

# FACEBOOK AND INSTAGRAM

MAKING THESE SOCIAL MEDIA PLATFORMS  
WORK FOR YOU

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# OBJECTIVES

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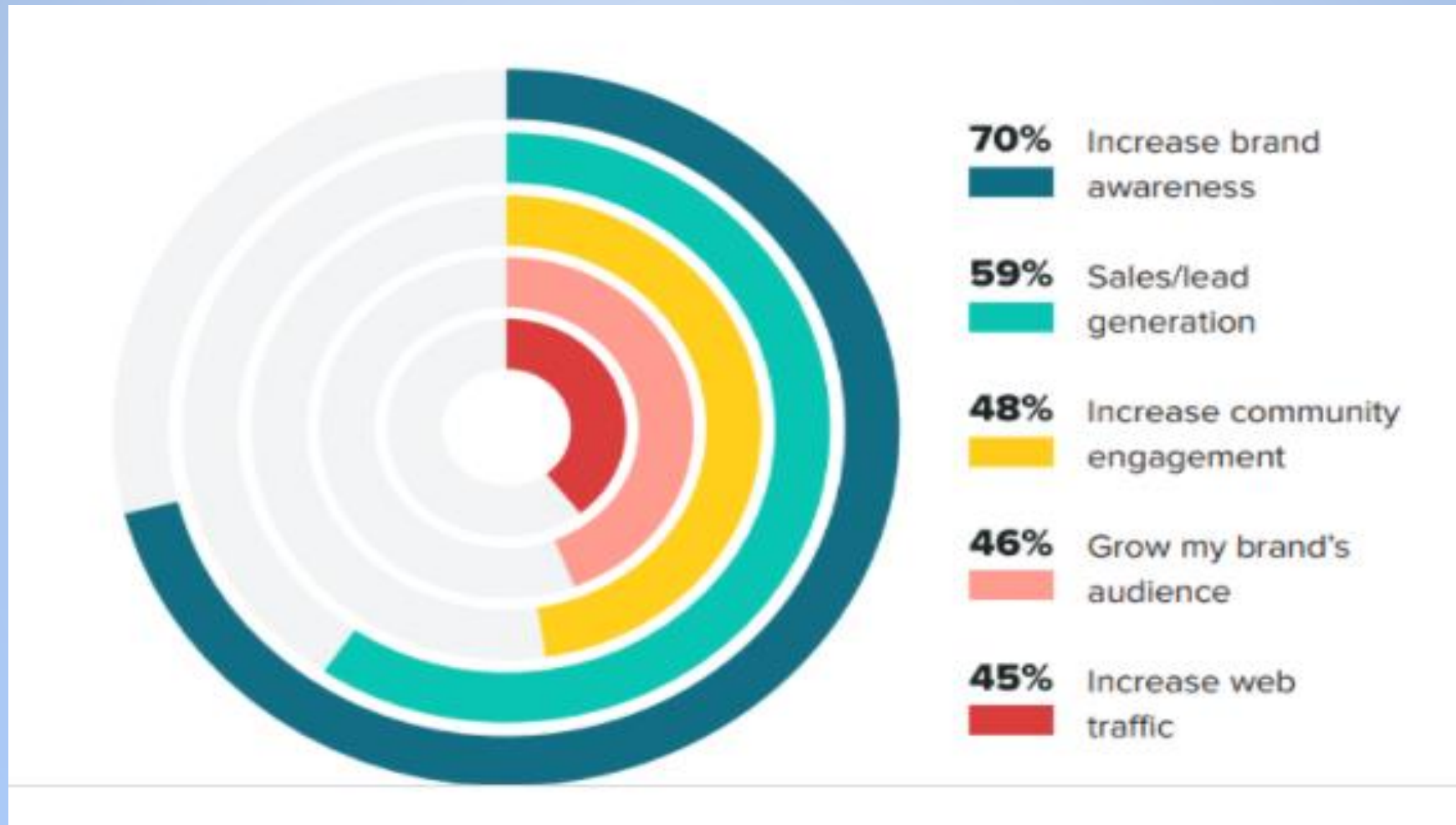


- Review data on popularity of both social media platforms
- Review the history of Facebook and Instagram
- Review Facebook features
- Review Instagram Features
- Review management tool- Facebook Business Suite
- Define hashtags and why they are important

# WHICH SOCIAL MEDIA PLATFORMS ARE MOST POPULAR










# SOCIAL MARKETER'S TOP GOALS FOR SOCIAL MEDIA



Who is your audience? How can you reach them? What are your goals?

# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
<b>DEMOGRAPHICS</b>	<b>2.7</b> Billion users Ages 25-34	<b>353</b> Million users Ages 30-49 68% Male	<b>442</b> Million users Ages 30-49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46-55	<b>1.2</b> Billion users Ages 25-34	<b>689</b> Million users Ages 18-24
<b>PURPOSE</b>	Building Relationships	News & Articles; Conversation	"Scrapbook- ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
<b>BEST FOR</b>	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
<b>DOWNSIDE</b>	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

# SOCIAL MEDIA STRATEGY – LEARN EVERYTHING ABOUT YOUR CUSTOMERS

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## **Create audience personas**

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

When it comes to your target customer, you should know things like:

- Age
- Location
- Average Income
- Typical job title or industry
- Interests
- etc.

# FACEBOOK HISTORY

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- f** Launched as “The Facebook” on February 4, 2004
- f** Founded by Mark Zuckerberg with his college roommates and fellow Harvard University students
- f** Allow Harvard students to use their “.edu” email addresses and photos to connect with other students at the school.
- f** Mark Zuckerberg foresaw a way of bringing the existing social experience of college onto the Internet.
- f** In 2021 the company changed the name to Meta Platforms, Inc. The company is the parent organization of Facebook, Instagram, and WhatsApp.

# INSTAGRAM HISTORY

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- 📷 Launched in 2010 by Kevin Systrom as a photo and video-sharing social media application
- 📷 First prototype of Instagram was a web app called Burbn, which was inspired by Systrom's love of fine whiskeys and bourbons
- 📷 Acquired by Facebook for \$1.0 billion in 2012
- 📷 Changed parent company name to Meta Platforms, Inc. in 2021



