

**Benefits of Social Media**

- **Education** – educate about policy, process, behaviour change. Also use as collaborative learning tool.
- **Disseminate Information** – fast, effective, far reaching
- **Product/Service Development** – innovation
- **Community Consultation** – crowdsource solutions, ask for feedback & engage with stakeholders

**Break down barriers** – engage directly with your community

**Support local community** – use these channels to highlight community events and achievements

**Benefits**

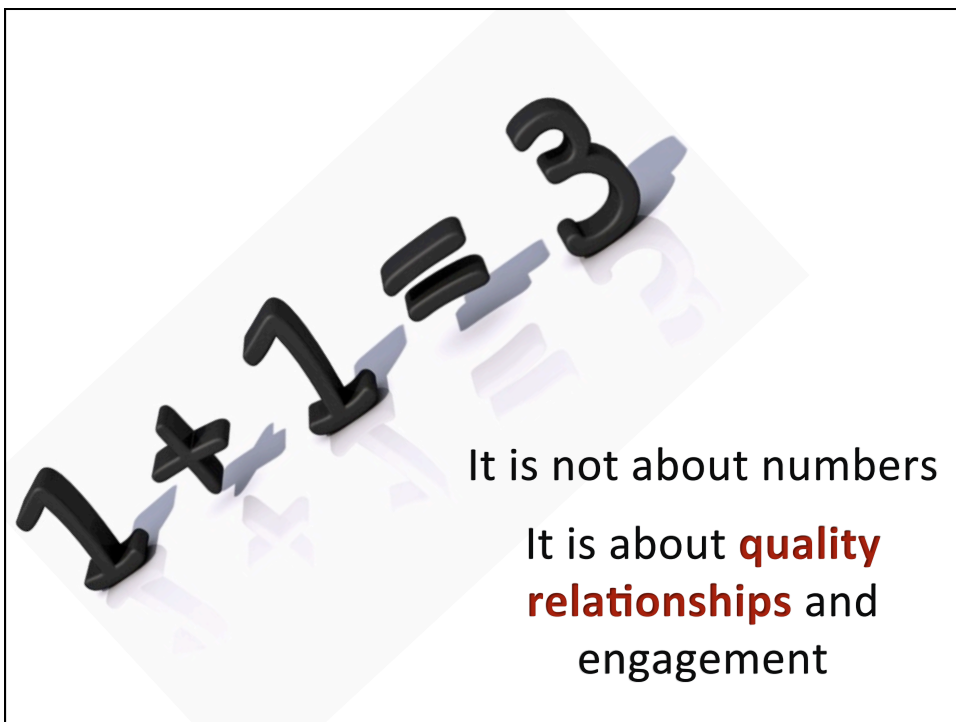
The slide features a green arrow-shaped sign pointing right with the word 'Benefits' written on it. The background is white with a black border.











