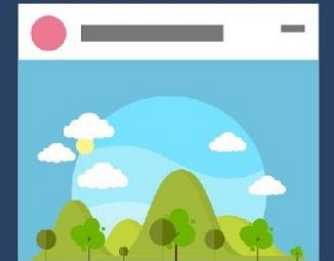


Social Media



1. Social Media in Australia
2. Channels to use
3. Social Media Tips
4. Tools to make your posts stand out



01



**Put it into
context..**

Almost eight in ten people...



79% now use
social media

which is



10

points higher
than last year

Usage by age



99%

18-29 years



96%

30-39 years



86%

40-49 years



66%

50-64 years



47%

65+ years

Most Active Social Media Platforms

Facebook 91%

Youtube 53%

Instagram 39%

Linkedin 22%

Pinterest 22%

Twitter 19%

Snapchat 23%

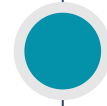
Why continue to post on social media?



Keeps you connected with the community



Helps people understand your value



Showcases what you do in the community



Keep's the algorithm going!

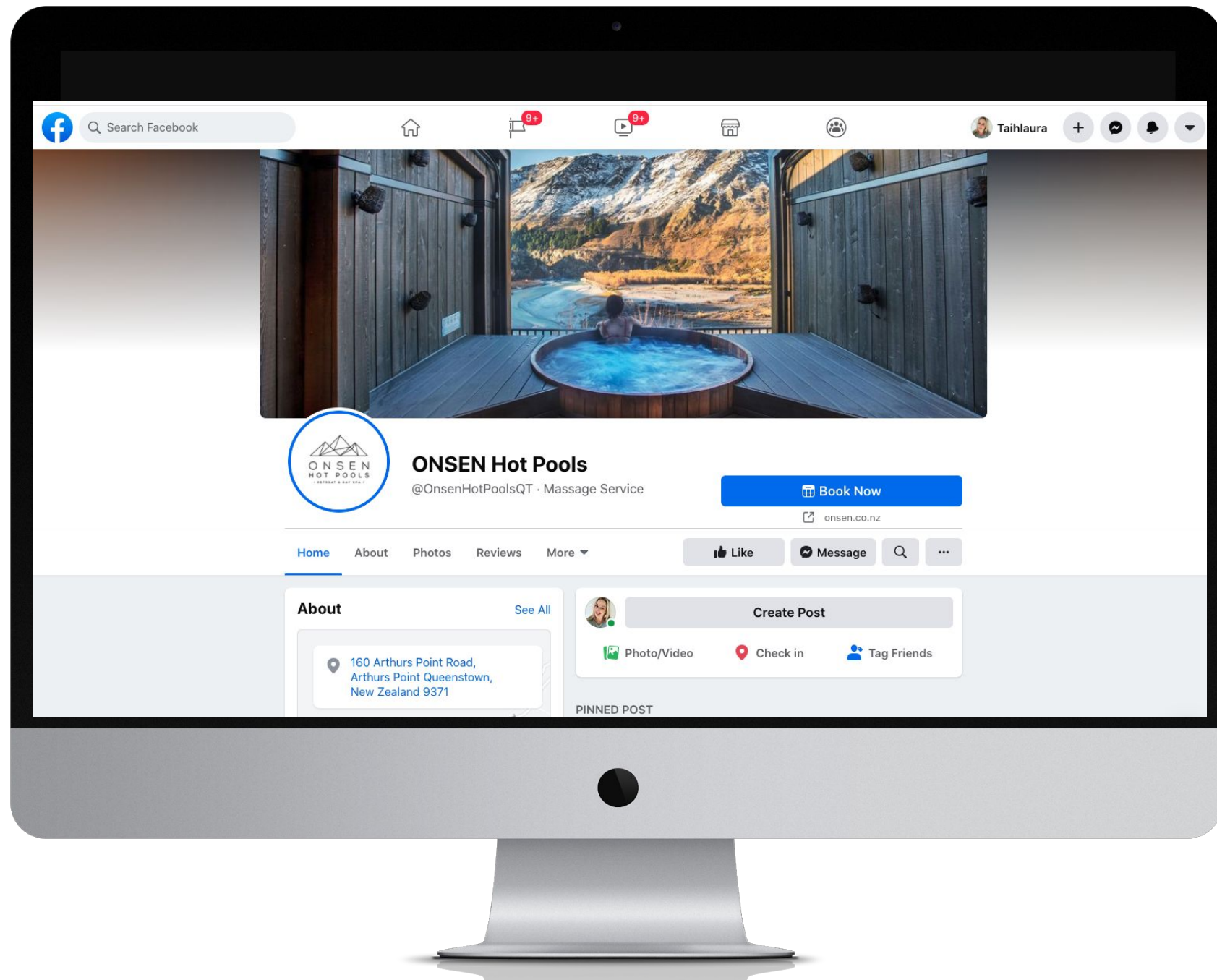
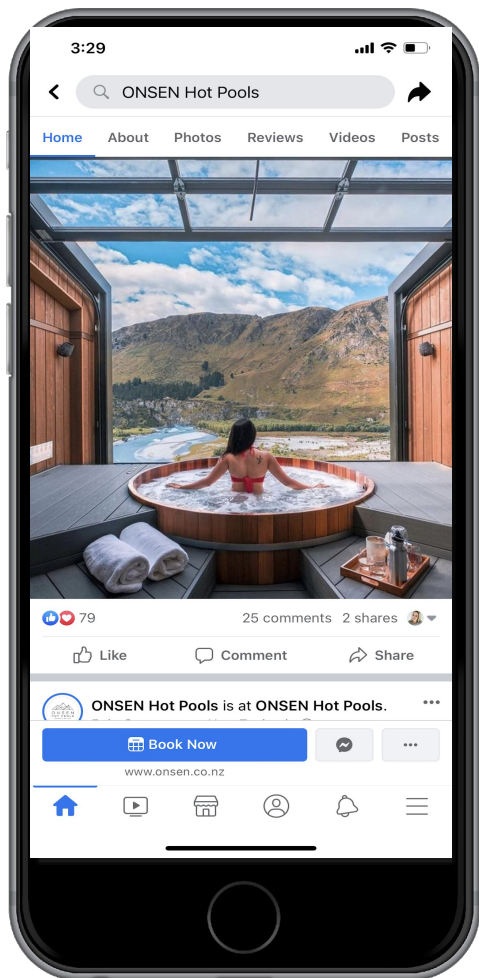
02

