

Social Media Best Practices

FOR THE B2B INDUSTRY



PestManagement
PROFESSIONAL

Landscape
Management

Golfdom

GPS World

PIT&QUARRY




LPGas

ATHLETIC TURF

OVERVIEW

Keeping up with best practices and techniques for the most effective social media campaigns can be a challenge. This white paper is provided by North Coast Media to gain a better knowledge of social media practices in the B2B industry and to help a brand find a standard operating procedure. It will also provide benefits and examples of social media success. The social media tools detailed include Twitter, Facebook, YouTube/videos, Instagram, Google+ and LinkedIn. Tips for daily monitoring, webinars, events/shows and general suggestions will also be given for each tool.

Social media is indispensable. You can view social media as a (mostly) free tool for your brand to gain awareness, respect, attention and, most importantly, community.

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Research

Facebook demographics:

Chart originated from: Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Ages 18+. Margin of error was +/- 2.9 percent.

- Facebook also has high levels of engagement among its users: 63 percent of Facebook users visit the site at least once a day, with 40 percent doing so multiple times throughout the day. (Pew Research Center)
- Other findings:
 1. **Age:** In the U.S., 83 percent of 18 to 29-year-olds who use the Internet are on Facebook, but the proportion is only 67percent across all age brackets. However, *the 45- to 54-year-old age bracket has seen 46 percent growth since year-end 2012.*
 2. **Mobile:** Facebook is the most popular social media app on smartphones and accounts for 66 percent of total social media sharing on iPhones.
 3. **Gender:** Facebook skews slightly toward women. But it is more gender neutral than Pinterest and Google+ (which are female and male, respectively).
 4. **Education:** Nearly 75 percent of U.S. Internet users who have had at least some education in college use Facebook, according to Pew Research.

Facebook users

Among online adults, the % who use Facebook

	Use Facebook
<i>All internet users (n= 1,445)</i>	71%
a Men (n= 734)	66
b Women (n= 711)	76^a
a White, Non-Hispanic (n= 1,025)	71
b Black, Non-Hispanic (n= 138)	76
c Hispanic (n= 169)	73
a 18-29 (n= 267)	84^{cd}
b 30-49 (n= 473)	79^{cd}
c 50-64 (n= 401)	60^d
d 65+ (n= 278)	45
a High school grad or less (n= 385)	71
b Some college (n= 433)	75^c
c College+ (n= 619)	68
a Less than \$30,000/yr (n= 328)	76^d
b \$30,000-\$49,999 (n= 259)	76
c \$50,000-\$74,999 (n= 187)	68
d \$75,000+ (n= 486)	69
a Urban (n= 479)	75
b Suburban (n= 700)	69
c Rural (n= 266)	71

Daily Tasks

Post 1-2 times each day.

Facebook and Twitter differ in that Facebook users only like to see a couple of posts per day. Take the most important pieces you want your readers to see and use those throughout the day. You can also use Hootsuite to schedule evening posts, which is often when readers are on their Facebook pages.

When to post

Best times: Weekdays 6-8 a.m. and 2-5 p.m.

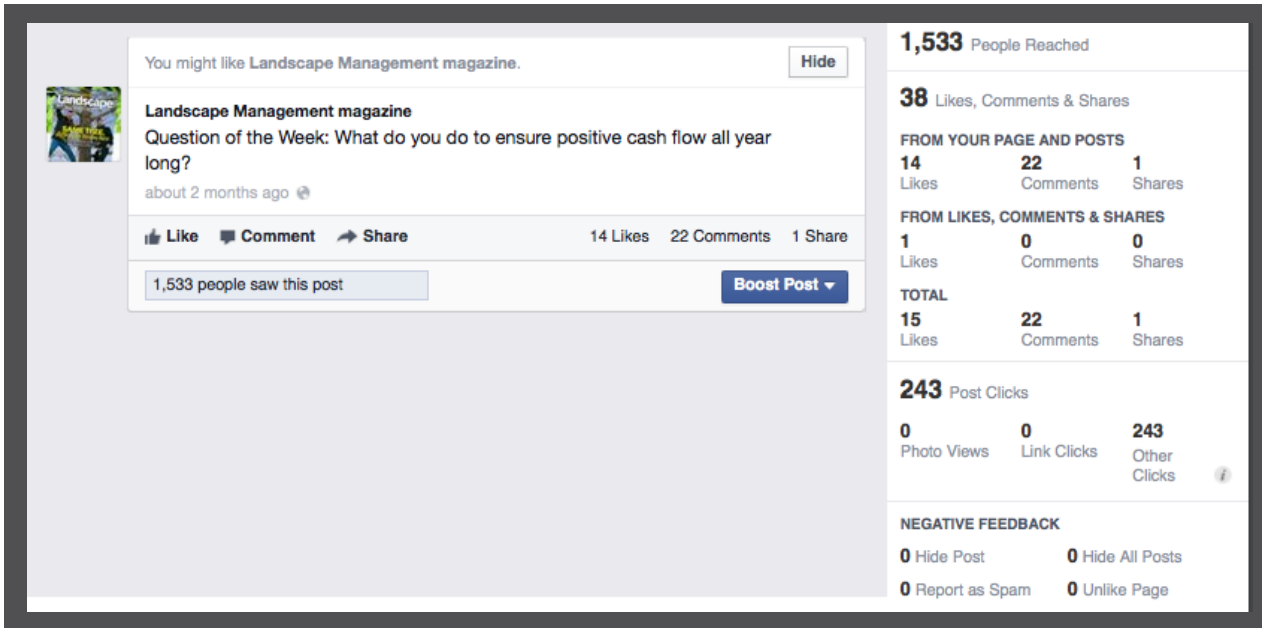
Worst times: Weekends 10 p.m. to 4 a.m.