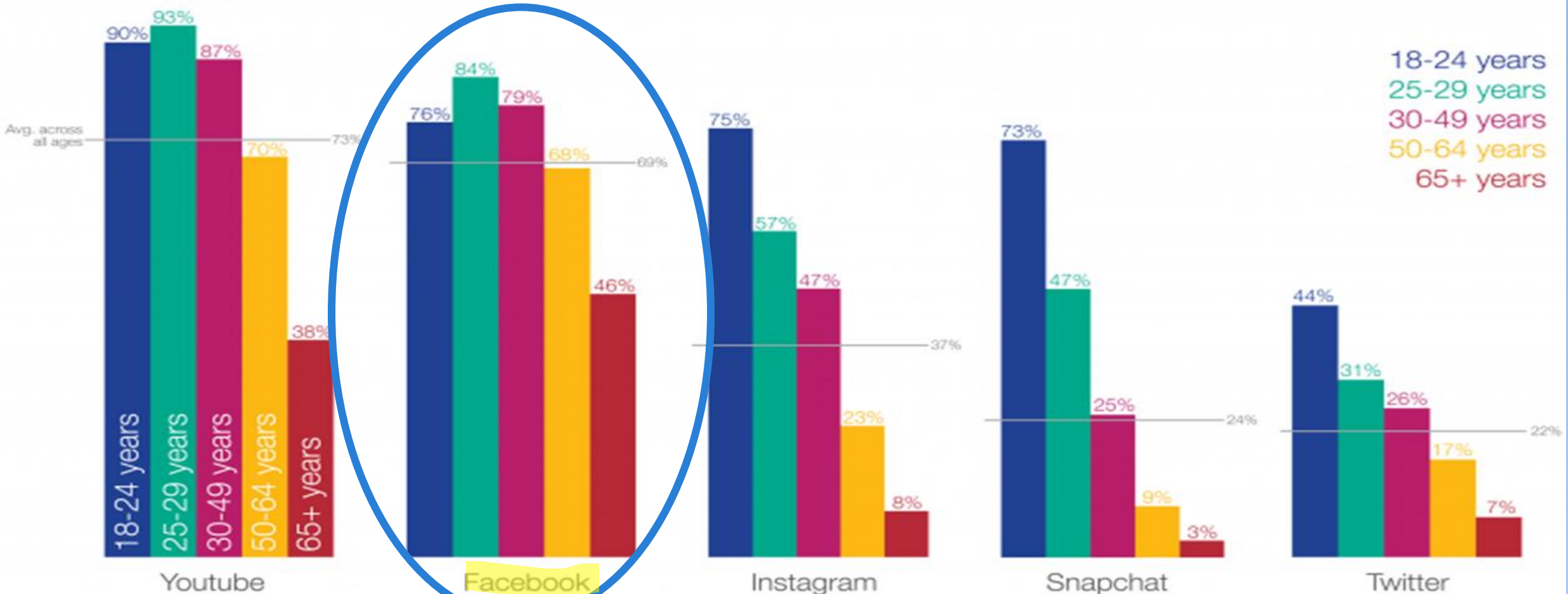
# FACEBOOK FOR BUSINESS

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# Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.



Data source: Pew Research Center (2019).  
This is a visualization from OurWorldinData.org, where you find data and research to make progress against the world's largest problems.

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# FACEBOOK FOR BUSINESS FEATURES

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- f** Interact with Posts from the Brand Page
- f** Know Who Has Liked The Page
- f** Leverage Facebook Response Assistant
- f** Saved Replies
- f** Customize Feed with Save Post
- f** Keep an Eye on Competitors with Page to Watch

# FACEBOOK BUSINESS

Like Follow Share ...

Write a post...

Photo/Video Tag Friends Check in ...

**Market On South**  
@marketonsouth

Home  
Reviews  
Photos  
Posts  
Videos  
Events  
About  
Community

Create a Page

**Recommendations and Reviews**

Recommended by 1,759 people · People talk about "crispy brussels sprouts", "jackfruit sandwich" and "vegan food"

**Child-friendly · Healthy options · Creative cuisine**  
I love market on South. great food and a great place to have I Orlando's one of the best vegan food in town  
December 8, 2019

**Great food · Hip atmosphere**  
Delicious food and friendly staff! love this place  
November 21, 2019

**I'm not a full time vegan, but when I eat vegan I want it to be good and better than what I can make... See More**  
May 11, 2018

Do you recommend Market On South?

