

FACEBOOK AND INSTAGRAM

MAKING THESE SOCIAL MEDIA PLATFORMS
WORK FOR YOU



OBJECTIVES

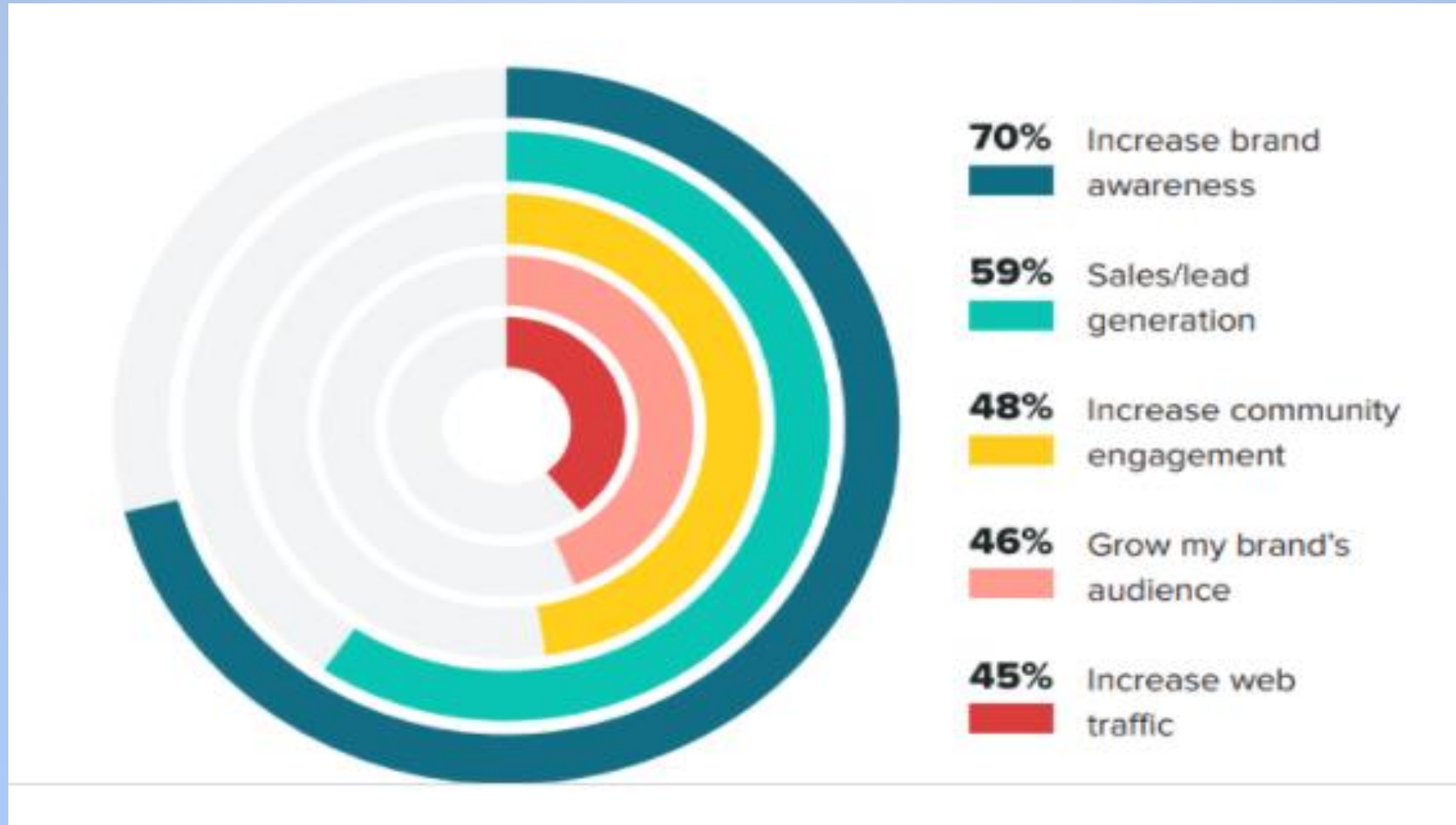


- Review data on popularity of both social media platforms
- Review the history of Facebook and Instagram
- Review Facebook features
- Review Instagram Features
- Review management tool- Facebook Business Suite
- Define hashtags and why they are important

