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[In the information below I refer to the user numbers - these are world wide - but is a fantastic curated list of Australian users for each of these platforms and many others:](#)

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Which social media should you use for your business?

When it comes to social media and which ones to choose for your business remember these things:

1. Don't try to do them all. Pick one or two and really commit to doing it well. Be consistent with your content and messaging. Do your best to be someone with either quality information or entertaining people.
2. Pick the ones where your ideal clients actually hang out. Take a look at my video on how to figure this out by looking at your competition
3. Start small and build it up. Start with one post a week if that's all you can manage. Then move to two posts per week. Do what you can and don't feel like you have to do everything and be perfect from the first day. This can stress you out and lead you to not doing any posts which isn't where you want to be
4. Don't just look at the numbers. Don't just see how many people are on a channel and just choose it because you might not like the vibe of the social media channel or it might not suit your personality.

In the information below I refer to the user numbers - these are world wide - but is a fantastic curated list of Australian users for each of these platforms and many others:

<https://www.socialmedianews.com.au/social-media-statistics-australia-january-2017/>

1. Facebook – 16,000,000 users (up 1 million since last update)
2. YouTube – 14,800,000 UAVs
4. Instagram – 5,000,000 Monthly Active Australian Users (Facebook/ Instagram data)
5. Snapchat – 4,000,000 DAILY Active Australian Users (Snapchat data)
7. LinkedIn – 3,600,000
9. Twitter – 2,800,000 Monthly Active Australian Users approx
15. Pinterest – 280,000
18. Google Plus – 60,000 monthly active Australian users approx (my estimation
revised)

Facebook:

Positives:

- As of Feb 2017 - has close to 2 Billion Users
(<http://money.cnn.com/2017/02/01/technology/facebook-earnings/>)
- Has one of the most advanced advertising engines thanks to all of the data they collect
- It can be worth maintaining even a minimal presence there right now to take advantage of paid advertising later
- Can be more effective if you do more video or Facebook live video - as Facebook prioritises these posts
- Can be more effective if you create a group and more people will see your posts

Negatives:

- It can take time to gain traction / followers
- Facebook has a complicated algorithm which can mean not many followers will see your free (unpaid) posts
- Younger demographics don't hang out here much at all (probably to avoid their parents)

Suits Personality:

- Facebook can suit a range of personalities except for the ultra hermit or someone who really dislikes technology.
- It can suit those who write little, short posts and add images or others who write longer posts. If you don't enjoy writing you can add a video or do a facebook live.

Time taken to create content:

- As much or as little as you want.
- There can be gains to creating multiple different types of posts in a day, but only if you have time for that.

Instagram:

Positives:

- 700 Million people are using Instagram right now according to Mark Zuckerberg (owner of Facebook and FB bought out Instagram a few months maybe a year ago - <https://www.facebook.com/photo.php?fbid=10103678118512811&set=a.529237706231.2034669.4&type=3&theater>)
- Very visual medium - favours a square image and very short post with keywords as hashtags (for example #onlinebusiness #howto #hashtags #entrepreneurs)
- Is a great way to find out information on who your ideal client is and what they like to do etc
- With the direct messaging interface - it can be a great way to drum up new clients if you are resilient enough to handle the 'No's' before the 'Yes' occurs
- Can be a great way to communicate who you are or behind the scenes to allow your audience to get to know you and connect more with you.
- Instagram stories allows you to create special content of photos / 10 second videos that your followers only have access to for the next 24 hours after you post. After that the content gets deleted and no one can see it (this is different to the regular Instagram feed where posts stay forever)
- Also has access to Facebook's advertising engine so advertising on Instagram can be very efficient / effective.
- If you are in the arts, photography, food, interior design, selling clothing or a business that is meant to inspire then you can gain a lot by using Instagram as these are industries that have a large presence of businesses and customers hanging out in Instagram.
- Good range of younger and older demographics of users

Negatives:

- There is a focus on quality photographs on Instagram
- Even the most amateur photographer tends to learn more about photography to improve their Instagram interaction and following
- Instagram has been bought out by Facebook and so has an algorithm related to posts (similar to facebook) in that once you post it will judge how quickly and how many likes happen on an image. This will determine how many more people the content will be distributed to.

- Need at least one image a day to get a better performance
- Doesn't have the ability to add a link into post (free posts - not paid advertisements). You only have the ability to have one link associated with your account and that goes on your profile page. A lot of the time you will see posts with 'link in bio' meaning the link is on the profile page. You have to be choosy about whether your link goes to something you are selling at the moment or your website home page.

Suits Personality:

- If you love imagery or hate writing then this social media channel will work for you.