Again, be interactive.

Address concerns, answer questions and keep active on other posts. If a question is asked in the stream of comments on a post, answer it on the post. Ask a question readers can answer on the spot and forward to their Facebook friends. For example ask, “How are you coping with the propane shortage?” A creative answer posted by a reader likely will be shared with others. Ask readers to share a photo of their facilities, trucks, logos or uniforms. Your Facebook followers may like and share the images.

Find a daily/weekly/monthly post specific to your brand.

Some examples include LM’s “Question of the Week,” a joke of the week, fact of the day, photo of the week, etc. One of LM’s “Question of the Week” received its all-time best engagement for Facebook:



Webinars

Write several posts and give them to your presenters.

When hosting a webinar, write posts for the presenter to ensure the message is what you want it to be and to make it easier for a presenter to post to his or her Facebook page. Let the presenter choose the post that best suits his or her personality/audience and tell him or her to post on their Facebook page to promote the webinar. Presenters have their own built-in audience and followers who may be interested in attending the webinar, too. A presenter can post on a company/university Facebook page as well as personal page.

Events/Shows

Use albums to showcase photos from the event.

During or shortly after the event, create a photo album of notable moments.

1-2 event-related posts should be sent on event days.

Quick Tips

It is generally advised to use social media ads.

There is research showing that social media “fan pages” (which is what your brand’s page is) are reaching fewer fans. This means your post may not appear on every fan’s timeline. This is a tactic by Facebook to entice companies to buy ads. Ads on Facebook have proven successful for *Landscape Management*. These ads can be specifically tailored and are guaranteed to reach your audience. Social ads give brands a chance to grow an audience based on specialized ad targeting. You can target audiences based on interests and hobbies, education, friends of fans, etc. There are many, many different types of ads.

Do not link your Twitter and Facebook feeds.

Facebook and Twitter are two different platforms that should be treated as such. You should have more tweets than Facebook posts. The same *content* can be used on both platforms, just not the number of posts or styles of the post.

Share anything else interesting/relevant to your brand.

Each brand will have to find its voice, but sharing anything interesting (other than your own content!) can aid in allowing readers to feel that we are approachable. This will obviously be brand-specific.

Examples

Below is a great example on how to share the same content for different platforms – In this case, Twitter and Facebook:

The image displays two side-by-side screenshots of social media posts. The left screenshot is a Twitter post from Landscape Management (@LandscapeMgmt). The text of the tweet reads: ".@MichaelEGerber gets blunt on why it's so difficult, yet important to 'work on the business, not in the business:' buff.ly/1eDrekO". Below the text are icons for Reply, Retweet, Favorite, and More. A 'FAVORITES' section shows 5 users who favorited the tweet. The timestamp is 11:00 AM - 16 Mar 2014. The right screenshot is a Facebook post from Landscape Management magazine. The text says "Landscape Management magazine shared a link. Posted by Sarah Pfledderer (?) · March 16". Below this is a quote: "Our bad habits always control us if we can't remember the dream, the vision, the purpose and the mission."—Michael E. Gerber on why it's so difficult to "work on the business." Below the quote is a photo of Michael E. Gerber, a man in a suit and hat. Under the photo is the text: "February 2014 Web Extra: Why is it so difficult to 'work on the business?': Landscape Management landscapemanagement.net". Below this is another quote: "Even when people know about 'working on the business, not in the business' why is it so difficult for them to execute?". At the bottom of the Facebook post are interaction options: Like · Comment · Share, a comment box, and a 'Boost Post' button. The timestamp for the Facebook post is 225 people saw this post.



Research

Twitter demographics:

Chart originated from: Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Ages 18+. Margin of error was +/- 2.9 percent.

- 46 percent of Twitter users are daily visitors, with 29 percent visiting multiple times per day. (Pew Research Center)
- People tend to use Twitter for news consumption. In 2012, 83 percent of users reported seeing news on Twitter, according to a *Business Insider* study.
- The fastest growing demographic on Twitter is the 55–64 year age bracket. This demographic has grown 79 percent since 2012.

