

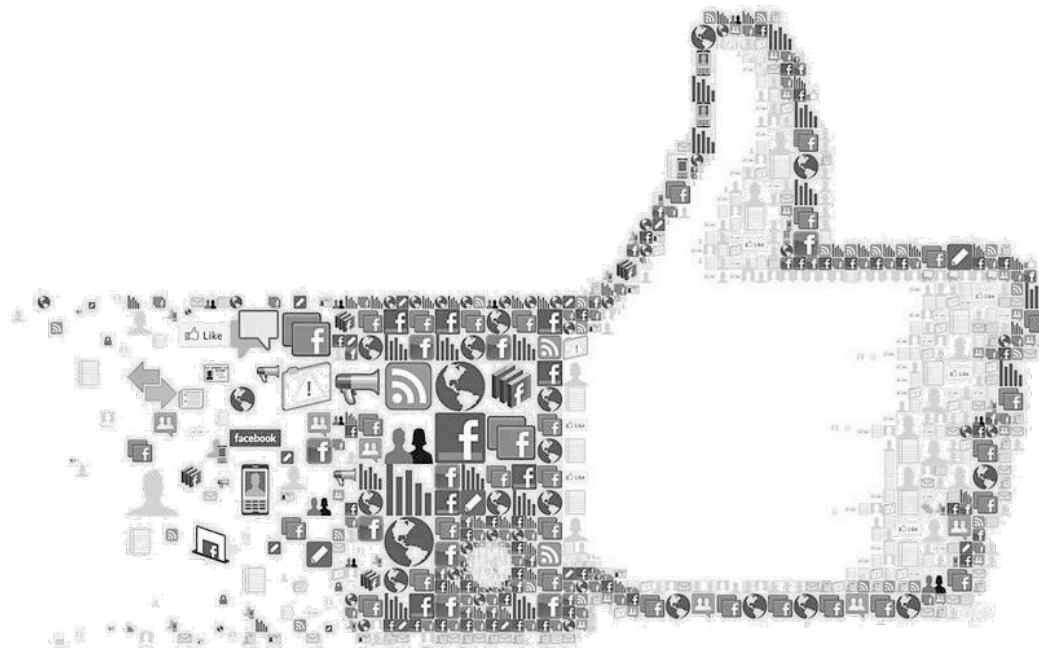


## What is it?

Conceived as a way to connect students, Facebook now boasts 1.23 billion monthly users, or about one-sixth of the world's population.

Facebook is:

- Free to use
- Available in 37 languages
- Still growing
- Attracting older audiences



## How do people use it?

Registered users of this social network can create profiles and connect with others. They can share photo and video content, links, text and their location with their social networks. They can also link their profile to various apps and choose to follow brands, businesses and celebrities.

Individuals use Facebook for a combination of the following purposes:

- Keeping in touch with friends, families and colleagues
- Self-publicising
- Organising events
- Pursuing various interests
- Communicating with brands and businesses
- Entering competitions

## Who uses it?

Almost half of the UK population has an account on Facebook. 2.5 million 13-17 year olds use the site but the largest demographic remains the 25-34 year olds with just under 26% of all users falling into this bracket. Almost half of Internet users 65 years or older also use the site.



## What's the opportunity for brands?

42% of marketers report that Facebook is critical or important to their business.

### Increased reach

- Organically through social referrals (ignite word of mouth marketing)
- Paid via targeted advertising (using Facebook data and your own data)

### Audience engagement

- One to one engagement (customer service, responding to queries, relationship building)
- Community management (leading, moderating, engaging with and rewarding your on-page community)

### Enhanced brand communication

- Showcasing brand personality (less formal, more visual, immediate)

### Web traffic referral

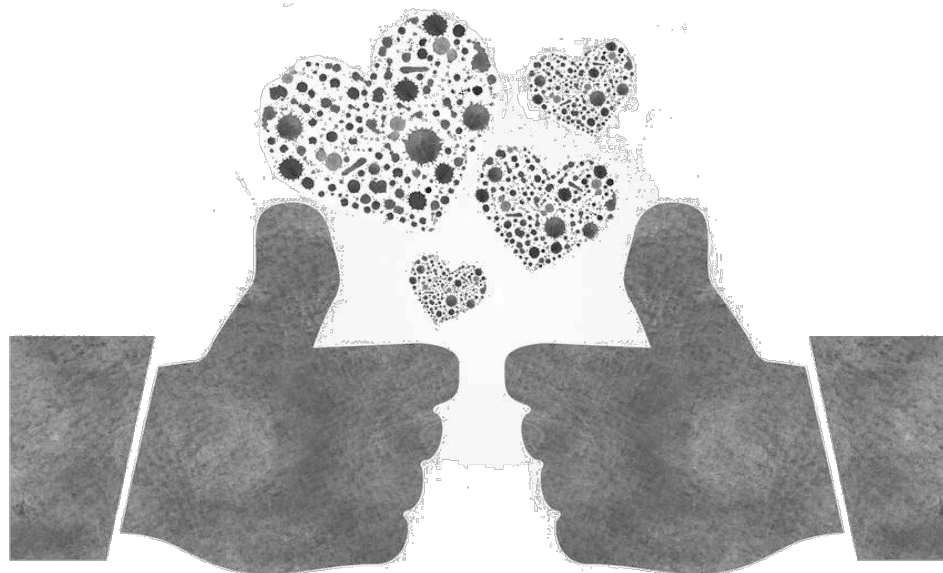
- Driving traffic to key destination with well-timed C2As (planned and responsive)





