



# LINKEDIN AND TWITTER

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Making These Social Media Platforms Work for You

# OBJECTIVES



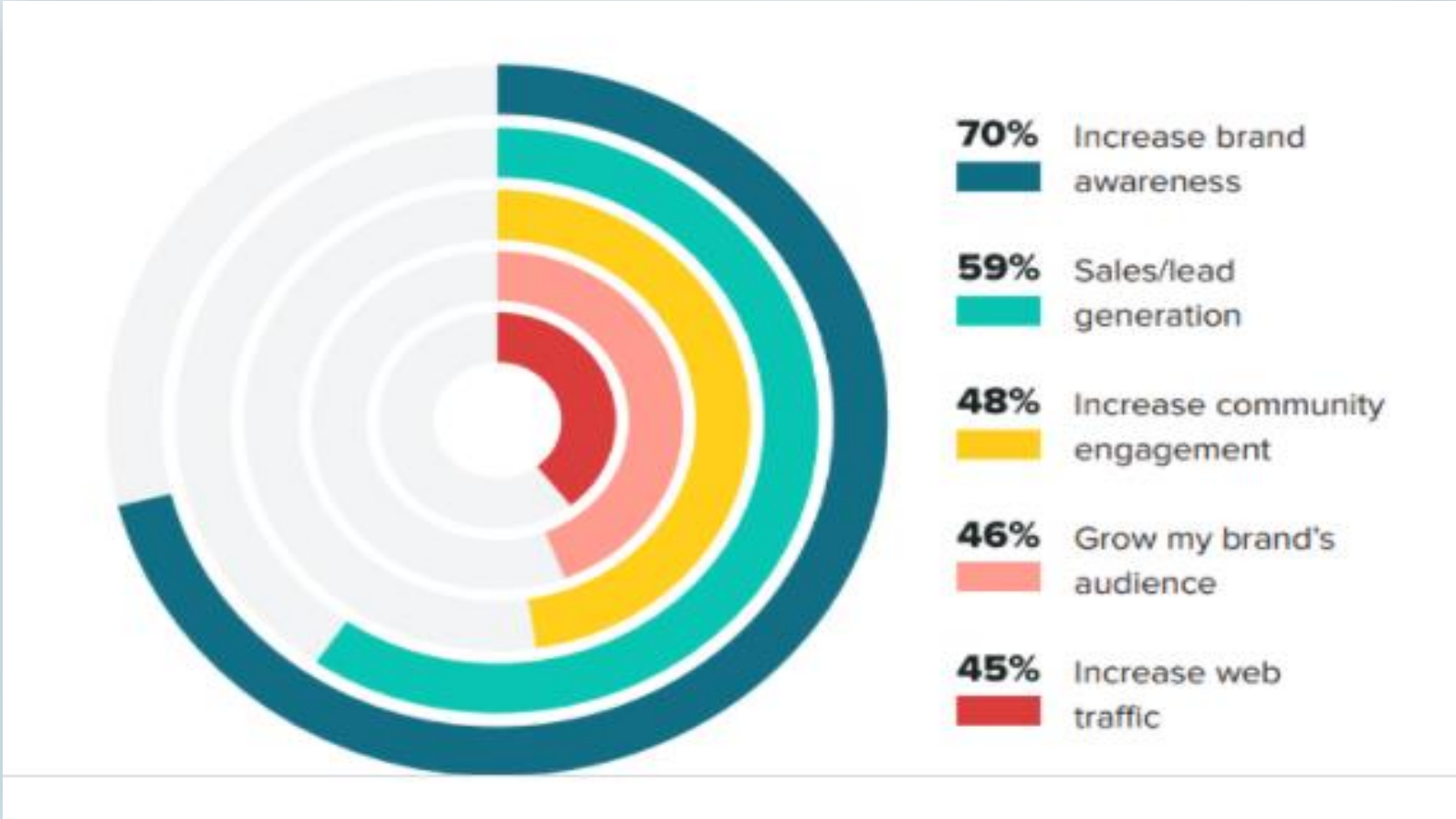
- Review data on popularity of both social media platforms
- Review the history of LinkedIn and Twitter
- Review LinkedIn features
- Review Twitter features
- Review purpose of hash tags for each platform

# 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

## **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.

# LINKEDIN HISTORY



- in Reid Hoffman officially launched LinkedIn on May 5, 2003, in his living room
- in Reid previously served on the board of Google, Ebay and PayPal
- in LinkedIn is one of the oldest mainstream social platforms, older than YouTube, Facebook and Twitter
- in The mission statement was keyed to connecting the world's professionals to make them more productive and successful.



