Day 2 | Session 5

Effective Communication through Social Media
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- DOSM STATISTICAL COMMUNICATION
- INSTITUTI I STATISTIKAVE STATISTICAL COMMUNICATION
Craft your own social media strategy for free at http://socialmediaonlineclasses.com

**Social Media Strategy**

**What Differentiates You?**
- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story

**Who Is Your Customer?**
- What age bracket?
- Gender?
- Location?
- College degree?

**How Will You Execute?**
- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?

**Where Is Your Audience?**
- Are they online?
- Where do they shop?
- Belong to associations?
- Publications they read?

**What Are Your Goals?**
- Establish your brand?
- Increase visibility?
- Generate traffic to website?
- Grow sales & revenue?

**When Will You Communicate?**
- What social networks?
- How often will you post?
- Will you blog?
- Will you use visuals/video?
How to Write User-Friendly Content

• Use the words your users use.
• Chunk your content.
• Front-load the important information.
• Use pronouns.
• Use active voice.
• Use short sentences and paragraphs.
• Use bullets and numbered lists.
• Use clear headlines and subheads.
• Use images, diagrams, or multimedia to visually represent ideas in the content.
• Use white space.

1. Understand the purpose of each social platform
2. The numbers don’t lie
3. Where are your competitors?
4. Consistency is key to being memorable
5. Do not push the same content on all platforms.

Source: https://www.clearvoice.com/blog/5-tips-for-picking-right-social-media-platform-for-your-business/
Twitter
Allows to post breaking news, important messages, announcement and other up-to-date information.

Facebook
Facebook works well for lead generation, advertising, Building relationships with customers and just about anything can be posted on Facebook, from images to videos and textual content.

Pinterest
If you sell any type of product, Pinterest is a social network you need to be on. Promoted pins allow you to target specific types of users and link directly to your shop or product pages.

Instagram
Instagram is a graphics-heavy social network and has a younger audience. If you’re in retail, beauty, food or art, this platform will work very well for your business.

YouTube
YouTube is ideal for businesses that can offer DIY videos, tutorials and educational information

Source: https://socialmediaexplorer.com/social-media-marketing/how-to-choose-the-right-social-media-platform-for-your-business/
Choosing the Right Social Media Platform for Your Business

**Who is your audience?**
- **Facebook**: Ages 25-54, 60% Female
- **Twitter**: Ages 18-29
- **Pinterest**: Ages 18-35, 80% Female
- **YouTube**: All ages
- **LinkedIn**: Ages 30-49
- **Instagram**: Ages 18-29, 67% Male
- **Google+**: Ages 25-34

**How can you reach them?**
- **Facebook**: Building Relationships
- **Twitter**: News & Articles; Conversation
- **Pinterest**: “Scrapbooking” “How To”
- **YouTube**: “Search” “How To”
- **LinkedIn**: News & Articles; Conversation
- **Instagram**: Building Relationships; Conversation
- **Google+**: News & Articles

**Best for**
- **Facebook**: Building Brand Loyalty
- **Twitter**: Public Relations
- **Pinterest**: Lead Generation; Clothing, Art & Food Businesses
- **YouTube**: Brand Awareness; Service industry
- **LinkedIn**: Business Development; B2B Businesses
- **Instagram**: Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses
- **Google+**: SEO; Tech/Design Businesses

**Downside**
- **Facebook**: Limited Reach
- **Twitter**: 140 characters or less
- **Pinterest**: Images only; Very specific demographic
- **YouTube**: Resource intensive
- **LinkedIn**: Limited interactions
- **Instagram**: Images only
- **Google+**: Not as widely used

Source: https://us.accion.org/wp-content/uploads/2015/02/whysocialmedia_infographic_0.jpeg
Which Social Media Platform is Right For Your Business?

**FACEBOOK**
- Facebook is still, far and away, the most popular social media platform
- It boasts 1.79 billion worldwide users
- 73% of the US adult population
- The most evenly-distributed demographics of any platform
- 1.66 billion mobile active users

**TWITTER**
- Despite being arguably the second-most recognized platform out there, Twitter is fourth in usage
- 230 million monthly active users
- Delivers 1 billion unique visitors to websites via embedded links

**INSTAGRAM**
- 400 million active users a month
- Instagram user base is skewed towards a younger demographic
- Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- 40 million photos are shared on Instagram everyday from a user based that is 75% outside the U.S.

*SOURCES:
http://blog.wishpond.com/
http://mediakix.com
https://zephorla.com
What's the Difference between Facebook and Twitter

- Facebook networks People while Twitter networks ideas and topics.
- Facebook allows you to write a book. Twitter limits to 140 characters per tweet.
- Facebook and Twitter allow the use of hashtags to group ideas / topics. Facebook incorporated this ideas patterned after Twitter.
- Facebook allowing more options is considered more difficult to use than Twitter.
- Facebook allows likes and friends while Twitter’s call to action is to follow.
- Inside of Facebook you will Like or Share something. Yet inside of Twitter you will ReTweet or Favourite Something.
- You can find your old elementary friends or high school love interest on Facebook. On Twitter you can find the latest topic trending – like the Oscars, News, Celebrity Stories and more.