## Best practice: 5 top tips

1. **Get your visual identity bang on** – A brand's cover photo needs to capture the culture and essence of the brand. It's the first thing that people see when they visit a Facebook page. Use a high-resolution photo and humanise with faces, it's a chance to make a good impression
2. **Pay attention to what works** – Facebook gives business page owners access to detailed analytics. Check these regularly against your goals, doing more of what works and less of what doesn't
3. **Make use of all the features** – Drawing attention to a specific post by 'highlighting' it or pinning it to the top of your page will help your brand cut through the noise
4. **Keep plenty of engagement triggers up your sleeve** – Different Facebook audiences respond best to different prompts. Always ensure you include a call to action when you can
5. **Keep it current** – Plan ahead but be prepared to move fast when the opportunity arises.



## Learn the lingo

Facebook Term	Facebook Meaning
Like	Showing that you appreciate a status update by pressing the 'Like' button
Fan	When you choose to 'Like' an organisation's page, you become a fan of that enterprise
Friend	You have to mutually agree to be 'friends' on Facebook. When you become a friend, you have the ability to interact with them
News Feed	Where your friend's wall posts are aggregated for you to view
Page	A page is like a website homepage. Businesses, products, public figures etc use their page to interact with fans
Tag	Friends can tag their friends in posts, notes and videos by typing the @ symbol before a name
Timeline	The 'story of your life'. Timeline lets users determine how much or little of their life is shared via a linear view
Wall	Where you post content and your fans can post their comments
Promoted Post	A form of advertising. You pay money to increase the reach of a particular post
Post	It is the equivalent of a status update. It is what you share with your community and what will be seen in newsfeeds and when people visit your page
Private Message	These private messages are like emails sent between your page and another person, it cannot be seen by others



PINTEREST

**SOCIAL SITE  
THAT IS ALL ABOUT  
DISCOVERY**

**LARGEST  
OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70  
MILLION  
ACTIVE USERS**



TWITTER

**MICRO BLOGGING  
SOCIAL SITE  
THAT LIMITS EACH  
POST TO 140  
CHARACTERS**

**LARGEST  
PENETRATION**



**BUT SPREADING  
SLOWLY AND STEADILY**

**5,700 TWEETS  
HAPPEN  
EVERY  
SECOND**

**560  
MILLION  
ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING  
SITE THAT HAS  
1 BILLION  
USERS WORLDWIDE**

**LARGEST  
OPPORTUNITIES**



**COMMUNICATING WITH  
CONSUMERS  
IN A NON-OBTRUSIVE WAY**

**USERS SHARE  
2.5 BILLION  
PIECES OF CONTENT EACH DAY**

**1  
BILLION  
ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING  
SITE ALL AROUND  
PICTURES  
AND NOW 15 SECOND  
VIDEOS**

**MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF  
# HASHTAGS**

**AND POSTING  
PICTURES  
CONSUMERS  
CAN RELATE TO**

**MOST FOLLOWED  
BRAND IS**

**150  
MILLION  
ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK  
BUILT BY GOOGLE  
THAT ALLOWS FOR  
BRANDS  
AND USERS  
TO BUILD CIRCLES**

**NOT AS MANY  
BRANDS  
ACTIVE,  
BUT THE ONES THAT ARE  
TEND TO BE A  
GOOD FIT WITH A  
GREAT FOLLOWING**

**GROWING RAPIDLY  
WITH 925,000  
NEW USERS  
EVERY DAY**

**400  
MILLION  
ACTIVE USERS**



LINKEDIN

**BUSINESS  
ORIENTED  
SOCIAL NETWORKING SITE**

**BRANDS THAT ARE  
PARTICIPATING  
ARE CORPORATE  
BRANDS  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO NETWORK  
& CONNECT**



**79% OF USERS  
ARE 35  
OR OLDER**

**240  
MILLION  
ACTIVE USERS**

Designed by: Leverage - leverageagmedia.com

# facebook

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