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

							
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 68% Male	442 Million users Ages 30-49 78% Female	2.3 Billion users All ages	740 Million users Ages 46-55	1.2 Billion users Ages 25-34	689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook- ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	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
DOWNSIDE	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.

FACEBOOK HISTORY



- 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



- 📷 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

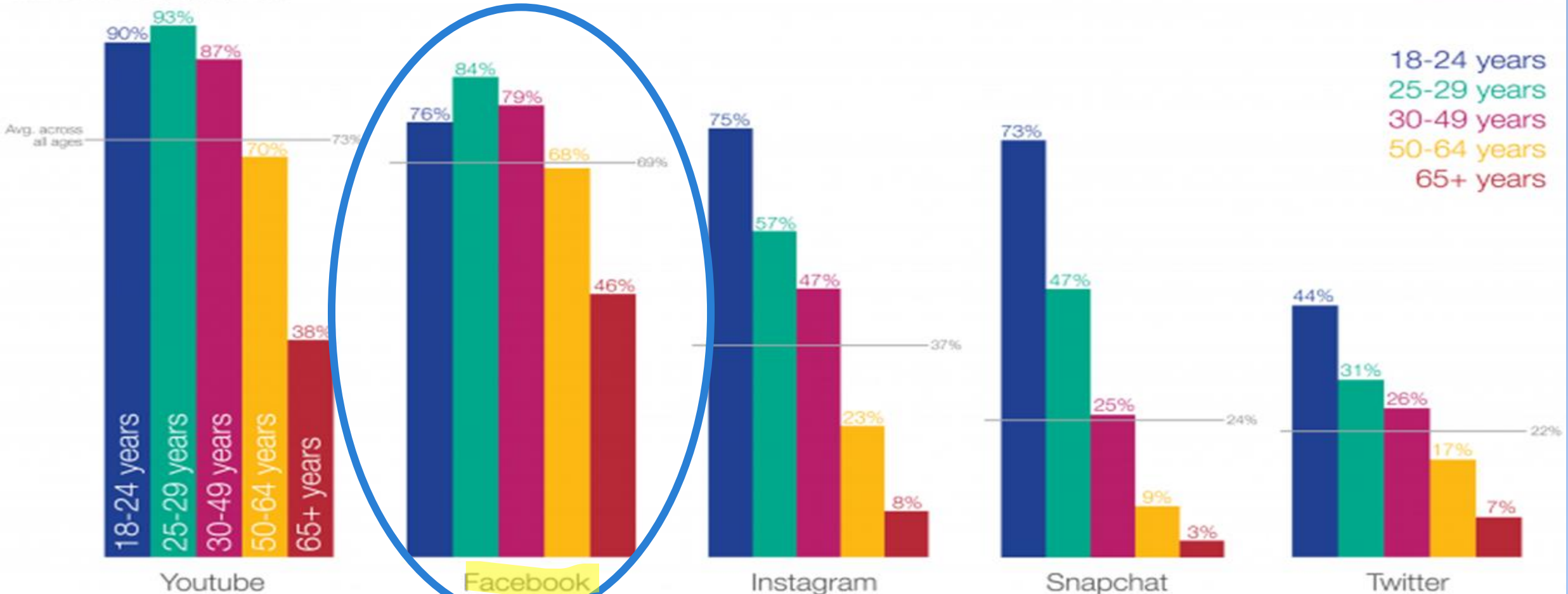
FACEBOOK FOR BUSINESS



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.

