

Why Social Media Is Important

Social media transforms the way consumers across the globe make purchase decisions.

- Provides information about products and services
- Deals and purchase incentives
- Increases exposure and traffic
- Grows business partnerships
- Generates leads
- Reduces promotional expenses
- Customer service

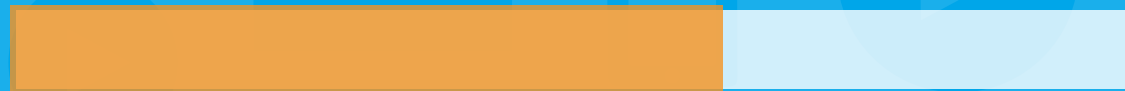


65%

of adults use social media

2.3 billion
active social
media users

3.4 billion
active internet
users



Top Sites

Facebook

YouTube

Twitter

LinkedIn



TOKIOMARINE
HCC

Facebook

What is Facebook?

Over 800 million users log onto Facebook for an average of seven hours and forty-six minutes per month. Meaningful interaction occurs on Facebook between brands and consumers, and Facebook facilitates interactions between business owners and service providers.

Why Facebook is important?

1. The Story of You

Creating a Facebook profile not only allows you to keep in touch with friends and family, but also allows you to share your expertise in your chosen field of work.

Glossary

Profile – Your Profile is where you can fill out personal info, such as work history, education, interests, and activities. It's also the home of your Wall, where friends can post comments, photos and video.

Friend – A Friend is someone you're connected with on Facebook. You can search friends of friends to find new connections who share your interests.

Page – A Company Profile not only aggregates user data from employees, but can also showcase the service offerings and job openings of that company.

2. Access to Millions of Users

A network of over 800 million users opens the door to new connections through friends of friends, shared groups, and mutual interests.

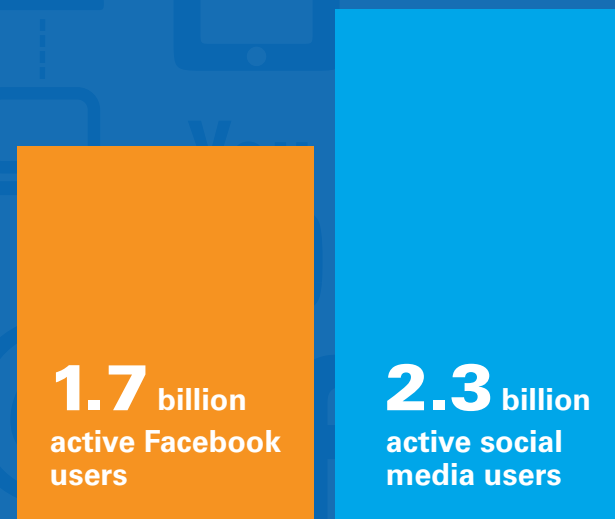
3. Company Pages

Users can create pages for companies and organizations. These pages differ from personal profiles in that they have fans: people who have "liked" the page, as opposed to friends. Pages are a great place to keep fans up-to date on company news, industry info, and engaging content like photos and video.

Fan – A Fan, sometimes called a "Liker," is someone who has opted in to receive updates from your Company Page.

Share – Fans and Friends can "Share," or re-post, your content to their Wall. This allows content to spread virally to people you may not be connected with.

Like – Users can "Like" a post or comment to show that they are interested in what you have to share. Think of a "Like" as instant approval of the your content.



High traffic occurs mid-week between 1 and 3 pm

YouTube

What is YouTube?

YouTube is at the forefront of online video. Savvy business professionals are using YouTube to communicate with potential customers by leveraging the power of inexpensive and easy-to-use video equipment as well as low-cost video animation services.

Why YouTube is important?

1. Tell Your Story

Video is an entertaining way to share information. People buy from people, and if someone can see or hear you on their own time, they are more likely to engage with you or your product.

2. Search Engine Optimization

Google gives top priority to relative video content in their search results.

Glossary

Channel – A Channel is where a user stores and organizes their video content. Users can subscribe to channels.

Playlists – Playlists are groupings of videos on a Channel.

3. It's Easy to Share Your Content

You can easily post your video content offsite, through social networks like Twitter, Facebook, and LinkedIn. You can also embed videos right onto your website.

4. Robust Analytics

YouTube Analytics can give you nearly real-time data on who is watching your video, when they watched your video and for how long, where they watched your video from, and how they found your video. You can use this data to custom tailor future videos to your audience.

5. Built-In Editing

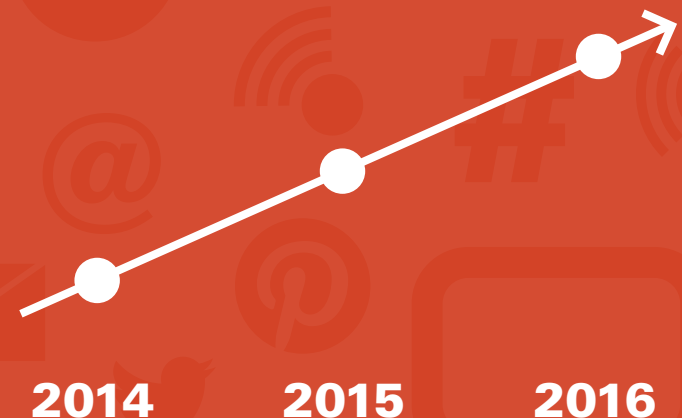
With YouTube, you can upload raw footage and cut out any parts you don't want. You can even add music from its library!

