

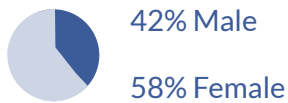


Facebook is the largest online social network. It was founded in February 2004 by Mark Zuckerberg and fellow Harvard students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. In 2008 Facebook had 100 million users and as of March 2013 had 1.11 billion. Facebook filed for a \$5 billion IPO on Feb. 1, 2012.

EVERY DAY ON FACEBOOK

- 890 MILLION ACTIVE USERS
- 21 MINUTES PER USER PER DAY
- 350 MILLION PHOTOS UPLOADED

DEMOGRAPHICS



U.S.- Specific Statistics

- 70% of teens are friends with their parents
- 57% of millionaires use Facebook
- 71% of online adults use Facebook
- 47% of Americans say FB is their #1 purchase influencer

MOBILE

745M daily active mobile users

1.2B monthly active mobile users

68% of time spent in mobile app



USER STATISTICS

1 billion: Daily Facebook video views.

4.75 billion: Average number of items shared by users daily.

30%: Americans get their news on Facebook.

14.5%: Posts that include hashtags.

MISCELLANEOUS

4 million: Military veterans or active duty.

1,500: Average number of possible posts in users' newsfeed daily.

4.5 billion Likes: Daily on Facebook.

48% of all: Selfies are uploaded to Facebook.

OPTIMIZING FACEBOOK FOR YOUR BUSINESS

ENGAGE

Ask questions.
Motivate action.

ALSO:

Complete your About section. It's the first thing new visitors read.

STRATEGY

70% of marketers have used FB to gain new customers.

Traffic spikes midweek and daily from 1-3 p.m. Engagement is 18% higher Thursday and Friday.

#HASHTAGS

- Use industry relevant hashtags.
- Not in every post.
- Don't hijack hashtags to get results #lol.
- Don't overload #your #post with #hashtags.

BE HUMAN

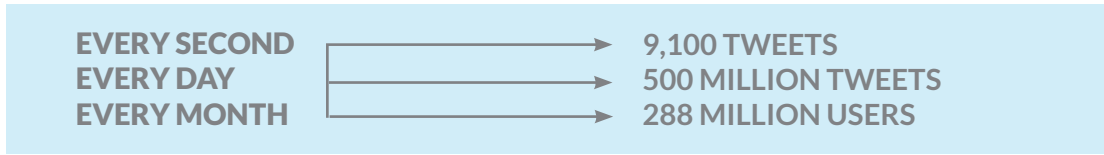
- Reply to questions with names.
- Be respectful.
- Show empathy.
- Kill with kindness.

USE PHOTOS

- Engagement rate on photos is highest among post types.
- 53% more likes
- 104% more comments
- 84% more click-throughs



Twitter is a platform where users share their thoughts, news and other information in 140 characters or less. The platform creates a low-cost way to communicate with more people all over the world. Users 'follow' each other to stay updated or talk to specific people or groups. The posts, or 'tweets,' are presented in real time.



DEMOGRAPHICS

URBAN DWELLER

WELL PAID (\$40 -74K/yr)
(10% of millionaires)

50% MALE



EDUCATED

40% bachelor degrees

MINORITY

45% of users

AVG. AGE 28

29% of 15-34 & 40% of 18-29 year olds are using Twitter.

55-64 is the fastest-growing age group, up 79% since '12.

MOBILE

43%

USERS WHO USE THEIR PHONES TO TWEET

75%

TWITTER USERS WHO ARE ON MOBILE

66%

TWEETS THAT MENTION BRANDS FROM MOBILE USERS

17%

INCREASED ENGAGEMENT USING UNDER 100 CHARACTERS



MORE ENGAGEMENT

↑ 86%: More engagement if you include a link.

\$\$ 200K: Cost of 24-hour promoted trend.

120-130 Characters: Tweets with the most engagement.

2 Times: Tweets with photos/media or hashtags get more engagement.

BRANDS ON TWITTER

97% OF BRANDS ARE ON TWITTER

63% OF BRANDS HAVE MULTIPLE ACCOUNTS



49% of users follow brands

41% provide opinions on brands

19% of users seek customer service via Twitter

53% of brand followers expect a response within an hour

TOP 10 BRANDS ON TWITTER TWEET EVERY 6-20 MINUTES.

OPTIMIZING TWITTER FOR YOUR BUSINESS

ASK FOR RT

Asking increases retweet success by 12 times (23X if you spell out retweet!).

99% of brands don't ask for retweets.

@reply ≠ @mention

@reply = response to user and shows on both timelines. Tweet starts with @user.

@mention is anything else, or @user is at the end of the tweet.

#HASHTAGS

- 21% increase in engagement with 1 or 2 hashtags.
- Not in every post.
- Don't #load #your #post with #hashtags.

VOCAB

FF = Follow Friday

RT= Retweet

H/T = Hat Tip

OH = Overheard

TIL = Today I Learned

TWEETING TIME

For engagement: Brands see a 17% increase during the weekend.

For clicks/RT: Spike times are midweek, and noon and 6 p.m. daily.



Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on social networking services such as Facebook, Twitter, Tumblr and Flickr.

**EVERY DAY
ACTIVITY ON
INSTAGRAM**



2.5 BILLION DAILY LIKES
70 MILLION PHOTOS SHARED
49% OF ALL USERS POST

DEMOGRAPHICS

53%

OF 18-29 INTERNET
USERS ARE
ON INSTAGRAM

28%

OF USERS LIVE IN
"URBAN" AREAS

38%

AFRICAN-
AMERICAN
USERS

90%

OF ALL USERS ARE
UNDER AGE 35

49%

USERS ARE MEN

83%

UPPER INCOME
TEENS USE
INSTAGRAM

CONTENT

@mentions
56% more
engagement

Tagging your
location
yields 79%
higher engagement

96%
PHOTOS
4% VIDEO

Caption length
does **NOT** affect
engagement

CLICK BAIT

Getting more Likes

29% High amount of
BACKGROUND

79% The use of
TEXTURE

18% Low color
SATURATION

24% The color
BLUE

MISCELLANEOUS

60% of users: are outside the United States.

Top Brands: Starbucks, Adidas, Nike, Victoria Secret.

St. Louis: Happiest city on Instagram.

300 MILLION: In January 2015, Instagram surpassed Twitter for the most monthly active users.

HASHTAGS

83% OF
POSTS
have hashtags

SWEET SPOTS
for hashtags are
2, 9 or 11+ tags.

FILTERS
Most Popular
NO FILTER/NORMAL
Most Engaged
MAYFAIR

**POPULAR
HASHTAGS:**
#LOVE #TBT
#SELFIE #LIKE
#NOFILTER
#INSTAGOOD

OPTIMIZING INSTAGRAM FOR YOUR BUSINESS

INCENTIVES

Consider asking users to post with hashtags and then reward them with a coupon, or donation to a charity.
EXAMPLES:
#bolthousefarms
#JBFTasteAmerica

BEST DAY

Thursday is the day that people post most often; however, Sunday is the day with the most engagement.

FREQUENCY

In 2014, the top 100 brands on Instagram posted an average of five times per week. 88% of brands have shared at least one video.

CONSISTENCY

Posting only products isn't a strategy. Tell your brand story and stick to it. Like things, follow back and be human.

GET YOUR AUDIENCE

Understand your brand's audience. AmEx or MTV followers will expect something different than Starbucks.