Twitter users

Among online adults, the % who use Twitter

	Use Twitter
All internet users (n= 1,445)	18%
a Men (n= 734)	17
b Women (n= 711)	18
a White, Non-Hispanic (n= 1,025)	16
b Black, Non-Hispanic (n= 138)	29 ^{ac}
c Hispanic (n= 169)	16
a 18-29 (n= 267)	31 ^{bcd}
b 30-49 (n= 473)	19 ^{cd}
c 50-64 (n= 401)	9
d 65+ (n= 278)	5
a High school grad or less (n= 385)	17
b Some college (n= 433)	18
c College+ (n= 619)	18
a Less than \$30,000/yr (n= 328)	17
b \$30,000-\$49,999 (n= 259)	18
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d \$75,000+ (n= 486)	19
a Urban (n= 479)	18 ^c
b Suburban (n= 700)	19 ^c
c Rural (n= 266)	11

Daily Tasks

Every news item posted on your site should receive a tweet.

Some brands may designate an official “tweeter,” while others will decide that whomever posts the news content either sends the tweet or notifies the official “tweeter” of the new live online content. These tweets should be sent immediately after posting. This includes digital editions, blogs, etc.

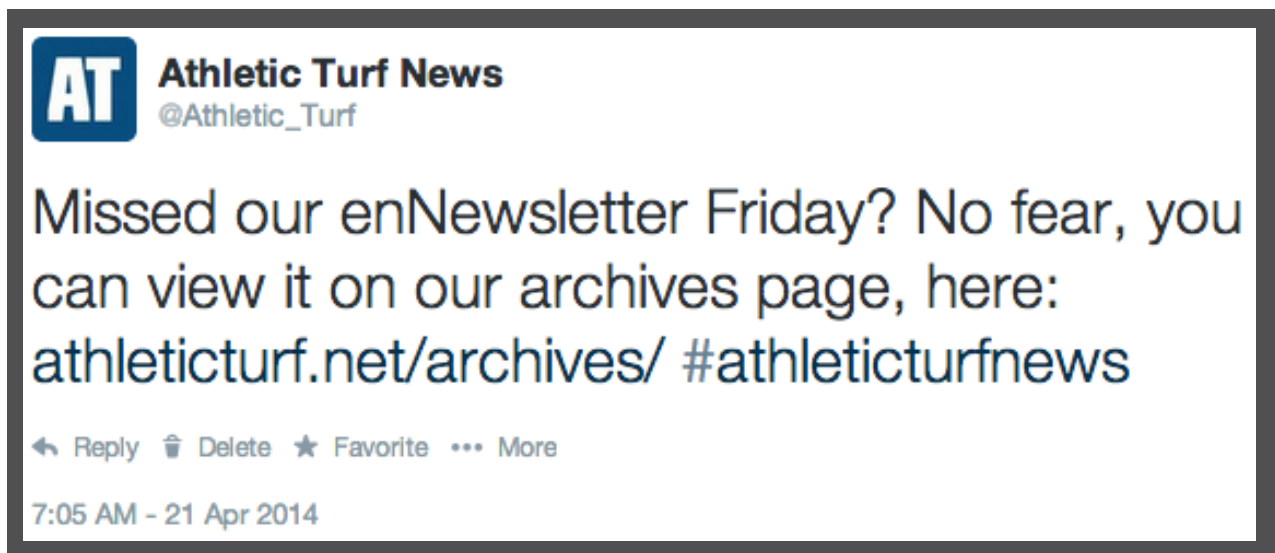
Tweet eNewsletters/ promotional materials

The morning of or day before an eNewsletter releases, tease it via Twitter. Also send a tweet after it is sent to tell followers how to sign up or where to find it.

Day-of:



After it is sent:



Tweet features and columns from print articles once a week.

Send 2-5 tweets per day consisting of a link to a print article that is posted on your site. I.e., once the month's issue is posted live online (not the digital edition), send out articles from that issue each week throughout the month. Make sure an individual article is sent out at different times each week. For example, "Article xxx" could be sent on 6 a.m. the first week, 11 a.m. the second week, 3 p.m. the third week and 7 p.m. the fourth week. These tweets can even be scheduled using HootSuite to schedule throughout the month.

Post breaking news ASAP.

If there is any breaking news in your industry, make sure to send out a tweet ASAP **after confirming the correct source and facts**. Even if you are going to have a more in-depth story later, you can still send out the facts and tease the tweet to get readers back.

Example:



Tweet daily products/services.

Use a product listing from your site/ monthly product eNewsletter to post daily. Most sites have 1-2 new products on the homepage per day. Have specific times products will be tweeted each day. This way, readers know when to look out for a new product. Even if some months will repeat products, remember not all readers see each and every tweet.

Share anything else interesting/relevant to your brand.