Our World
in Data



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.

FACEBOOK FOR BUSINESS FEATURES



- 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

The screenshot shows the Facebook Business page for Market On South. The page layout includes a profile picture, navigation menu, post writing area, recommendations and reviews, a recommendation poll, a photos section, and an about section with a map and hours.

Market On South
@marketonsouth

Home
Reviews
Photos
Posts
Videos
Events
About
Community
[Create a Page](#)

Like Follow Share ...

Write a post...

Photo/Video Tag Friends Check in ...

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

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](#)

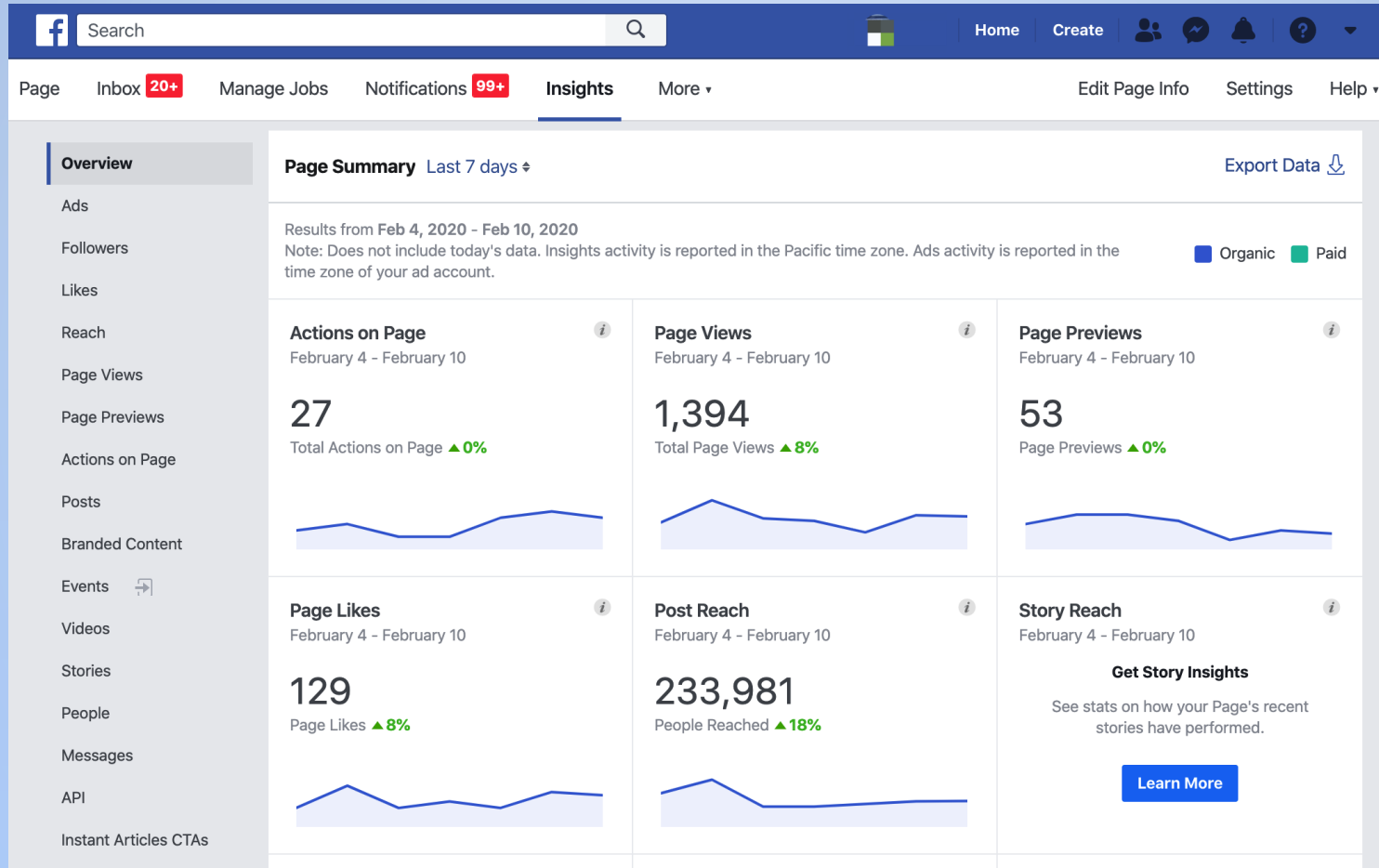
2603 E South St
Orlando, Florida 32803
Get Directions
(407) 613-5968
Send Message
www.marketonsouth.com
Vegetarian/Vegan Restaurant
Hours 8:00 AM - 12:00 AM
Open Now
Popular hours