# TWITTER HISTORY



- 🐦 Launched in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams
- 🐦 Dorsey originally imagined Twitter as an SMS-based communications platform
- 🐦 Designed for group of friends could keep tabs on what each other were doing based on their status updates.



# LINKEDIN








# LINKEDIN FEATURE (FREE ACCOUNT)



- in Build professional identity on the web.
- in Build and maintain a large trusted professional network.
- in Find and reconnect with colleagues and classmates.
- in Request and provide recommendations.
- in Search for and view profiles of other LinkedIn members.
- in Receive unlimited InMail messages
- in Save up to three searches and get weekly alerts on those searches.

# LINKEDIN FEATURES (PREMIUM ACCOUNT)



-  Improve chance of getting hired and ahead
-  Generate leads and build clientele with Sales Navigator.
-  Find and hire talent with Recruiter Lite.
-  Detailed business insights and expand your business with Premium Business.
-  Improve existing skills and learn new ones with LinkedIn Learning

# LINKEDIN BASIC ACCOUNT

The screenshot shows the LinkedIn homepage for a user named Jess Williams. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, and More. A banner for FixDex is visible at the top, promoting job offers. The main content area is divided into three columns. The left column features the user's profile card for Jess Williams, Senior Manager at Denali Bank, with 73 profile views and 35 post views. The middle column displays a post by Helen Bradley, Managing Director at Philosophy Science LLC, discussing infrastructure. Below her post is a comment by Susan Luker and a comment box. The right column shows a list of trending news items, including 'The Dow is About to Hit 20,000' and 'Economy Grew at Fastest Pace in Two Years'. At the bottom right, there is a section for 'Follow new perspectives' featuring profiles of Decagon, Ryan Holmes, and Arianna Huffington. A large advertisement for FixDex is also present, encouraging users to create deeper customer relationships.

**in** Search

Home My Network Jobs Messaging Notifications Me More Try Premium for free

You Rock At Coding - Let FixDex bring you the job offers. It's free, and no commitment.

Share an article, photo, or update

Publish a post · 5 Drafts Share

**Jess Williams**  
Senior Manager at Denali Bank

73  
Who's viewed your profile

35  
Views of your posts

**Helen Bradley**  
Managing Director at Philosophy Science LLC  
3 hrs

Go all in on infrastructure—digital and analog, e.g., mobile and broadband infrastructure, roads, bridges, airports, etc. Tie every initiative to the number of jobs that will be created (and provide training where gaps are most ... see more

8 Likes · 5 Comments

Like Comment Share

**Susan Luker** On average, coal power plant produces 50% more CO2 than natural gas power plant. 1 min ...  
Like Reply

Add a comment...

**FixDex**  
112,345 followers + Follow

How do you decide which features are most important? Download our new eBook for a complete guide to building features your users want! <http://pin.it/y-sDbH2>

LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.  
Find out more

**FixDex**

Follow new perspectives · See more

**Decagon**  
Popular in the internet industry

**Ryan Holmes**  
CEO at Amethyst

**Arianna Huffington**  
President and Editor-in-Chief at The Huffington Post



# LINKEDIN FOR BUSINESS

## How to Use LinkedIn to Build a Home Business



Through introductions to potential clients, customers, and colleagues



LinkedIn groups



With online endorsements that showcase professional ability and character



Job postings



As an online resume and business card

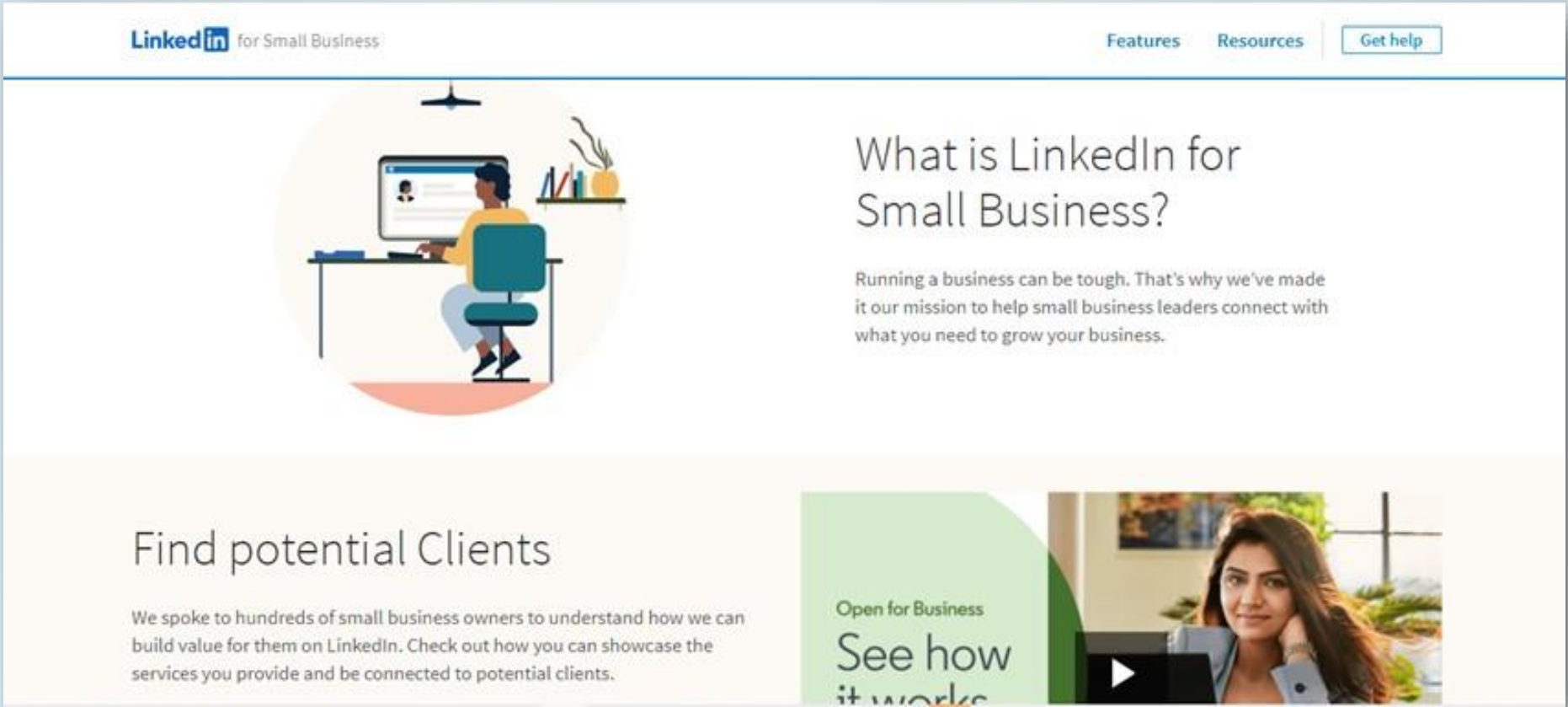


# LINKEDIN FOR BUSINESS



The image shows a screenshot of the LinkedIn for Small Business landing page. At the top left is the LinkedIn logo with the text "for Small Business". To the right are navigation links for "Features", "Resources", and a "Get help" button. The main heading reads "Welcome to LinkedIn for Small Business" with the subtext "A place to grow your business on LinkedIn." Below this is an illustration of two people sitting on a teal sofa in a modern office setting, one with a laptop. To the right is a desk with a computer monitor and a small shelf with books and a plant. A horizontal orange line separates this section from the bottom section. The bottom section features a smaller illustration of a person at a computer on the left and the text "What is LinkedIn for Small Business?" on the right.

# LinkedIn for Business



The screenshot shows the LinkedIn for Small Business landing page. At the top left is the LinkedIn logo with the text "for Small Business". To the right are navigation links for "Features", "Resources", and a "Get help" button. The main content area features a circular illustration of a person working at a desk with a computer. To the right of this illustration is the heading "What is LinkedIn for Small Business?" followed by a paragraph: "Running a business can be tough. That's why we've made it our mission to help small business leaders connect with what you need to grow your business." Below this is a section titled "Find potential Clients" with a paragraph: "We spoke to hundreds of small business owners to understand how we can build value for them on LinkedIn. Check out how you can showcase the services you provide and be connected to potential clients." To the right of this text is a video player with a play button icon. The video thumbnail shows a woman looking at a laptop. Text overlaid on the video includes "Open for Business" and "See how it works".