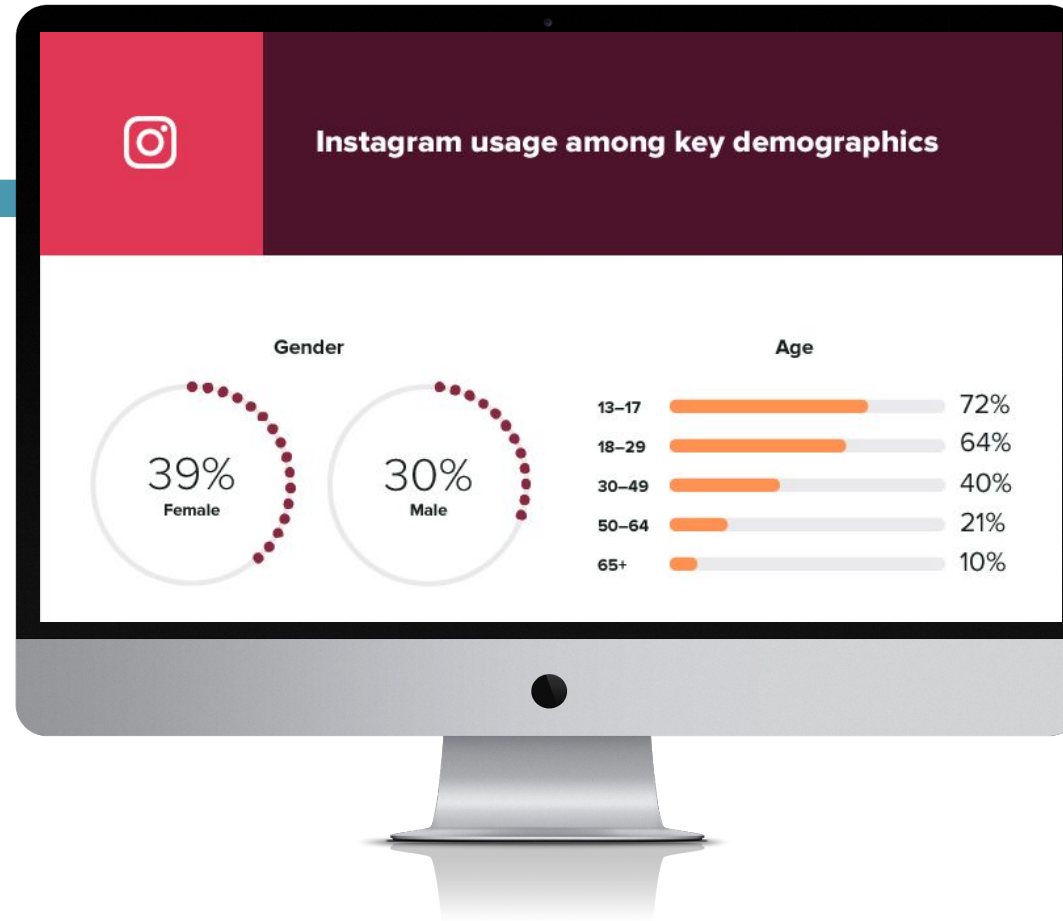


**Channels to
consider**

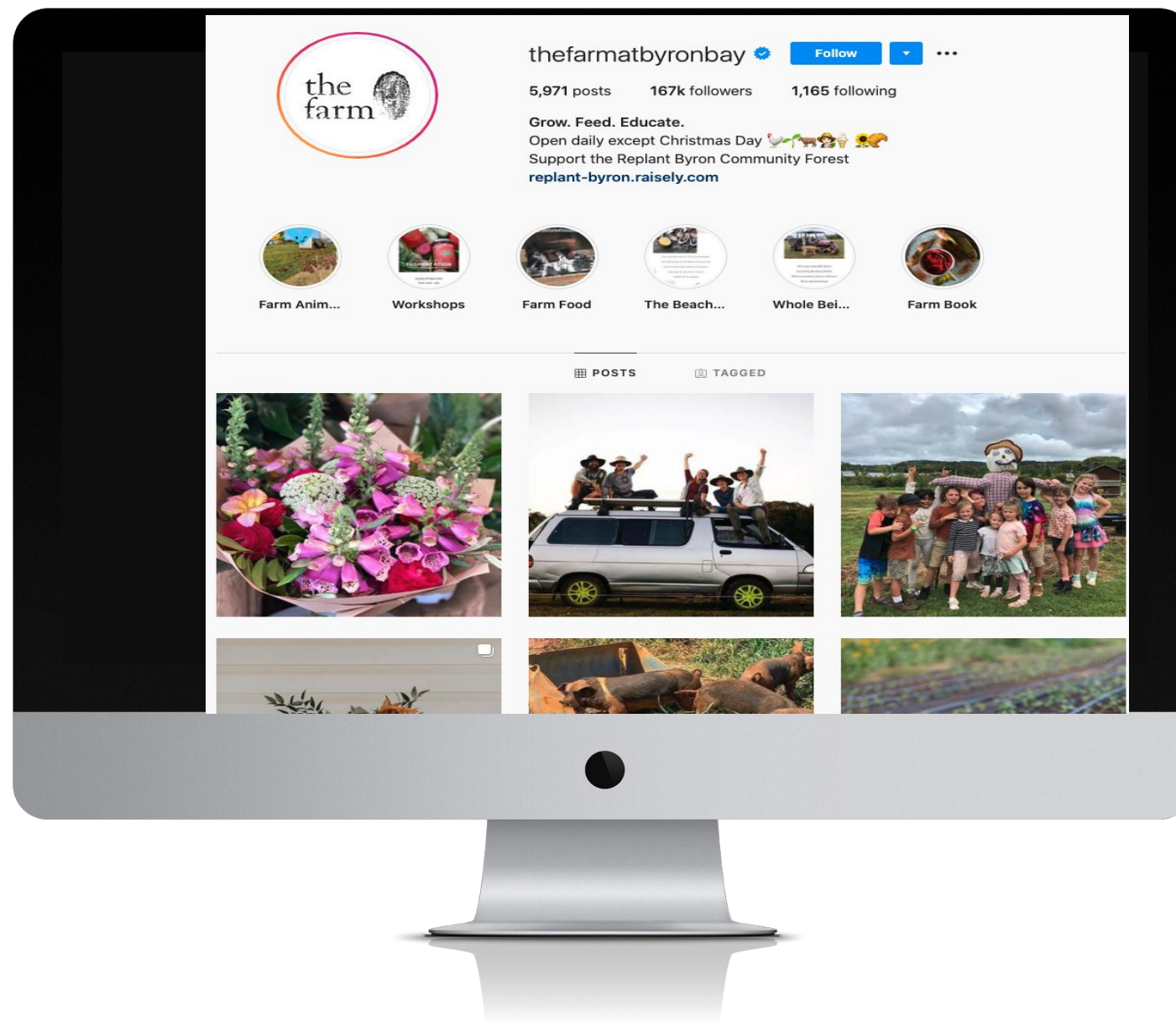
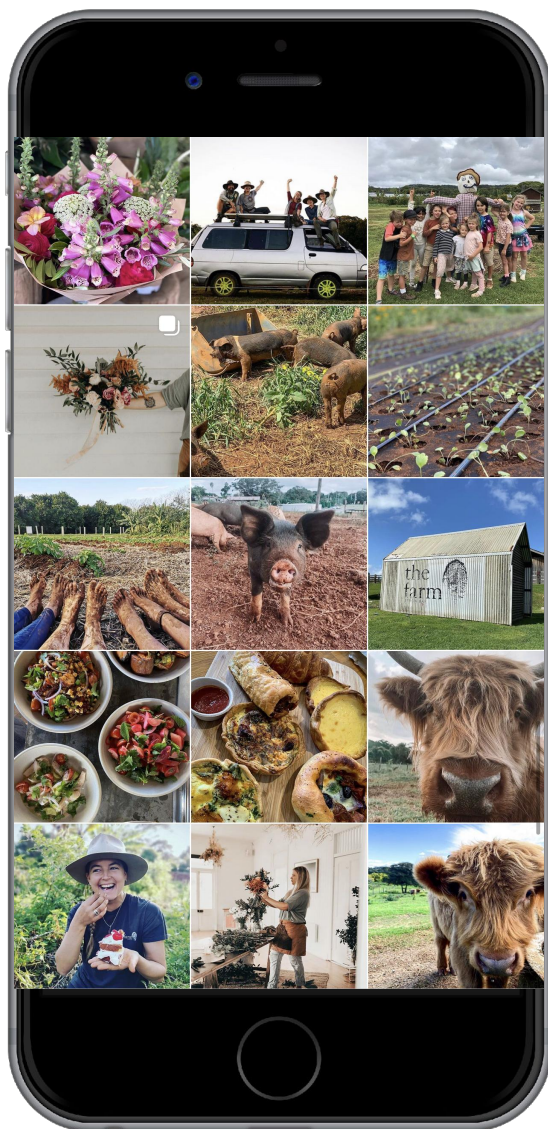