Yes No

See All

**Photos**

4.9 out of 5 · Based on the opinion of 458 people

**Community** See All

Invite your friends to like this Page

11,099 people like this

11,342 people follow this

El Jefe and 4 other friends like this or have checked in

11,003 check-ins

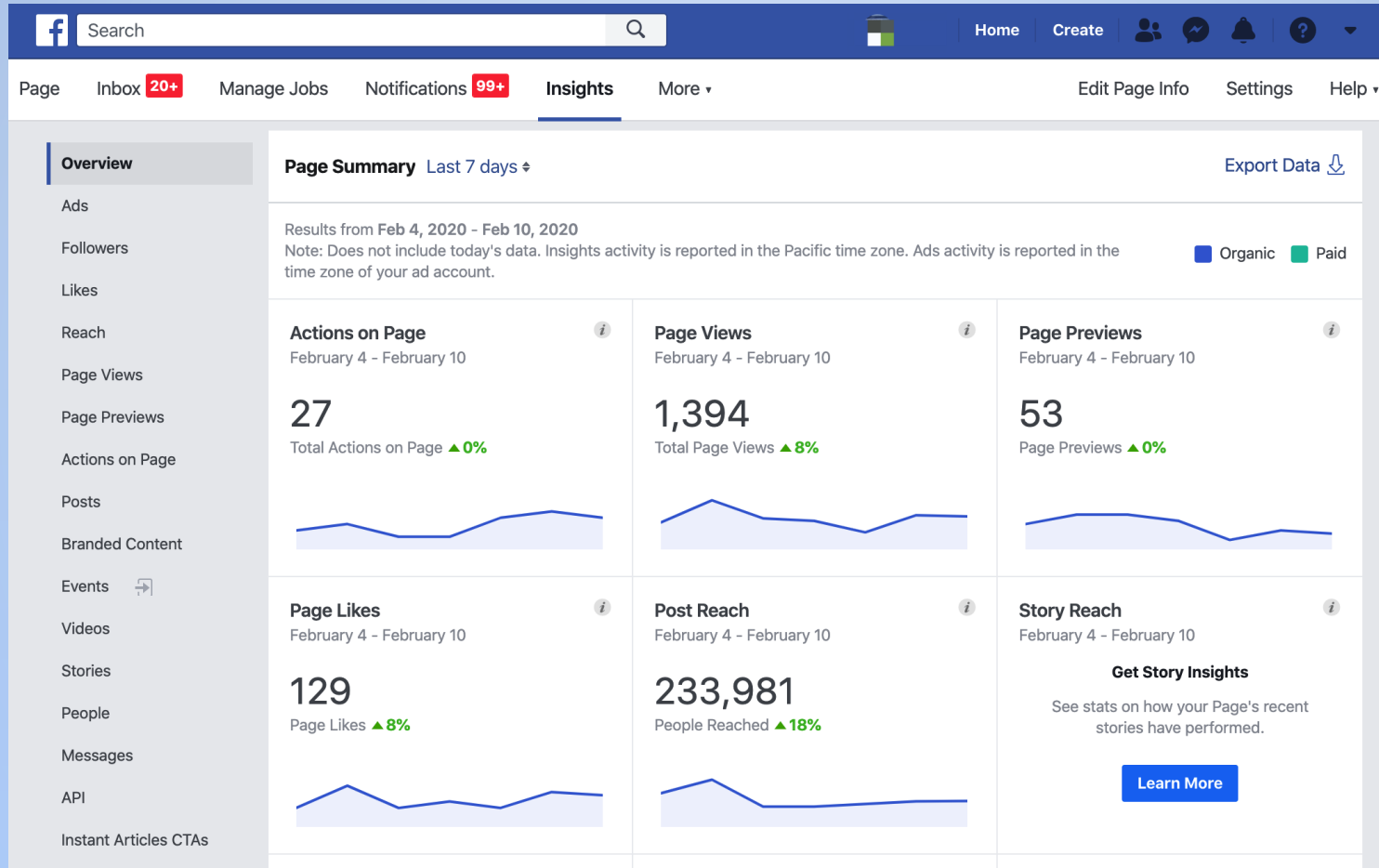
**About** See All

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Get Directions  
(407) 613-5968  
Send Message  
www.marketonsouth.com  
Vegetarian/Vegan Restaurant  
Hours 8:00 AM - 12:00 AM  
Open Now  
Popular hours

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Low	Low	High	High	High	High	High