Each brand will have to find its voice, but sharing anything interesting (other than your own content!) can aid in allowing readers to feel that the brand and its staff are approachable. This content will need to be brand-specific.

Webinars

Write several tweets and give them to your presenters.

When hosting a webinar, write tweets for the presenter to ensure the message is what you want it to be and to make it easier for the presenter to promote the event to his or her own social networks. Let the presenter choose the tweet that best suits his or her personality/audience and tell him or her to send a tweet to promote the webinar. Presenters have their own built-in audience and followers who may be interested in attending the webinar, too.

Events/Shows

Bring people to you.

When attending a show, remember to use Twitter to invite show attendees to your booth once a day so they know the editors are at the show. Snap a photo of the booth and include it with your Tweet post. Don't forget to mention the booth number.

"Live-tweet" key points and quotes from an event/speaker.

"Live tweeting" means that as the presentation/lecture/tour is in progress, your brand will provide quick facts and quotes. This is a good way for those who couldn't attend to follow along as if they were there. It also gets out news fast – and first. Have an initial tweet that informs readers what event you will be tweeting and when. (Answer the five W's.)

Use the event-appropriate hashtag.

Most events use a specific hashtag for those to follow along. For example, at the Golf Industry Show in 2014, the official hashtag was “#GIS14.” Try to use the event-specific hashtag in each tweet regarding the event. If you are unsure what hashtag a show is using, check the show’s website or ask an event coordinator.

Tweet about the scenery/feel of the event, not just the facts.

Snap a picture of the cab line, show followers where a secret private corner is, where the quickest line to grab food is, and other valuable information to make your audience feel like they are there – even if they are not.

Example:



Tweet everywhere you go.

Just had a meeting with a client? Tweet it. Just saw a new product? Tweet it. Just saw Bigfoot on the tradeshow floor? Tweet it. (Yes, this happened.)

Quick Tips

When to tweet

Best times: Weekends 1-3 p.m.

Worst times: 8 p.m. to 8 a.m.

Follow the “two sets of eyes” rule.

Before you send your tweet, carefully check for spelling errors. With only 140 characters, misspellings can stick out like a sore thumb. Be sure to triple-check your own tweet and have a second party copyedit (when possible).

Be interactive.

Readers like to feel a sense of community and know that we aren't out of reach. When appropriate, if someone responds to your tweet, asks a relevant question or tweets something interesting about your industry, reply, favorite or retweet. Also ask questions and/or tweet something that invites responses.

Know when to reply, retweet or favorite.

When to reply: A tweet directed at your brand that should receive a timely response is one that asks a question about your brand. I.e. if they want to know where they can find your digital edition, if you've ever written an article about a specific topic or any questions about the magazine. Also reply if it is a negative tweet that can be addressed. If you receive a negative tweet, respond in a timely manner and be sure to keep a consistent voice or tone.

When to favorite: You should favorite a tweet if it is a compliment to the brand or if it mentions the brand.

When to retweet: If you retweet a company in your industry, it also gives them a sense that we are interested in what they have to say, which strengthens relationships with clients or prospective advertisers.

Example:



Follow, or loosely follow, the 4:1 rule.

The 4:1 rule is a content marketing strategy that states for every four tweets of original content, retweet a relevant tweet made by someone else. It lets you engage in the conversation, build awareness and keep in touch with your followers without coming across as self-absorbed.

Link as many tweets as you can back to your brand's site.

It is important to link as many tweets as you can back to your site. This will drive traffic.

Include photos in tweets when possible/appropriate.

Photos are beneficial because the default setting for tweets sent via mobile devices include an attached photo automatically in the feed. If it's an intriguing photo, this will draw a reader to your account. If you are showcasing a product on your site, add an image. If you are at an event, post an image. If you are announcing this month's current edition is live, post the cover image.

Use appropriate hashtags.

The “#” symbol, called a hashtag, is used to mark keywords or topics in a tweet. It was created as a way to categorize messages. See what's trending. If you are hesitant to a specific hashtag, look up that hashtag and see if people are talking about it, and if they are, if it's relevant. Type in any hashtag in the search bar to find more content. #Try #not #to #use #more #than 2-3 #hashtags #per #tweet.

Tag companies' Twitter handles that you mention in your tweet.

This makes that company's representatives aware that you are covering the company, which makes them feel warm and fuzzy and makes it more likely for that company to retweet us. When using a company's Twitter handle in your tweet, make sure it's for the correct company. Cut and paste it into your browser or go directly to the company's Twitter feed to ensure it's right. Don't forget to follow them, too.

Follow back.

Follow back relevant followers and leaders in your industry. Follow those who post relevant content you think can be aggregated or used as inspiration. This shows you are interested in your readers and also gives you the opportunity to see what your readers are saying about your industry.

Use beneficial twitter tools.

