

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Topic 7:
Choosing the Right Social Media
Platform for Your Business

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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Today's Topic



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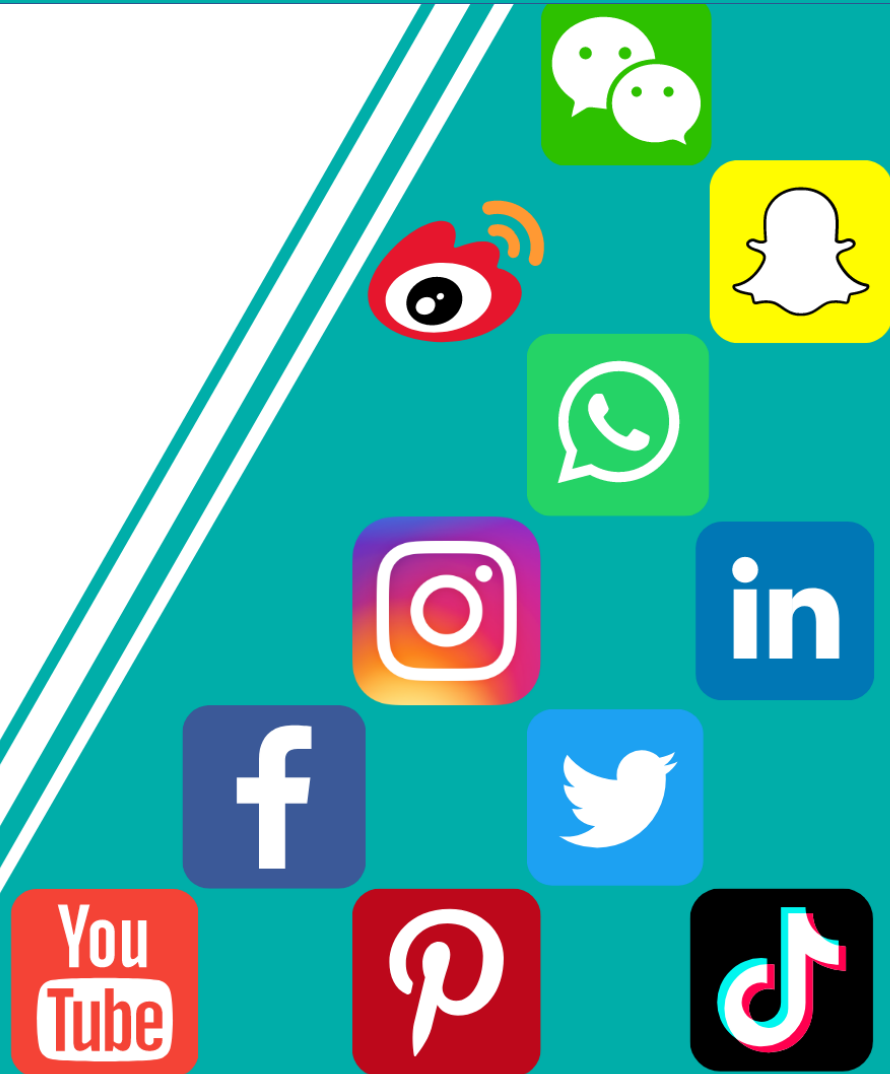


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DIGITAL MASTERCLASS SERIES:
THE IMPORTANCE OF GOING DIGITAL IN
A POST COVID WORLD