Suggest Edits

# FACEBOOK BUSINESS



# FACEBOOK- BEST TIME TO POST



# INSTAGRAM FOR BUSINESS

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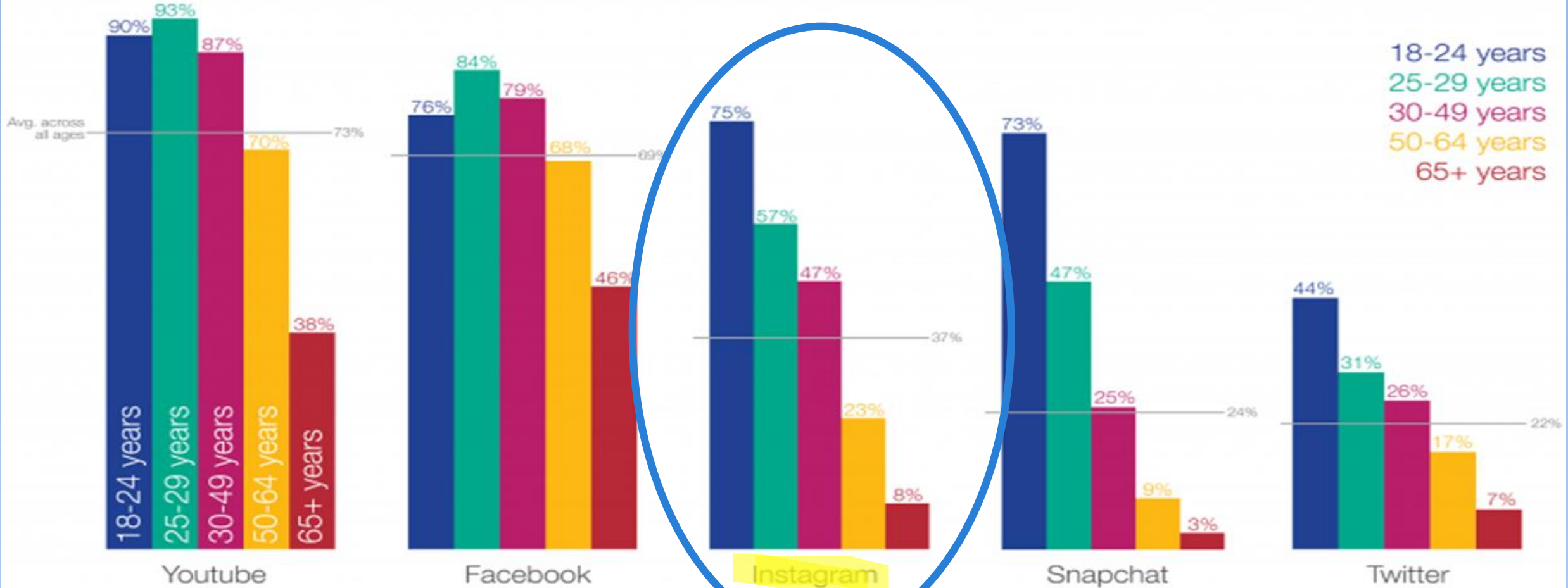


Instagram

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'Skilling You Softly'