# LINKEDIN SAMPLE BUSINESS PAGE

The image shows a screenshot of a LinkedIn business page for 'SCORE Memphis'. The page is viewed from a 'Super admin view'. At the top, there is a navigation bar with 'All Pages', 'Content', 'Analytics', and 'Activity' tabs. A 'View as member' button is in the top right. Below the navigation bar, there is a banner area with a profile picture of a woman, a menu with 'Visitors', 'Updates', and 'Followers', a photo of a smiling man, and a text box that says 'Mentors to America's Small Business'. To the right of the banner is the SCORE logo with the tagline 'FOR THE LIFE OF YOUR BUSINESS'. Below the banner, the page name 'SCORE Memphis' is displayed, along with 'Management Consulting · Memphis, TN · 108 followers'. There are 'Edit Page' and 'Share Page' buttons. A tagline field contains the text: 'Tagline: Add a short description or catchphrase about your Page'. On the left, an 'Analytics' widget shows '23 Unique visitors' (up 130%) and '1' (down 75%). In the center, there is a 'Start a post' field with options for 'Photo', 'Video', 'Document', and 'Poll'. On the right, a 'Manage' section includes 'Events', 'Hashtags', and 'Messaging'.



# LINKEDIN FOR BUSINESS – EDUCATION AND RESOURCES

Learning Center | Help Center | Blog

LinkedIn Marketing Solutions

Advertising | LinkedIn Pages | Resources | Customer Stories | Sign in | [Create ad](#)

Three new free features to strengthen your communities on LinkedIn. [Learn more.](#)

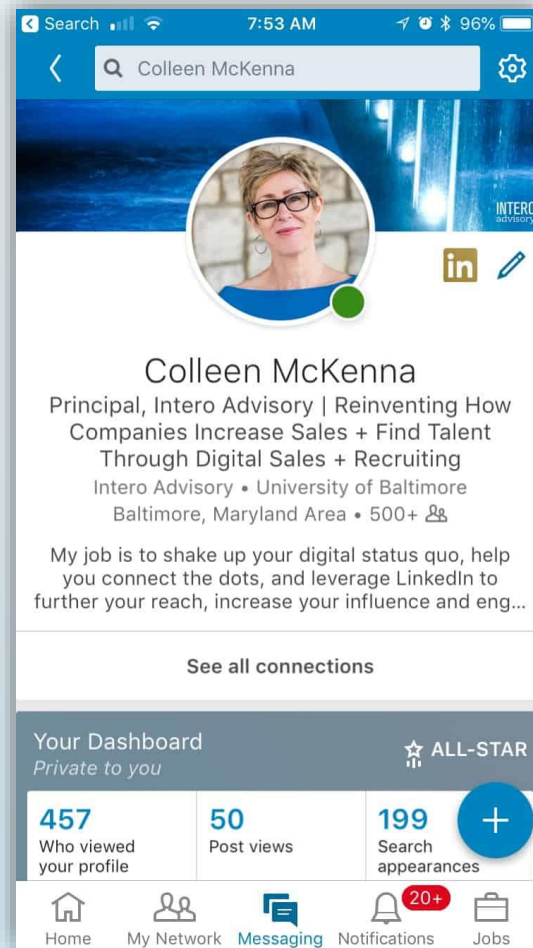
## Do business where business is done.

When you market on LinkedIn, you reach customers ready to do business.