Suits Types of Businesses

- If you are in the arts, photography, food, interior design, selling clothing or a business that is meant to inspire then you can gain a lot by using Instagram as these are industries that have a large presence of businesses and customers hanging out in Instagram.

Time taken to create content:

- As long as it takes you to create a decent image
- Can potentially create a bunch of posts in a couple of hours depending on your skills

Twitter:

Positives:

- 313 Million active monthly users; 82% users on mobile; 79% accounts are outside of the US (More stats here: <https://about.twitter.com/company>)
- Maximum of 140 characters to a post - forces you to get to the point
- Can be great to interact with complete strangers - not unusual to message a complete stranger or tag them
- Can be great to interact with leaders in your industry and grow your network that way
- Can be great to capture the attention of someone you might want to interview that might be interesting or relevant to your readers
- Now has the ability to add videos to posts
- Certain industries are well represented on Twitter - like authors, writers, publishers, journalists, musicians, speakers across a range of industries
- Can be a great way to monitor breaking news with the 'Trending' list and even allow you to interact with journalists so you can be used as an 'Expert in XX' in an article and gain additional press (referred to as Newsjacking)
- Also, it can be a great way to search keywords (hashtags again) to see what hot topics people in your industry or your customers are writing about.

Negatives:

- Maximum of 140 Characters to a post - depending on who you are this could be your worst nightmare
- Once you've posted you really only have 12 seconds to capture attention with the tweet - as someone's feed gets taken over by the most recent posts. (I recommend Tweet Jukebox - to draft and schedule multiple tweets and have it repeat tweets on a recurring basis to get around this issue)
- Sometimes Twitter can feel like a place to spread your opinions - like walking into an open air shopping mall with thousands of people on their soapboxes but they can only say a very short sentence
- If you get the Twitter-verse (a term for all of the people on Twitter) off-side, especially as a company or brand - the posts from Twitter users can be extremely detrimental to your business. Use controversial opinions with extreme caution.

Suits Personality:

- If you can get to the point of a post in 140 characters and are willing to take the time to create multiple posts per day.
-

Time taken to create content:

- Use Tweet Jukebox to draft and schedule content in advance. It will allow you to set up a schedule to repeat tweets to get around the 12 second life of a tweet.

Pinterest:

Positives:

- 150 Million monthly users at Feb 2017 and increasing engagement with Men (traditionally a larger female user base - more here: <https://www.forbes.com/sites/kathleenchaykowski/2016/10/13/pinterest-reaches-150-million-monthly-users/#7cd40884732e>)
- Visual medium but can add a link to each post.
- Because users create virtual pin boards - if users are pinning your content then more people will see it.
- It can really suit someone in the visual arts, food, photography, interior design, clothes and a range of how-to type informational businesses as these industries are best represented here
- I have found pinterest is fantastic for creating a mood board and allows me to interact with photography clients. They can create a virtual pin board of images they like and it gives me an idea of what they want. This is an idea that could apply to a range of industries and doesn't mean you have to add your own posts
- Pinterest has a new business function that can allow people to easily see the prices of your products that you have pinned and I believe there are options to make it easier for people to purchase straight from the pinned image - but I don't have enough experience with it myself.

Negatives:

- I've found that pinterest requires a special size image; it's more tall and thin, which can add to content creation time and doesn't always work with my base image.
- I've been told that to get the best traction you need to pin more of other's work than your own, but I haven't tried the method myself.
-

Suits Personality:

- Scrapbookers - you've found your visual playground
- If you love the visual and communicating visually this could be your number one platform

Time taken to create content:

- The time taken up is in finding the images of others to pin in order to get your work out there more.

Youtube:

Positives:

- Over a billion users - reaching more 18-49 year olds than any cable network in the US (<https://www.forbes.com/sites/kathleenchaykowski/2016/10/13/pinterest-reaches-150-million-monthly-users/#7cd40884732e>)
- Youtube is the second largest search engine - behind google and as such is a great way to get eyeballs to your content - especially anything 'How To' related
- Youtube was purchased by google - so the keywords etc works similar to Google
- Using youtube and embedding your own videos into your blog posts can be a double effort for ranking in searches for your business (keywords in the blog plus keywords in the video on youtube)
- Wide range of demographics of people using youtube; younger and older
- As well as the 'how to' content there is a wide range of types of content that you can use to your advantage on Youtube; instructional, entertainment, short films, behind the scenes and Vlog style (follow me around while I talk to you about something or nothing)
- If you aren't great at writing then maybe this channel will work better for you
- Can earn money when people view advertisements attached to your content (only a small piece)
- If you focus on documenting what you do rather than creating new content then you might find this medium more value for money
- Industries which are well represented on youtube; computer gaming; photography, technology reviews; film critiques and reviews; Vlogs - following around a person as they go about their day - especially family vlogs; also various creators in arts and crafts; travel and travel films

Negatives:

- Can take a while to learn both on the filmmaking / production side and the keywords and planning side
- Can take a long time to create content (try to partner with a film / editing student to help you start out)
- Youtube really values watch time - how long people watch your videos. You need a balance of quality content with a good production value as well as a quantity of videos
- Can take a good three years to build up a decent enough following, but in the short term can be great in driving traffic to your website or offerings.