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

6AM 9AM 12PM 3PM 6PM 9PM 12AM 3AM

[Suggest Edits](#)

FACEBOOK BUSINESS



FACEBOOK- BEST TIME TO POST



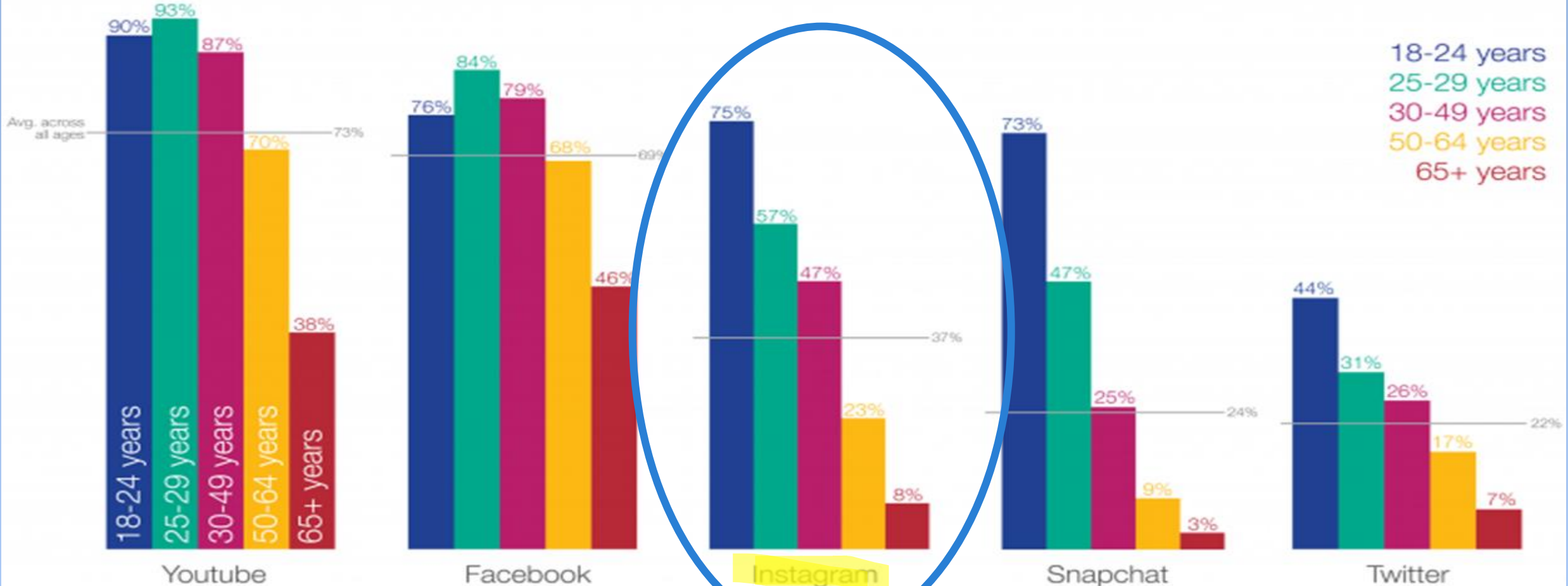
INSTAGRAM FOR BUSINESS



Instagram

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.

