

- A PUBLICATION OF THE MIDDLE TABLE -

AN INTRODUCTION TO

Managing Social Media

THE STEP-BY-STEP GUIDE TO FACEBOOK, SNAPCHAT, GOOGLE PLUS AND HOW YOU
CAN DO IT



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Facebook

There are 2 types of Facebook Pages. (These are also the 2 most obvious segments.)

- Personal Page -This is a place where you can add friends and family members, communicate on a personal level, and share photos, videos, and life updates.
- Business Page – A business page is used to promote your business or brand.

Who Uses Facebook?

- There are over 2 billion Facebook Users and there are more than 1 billion daily active users.
- 83% of women use Facebook; 75% of men use Facebook.
- 88% of people ages 18-29 are users, 84% of people ages 30-49 are users, 72% of people ages 50-64 are users, and 62% of people 65+ are also Facebook users.
- 82% of Facebook users have attended or graduated some form of College.

According to the Fast Company the best times to post on Facebook is between 1-3 p.m. and the best day and time to post is on Wednesdays at 3 p.m.

Facebook

Why Use Facebook?

The Most Essential Social Media A Business Can Have

Facebook's advertising platform is by the far the most developed of all of the social media platforms. On Facebook, you can target by age, gender, employment, interests, purchasing behaviors, relationship status and so much more! This gives you the power to target your exact audience and put your ads and content in their newsfeed where they are already scrolling.

Below are 2 different ways my partner and I use Facebook for our concrete business. The one on the left was boosted for \$60 and the one on the right was not, notice the difference in the amount of people who viewed each.

Custom Curbing and Concrete LLC added 2 new photos.
Published by Nate Listle [?] · March 8 · 🌐

Custom Curbing and Concrete is giving one lucky winner a free curbing project up to 200 feet all you have to do is "Like" and "Share" this post will automatically enter you in the drawing. The drawing will be done live on Facebook April 1st. Good Luck!!!

119,211 People Reached 3,798 Engagements 8,235 Clicks [Boost Again](#)

Custom Curbing and Concrete LLC added 4 new photos.
Published by Nate Listle [?] · July 19 · 🌐

We do a lot more then just curbing, Call Today to get your Free Quote!!!

1,390 People Reached 56 Engagements 315 Clicks [Boost Post](#)

Google Plus+



Google Plus isn't Facebook. It's not Twitter either. **Google plus** is basically a combination of all of the other social media sites out there, combined into one. **Google plus** has not necessarily caught on like other social media site's, but is now being looked at more as a tool for small businesses. In only a year and a half it grew exponentially and established itself as the second biggest social network in the world

This social network encourages you to build new relationships based on your passion, interests, profession, or career.

There are already 500 millions people on it and it's only up to you to connect with them and all the others behind Google. After all, let's not forget, if you're part of G+, you're part of Google.

With Google Plus you can add any employee's to the page and they can add personal profile's for themselves letting the client or consumer know whatever they need to know

On G+ it's easy to **connect with prospective customers by finding them in groups** that share the same interests as your brand. This is just one example and the strategy can actually go much much beyond that.



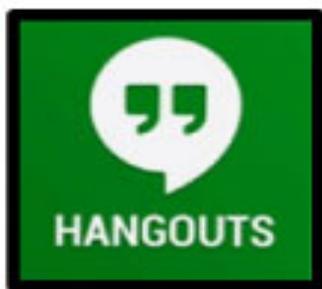
*G+ is a completely different and an awesome experience. **It's part of a bigger plan launched by Google, in order to evolve the way we relate to one another, how we communicate with the world***