Suits Personality:

- Initially the extroverts or those comfortable as centre of attention will be attracted to this medium
- Also those who want to be creative in terms of producing visual content
- As an Introvert myself - you can learn to get comfortable in front of the camera it just takes time, practice and focusing on who you are helping

Time taken to create content:

- Can take a couple of days to create one video depending on how polished and how much editing is involved.
- Try partnering with a video student or video editing student to help with this.
- Can make use of motion graphics specialists for videos (to get titles and graphical elements in your videos) and find these people on upwork.com - this can increase production value and speed up turn-around time on video creation

Snapchat:

Positives:

- “158 million people are using Snapchat every day, and on average, open the app 18 times a day, according to Snap Inc.'s initial public offering prospectus.” (More Stats here: <http://www.businessinsider.com/how-many-people-use-snapchat-user-numbers-2017-2/?r=AU&IR=T>)
- Short, sharp and creative content which is either a still image or 10 second video. Can do multiple 10 second videos to create a minute of content
- It is a great medium for creativity, quick and dirty (unpolished) content
- Works well for behind the scenes of your day and showing people who you are and what you do
- If you are trying to work with 20 year olds or the younger demographics then this is worth making use of - even if you have to hire a 20 year old to help create the content

Negatives:

- Can feel very weird to learn how to use this social media as it doesn't work quite like the others. It is easy once you realise it is just different.
- All posts only stay around for 24 hours before being deleted but that is part of what appeals to the users of this social media. They have to log in all the time to see what is new.

Suits Personality:

- Someone with confidence and creativity who is happy to get something out there

Time taken to create content:

- A couple of minutes per post. Creating multiple posts throughout the day up to an hour max really.

Google+:

Positives:

- Links in with Google search - so if someone searches your name your Google+ profile will be one of the search returns (options) in the list
- Can be great for visual and artistic type industries - there is a large amount of photographers on Google+
- It doesn't compress your photos like Facebook - so does a great justice to large photos
- Google+ links to youtube - so you can automatically post from youtube to google+ - this includes the youtube live streaming which is similar to Facebook live. If you use the Youtube live streaming then it goes out on your google+ channel - similar to facebook
- Easier to control who sees what and you can group who you follow into circles and just post to that circle
- For a long time Google+'s advantage was in groups (creation of groups, sharing in groups, adding people to groups), but Facebook has their groups functionality now which means there are more people using it in Facebook instead.
- Doesn't quite have the same limiting algorithm as Facebook - so when you post more people will have the chance to see it - however, that can make for a very overwhelming experience in Google+ - in my experience.

Negatives:

- Not as many people as on Facebook
- Demographic feels older 35+ - although that's just in my experience

Suits Personality:

- Similar to Facebook and with links to Youtube live streaming you can do live video on your channel

Time to create content:

- Similar to facebook - can take minutes or hours

LinkedIn:

Positives:

- 467 Million users total; around 100 million active monthly users; 71.5% of users are outside US; 94% of B2B Marketers use linked in to distribute content; more at: <https://blog.hootsuite.com/linkedin-statistics-business/>
- Active monthly users aren't actually growing, even though overall users grow every month - those active stay static at about 25% - in my opinion this could be due to job seekers being more active on the platform when looking for work and then leaving the platform when they have found a new job they need to focus on etc. Businesses are definitely on this platform - <https://venturebeat.com/2016/08/04/linkedin-now-has-450-million-members-but-the-number-of-monthly-visitors-is-still-flat/>
- This is your business based / corporate social media channel
- If you have a business where you are selling B2B (business to business) or providing services etc to businesses then this channel could be well worth investing in.
- LinkedIn has groups and they are a big part of growing your following on the channel. Interesting with interest groups helps your posts be seen by more people (the posts in the general news feed - not in the groups itself)

Negatives:

- It's more business formal in feel / vibe of the social network and interactions
- If you're business is your side gig, it can be hard to balance your posts for different things and put on different 'hats' so to speak. For example, one post might be about your industry in your day job and the next might be about your business which might not appeal to the same people and result in a lack of followers.

Suits Personality:

- Similar to Facebook and with links to Youtube live streaming you can do live video on your channel

Time to create content:

- Similar to facebook - can take minutes or hours