Facebook:
- 1.15 billion users.
- Post length is unlimited.
- Available in 70 languages.
- Involved in Controversies
- Mainly used for connecting family and friends

Twitter:
- Over 500 million users.
- Post length is limited
- Available in 29 languages
- Twitter has not been involved in major Controversies.
- Reach far beyond your inner circles of friends.
<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>VERSUS</th>
<th>INSTAGRAM</th>
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<tbody>
<tr>
<td>Facebook is a general social networking platform.</td>
<td>Instagram is a mobile-centric photo-sharing app.</td>
<td></td>
</tr>
<tr>
<td>It is a closed-knit community of people who know each other.</td>
<td>It lets you build and join communities that share your common interest.</td>
<td></td>
</tr>
<tr>
<td>Facebook excels in terms of active monthly users.</td>
<td>Instagram has relatively less active monthly users.</td>
<td></td>
</tr>
<tr>
<td>It makes the most out of both mobile and web versions of Facebook.</td>
<td>It’s best optimized for mobile users.</td>
<td></td>
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<tr>
<td>Brand awareness is less effective than Instagram.</td>
<td>It is better at creating brand awareness than Facebook.</td>
<td></td>
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Do's of Social Media

Do know your audience:
Do set (and understand) your goals for metrics and traffic:
Do use it for more than just marketing:
Do pay attention to new tools, features, and product implementations
Do customize repurposed posts
Do research SEO and how each platform uses keywords
Do engage effectively, post frequently and celebrate your customers
Do publish all reviews
Do effectively grow your follower base
Do share a variety of content and media
Do start the conversation
Do offer value for every post
Do be present & current
Do put some thought into it
Do keep up to date with the latest trends
Do get the most out of your content
Don’t delete negative comments:
Don’t rely on just automation:
Don’t promote sales & ignore interactions
Don’t ignore customer comments & posts on your profiles
Don’t sacrifice quality over quantity
Don’t cross the line
Don’t talk politics.
Don’t disrespect a follower or client on social media.
Don’t overdo it
Don’t let your profile be a channel that floods your follower’s timeline
Don’t ignore a bad review, solve the problem if possible
Don’t forget to check and double-check
Don’t start and stop your social media publishing schedule
Don’t confuse personal and company social media profiles and pages
Don’t post the same exact posts on all social media.
Don’t oversell
1. Focusing on the quantity of followers, not the quality.
   It's all well and good having hundreds of followers, but they're not much use if they're not interested in your business. 65% of people share product posts on Facebook, so you need to find people interested in yours.

2. Not posting engaging content regularly.
   Status updates should be used to say something interesting. Something people can engage with. Some 1.7 billion people buy products online each year, so you just need to get their attention.

3. Not converting followers into paid customers.
   Conversions are very important for business users. Having thousands of people share your posts is good, but you're not going to benefit from it unless they make a purchase. Only 12% of people who see products advertised on social media will go on to make a purchase. For that reason, you need to make sure your posts are as eye-catching as possible.

4. Focusing on too many social media channels.
   Unless you employ someone to deal specifically with your online efforts, you don't want to spread yourself too thin. Facebook has 1.3 billion users at the current time, so that is where you should focus most of your efforts.

5. Having no brand personality.
   If people think that your posts are too generic and boring, they're less likely to make a purchase. You need to ensure you personalize every status update you publish. For that, you could do with a dedicated social media manager. At the moment, only 22% of companies have one.

   Posting all your updates manually is going to take a long time. There are lots of programs and websites out there that allow you to manage everything from within one screen. You can schedule posts and deals with engagements that way. Around 18% of business social media pages are now run this way.

7. Broadcasting the same message across all channels.
   Blindly trying to do the right thing on social networks is a bad idea. You need a strong strategy that has been carefully created. 33% of businesses are currently using social media to grow their customer base. 90% of them will have a planned strategy.

8. Not having a strategy at all.

   The last thing you want to do is spam your audience. If people start to think you're posting too many ‘salesy’ updates, they will simply stop viewing your page. Spam accounts for around 4.5 billion messages sent on social media everyday.

Anyone who owns and runs a business should already understand the importance of an effective social media campaign. Even so, there are a lot of businesses out there who get it wrong. While there is a lot of information out there about the best ways to tackle social media, we see a lot of folks using the wrong tactics. For that reason, we're going to highlight some of the most common mistakes made in this infographic. Hopefully, taking a look will help you to avoid following suit.

Resources:
- [99 new social media stats for 2015](https://www.ticketking.com/)
- [Facebook](https://www.ticketking.com/)
- [Mark Zuckerberg](https://www.ticketking.com/)
- [Social media automation guide](https://www.ticketking.com/)
- [Facebook](https://www.ticketking.com/)
- [Social media research - shocking new social media statistics in America](https://www.ticketking.com/)

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@StatsMalaysia

www.dosm.gov.my
The value of gross output rose 5.7 per cent per annum to RM 1,275.8 billion in 2017 as compared to 2015.
Today’s Statistics by DOSM at 12.00pm, 14th March 2019 (Release Series 048/2019):

- In the first month of 2019, sales of Wholesale & Retail Trade expanded 7.8 per cent compared to January 2018. Retail Trade sub-sector continued to be the main driver with 10.6 per cent year-on-year growth. See more