Create an **Emotive** response



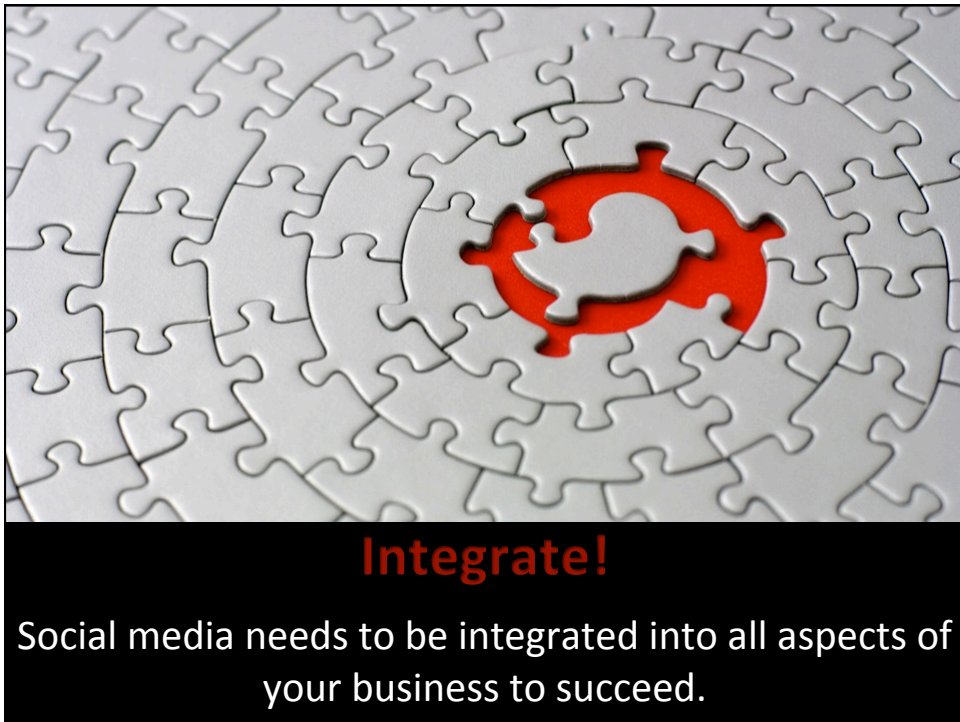
**What others say** about you is far more important  
than what you say about yourself











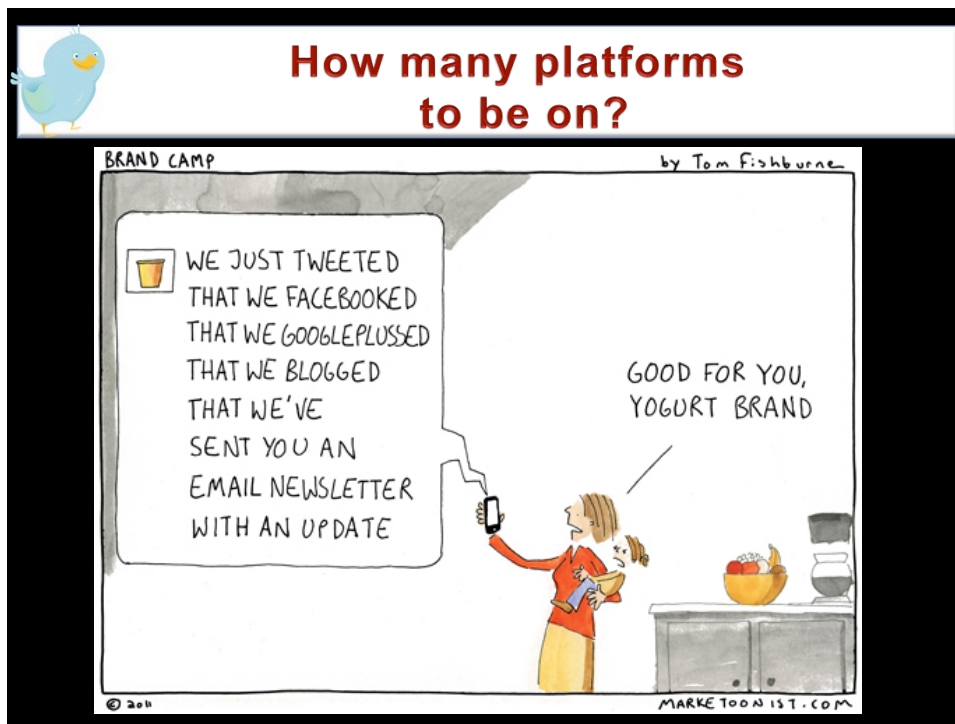


What is the **behaviour** you want to influence?



**SIGN ME UP!**

A hand is shown pointing towards a collage of various colorful images, including people, landscapes, and social media icons. Below the collage is a red button with the text "SIGN ME UP!" in white capital letters.



### Structure

- Timeline for business pages – personal pages + groups
- Ability to link with other websites, blogs and videos
- Customised pages with call to action
- Many applications to do things like shop, share photos, competitions.