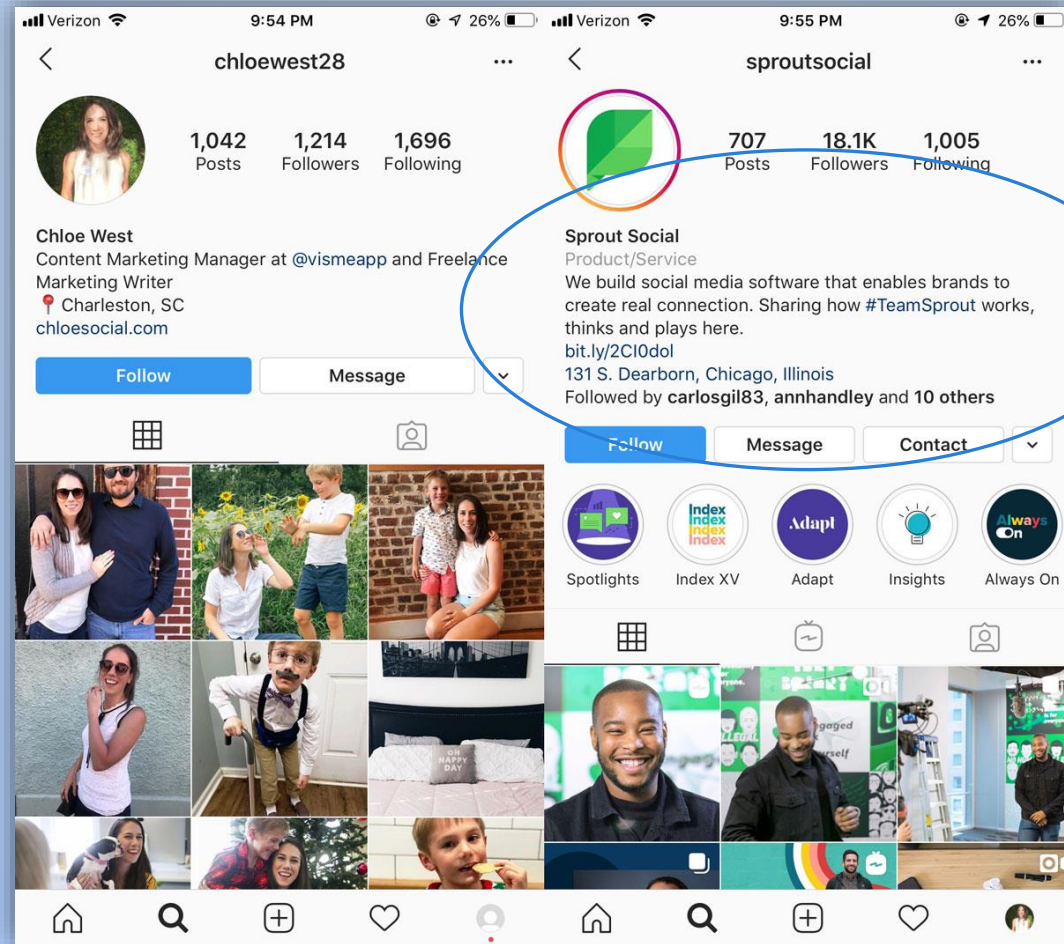
# INSTAGRAM FOR BUSINESS FEATURES

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- 📷 Instagram Insights
- 📷 Instagram Shopping & Checkout
- 📷 Instagram Ads
- 📷 Promoted Posts
- 📷 Contact Options & Action Button
- 📷 Quick Replies
- 📷 Branded Content Approval
- 📷 Links on Instagram Stories
- 📷 How to manage pages

# INSTAGRAM FOR BUSINESS



Very important to develop your profile

# INSTAGRAM- BEST TIME TO POST

Best Time to Post on  
**Instagram**

MO TU **WE** TH FR SA **SU**

Best Day Worst Day



Wednesday  
**11 AM**  
Friday  
**10 AM - 11 AM**

Best Time to Post

MO TU FR ✓

Best times:  
Monday, Tuesday, Friday  
**11 AM**  
Tuesday  
**2 PM**

**OBERLO** © oberlo.com | Source: Sprout Social (2020) and Sprout Social (COVID)

# FACEBOOK – INSTAGRAM MOBILE APP VIEW



# FACEBOOK BUSINESS SUITE




**facebook**  
Business Suite  
All-in One Management Tool





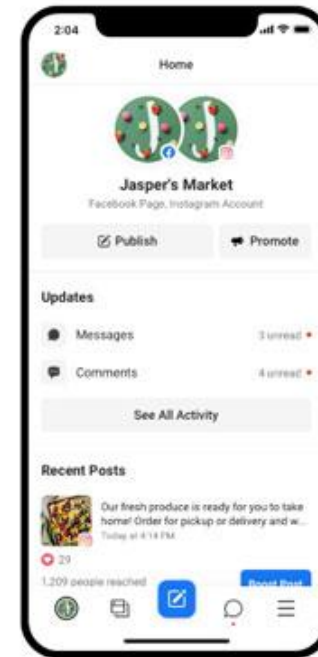
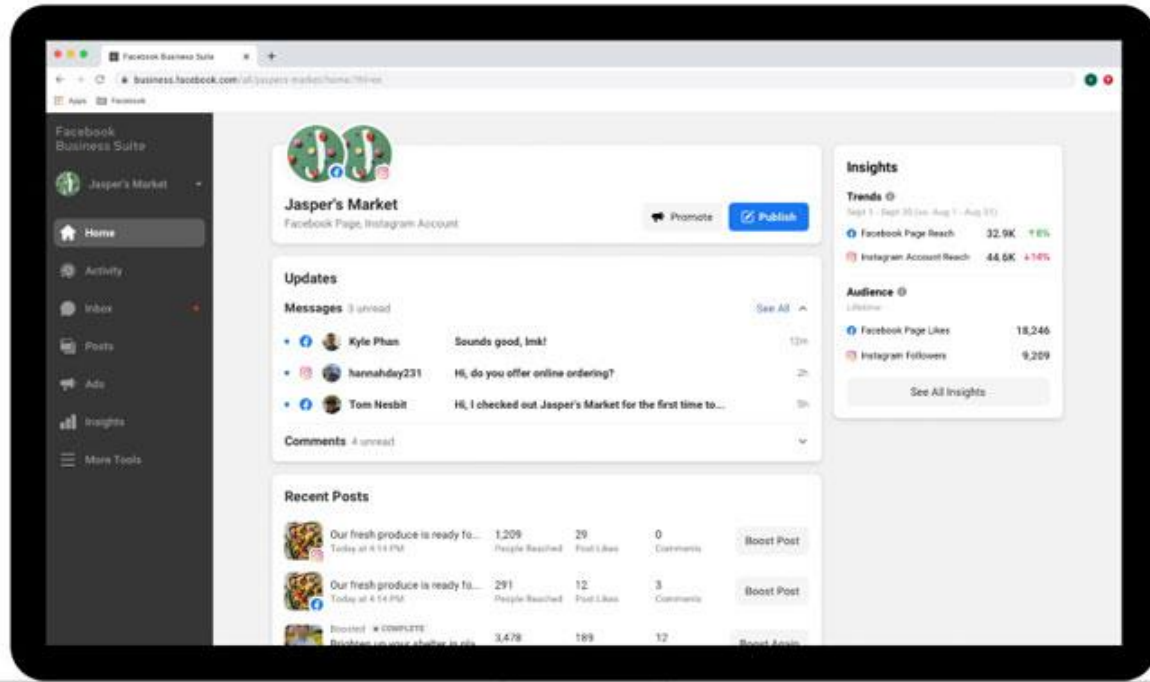