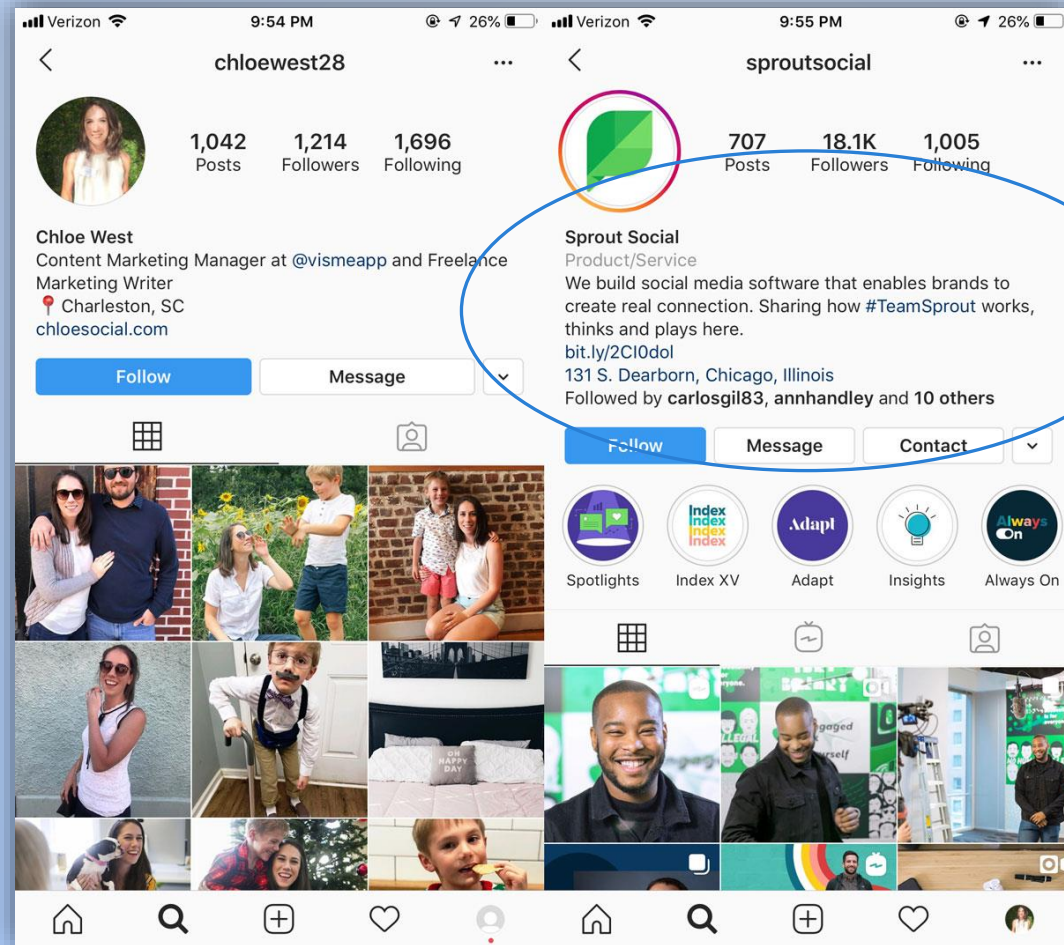
Licensed under CC-BY by the author Esteban Ortiz-Ospina.