- **Google Plus is promoted by the biggest technology platform on the planet.** you know will be prioritized by Google
- Everything you post on G+ is immediately indexed by Google. Thus, influencing search engine results positively. *the websites that appear on the first page of Google, and especially in the first few positions*
- Each of these was created to benefit and optimize your marketing strategy and take your brand even further.
- You can add authorship to your content. It also allows you to build up your status and foster trust among users, thus affecting the amount of clicks you get, the traffic, and the visit volume.
- Through the *personalization of Google's search engine*, they give you the opportunity to find specific information related and adjusted to your interests, preferences, and to those of your social environment (G+)
- **The +1 button allows people to establish what's trendy, beyond those robotic algorithms that rank a website.**
- **Your brand can participate in different communities.** This means you don't have to sit around waiting for users to wind up on your page,

Google Plus+

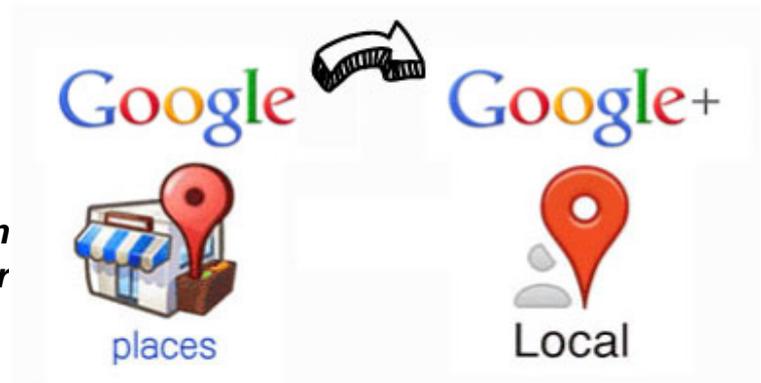
G+ also allows you to bring your brand closer to your followers and prospective customers in a new unique way, much different than other social networks do.

Hangouts on Air (HOA) offers an excellent opportunity to get closer to your users by means of live demonstrations, debates, and online conferences (uploaded automatically to YouTube).



Anything from displaying how your new application works, gathering French cuisine lovers, cooking a recipe online, to performing a live demonstration of a product can be “broadcasted” and watched live or later.

You can take full advantage of HOA in so many ways that work for your brand or business.



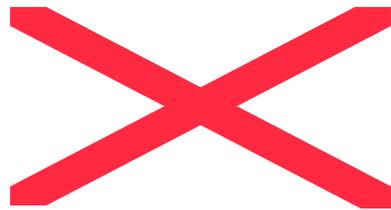
With Google+ Local, users can discover and share places.

Through the scoring system they can get information and read reviews of a business before even visiting it. The info comes from those who have already been there and/or are already part of THEIR circles, hence, people they know and trust.

It offers a space to find information that's relevant to you and to share it with people who have the same interests as you. This helps you widen and build a new network of contacts

The more a business stays active on their Google Plus account, the better chance they have to be ranked higher in search results, there is also a ranking tool built into Google Plus, so the more “up votes your page receives the more likely you will be at the top of search results.

Snapchat and Its use in Business



Snapchat isn't a new form of social media, but it is becoming more and more popular for businesses. Snapchat is an app where people can send pictures or videos to one another, view other people's pictures or videos on what is called a "Snap Story" and where you can now view articles of today's top news. There are many advantages for businesses when they use snapchat. They can take their followers behind the scenes of their business, giving followers an in depth look of what goes on in a business. Business can stream live events, for example, the NBA uses Snapchat to stream the draft, All Star Game and even the Finals. Some disadvantages that a business might run into is not controlling who can follow you. You might also have to wait a while until you get the followers you need.

Snapchat best reaches the younger audience. Usually the message that a business sends is something fun and connecting to the followers. The segments that would be reached using Snapchat are the type of people that are always on their phone, male or female, the younger crowd, and people are interested in what ever your business is. Ways that you could reach this segment of people is hosting events that are public but are also posted on snapchat so that someone that's not there could feel like they are there. I was surprised to find that so many business use snapchat, I didn't think it would be helpful to so many business but it really is. The biggest misconception is that people think it's only used for sending pictures to your friends and keep up on some new but it's also used a lot for business.