Tweet adder:

Tweet Adder is software that automatically builds up your local active Twitter follower network with like-minded individuals. It allows users to follow, unfollow, auto follow back, schedule a tweet, auto message, use Twitter trends and is proxy-supported.

HootSuite:

HootSuite is a social media management system. Its dashboard supports social network integrations for Twitter, Facebook, LinkedIn, Google+ and Instagram. This is useful for brands that have multiple people managing accounts. Because the dashboard displays scheduled and sent tweets, it prevents using the same content more than once.

Check competitors' accounts frequently.



It is important to see what competitors are doing.

Do not link your Twitter and Facebook feeds.

Facebook and Twitter are two different platforms that should be treated as such. You should have more tweets than Facebook posts. The same *content* can be used on both platforms, just not the number of posts or styles of the post.

Examples

Below is an example of the top 4 tweets that received the most attention by LM readers. Please note the content.

Most Popular Links 			
Rank 	Date	Post	Clicks
1	Oct 29, 2013	http://ow.ly/qhXw3 http://landscapemanagement.net/2013/10/29/manag... How to manage your 3 financial bottom lines by Jeffrey Scott @LeadersEdge http://ow.ly/qhXw3	126 clicks
2	Aug 12, 2013	http://ow.ly/nQLCf http://www.nytimes.com/2013/08/12/us/to-save-wa... Pros and cons of losing the lawn via @nytimes http://ow.ly/nQLCf	51 clicks
3	Feb 5, 2014	http://ow.ly/tjXkj http://landscapemanagement.net/2014/02/05/houzz... .@houzz launched a new tool, Site Designer, allowing users to create a website displayable across multiple devices. http://ow.ly/tjXkj	49 clicks
4	Oct 29, 2013	http://ow.ly/qiuKw http://landscapemanagement.net/2013/10/28/priva... Updated details on the John Deere Landscapes deal. Expect strategic acquisitions and branch openings in the future. http://ow.ly/qiuKw	48 clicks



VIDEOS



YOUTUBE

Although videos aren't necessarily social media, commenting on and sharing videos is what makes them social.

Research

The U.S. online video market attracts an average of 75 million viewers every day and streams nearly 40 billion videos per month. YouTube delivers the highest volume of video streaming with more than 188 billion videos during the year.

To view the demographics of your brand's YouTube viewers, choose "Analytics" on the page's sidebar. YouTube can break down demographics by shares, comments, likes, gender, location, devices, playback, retention, etc.

YouTube also breaks down views by playback location. For most brands, the majority of views are on the actual YouTube page, but you can also see other sites where viewers watched your video. Here is an example of other playback locations (other than YouTube) for *Golfdom*:

Playback location [?]	Views [?] ↓	Estimated minutes watched* [?]	Average view duration* [?]
golfdom.com	3,394 (68%)	10,853 (68%)	3:11
golfdom.blogspot.com	421 (8.4%)	1,585 (9.9%)	3:45
jacobsen.com	298 (6.0%)	447 (2.8%)	1:30
facebook.com	60 (1.2%)	227 (1.4%)	3:46
athleticturf.net	45 (0.9%)	84 (0.5%)	1:52
blogspot.ca	41 (0.8%)	182 (1.1%)	4:25
linkedin.com	33 (0.7%)	114 (0.7%)	3:27
98.27.161.73	28 (0.6%)	26 (0.2%)	0:55
myphillygolf.com	24 (0.5%)	140 (0.9%)	5:50
basfturftalk.com	24 (0.5%)	74 (0.5%)	3:04
salsco.com	22 (0.4%)	75 (0.5%)	3:25
twitter.com	22 (0.4%)	62 (0.4%)	2:48
hawkslandinggreens.blogspot.com	21 (0.4%)	103 (0.6%)	4:54
geoffshackelford.com	21 (0.4%)	106 (0.7%)	5:02
bleacherreport.com	15 (0.3%)	56 (0.4%)	3:43
reesjonesinc.com	13 (0.3%)	22 (0.1%)	1:42

Facts:

- 1 billion users (globally)
- 122.7 million U.S. visitors per month
- 55 percent of all women ages 18-54 are on YouTube
- 62 percent of all men ages 18-24 are on YouTube
- YouTube reaches more U.S. adults aged 18–34 than any cable network

Events/Shows

Take as many videos as possible at shows.

The digital department is ready to edit your video as it is submitted. When you have time, drop your videos into your Dropbox account with a work order form to edit the video. This way, you can keep content fresh and videos won't be forgotten after the hustle and bustle of the show. You can also drop videos into a server (using VPN), so make sure to state the location of the video.

Quick Tips

It is OK to embed other relevant videos not originated by your brand.

This can be beneficial because it draws visitors to your site. These can include instructional videos by companies in the field, suppliers or manufacturers. If someone wants to learn how to do something and ends up on your site – that's a positive.

Write SEO-friendly headlines.