[Get started](#)

<https://business.linkedin.com/marketing-solutions>

# LINKEDIN MOBILE APP VIEW



# LINKEDIN BEST TIME TO POST





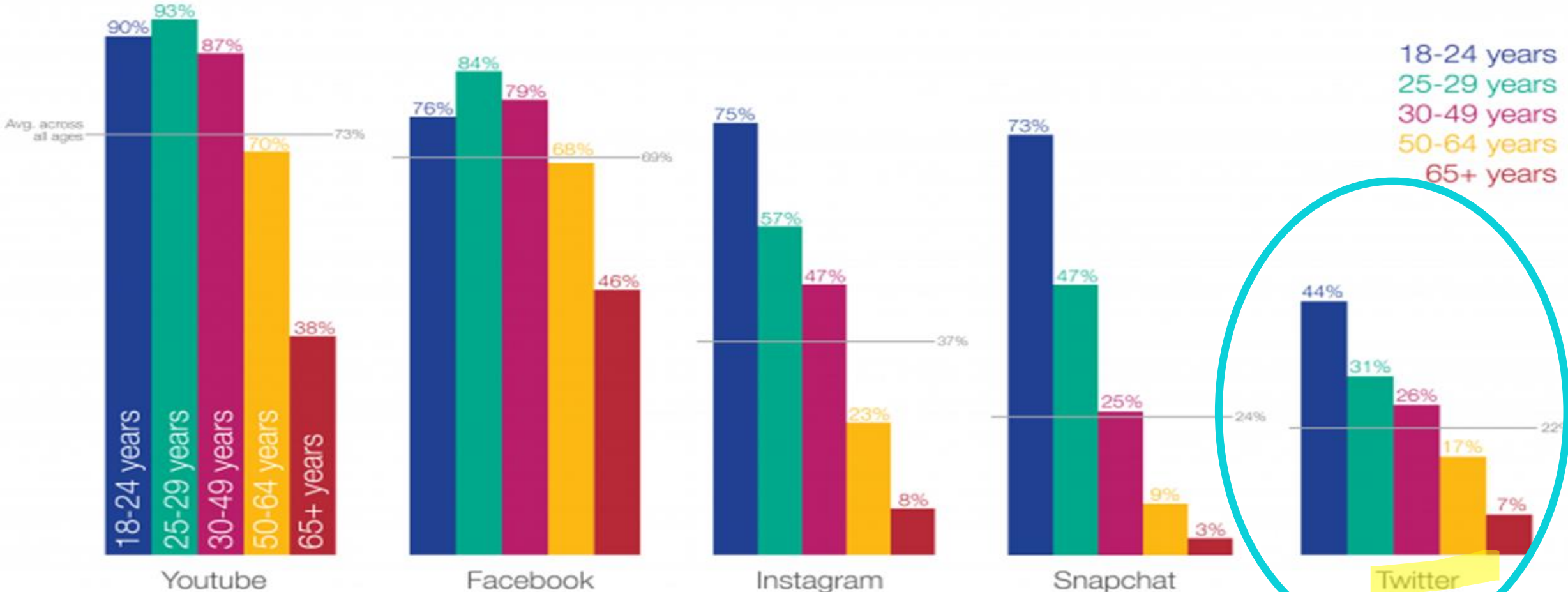
# TWITTER





# 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](https://www.ourworldindata.org), where you find data and research to make progress against the world's largest problems.

