

How Does Social Media Impact Your Business?



**Miami-Dade County Public Schools'
Office of Economic Opportunity**

How Does Social Media Impact Your Business?



Twitter: Largest growing population is the elderly

Source: <http://www.pewinternet.org>



Facebook: 1.52 billion daily active users on Facebook on average

Source: <https://newsroom.fb.com/company-info/>



Instagram: Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter. 60% of Instagram users discover new brands on the platform.



LinkedIn: the world's largest professional network with more than 610 million users.

Source: <https://about.linkedin.com/>



YouTube: Over one billion users - That's how many users YouTube has – which amounts to almost one-third of the Internet.

Source: <https://www.youtube.com/intl/en-GB/yt/about/press/>



Yelp: users have contributed over 100 million reviews of almost every type of local business.

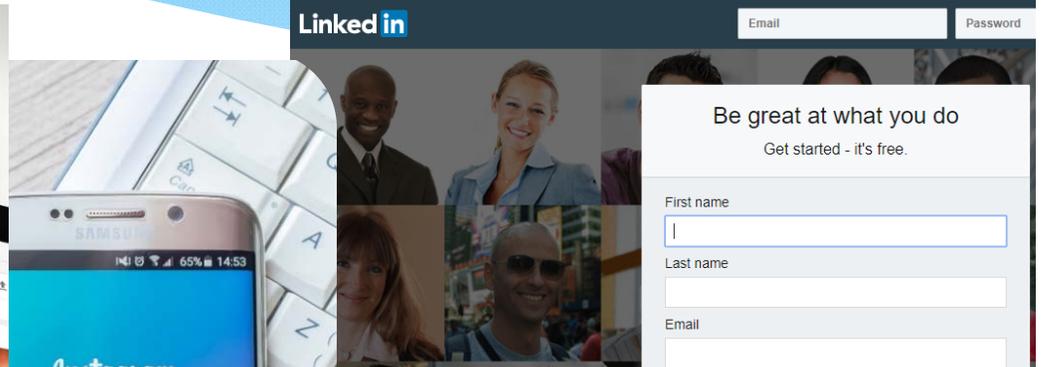
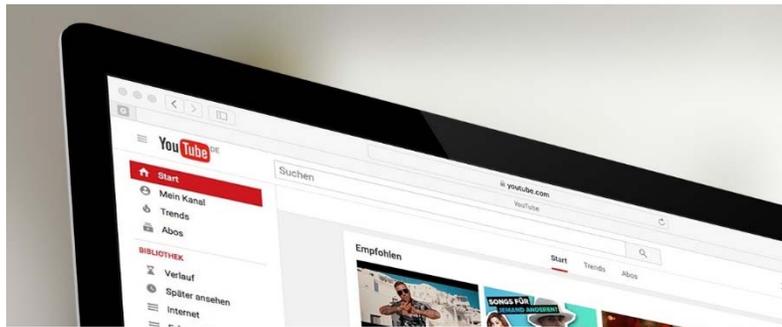
Source: <https://www.yelp.com/factsheet>

Step 1: Sign-up



Option 1: Go to their website and click Sign up

Option 2: Download the app for iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.



Join Twitter today.

Full name

Phone or Email

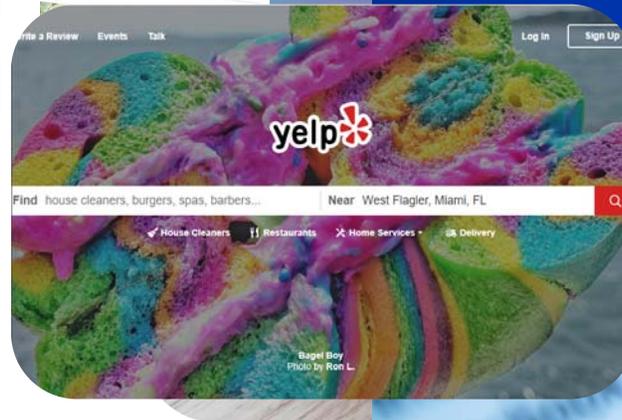
Password

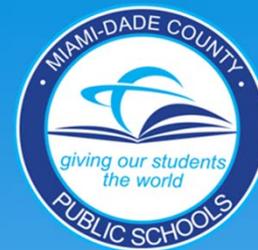
Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

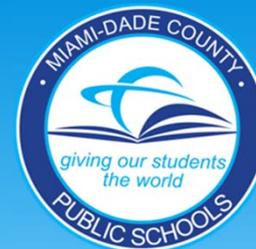
[Advanced options](#)





Step 2: Learn the Terminology

Terminology



- **Tweet-** is a message posted on Twitter, consisting of **280** characters or less. It can contain text, photos, links and videos.
- **@Username-** Your @username, also known as your handle, is your unique identifier on twitter.
- **@Mention-** When you want to “tag” someone in a tweet or direct message on Twitter, you can do so by mentioning them using their Twitter username.
- **Retweet-** is where you choose to take a Tweet from someone else and Tweet it to your own followers.
- **Likes-** are represented by a small heart. They are commonly used to show appreciation for a Tweet.
- **Reply-** When you reply on Twitter, you’re responding to a particular tweet .
- **#Hashtags-** to organize conversations and make it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term.