Analytics –Through YouTube analytics you can see who viewed your video, when, for how long, and how they found your video.

Embed –The process of posting your video on a website page or blog post, rather than sending viewers directly to YouTube.



billion videos viewed daily



40% increase in usage since March 2014

Twitter

What is Twitter?

Twitter is an online social networking service where users post messages called “tweets” in 140 characters of text or less. All tweets are publicly visible by default, although there is an option to send private messages directly to individuals who follow your account.

Why Twitter is important?

1. Portability

How much time do you spend on your “smart” phone or tablet? In our fast paced world phone calls and emails are falling as the preferred method of communication and consumption. Mobile social networking platform usage is on the rise.

2. Customer service

A customer or prospect can send you a tweet about a question or issue and you can answer them in less time. It is also cheaper than having staff answer a phone. Other Twitter users can see how you handle customers, letting them know how you would react should they have a need.

3. Networking

Twitter is quickly becoming the new phone number. By having your Twitter username on business cards, on a nametag at a networking event and on your LinkedIn profile you will be seen as tech savvy and have an advantage over competitors who are not on the service.

4. Referrals

Users may publicly mention you or your company to their network, if you do good work. Treat a prospect or customer well and anyone on the service can see it, increasing your chances of landing more business.

5. Keywords

Twitter allows you to search for and reach out to people using keywords related to what you do. On Google people search for you, whereas on Twitter you reach out to people who need your product. This is a more direct method of connecting with your potential customer and for a fraction of the SEO cost.

6. Real time analytics

Website analytics are a great way to find out what your prospects have searched for, but only days after their need arose.

Glossary

Tweet – Twitter’s version of a Facebook status update. Limited to 140 text characters, but can include links to web pages.

Direct Message (DM) – Private message between two people. You must follow a user to receive a DM from them. The content of the DM is only visible to both users, unlike tweets, which are public by default.

Retweet (RT) – The Twitter version of an email forward. Retweeting something is the same as posting a tweet, except it gives the original author credit by including their handle.

Hashtag (#) – By adding the # symbol in front of a word or string of words (without punctuation and spaces), it gets grouped with all other tweets containing the same character string. People searching that hashtag will be in your target market, or will have a network of people interested in the subject.

Handle – This is a person’s Twitter user name. It is shown as “@johnsmith.”

@ - The @ symbol is always the first character in a user’s Twitter handle. Adding the @ symbol is sometimes referred to as mentioning someone. It has become so commonplace that people do not pronounce it when speaking their handle out loud.

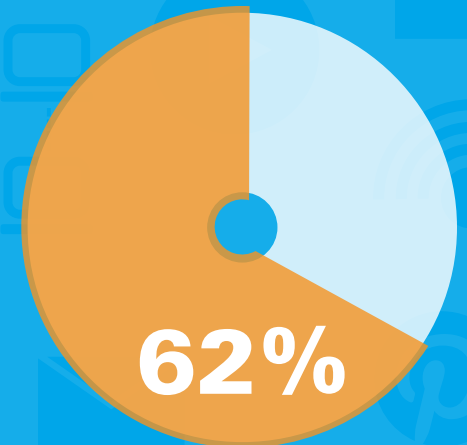
Tips:

- Have a complete bio that includes your website.
- Follow the same people who follow your competitors.
- Use an up to-date headshot as your profile picture.
- Include keyword-related

310



million monthly
active users



of users view as
a useful news source

LinkedIn

What is LinkedIn?

LinkedIn is a social network for business professionals. LinkedIn connects you with a professional network of individuals, which can lead to finding new business opportunities.

Why LinkedIn is important?

1. Helps build your brand

Creating a Facebook profile not only allows you to keep in touch with friends and family, but also allows you to share your expertise in your chosen field of work.

2. Endorsements

Individuals can endorse your skills with one click, validating your strengths to

potential connections. Endorsements help build your professional brand.

3. Opportunities

Help find new business opportunities by searching specific target markets through keyword optimization and content sharing.

4. Build and maintain professional relationships

Get noticed or connect on a professional level with clients, prospects, partners, and partners.

5. Turn those relationships into opportunities

Connect with individuals who can benefit your business and message them with great business opportunities or advice. keyword optimization and content sharing.

Profile includes:

1. Summary
2. Work Experience
3. Skills and Endorsements
4. Volunteer work
5. Education
6. Publications
7. Additional Info
8. Projects
9. Work Examples

5 Steps to Engage Potential Clients:

1. Identify objective
2. Target individuals for objective using keyword optimization
3. Connect with target clients
4. Share content, news, and original pieces
5. Comment on content shared by target or message target to engage in professional opportunities



million registered members



Geographical reach of
200 countries and territories

Interacting

Creating unique and valuable content is important. However, you will find that your following and level of influence will build much quicker if you participate in conversations that are already taking place.

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