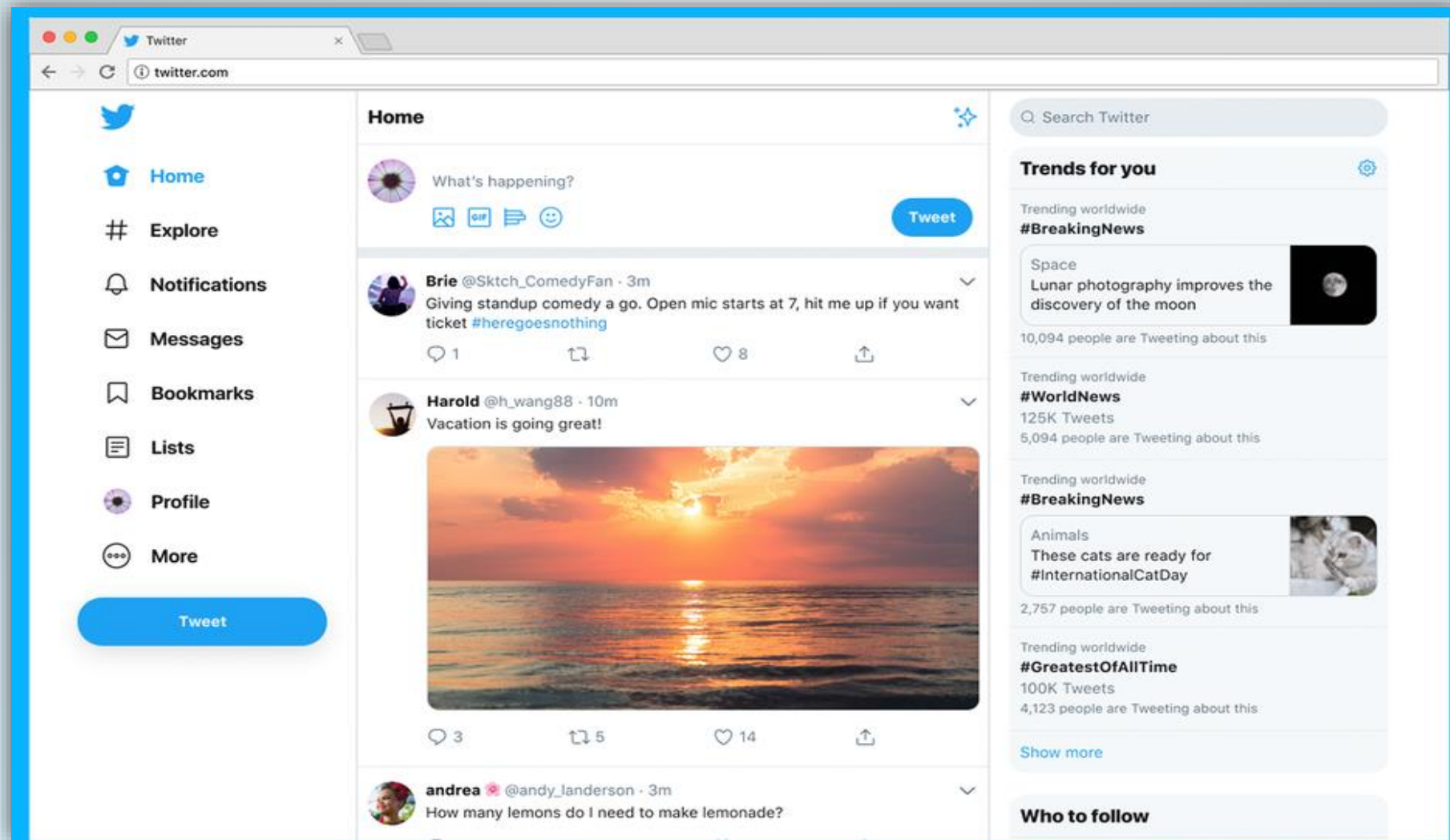
Licensed under CC-BY by the author Esteban Ortiz-Ospina.

# TWITTER – 7 KEY PARTS



- 🐦 Banner Image
- 🐦 Profile Picture
- 🐦 Name
- 🐦 @Username / Twitter Handle
- 🐦 Description / Bio
- 🐦 Link
- 🐦 Pinned Tweet

# TWITTER BASIC ACCOUNT





# TWITTER FOR BUSINESS



Quick Twitter tips:

- 🐦 Limit to 1-2 hashtags per Tweet
- 🐦 Be conversational
- 🐦 Keep your post short and sweet
- 🐦 Use images, GIFs, and/or videos whenever possible
- 🐦 Test, test, and test again (use analytics to see what works)
- 🐦 Monitor events and trending conversations



# TWITTER FOR BUSINESS EDUCATION AND RESOURCES



The image is a screenshot of the Twitter Business website. At the top left, there is a 'Business' logo with the Twitter bird icon. To the right of the logo are navigation links: 'Basics', 'Advertising', 'Resources and guides', and 'Ads Help Center'. Further right is a user profile picture, a search icon, and a 'Start a campaign' button. The main content area features a large image of a person's hands holding a smartphone displaying the Twitter logo. Overlaid on this image is the text 'What to Tweet' in a large, bold, white font, and below it, 'Tips and tricks to help you Tweet better' in a smaller white font. Below the image, there is a white banner with the text 'Spread your message with Twitter Ads' and a yellow 'Learn more' button. At the bottom of the screenshot, the text 'Learn best practices to help' is visible, followed by a partially obscured browser address bar.

<https://business.twitter.com/en/basics/what-to-tweet.html>

# TWITTER MOBILE APP VIEW





# TWITTER BEST TIME TO POST





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

- 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?





# 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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