### Demographics

- 55+ million business pages
- More than 1.6 billion active users
- 1.31 billion are active mobile users
- Australia has 14+ million users
  - 9 million check in daily
  - spending almost 9 hours per month
- Fastest growing user group is Females aged 45 – 54





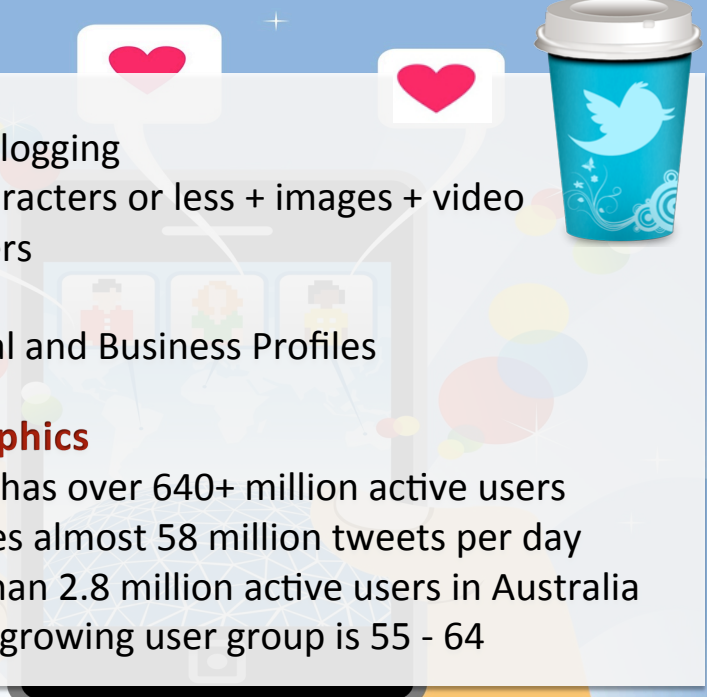


**Benefits**

- Largest social media platform
- Can be a very low cost strategy
- Easy to direct traffic to your website
- Current customers, students, members & supporters lead you to next best
- Highly targeted advertising

**Downside**

- Harder and harder to be heard without paying
- Constantly changing which can affect your strategy
- If not used effectively - costly in both time & resources
- People are wary of privacy (eg low propensity to transact)
- People are on Facebook to be social, not sold to




**Structure**

- Micro blogging
- 140 characters or less + images + video
- Followers
- Lists
- Personal and Business Profiles


**Demographics**

- Twitter has over 640+ million active users
- Averages almost 58 million tweets per day
- More than 2.8 million active users in Australia
- Fastest growing user group is 55 - 64





- **Benefits**
  - Can post more frequently
  - Good medium for support & customer service
  - Strong industry based communities
  - Good place to connect with influencers & media
  - Excellent research tool
  - Real time conversation about your brand, your competitors and your cause or industry
  - Advertising is now accessible to small business
- **Drawbacks**
  - Only 140 characters (soon to change)
  - A lot of people are not on Twitter
  - Restrictive administration options
  - Analytics are still very basic



- Personal profiles
- Company profiles – Showcase pages
- Groups
- Recommendations & Introductions
- Integration of blogs, twitter and other activities
- New publishing tool

**Demographics**

- LinkedIn has over 300 million professional users
  - More than 3.7 million users in Australia
- 68% of users are over 35
- 74% of users have a degree
- Average income is more than \$100,000 per annum



**Benefits**

- Very clear in purpose
- Major growth occurring in Australia
- Helps establish professional credibility
- Good source of credible content to share

**Drawbacks**

- Seen as just a recruitment tool
- Individual employees may benefit above companies
- Cannot control brand reputation with every staff
- Company pages have recently changed. Benefits yet to be demonstrated