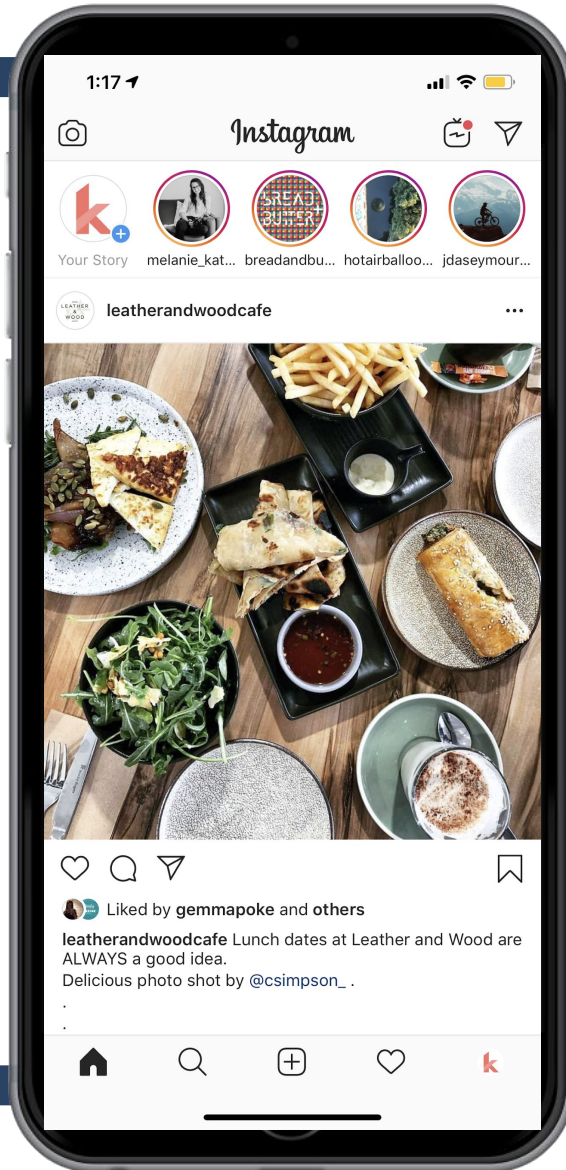
Facebook





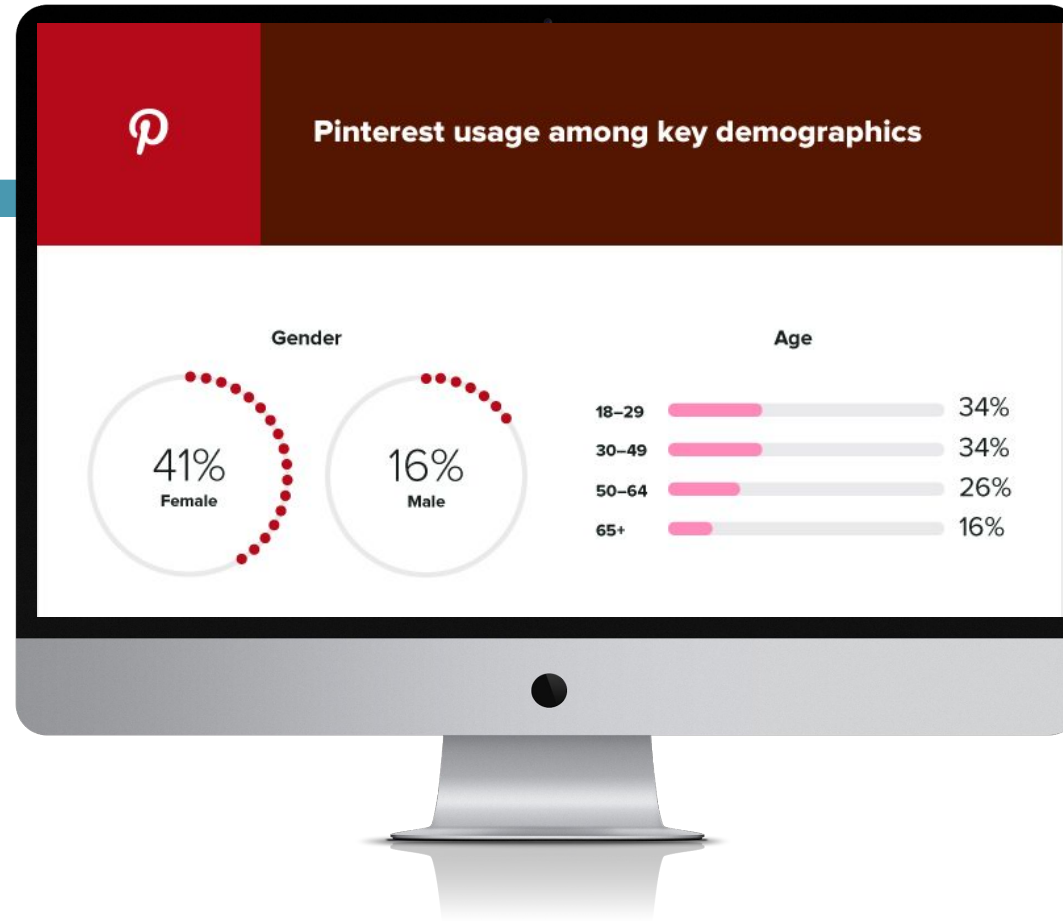