PRESENTS

Choosing the Right Social Media
Platform For Your Business



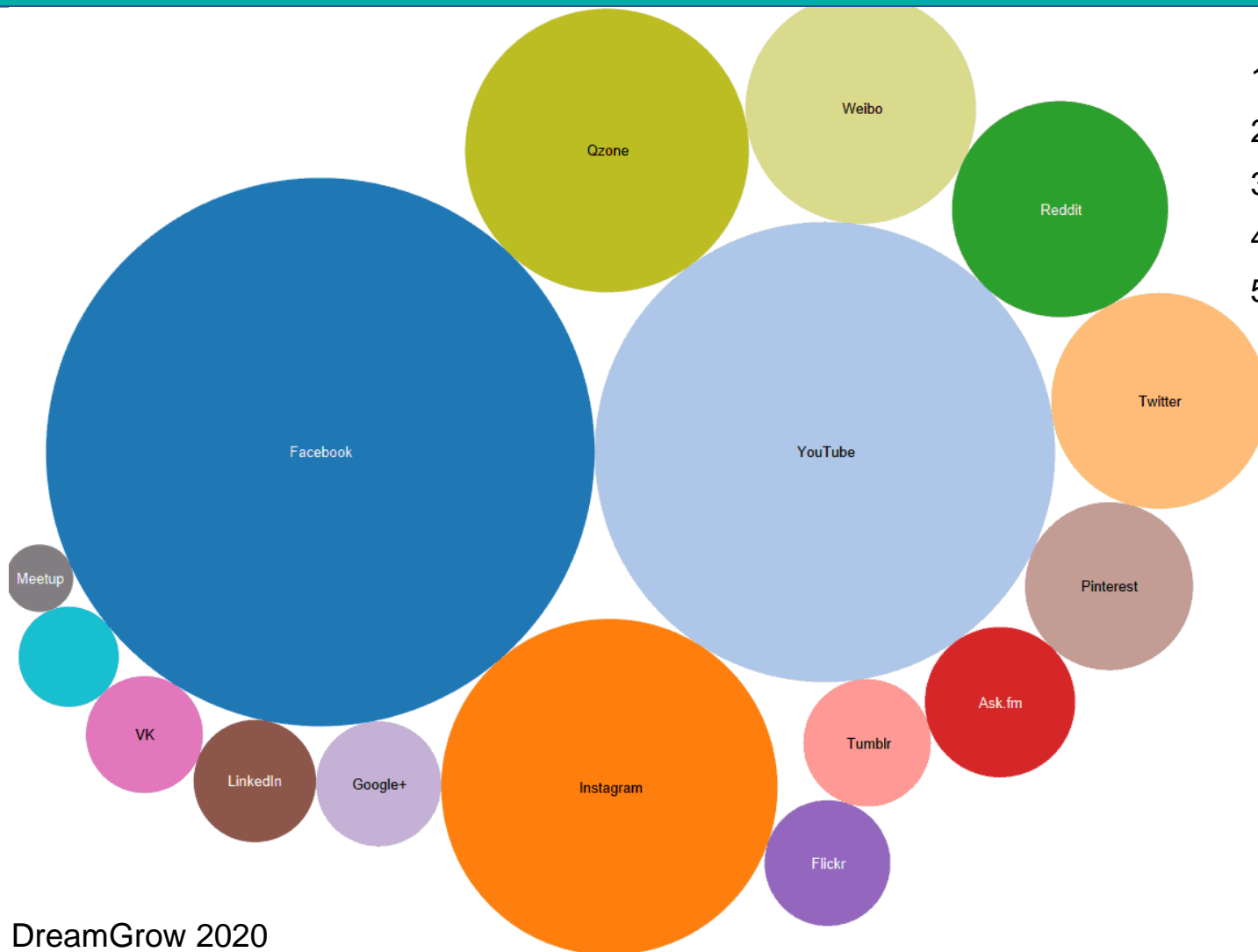
Agenda



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- The wide (and diverse) world of social media platforms
- Social media platforms and usage in Australia
- Choosing your platform
- Facebook
- Instagram
- YouTube
- LinkedIn

The Wide World of Social Media Platforms



1. Facebook
2. YouTube
3. Instagram
4. Qzone
5. Weibo

Social Media Platforms in Australia



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Most popular platforms by number of unique monthly visitors – January 2020

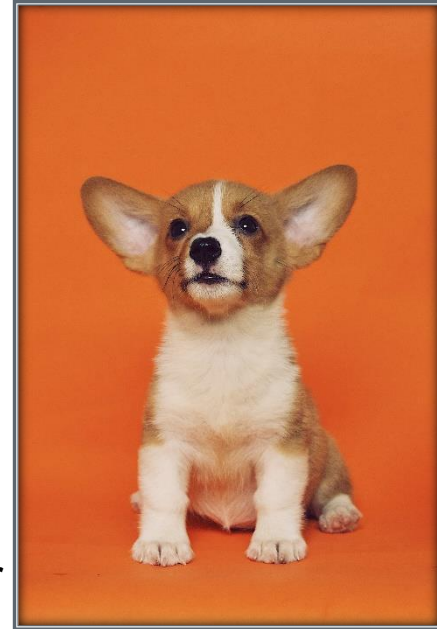
1. Facebook – 16 million
2. YouTube – 15 million
3. Instagram – 9 million
4. WhatsApp – 7 million
5. Snapchat – 6.4 million
6. WordPress – 5.8 million
7. LinkedIn – 5.5 million
8. Twitter – 5.3 million
9. Tumblr – 3.7 million
10. Tinder – 3 million

Choosing Your Platform – The Golden Rule

Only commit to what you can engage with consistently

That means:

- Create unique, channel specific content
- Post regularly (frequency will depend on the platform)
- Keep your information up to date (links, address, phone number etc)
- Maintain community management practices (40% of consumers expect a brand to respond on social media within an hour of reaching out, 79% expect a response in the first 24 hours (Sprout: 2020))



Choosing Your Platform: Audience

Who do you want to talk to?