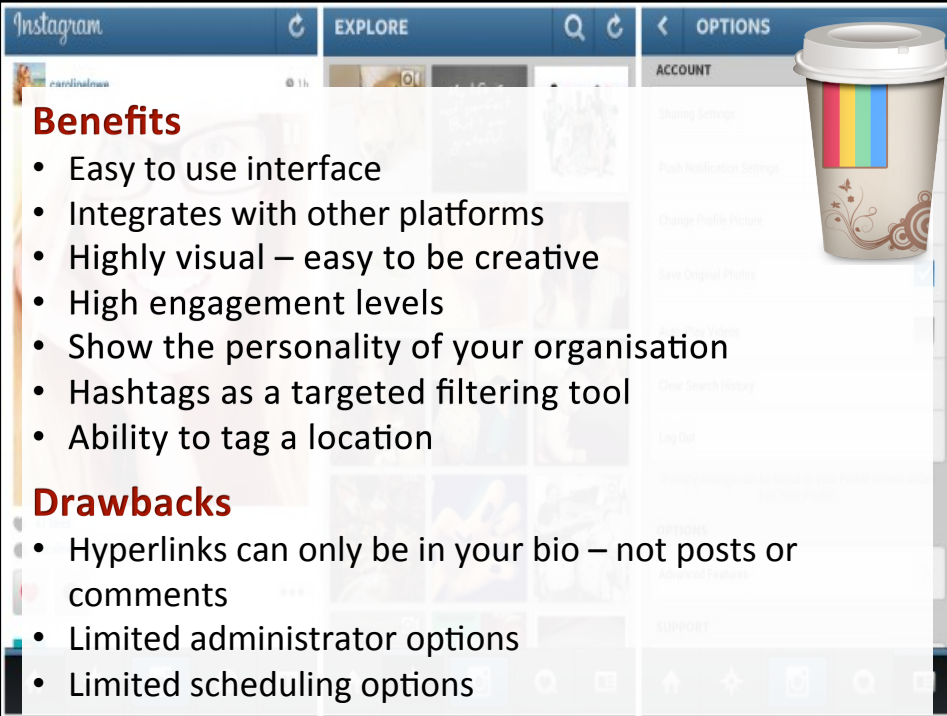


**Structure:**

- Photo and video sharing app
- Ability to apply filters, frames and special effects
- Links to Facebook
- Hashtags for filtering

**Demographics:**

- More than 400 million users
- Average of 60 million photos posted daily
- 1.2 billion likes per day
- 25% of Fortune 500 companies use Instagram
- 40% of the top 1000 videos shared are from brands
- 90% video shares happen on Facebook
- 5 million active Australian users




**Benefits**

- Easy to use interface
- Integrates with other platforms
- Highly visual – easy to be creative
- High engagement levels
- Show the personality of your organisation
- Hashtags as a targeted filtering tool
- Ability to tag a location

**Drawbacks**

- Hyperlinks can only be in your bio – not posts or comments
- Limited administrator options
- Limited scheduling options




**Structure**

- Longer articles
- Use keywords to drive traffic
- Chronological order
- Integrates platforms
- Hosted on website (ideal)

**Demographics**

- There are 42,000,000 active blogs
- 60% of businesses have a blog
  - 35% update monthly
  - 65% haven't updated in last 12 months



### Benefits

- Fresh, timely and relevant content
- Significant impact on SEO
- Provides content to share on other platforms
- Allow for comments and interaction
- Embed other 'social' content

### Drawbacks

- Resource intensive
- May be limited by old website structure



 **Which Platforms should we be on?**

### Considerations

- Where is your audience?
- What staff resources are available?
- Do you have the ability to respond in a timely manner (maximum 12 – 24 hours)
- Do you have resources to purchase appropriate tools

A photograph of a person standing on a high diving board over a swimming pool. The diving board is yellow and the pool is blue. The background shows a building and some trees.





 **Questions** 

We welcome your questions on  
Twitter or Facebook.....any time!

-  /socialmediologist
-  @socmediologist
-  Kate vanderVoort  
Social Mediology
-  @socialmediologist

[www.socialmediology.com.au](http://www.socialmediology.com.au)