INSTAGRAM FOR BUSINESS FEATURES



- 📷 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



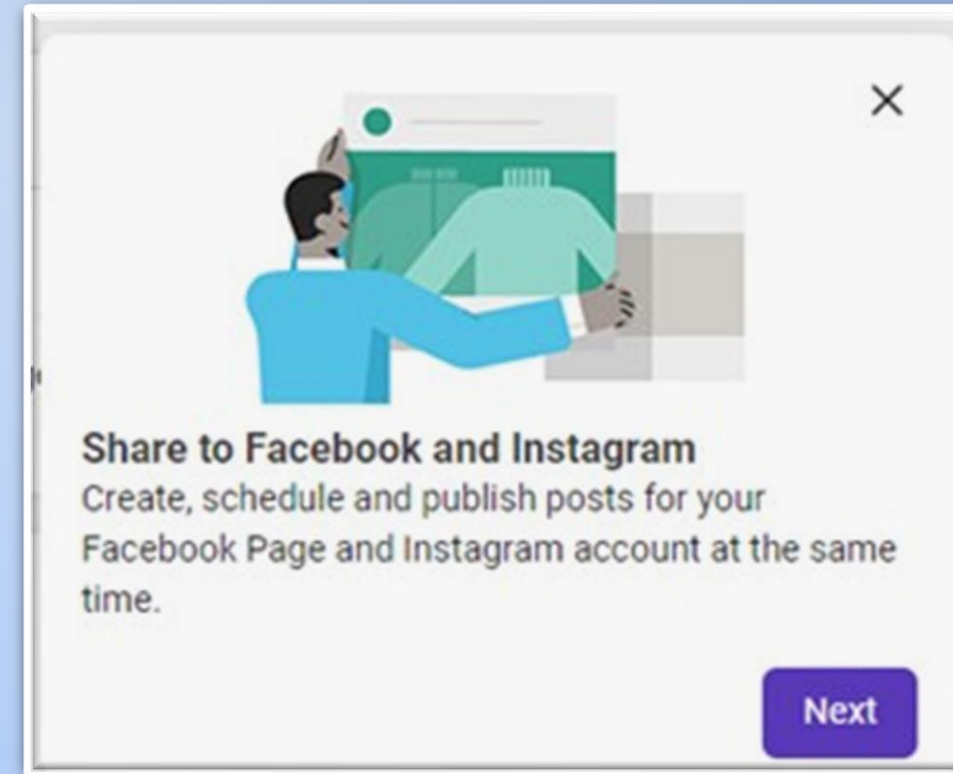
FACEBOOK BUSINESS SUITE




facebook
Business Suite
All-in One Management Tool