Instagram



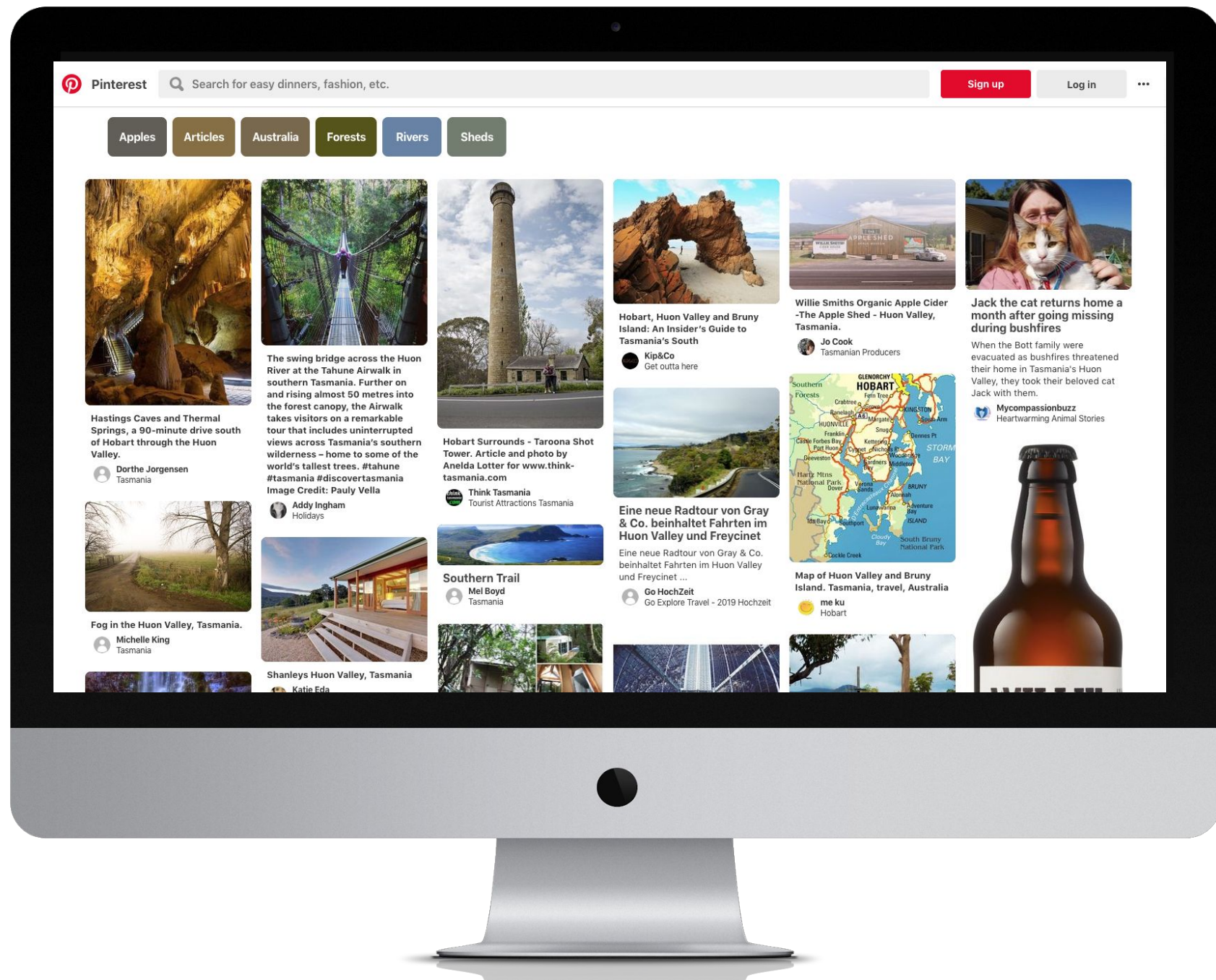
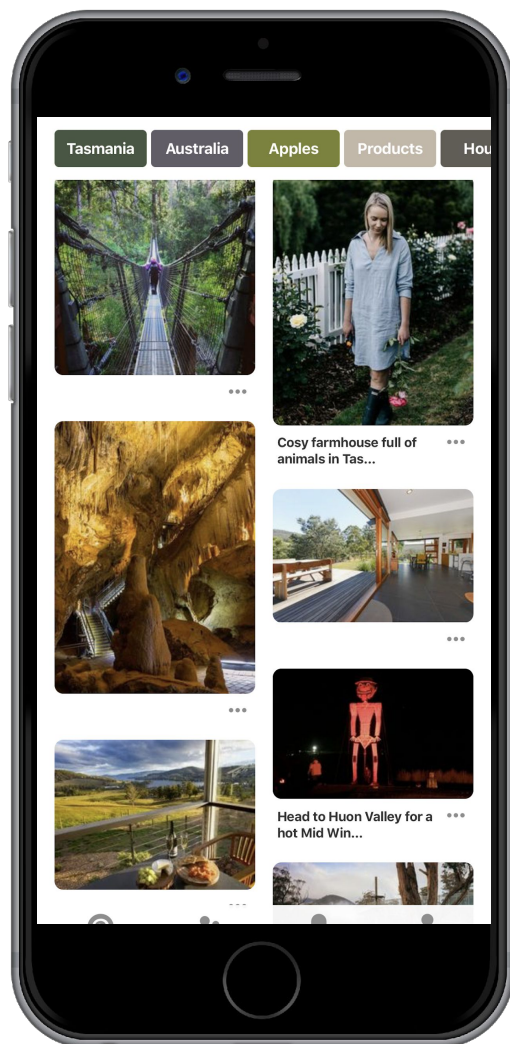