- Different social media platforms attract drastically different demographics:



- The largest age group (40%) of Australian TikTok users are aged between 10 and 13 followed by 14-17 year olds (30%) (Roy Morgan:2020)
- The largest age group (33%) of Australian Instagram users are aged between 25-34 (NapoleonCat: 2020)
- There are over 1.65 million Australian Facebook users aged between 55-64 and 1.25 million users over the age of 65 (SocialMediaNews:2020)

Choosing Your Platform: Purpose

- **Brand awareness**

All

- **Web traffic**

Facebook, Instagram, YouTube

- **Audience growth**

Instagram, Facebook, YouTube

- **Content promotion**

Instagram, Facebook, YouTube, WordPress, Snapchat, Tumblr, LinkedIn

- **Community engagement**

LinkedIn, Facebook, Instagram

- **(on platform) Sales**

Instagram, WhatsApp, Facebook 'Shops' (coming soon will connect all three)

- **Audience engagement**

Instagram, Facebook, Twitter, LinkedIn, Snapchat

- **Customer service and support**

WhatsApp, Facebook, Instagram, YouTube, Twitter

- **Competitor identification and analysis**

Instagram, Facebook, LinkedIn

Facebook

Core Purpose: Social Networking

Secondary purposes: News, advertising, location sharing

Interlinked with Instagram



- 60% of Australians have a Facebook account, 50% log in daily. Largest user group is aged 25-34 (SocialMediaNews: 2020)
- Industries that get the most engagement: fashion, auto, ecommerce (most likes, + shares + comments) FMCG, travel, non-profit (most shares) (SocialBaker: 2013)
- Check-Ins are a powerful 'word of mouth recommendation' tool for hospitality and services (i.e. gyms, spas, nail salons etc) and get a high level of exposure (200+ views per check in (Causely:2019))

Facebook

- This platform places a strong emphasis on image based content (particularly video)
- Daily posting is required
- To effectively grow your Facebook audience and reach new customers, paid advertising is needed (engage a paid marketing professional to do this for you)



Instagram



Core purpose: Image sharing platform

Secondary: Social networking, ecommerce, advertising

Interlinked with Facebook

- 41.3% of Australians have an Instagram account. Largest user group is aged 25- 34 (Source: NapoleonCat: 2020)
- Media publishers, fashion, beauty, auto and sporting goods are the dominant industries (Source: SocialBakers: 2020)
- Effective use requires a combination of posting (at least several times a week), use of stories (1-7 posted several times a week)

YouTube

Core purpose: Video sharing platform

Secondary: Audience subscription, information resource, video advertising and marketing

- 15 million unique Australian visitors a month
(SocialMediaNews:2020) (around 60% of the population)
- Industries that benefit from video marketing: SaaS, travel and hospitality, healthcare, education, agencies, law, finance, e-commerce
- Post original video content at least once a week





Core purpose: Professional networking and B2B (business to business) social media platform

Secondary: Job seeking, expertise display, community engagement, advertising

- 11 million Australians use LinkedIn

LinkedIn Australian Advertising Audience By Seniority

High level individuals (Partner, Owner, Director, CXO, VP)	1.4 million
Middle Management (Managers, Senior staff)	3 million
Junior (Unpaid, training, entry level)	2.8 million

LinkedIn Advertising Audience By Position Seniority (Source: LinkedIn, Data Analysis by Genroe)

Note that numbers will not add to 11 million as data not available on all users.

LinkedIn Australian Advertising Audience By Company Size

Micro-Companies (up to 10 employees)	600,000 individuals
SMEs (11 to 200 employees)	1,300,000 individuals
Corporate (201-1000 employees)	770,000 individuals
Enterprise (1001+ employees)	2,300,000 individuals

LinkedIn Advertising Audience By Position Seniority (Source: LinkedIn, Data Analysis by Genroe)

Note that numbers will not add to 11 million as data not available on all users.

LinkedIn

Core purpose: Professional networking and B2B social media platform

Secondary: Job seeking, expertise display, community engagement, advertising

- As daily use of LinkedIn is not common, you need to post 2-3 times per week (written content with images, videos, articles, links etc.) to ensure your content is seen

