website links and news/blog articles.



SOCIAL MEDIA PLATFORMS

Instagram 101

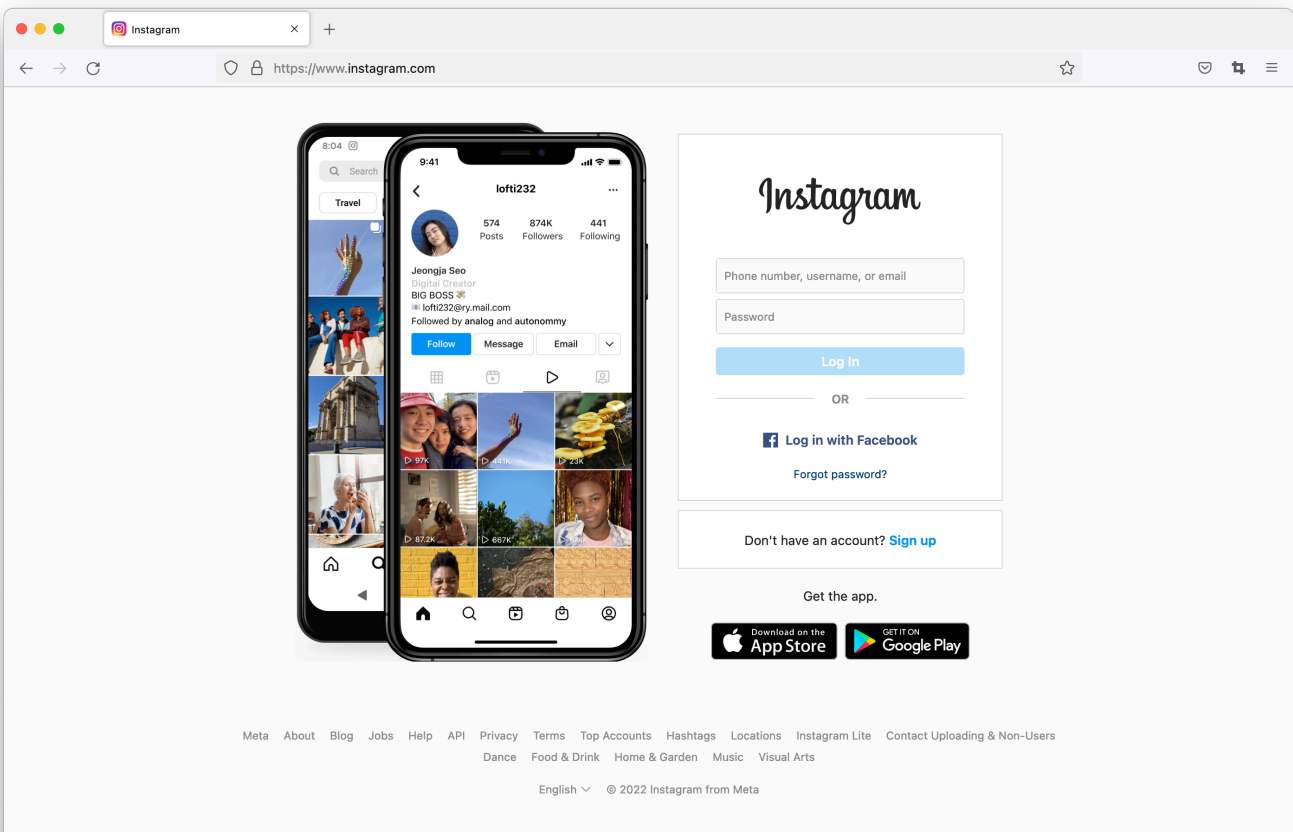
What is Instagram?

Instagram is another highly popular social media platform. As it's owned by Meta, the company that also owns Facebook, many of their features overlap. Instagram is primarily a visually-centred platform, though, encouraging its users to create and consume video and photo content accompanied by written captions. Users share and view updates for and by friends, family, and organisational stakeholders, on their Instagram "Feed."

Instagram is extremely popular with marketers and creatives. While people scroll through Facebook to see updates from their friends, they scroll through Instagram to see a mix of pictures/videos from their friends. In addition, they get updates from brands, creators, and others they don't personally know, but whom the platform directs towards them (according to what Instagram's algorithm has calculated they might like).

Who is on Instagram?

- As of December 2021, 48% of Australians used Instagram.
- It has about 50/50 male vs. female users.
- It's most popular for users between 18-34 years old.
- It's the preferred social media platform for Gen-Z.



SOCIAL MEDIA PLATFORMS

What is Instagram Best Used For?: The Top Strategies

Personally, Instagram is best for sharing photo/video updates with friends and family.

Professionally, Facebook is best used when:

- Reaching a Gen-Z and Millennial audience.
- Sharing striking, original photos, videos, or graphics.
- Sharing organic content. Meaning, content that doesn't look like an ad but provides education, entertainment, or other authentic value. This is best accomplished through carousel posts, which are posts where you share more than one image at a time.
- Creating Instagram Reels. Instagram Reels are quick videos (typically around 10-30 seconds) that cater to users' short attention spans. They have the potential to go 'viral,' meaning they reach massive audiences outside of its followers.