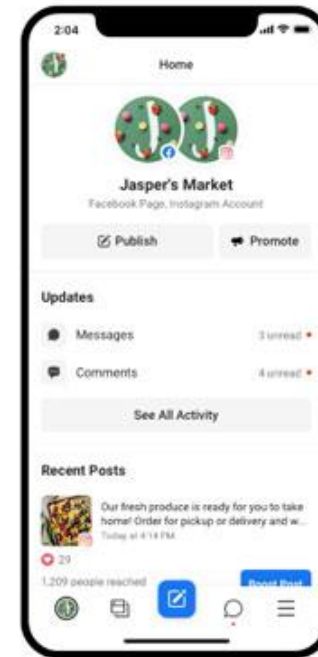
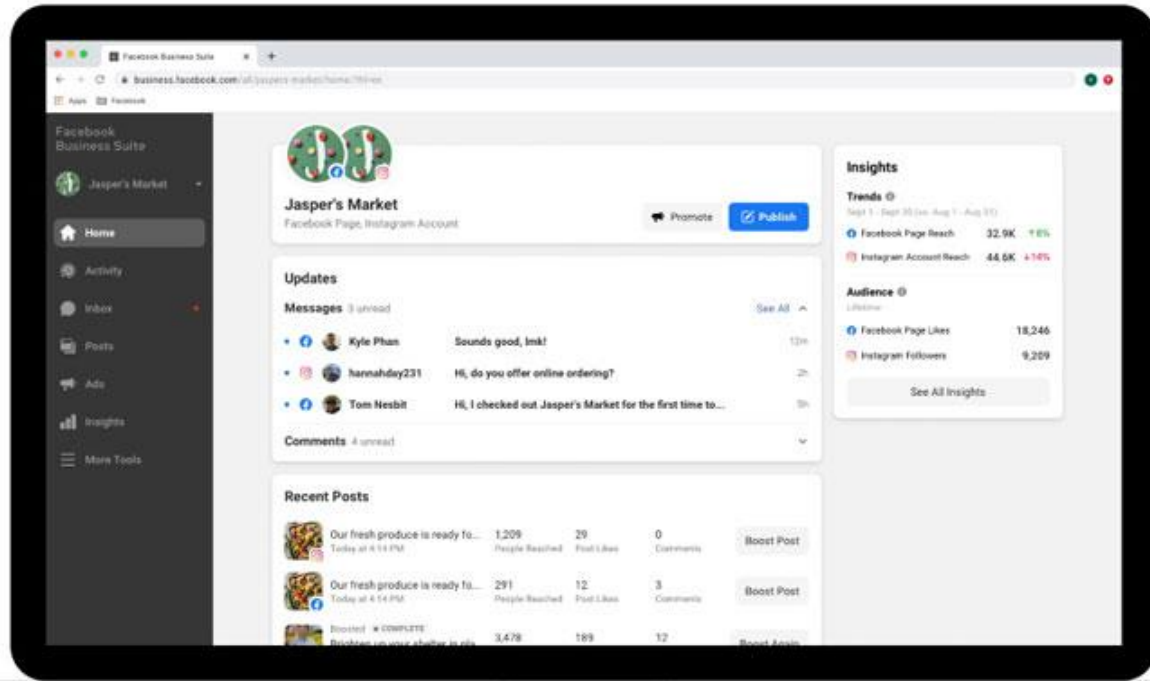




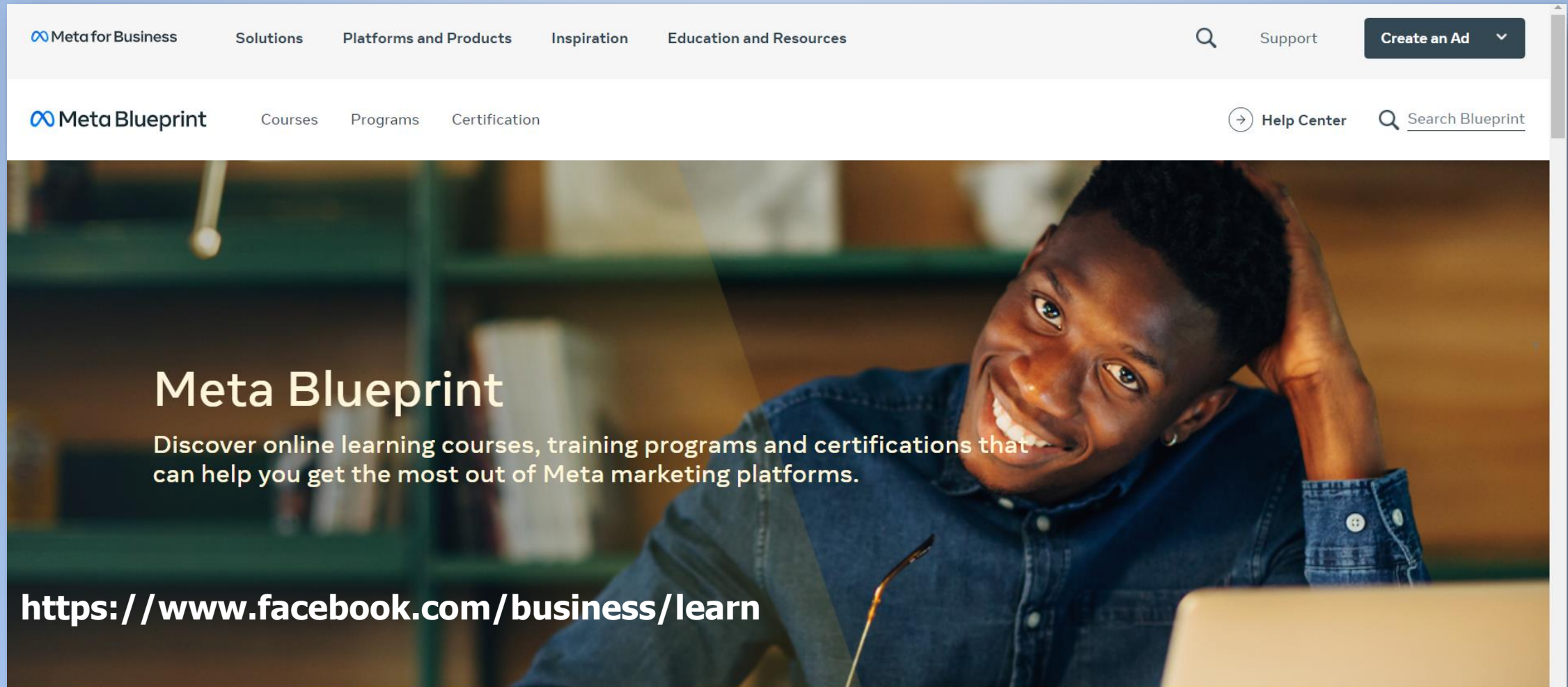
Share to Facebook and Instagram
Create, schedule and publish posts for your Facebook Page and Instagram account at the same time.