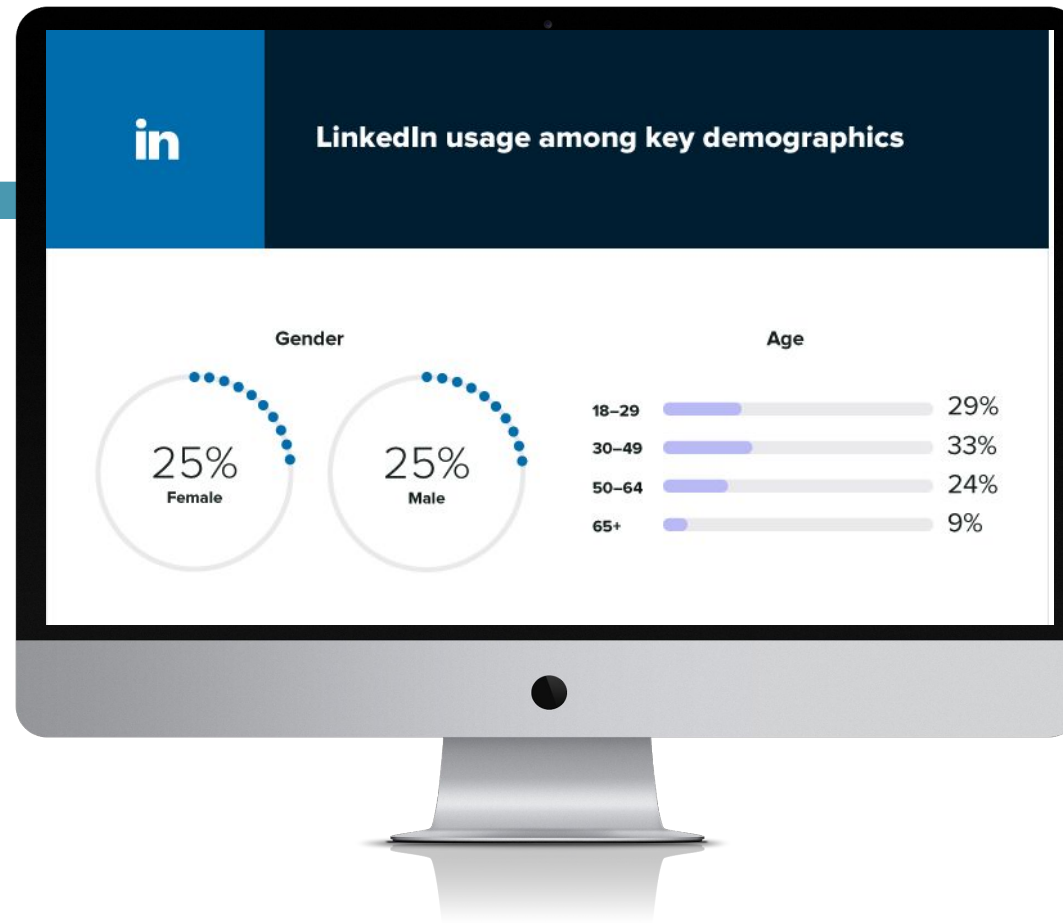
Instagram Stories

- 500 million active daily users worldwide
- 1 million active daily users in Australia
- Heaps of new features released in 2019

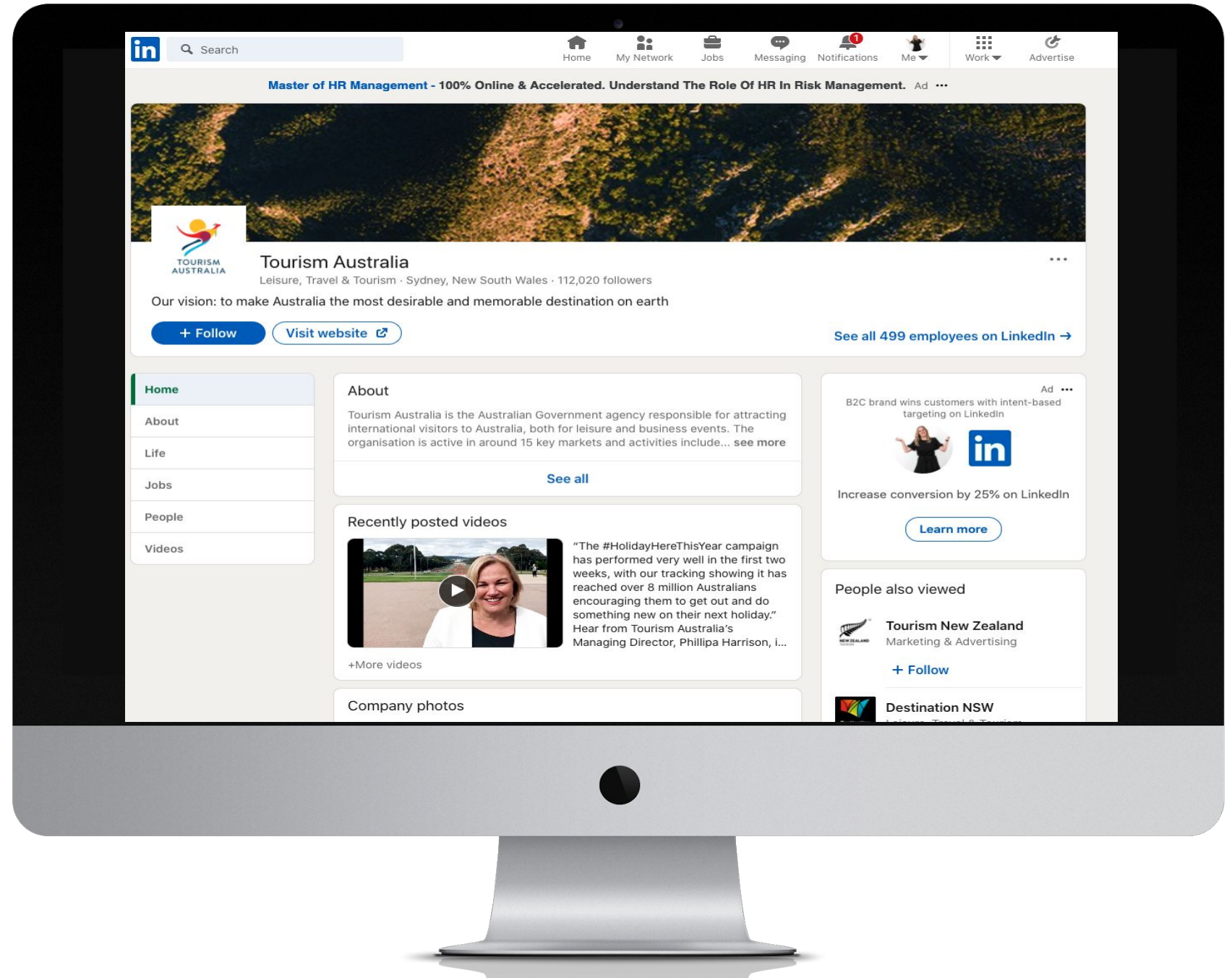
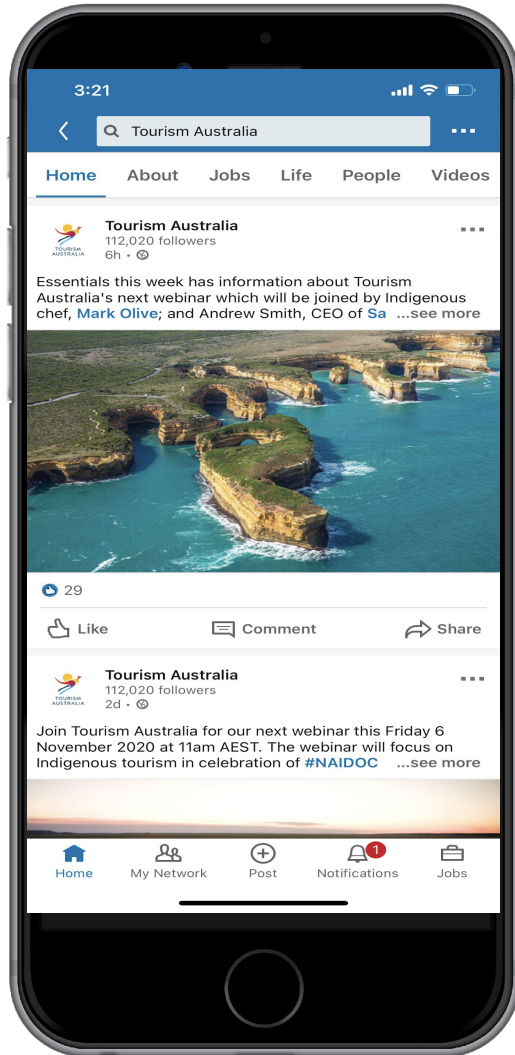


Pinterest





LinkedIn



03

Social Media Tips
& Techniques



Posts with...