**Share to Facebook and Instagram**  
Create, schedule and publish posts for your Facebook Page and Instagram account at the same time.

[Next](#)

# FACEBOOK BUSINESS SUITE



# FACEBOOK FOR BUSINESS – EDUCATION AND RESOURCES

Meta for Business Solutions Platforms and Products Inspiration Education and Resources

Meta Blueprint Courses Programs Certification

Help Center Search Blueprint

## Meta Blueprint

Discover online learning courses, training programs and certifications that can help you get the most out of Meta marketing platforms.

<https://www.facebook.com/business/learn>

# WHAT ARE HASHTAGS (#) AND HOW TO USE THEM ON SOCIAL MEDIA

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- A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it.
- By adding a hashtag, your content will be accessible to all other users interested in similar topics who search for your hashtag.

# Content hashtags- Ex. #lifecoach #leadershipdevelopment

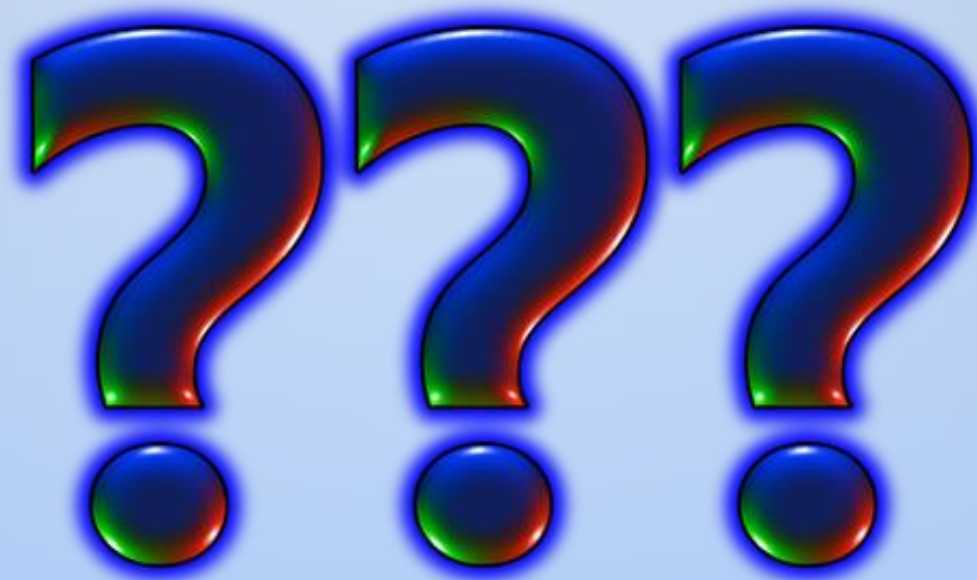
# Trending hashtags- Ex. #bossesday #internationalwomensday

# Brand-specific hashtags- Ex. #scorememphis #sba



THANK YOU! ANY QUESTIONS?

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# Let's Keep in Touch!

We conduct regular webinars like this monthly. Make sure you follow us online, so you don't miss out.



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All Things Sarita

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