



The
DOs and DON'Ts
of Social Media
Marketing for
Beginners

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There are so many social media platforms out there that you can access to expand your audience and build your professional following.



A hand-drawn graphic featuring the text "It's All About Relationships" in a black, casual script font. The text is enclosed within a large, hand-drawn red oval. A hand holding a grey marker is visible at the bottom right, with a red line extending from the marker towards the text.

It's All About Relationships

Online and off,
relationships build
businesses!

PLATFORM	SIZE	GENDER	AGE	LOCATION	INCOME/ EDUCATION	GREAT FOR
	110 MILLION MONTHLY ACTIVE USERS	79% OF USERS ARE FEMALE	MOST COMMON 25 - 34 AGE DEMOGRAPHIC	30% OF ADULTS LIVING IN RURAL AREAS USE PINTEREST	57% OF USERS HAVE FOUR-YEAR COLLEGE DEGREES	RETAIL SALES - FASHION, DIY, HOME, BEAUTY, AND FOOD - SHOWING PRODUCTS
	300 MILLION ACTIVE USERS	51% OF USERS ARE MALE	55% OF PEOPLE AGES 18 - 29 USE INSTAGRAM	OVER 80% OF USERS LIVE OUTSIDE OF THE UNITED STATES	24% OF USERS ARE COLLEGE GRADS	DEMONSTRATING BRAND CULTURE - ENGAGING YOUNG AUDIENCES - SHOWING PRODUCTS
	200 MILLION ACTIVE USERS	70% OF USERS ARE FEMALE	7/10 USERS ARE MILLENNIALS	TOP COUNTRIES INCLUDE: IRELAND, SAUDI ARABIA, SWEDEN, INDIA, AND THE U.S.	62% OF USERS EARN LESS THAN \$50K	REACHING YOUNGER AUDIENCES - SHOWCASING PRODUCTS AND LIFESTYLE
	450 MILLION USERS	24% OF MALE INTERNET USERS AND 19% OF FEMALE USERS USE LINKEDIN	31% OF USERS ARE BETWEEN THE AGES OF 30 AND 49	TOP COUNTRIES INCLUDE: U.S., INDIA, BRAZIL AND THE U.K.	50% OF COLLEGE GRADUATES USE LINKEDIN	B2B MARKETING - RECRUITING - NETWORKING
	313 MILLION MONTHLY ACTIVE USERS	22% OF MALES ON THE INTERNET AND 15% OF FEMALES USE TWITTER	37% OF USERS ARE BETWEEN THE AGES OF 18 AND 29	79% OF ACCOUNTS ARE OUTSIDE OF THE U.S.	54% OF USERS HAVE AN INCOME OF \$50K+	THOUGHT LEADERSHIP - TRENDING TOPICS - NEWS, CULTURE, AND EVENTS
	1.1 BILLION DAILY ACTIVE USERS	66% OF U.S. MALES AND 77% OF U.S. FEMALES USE FACEBOOK	MOST COMMON 25 - 34 AGE DEMOGRAPHIC	84% OF ACTIVE USERS ARE OUTSIDE OF THE U.S.	72% OF ONLINE USERS WITH AN INCOME OF \$75K+ USE FACEBOOK	A VARIETY OF INDUSTRIES AND BUSINESSES - B2C MARKETING