- Faces get 38% more likes than photos not showing faces.
- A single dominant colour generate 17% more likes than images with multiple colours.
- A high amount of negative space generate 29% more likes.
- Blue as the dominant colour generate 24% more likes than images that have predominantly red.
- Tagged with a location see 79% higher engagement than posts not tagged with a location



Create a unique hashtag
Your business name or a current campaign.

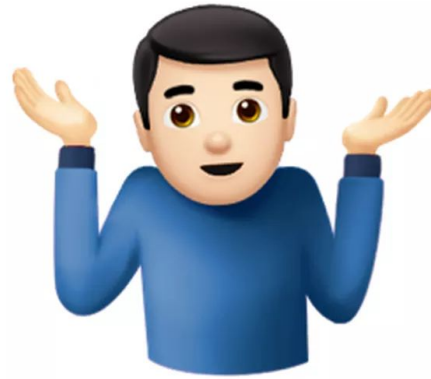
Don't overdo it

6-10 hashtags are ideal,
always hashtag in the
caption, not comments.

**Choose less frequent
but popular hashtags**

If you use hashtags that are too
general, your content will soon be
pushed out.

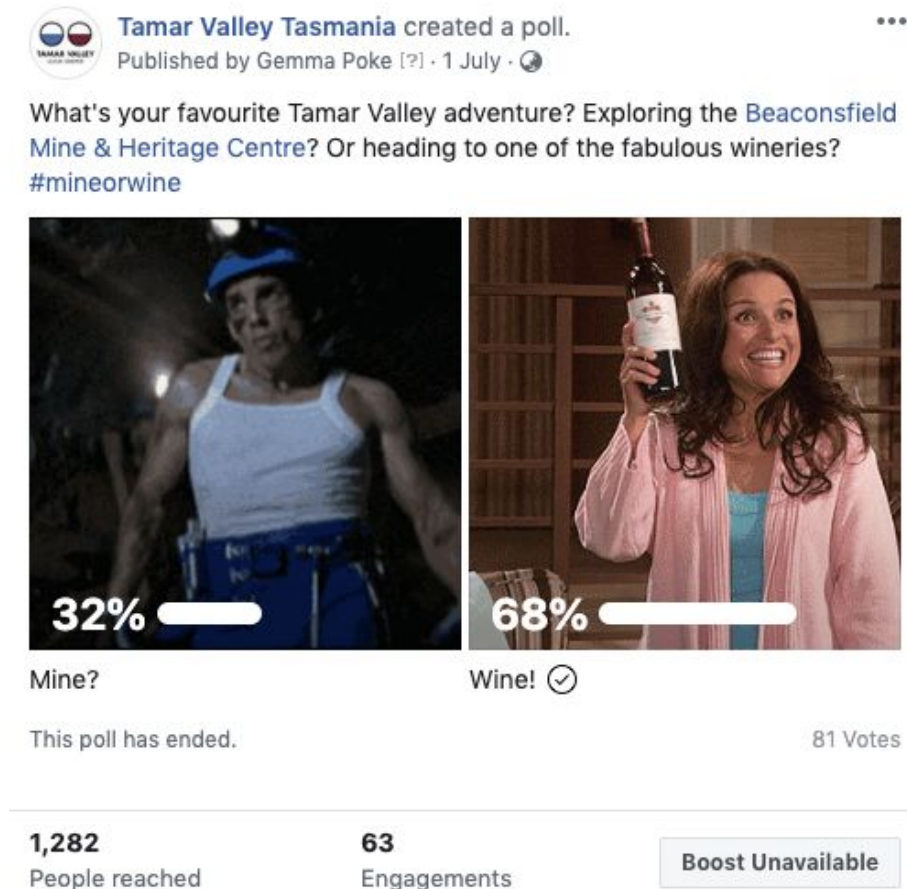
To emoji or not?



Using emoji's can increase click through rate by putting your business on the same level as a consumer*.

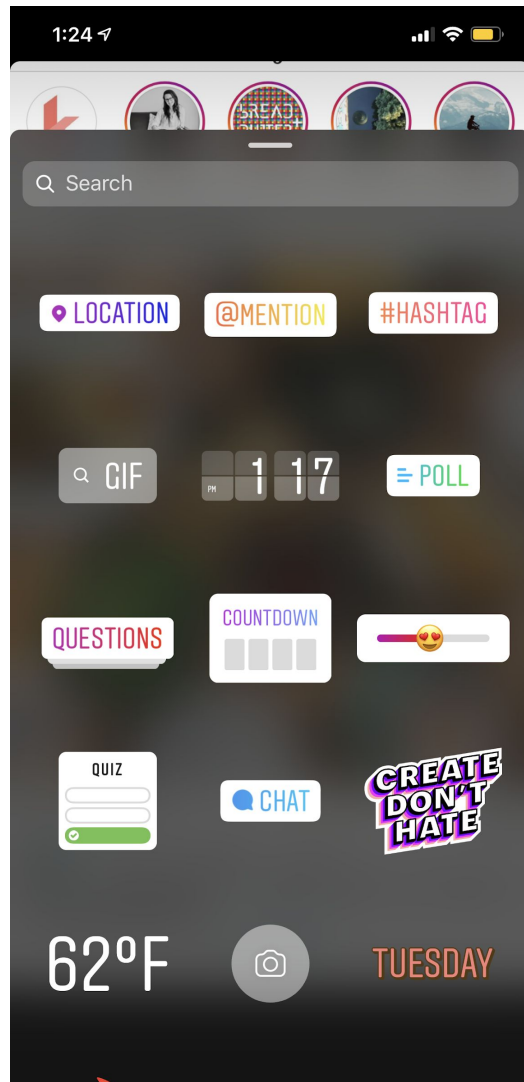
***Just remember to consider your target audience.**

Polls



- Create polls on:
 - ◆ Facebook posts
 - ◆ Instagram and Facebook stories
 - ◆ Facebook groups
- Build expectations about your next product or service launch
- Make your audience be part of your business decisions
- Build relationships with your followers

Functions in Instagram Stories



- Ask me a question
- Music
- Tap to shop
- Swipe up
- GIFs
- Superzoom
- Advertising in stories
- Live stories



Benefits of going live

- Provides absolutely unique genuine content
- It's a cost-effective video strategy
- Creates more excitement around product releases
- Connect with your audience directly
- Drives more traffic to your Facebook pages
- Your audience can ask you questions or leave comments & you can answer in real time
- You see real-time engagement & keep it