Terminology



Username



Reply



Mention

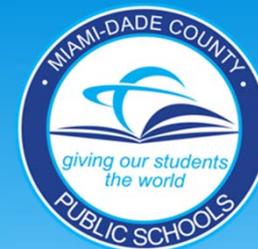
Hashtag

Retweet

Like

Tweet

Terminology

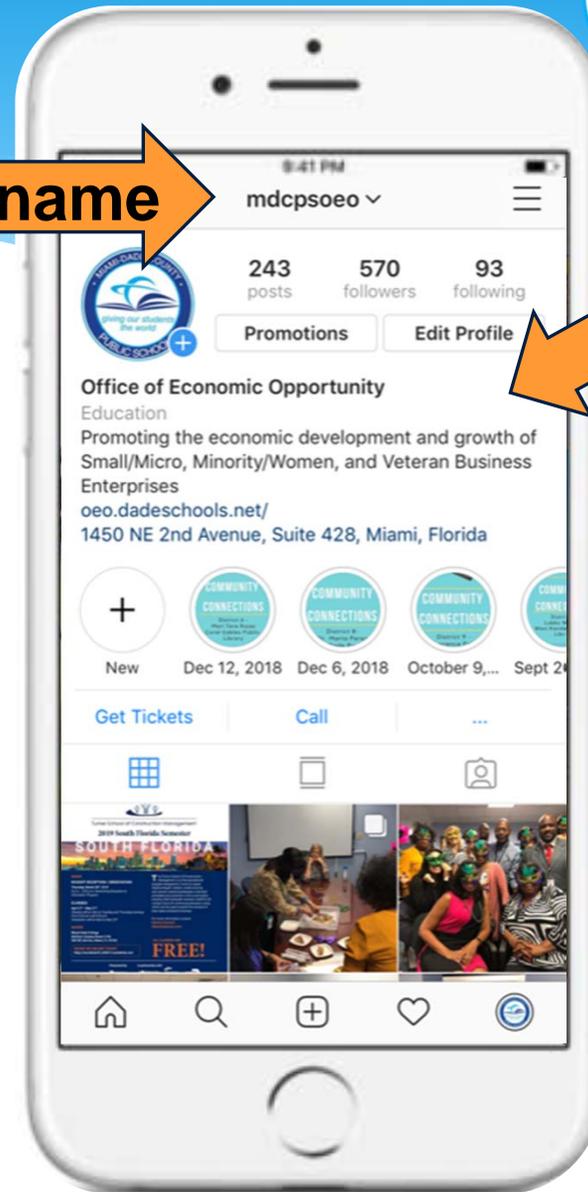


- **@Username**- also known as your handle, is the unique identifier a person uses on Instagram to define their profile.
- **Bio**- Biography in your profile... Your bio will be the first thing that your prospective followers will see. It's also what your followers will see every time they visit your profile.
- **Tag**- add a @ symbol in front of another Instagram users username.
- **Likes**- you let people know you like their post by Double Tapping an image.
- **Comment**- Click 'reply' to respond to a Tweet.
- **#Hashtags**- The “#” symbol placed in front of a keyword. Hashtags should be keywords or phrases relevant to the description of the Instagram post. Hashtags are searchable tags on Instagram.

Terminology



Username



Terminology



- **Instagram stories** allow you to share more content throughout the day – with as much creativity as you want.
- The photos and videos will disappear after 24 hours
- When a story is posted, you will see a colorful ring around it



Step 3: Establish social media purpose

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Business Goals

Brand Awareness

Leadership

Word of Mouth

Leads

Sales

Social Goals

Reach

Consumption

Shares, Retweets

Followers

Conversions; Percentage of followers taking a positive action.



Step 3: Establish social media purpose



Do not solely focus on generating business as the main reason for using social media, but focus on the social impact. Through that mindset, your company will benefit.



Step 3: Establish social media purpose



Quality > Quantity



Step 4: Choose your element(s)



[Growth hacks](#)

Know the 7 Smart Ways to Maintain your Business Reputation Online Effectively

7th Mar 2019

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Millennials are killing chain restaurants thanks to Instagram

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by [Sonia Gupta](#) and [Oliver Wright](#)

FEBRUARY 07, 2019

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Two-Thirds of Small Businesses Monitor Online Reputation Through Social Media

Social media is a low-cost, high-impact platform for small businesses monitoring their online reputation, but experts say it shouldn't be the only platform small businesses use.



2,011 views | Mar 7, 2019, 09:52am

The World's Most Reputable Companies 2019



Vicky Valet Forbes Staff

Careers

I write about careers, jobs and the ever-changing workforce.

Step 4: Choose your element



“Writing isn’t dead.”

Twitter is best for an instant 'microblogging' system; get news, announcements, thoughts and opinions immediately.

Twitter has become increasingly popular with academics as well as students, policymakers, politicians and the general public.