Write the headline/title of the video to answer the question a person might search.



Research

- Five tweets per second contain a Vine link
- 13 million users
- The first day of Honda's #WantNewCar Vine campaign brought the car brand 1,020 new followers (compared to its six-month average of 242 new followers) and 2,292 mentions.

Quick Tips

Use a tripod.

Using a tripod is the easiest way to improve your videos. You also may want to get a phone grip that attaches to your tripod. If you can't use a tripod, be creative. Use books, driftwood, chair legs, etc. to get a steady shot.

Make an impression.

You should be able to make an impression on viewers within a short time span. Make every second count. You can grab the attention of potential clients by exhibiting originality, uniqueness and creativity.

Use Vines as teasers.

Think of it as a trailer for the upcoming issue of your magazine or a certain article.



INSTAGRAM

Instagram

Instagram is a unique tool because it will differ greatly with each brand. If interested in Instagram, use trials. Tease the Instagram post on other social accounts, such as Twitter.

Research

Instagram demographics:

Chart originated from: Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Ages 18+. Margin of error was +/- 2.9 percent.

- 57 percent of Instagram users visit the site at least once a day, with 35 percent doing so multiple times per day (Pew Research Center).
 - 130 million users (globally)
 - 130 million active users worldwide
 - Women are more likely than men to use the site, as are those under 50.

Instagram users

Among online adults, the % who use Instagram

	Use Instagram
All internet users (n= 1,445)	17%
a Men (n= 734)	15
b Women (n= 711)	20 ^B
a White, Non-Hispanic (n= 1,025)	12
b Black, Non-Hispanic (n= 138)	34 ^{ac}
c Hispanic (n= 169)	23 ^B
a 18-29 (n= 267)	37 ^{bcd}
b 30-49 (n= 473)	18 ^{cd}
c 50-64 (n= 401)	6 ^d
d 65+ (n= 278)	1
a High school grad or less (n= 385)	16
b Some college (n= 433)	21 ^C
c College+ (n= 619)	15
a Less than \$30,000/yr (n= 328)	18
b \$30,000-\$49,999 (n= 259)	20
c \$50,000-\$74,999 (n= 187)	15
d \$75,000+ (n= 486)	16
a Urban (n= 479)	22 ^C
b Suburban (n= 700)	18 ^C
c Rural (n= 266)	6

Quick Tips

Post pictures from the magazine.

Tease an article from the magazine while posting one of its featured images.

Use Instagram during events/shows to gain followers.

If you are looking to test Instagram, post live photos from the event while using the event-specific hashtag. Golfdom increased its followers 87% with just 7 posts from the Golf Industry Show.

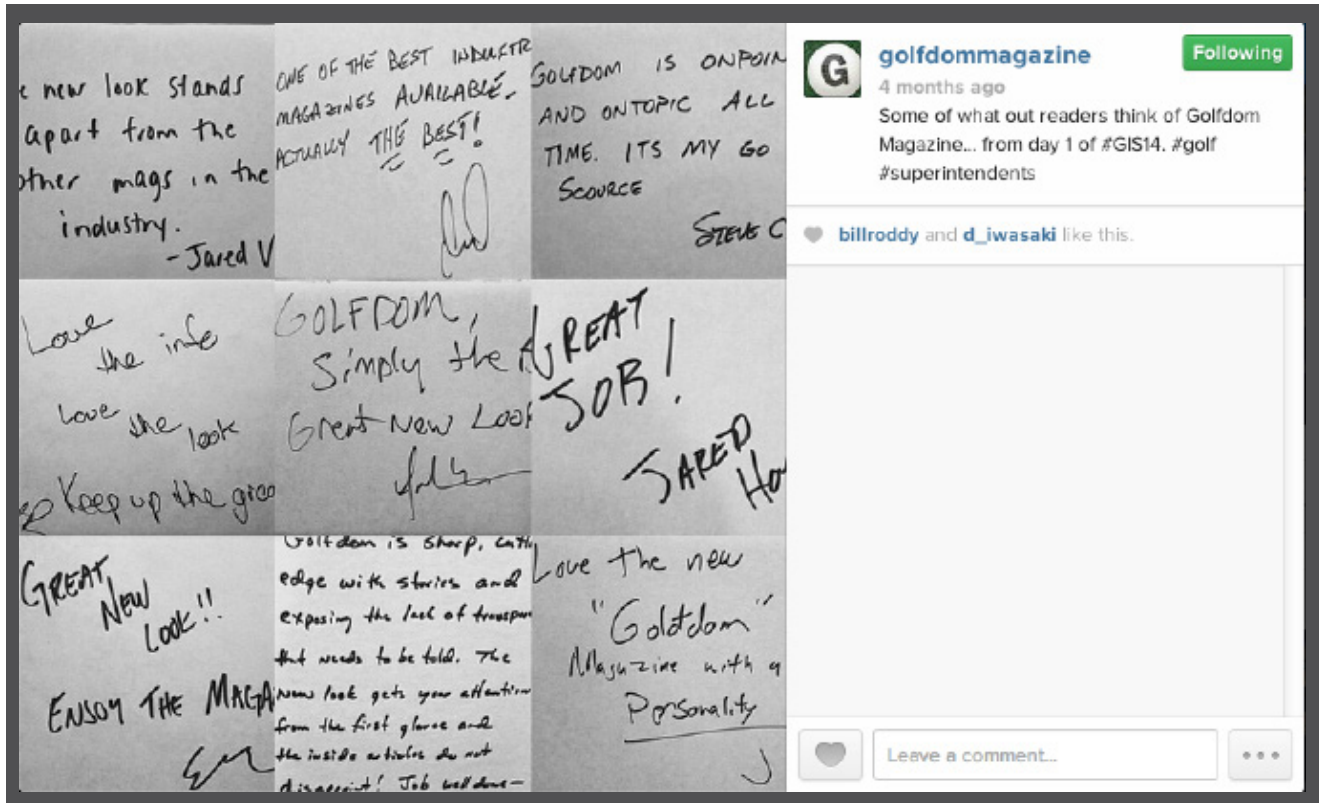
You can post Instagram photos to your Twitter and Facebook accounts.