Test your timing

Days

Trial certain days of the week to see how your posts perform - take into account when your target audience is online

Times

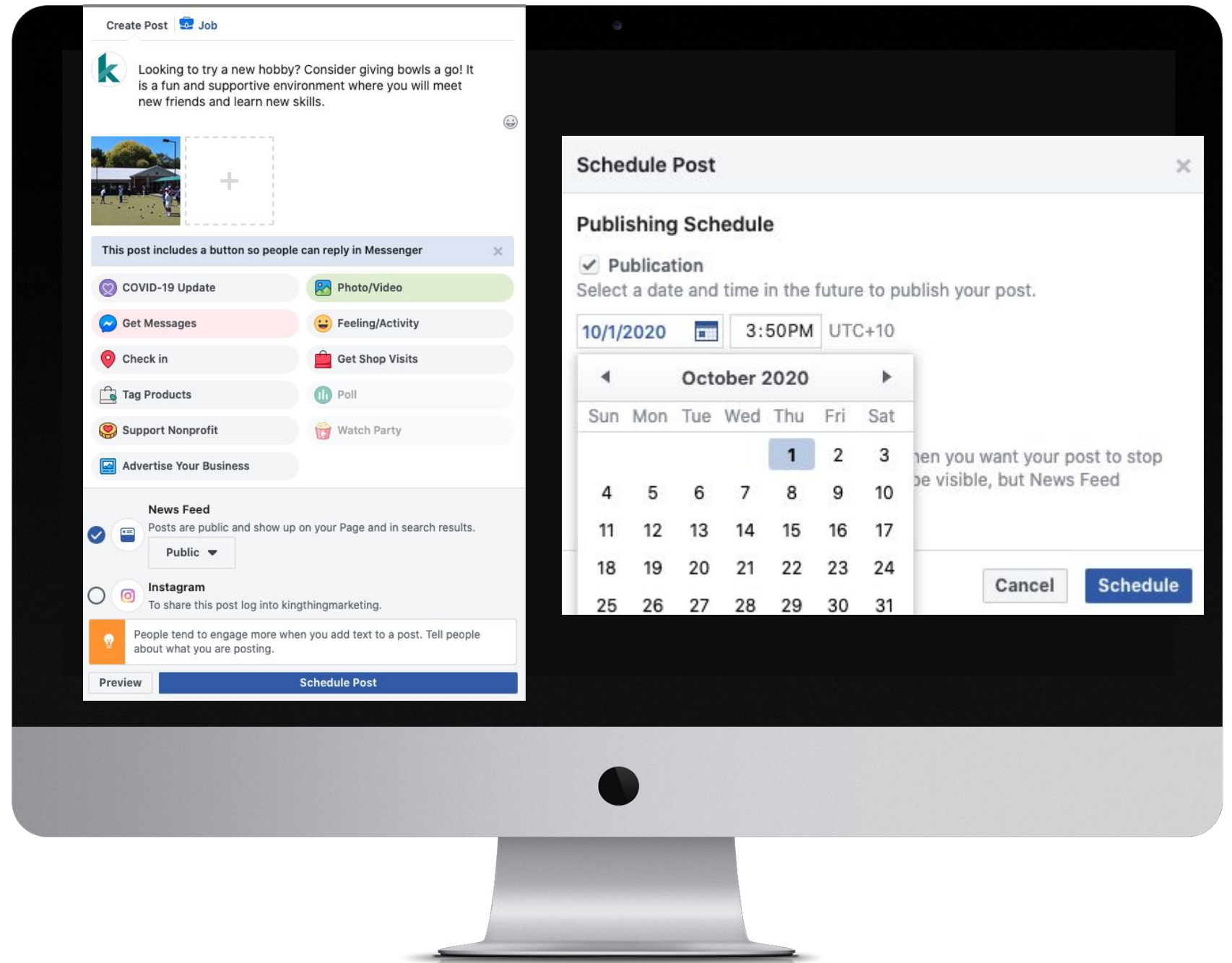
Be sure to post when your audience is most active online - is it lunchtime? Late at night or early in the morning?

Themes

Be consistent with your themes, certain posts may perform best on certain days - eg. Thursday's for 'What's happening this weekend'

Scheduling a Post

- Click 'Schedule Post'
- Choose date and time
- Schedule



Facebook Event Features



AUG
25

Drive Customers To Your Website

Public · Hosted by **Kingthing Marketing** and **Digital Ready**

...



Tuesday, August 25, 2020 at 10 AM – 10:30 AM
2 days ago



Online Event

About

Discussion

- Directly buy tickets from events
- Can invite people via email who don't have Facebook, import mailing lists
- Interactive map
- Can set reminders