[Next](#)

FACEBOOK BUSINESS SUITE



FACEBOOK FOR BUSINESS – EDUCATION AND RESOURCES



Meta for Business Solutions Platforms and Products Inspiration Education and Resources

Search Support Create an Ad

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

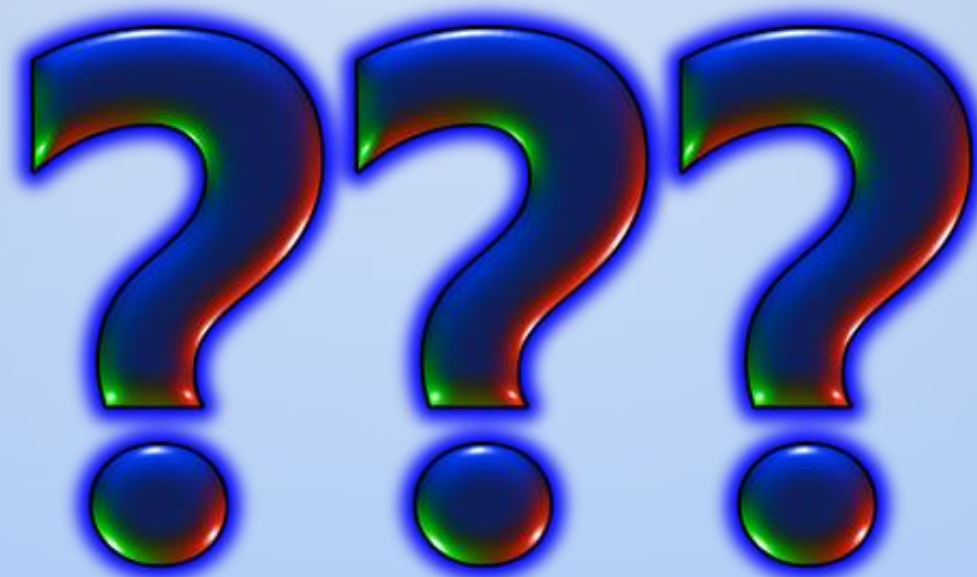
- A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it.
- By adding a hashtag, your content will be accessible to all other users interested in similar topics who search for your hashtag.

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.



Email Address

sarita@fspenterprises.net

All Things Sarita

www.fspenterprises.net