While in the Instagram app, you have the option to post to Twitter and/or Facebook. This is a great way to provide awareness across all platforms. Make sure to do this sparingly and solely to promote your Instagram account. Golfdom received over 2,000 “likes” on one Instagram photo posted to Facebook while at the 2014 Golf Industry Show.

There are many Instagram apps to display montage of photos.

Apps like PicFlow and InstaVideo can be used to run through a series of pictures (with sound) to give a nice display. Apps like PicStitch can combine a collage of photos. You can also use Instagram’s video feature for 3- 15-second videos.

Example:



Run a photo contest.

Here's where you can build your Instagram audience. Create a photo contest using a hashtag of your choice, and allow entries via Facebook, Instagram or even Twitter. Choose a reward for the best photo.

Post a variety of photos.

Give a behind-the-scenes look at events and happenings of your staff at industry events. It is OK to include photos of you or your staff, as long as its done sparingly.



Research

- Second largest U.S. social media network behind Facebook in the world
- 540 million active users globally, 359 million monthly active users
- 26.1 percent of women and 24.5 percent of men have a Google+ account.
- 1.5 billion photos are uploaded each week

Quick Tips

When to post

Best times: 9-11 a.m.

Worst times: 6 p.m. to 7 a.m.

Google+ is a good way to tie together your brand's YouTube and Gmail accounts/

Google+ automatically adds YouTube videos to your brand's feed. This combo factor is where SEO comes in. Better headlines draw better results, which proves this combination effect is beneficial.

Mention other Google + users when possible.

This is similar to "handles" in Twitter. You can add a user in your post by applying the "+" sign.

Links, links, links.

Optimize visual content to create lead generation by adding links to image descriptions, adding links to actual images and videos, as well as creating unique videos and images.

Cross-platform promotion

Use other platforms such as Instagram or YouTube.

Post a good balance of content.

Have a good balance of product links, thought leadership and educational information. Consistent daily posts receive respectable engagement with comments and shares.

Research

LinkedIn is the leading business-oriented social network.

Chart originated from: Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Ages 18+. Margin of error was +/- 2.9 percent.

Facts:

- 225 million users
- 38 percent of users have received a college degree or above.
- 38 percent of users have an income of \$75,000 or more.

Quick Tips

When to post

Best times: 7-8:30 a.m. and 5-6 p.m.

Worst times: Monday and Friday, 9:00am-5:00pm

Share print articles with images.

Not all print articles need to be shared, but do include business-related articles and industry relevant articles.

Use your personal LinkedIn account as a reflection of your brand.

Share your clips with inside background on reporting or putting it together. Talk about what new, innovative projects you and your brand are working on – without giving away your leads. Get into the business side of things. Contribute to any discussions relevant to your industry.

Post more than just your own content.

Post content from other sources like *Entrepreneur Magazine*, *Fortune Magazine* – anything B2C that is not a primary competitor but still has relevant content.

Users can gain a “thought leader” status.

Creating a great profile will still help establish you as a thought leader on LinkedIn. Thought leaders produce top-quality written and multimedia content. Users can engage directly with these heavy-hitters by commenting on their content and sparking conversations.