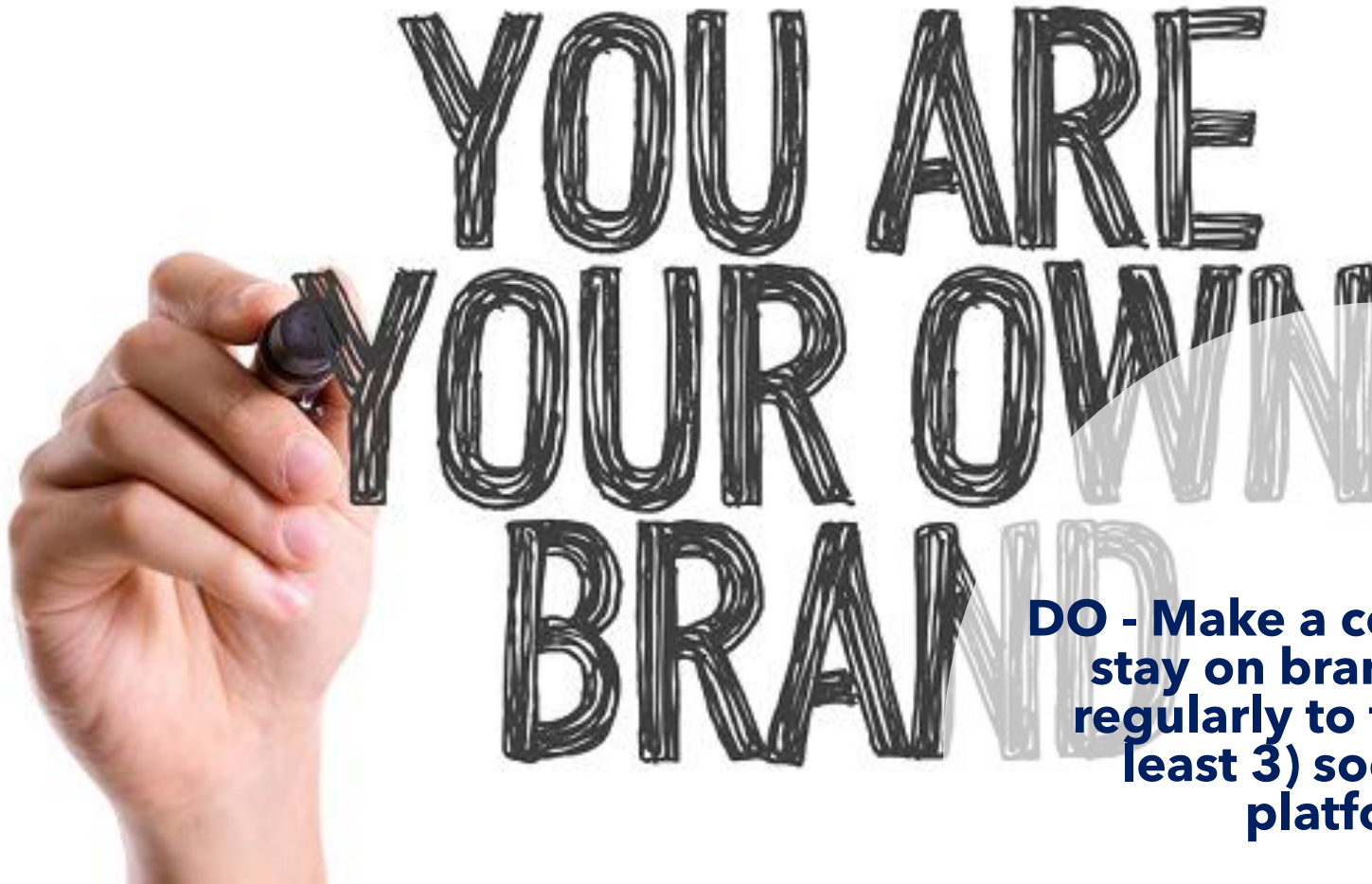
Of all social media platforms, Facebook still holds the strongest audience for sales conversions and targeting demographics for business than any of the others.



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TODAY'S FOCUS:

Facebook



DO - Make a commitment to stay on brand and post regularly to the same (at least 3) social media platforms.

PLAN



DO - Build a 6 month focus strategy with a specific goal (gain 50 likes/followers/etc. per month)



Budget

DO - Set a specific and steady ad budget for one campaign that focuses on that goal (A/B first month then transfer all to the most productive one)



**DO - Show off
your
personality, be
human, be
relatable**



**DO - Create videos, even
grass roots quality is great!**



DO - Include #s and @s and a CALLs TO ACTION



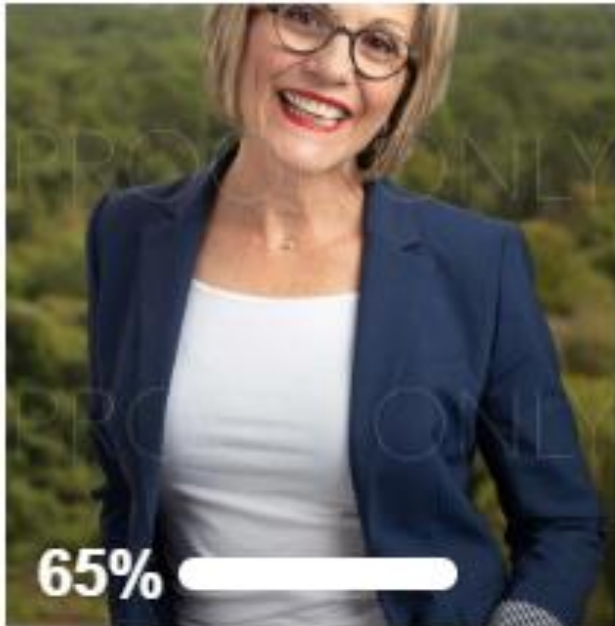


Dionne Kubin, Realtor created a poll.