Paid Advertising

Option 1 . Boost a post

Option 2 . Facebook Ads Manager

04 | Tools to create great social media

Emojipedia

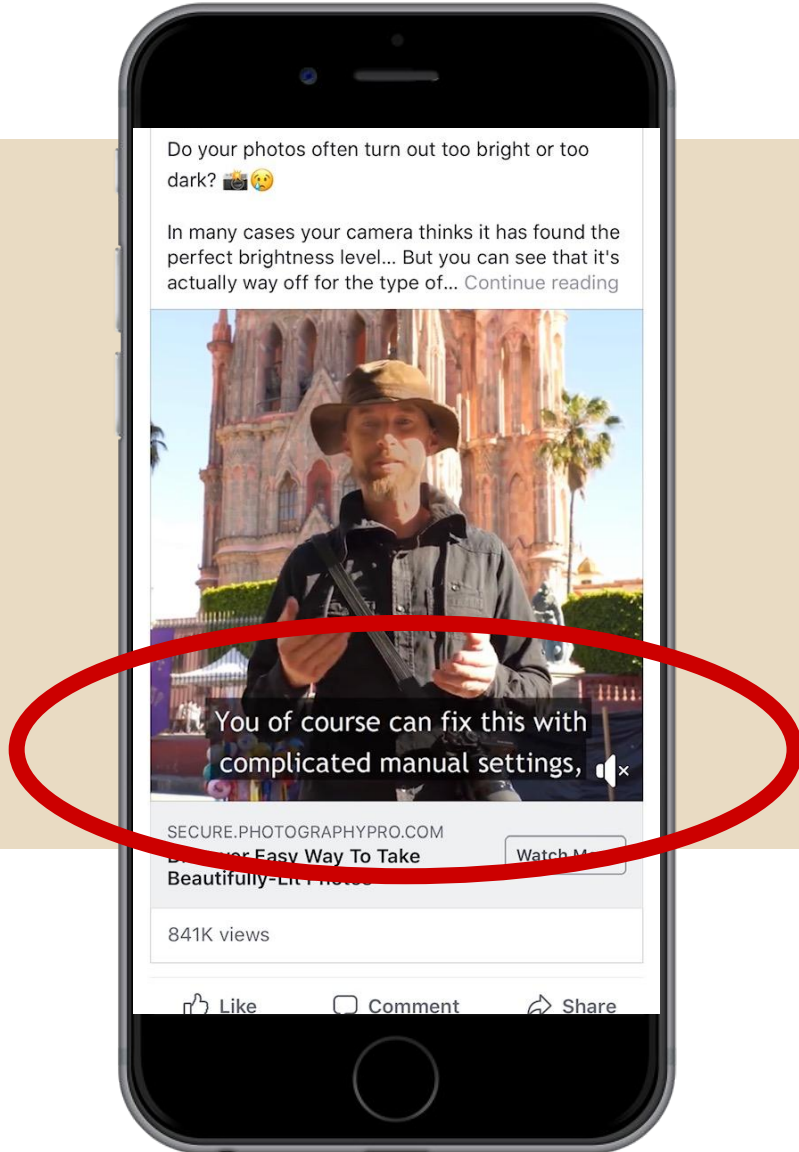
👻🧛 Emojis for Halloween 🧛🎃



eg heart 😍 arrow beach music 👍 laugh birthday 🎃



Video captioning tools



- Filmora Video Editor
- Vont
- Gravie
- Text on Video Square
- Overvideo
- Splice

Facebook Creator Studio

Creator Studio

Create Post

Home

Content Library

Insights

Inbox+

Monetization

Creative Tools

Settings

Resources

St Helens Mountain Bike Trails

Home

Post something...

Add Story

Upload Video

Go Live

You Can Now Tag Unpaid Promotional Posts

You have access to a new content tagging tool that lets you promote small businesses affected by coronavirus (COVID-19).

Create Post

Dismiss

Recent Posts

Last 7 Days

Posts

TravelBu HEALTH

10 Health Benefits of Mou...

Yesterday 3:48 PM

St Helens Mountain Bike...

-- VIEWS

21 ENGAGEMENT

Go To Content Library

Insights

Last 7 Days

Minutes Viewed

76 ▼ 37.8%

1-Minute Video Views

22 ▲ 69.2%

Net Followers

34 ▲ 36%

Engagement

1 ▼ 93.3%

Posts

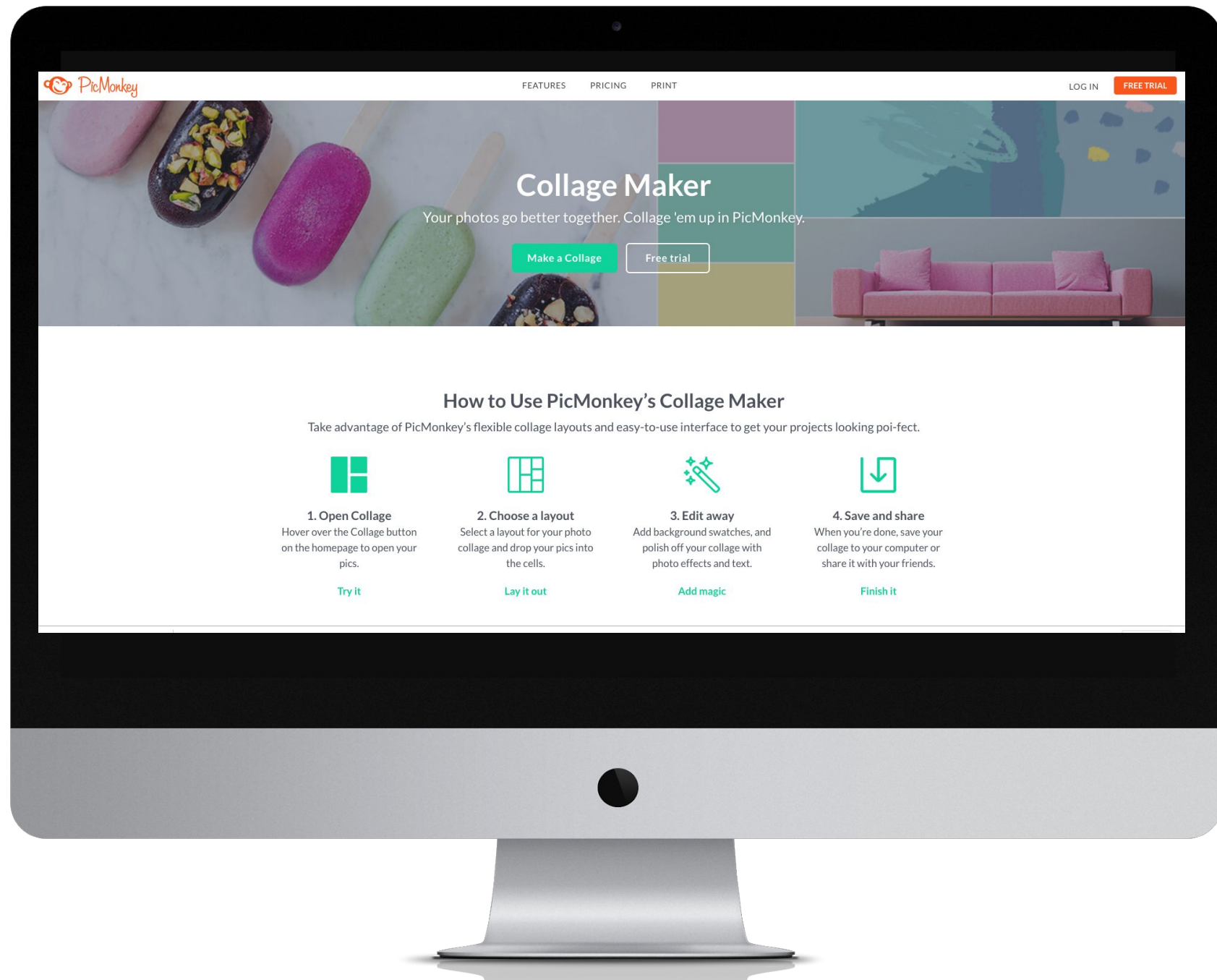
Last 28 Days

1 scheduled post

0 drafts

0 expiring posts

PicMonkey



Make videos that turn heads

Stunning ads, explainers, and
social videos. Ready in a flash.

Make a video




FaceTune



Unsplash

The internet's source of freely usable images.
Powered by creators everywhere.

 Search free high-resolution photos

Trending: flower, wallpapers, backgrounds, happy, love

Photo of the Day by Paul G

[Read more about the Unsplash License](#)

 SQUARESPACE
Start your website with Squarespace today



Introducing Unsplash for Brands

Your brand across the internet. [Learn more](#)



Key Take Outs

- Pick social media channels where your target audiences are spending time
- Use features such as polls, emojis, hashtags and live video
- Test your timing
- Use free tools to create engaging posts

digitalready.tas.gov.au



We're helping Tasmanian small businesses take the next step online.

Search by keyword or topic E.g. Instagram or Snapchat



Browse popular topics

Online Tools

Search Engine Optimisation

Advertising

Mobile

Facebook

Website

Analytics

Social Media

Digital Strategy

Facebook Pro

COVID 19

Digital Ready / FOR BUSINESS

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