LinkedIn users

Among online adults, the % who use LinkedIn

	Use LinkedIn
All internet users (n= 1,445)	22%
a Men (n= 734)	24 ^b
b Women (n= 711)	19
a White, Non-Hispanic (n= 1,025)	22 ^c
b Black, Non-Hispanic (n= 138)	30 ^c
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a 18-29 (n= 267)	15
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a High school grad or less (n= 385)	12
b Some college (n= 433)	16
c College+ (n= 619)	38 ^{ab}
a Less than \$30,000/yr (n= 328)	12
b \$30,000-\$49,999 (n= 259)	13
c \$50,000-\$74,999 (n= 187)	22 ^{ab}
d \$75,000+ (n= 486)	38 ^{abc}
a Employed (n= 912)	27 ^b
b Not employed (n= 524)	12
a Urban (n= 479)	23 ^c
b Suburban (n= 700)	26 ^c
c Rural (n= 266)	8



Research

When to post

Best times: Monday, Friday and Saturday at 11 a.m.

Worst times: 11 p.m. to 8 a.m.

Blog about opinions regarding your industry. Drive traffic by sharing expertise. Give business tips, give opinions, give anything you wouldn't in your magazine.

Use blog posts at events.

Use blogs at events to let readers know how the event is going, in your opinion. A good idea is to post one daily that summarizes all events from the day. Take the reader step by step through what you did, summarizing each.

Be personable.

Consider writing blog posts that are informal and conversational. This is the perfect place to share your opinion and let your personality come through. To write an effective blog, use the first-person tense and set a more inviting tone.

Length is key.

Try to limit blog posts to less than 500 words. Blogs should be quick reads for website visitors.

Research

Chart originated from: *Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Ages 18+. Margin of error was +/- 2.9 percent.*

Pinterest users already account for 48.2 percent of all social media sharing on iPads, according to *Business Insider*.

Facts:

- 70 million users (globally)
- 15 percent of U.S. Internet users.
- Equally popular among those 18-29 and 30-49 (19 percent). Women are about five times as likely to be on the site as men.

Quick Tips

When to post

Best times: Saturday 2-4 a.m. and 8-11 p.m.

Worst times: 1-7 a.m. and 5-7 p.m.

Pinterest works well for "how-to" articles.

When a user uses the search tool, the result pulls from keywords in a pin's description. Be sure to use descriptions that drive results – much like SEO.

Spark inspiration.

Use videos and intriguing magazine covers or images to get users attention. Pinterest is a mostly visual tool.

Pinterest users

Among online adults, the % who use Pinterest

	Use Pinterest
All internet users (n= 1,445)	21%
a Men (n= 734)	8
b Women (n= 711)	33 ^a
a White, Non-Hispanic (n= 1,025)	21
b Black, Non-Hispanic (n= 138)	20
c Hispanic (n= 169)	18
a 18-29 (n= 267)	27 ^{cd}
b 30-49 (n= 473)	24 ^{cd}
c 50-64 (n= 401)	14
d 65+ (n= 278)	9
a High school grad or less (n= 385)	17
b Some college (n= 433)	20
c College+ (n= 619)	25 ^a
a Less than \$30,000/yr (n= 328)	15
b \$30,000-\$49,999 (n= 259)	21
c \$50,000-\$74,999 (n= 187)	21
d \$75,000+ (n= 486)	27 ^a
a Urban (n= 479)	19
b Suburban (n= 700)	23 ^c
c Rural (n= 266)	17



OTHERS

Foursquare

Facts:

- 33 million users (worldwide)
- At least once a day: 13.2 percent of adult Hispanics, 7.2 percent of African Americans and 2.8 percent of Caucasians log into Foursquare

SlideShare

Facts:

- 60 million monthly visitors (globally)
- No demographic information available

Snapchat

Facts:

- Snapchat has an estimated 26 million active users in the U.S.
- About 400 million snaps (photos and videos) are sent per day.
- The core audience on Snapchat is ages 13-25.
- Women make up 70 percent of Snapchat's user base.
- 18 percent of people who own an iPhone are on Snapchat.
- From May 2012 to April 2013, the number of snaps sent per day grew from 6 million to 150 million.

Brands are using a range of strategies to reach their audience, including:

- No demographic information available
- Hosting contests
- Providing sneak peeks and exclusive content
- Going behind-the-scenes
- Using the Snapchat Stories feature
- Inviting readers to participate

Tumblr

Facts:

- The average visit to Tumblr is 14 minutes, longer than Twitter or Facebook.
- The average Tumblr user views around 67 pages per month.
- 17 percent of Tumblr visits happen during work .
- 35 percent of Tumblr visitors earn more than \$50,000 annually.



CONCLUSION

Although no one strategy is the “correct” way to use social media, this white paper should serve as a tool of guidance. Each brand will have to tailor a strategy to their needs and demands in their respective industry. Twitter, Facebook, Videos/YouTube, Instagram, Google+, LinkedIn, Blogs, Pinterest and Tumblr were detailed with research, daily tasks, webinar suggestions, events/shows and most prominently: tips to keep in mind.

Resources

Hubspot
Social Media Today
Mashable
Social Media Examiner
Entrepreneur Magazine
Pew Research Center
Business Insider
7th Chamber
NeoMobile
SocialBakers