Twitter allows you to:

- **easily promote your research, for example by providing links to your blog stories, journal articles and news items**
- **reach a large number of people quickly through tweets and retweets**
- **follow the work of other experts in your field**
- **build relationships with experts and other followers**
- **keep up-to-date with the latest news and developments, and share it with others instantly**
- **reach new audiences**
- **seek feedback about your work and give feedback to others**
- **follow and contribute to discussions on events, for example conferences that you can't attend in person**
- **express who you are as a person.**

Step 4: Choose your element



“If Facebook were a country, its population would be larger than China’s.”

Facebook was an industry disrupter; they have the most extensive reach when it comes to social media impact.

Facebook has such a large member range that it gives your business the opportunity to create a community on your page. Publicizing your page and linking it on your website will allow you to build a fanbase of customers who can stay up to date with your company.

Step 4: Choose your element



“Instagram posts are 40x more likely to be shared.”

Instagram has dominated the field of visual marketing.

Here are some statistics, facts and figures about Instagram:

- Instagram has more than 1 billion monthly active users (MAUs) or more than 13 percent of the Earth’s population.
- The typical user spends an average of 55 minutes per day on Instagram.
- User engagement is 58 times bigger on Instagram compared to Facebook and engagement per follower is 120 times more compared to Twitter.
- Instagram currently has over 25 million active business profiles.
- 72 percent of Instagram users have bought a product they saw advertised on the app.

When it comes to product purchases, Instagram is very influential and companies should take full advantage of marketing their business through posts.

Step 4: Choose your element



“LinkedIn is the third most used social platform among business owners.”

LinkedIn is one of the most effective ways to recruit new talent.

LinkedIn has the largest talent pool in the world; with 2 new accounts opened per second.

LinkedIn is the ideal network for establishing thought leadership.

As a key channel for professional content distribution, there's no more effective network for establishing yourself or your brand as a leader in your industry.

LinkedIn groups allow you to position yourself as a trusted influencer in your niche, and recommendations and endorsements can go a long way to solidifying your reputation as a trusted entity in your field.

Step 4: Choose your element



“YouTube is your best channel to use for video marketing.”

YouTube has more subscribers and views than Instagram, with the added value of creating a community of teaching and learning.

According to YouTube's research, there are over a billion users, and they watch a billion hours of video per day. That allows your company to generate high traffic opportunities.

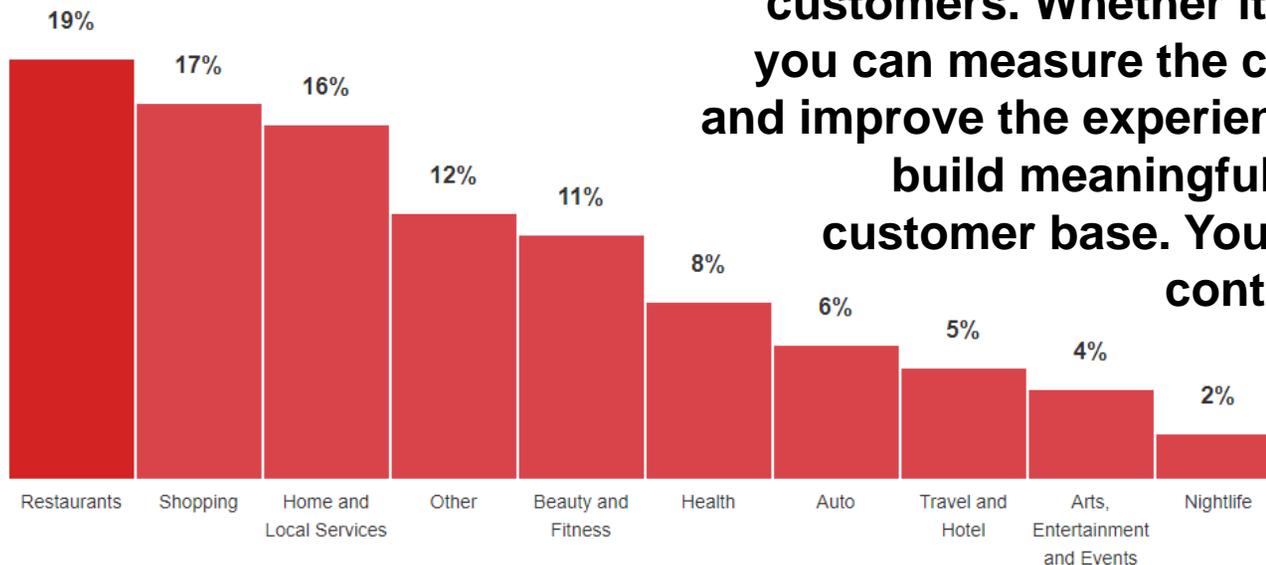
Not only does YouTube provide a cost-effective dissemination strategy, but its reach is far more comprehensive than regular television and cable stations.

Step 4: Choose your element



“88% of consumers trust online reviews as much as personal recommendations.”

Reviewed Businesses by Category



Yelp allows small businesses to put their best foot forward by getting direct feedback from customers. Whether it's a good review or bad, you can measure the consumer demographics and improve the experience of your services and build meaningful relationships with your customer base. Your business' livelihood is contingent on its reputation.