Published by Kimberly Devine [?] · Yesterday at 9:00 AM · 🌐

YOUR OPINION MATTERS:: Hey there friends, I need you help! Which one is your favorite brand photo? THANK YOU! #realestatehouston #dionnekubinrealtor #har #visithouston #seniorliving #emptynest #downsizingmadesimple



OPTION 1 ✓



OPTION 2

**DO - Post
conversation
starters**

DO - Fill out your page COMPLETELY. Set up the auto responder, research preferred image sizes, use www.Canva.com to help you with sizing and professional looking graphics.

DO - Use the Uplight Digital Marketing Agency rule of thirds for marketing. Post at least one representing each category each week.



DO - Use an auto-post tool. I recommend Hootsuite. There are really fantastic tutorials that are free to access.



Hootsuite™



DO - Model your audience's language, pro jargon is off-putting to people who are just learning.

**DO - Keep an eye on a top performers in your industry to
get ideas and inspiration**





**DO - Use quality, beautiful
images - free websites for
images are
www.pixabay.com,
www.pexels.com, &
www.unsplash.com**

www.uplightdigital.com



SEARCH ENGINE OPTIMIZATION

DO - Use searchable terms in your content (SEO). Facebook spends almost 5 billion per year on online marketing and if we are smart, we can ride their wave of their investment.

Facebook SEO Tips





**DO - Host a giveaway to
gain new followers**

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BOOK NOW

DO - Book a call, meeting or contact when someone messages you. IMMEDIATELY! Stay alert, don't let your potential client slip away.



**THANK
YOU
FOR
YOUR
LIKES!**

DO - Respond to comments and LIKEs made on your posts and be sure to engage with other people on their social media platforms. When you follow their posts, they will follow yours.

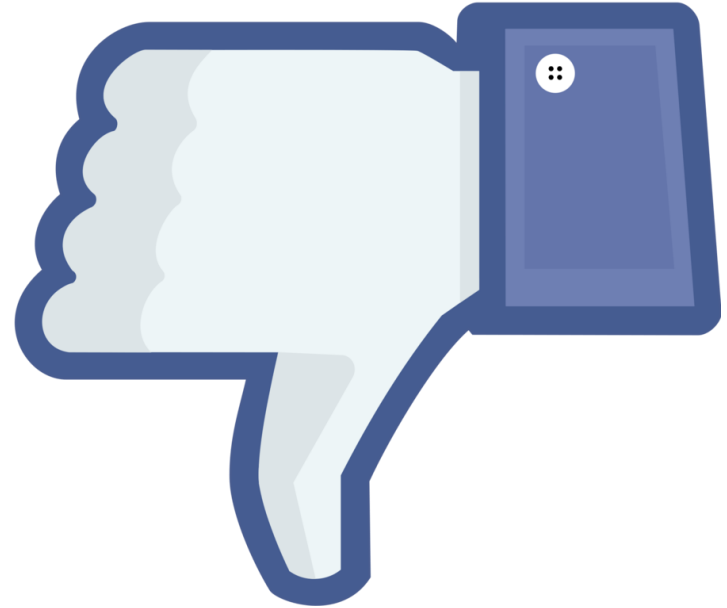


**DO - Success follows passion,
so remember to educate and
share what you learn as you
continue to learn about your
business.**

BE THE
Change
YOU WANT TO SEE IN THE
World

DO - Remember that social media is your chance to put more positivity into the world.

- **DON'T - Sell what you do, sell the result.**
- **DON'T - Boost posts that have images with text**
- **DON'T - Boost posts with links to leave Facebook (Facebook loves Facebook)**
- **DON'T - Post negative, political, sad, opinionated, religious, complaining**
- **DON'T - Be all about you -LIKE, FOLLOW, SHARE other people**
- **DON'T - Always be looking to gain, give to get**





Invite ALL personal friends to LIKE your business page and post to your timeline that you will be doing this and you appreciate the friendships and the support. Then as people LIKE your page (as much as you can), send them a private message to thank them personally.



SOCIAL MEDIA
BUILD RELATIONSHIPS
ONLINE AND OFF
and you will
BUILD YOUR BRAND

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Building a
business is
exciting!
Stay consistent,
serve as many
as you can, and
success will
find you!

~Kimberly Devine

*Thank
You*

We appreciate you visiting Uplight Digital Marketing Agency and look forward to helping you grow your business any way we can. Please feel free to contact us for more information.

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