SOCIAL MEDIA PLATFORMS

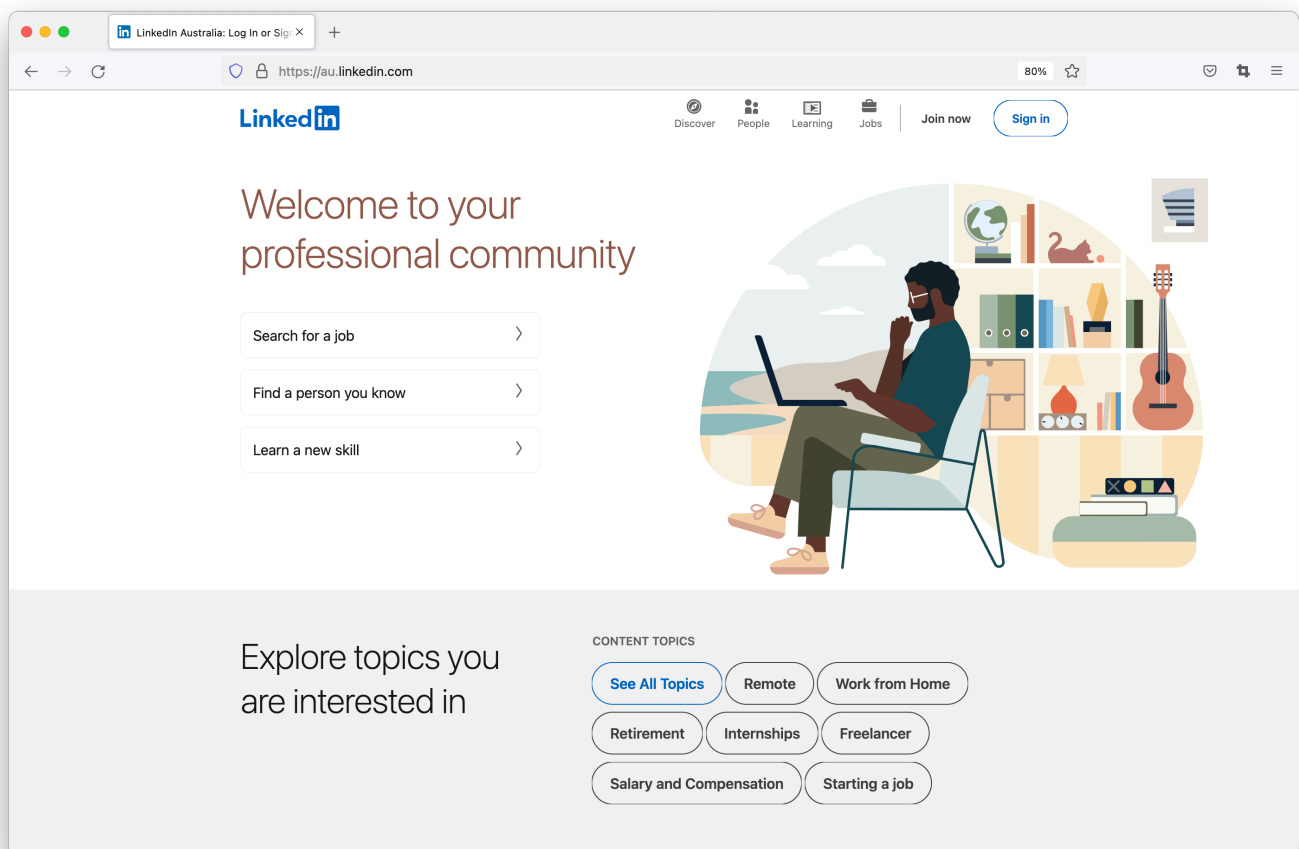
LinkedIn 101

What is LinkedIn?

LinkedIn is the most popular social media platform designed for working professionals. Users can network, search for jobs, find freelancing contracts, and publish articles and posts to advance their careers. Photos, videos, text, and articles on LinkedIn, but it's most common to share text-based content.

Who is on LinkedIn?

- Working professionals, especially those with high-level influence.
- As of December 2021, 31% of Australians used LinkedIn.
- The U.S. highly populates many social media networks, but LinkedIn's more than 3 in 4 LinkedIn users are located outside the country.
- 42.8% are female, and 57.2% are male.
- 59.1% are aged 25-34.
- Over 57 million companies have LinkedIn profiles.



SOCIAL MEDIA PLATFORMS

What is LinkedIn Best Used For?: The Top Strategies

Professionally, LinkedIn is best used when:

- Reaching other businesses and/or high-level decision-makers.
- Sharing business-related updates and content.
- Providing educational tips on your industry.
- Commenting on others' posts to network and build opportunities.

Other Social Media Platforms:

YouTube, WhatsApp, TikTok, Twitter, and Snapchat are some other popular social media platforms. However, it's less likely that you'll be using these platforms when building a brand or implementing social media marketing.

Snapchat and WhatsApp are most relevant for personal messaging, and Twitter is popular for news and celebrity updates. YouTube and TikTok are getting increasingly popular, as both are video-based platforms. Video strategies have shown the most success in recent years.



Continue to our next video to begin Part II!