

UK Social Networks Stats

A few stats courtesy of Statista.com – The Statistics Portal

2017

90% of households have
access to the internet

Daily internet users:

2006 – 16.2million increases every year for 10 yrs

2016 - 41.8million

2017 first small drop to 40.9million

2018

Active Social Media Users – 44million (66% share of population)

Mobile Social Media Users – 38million (57% share of population)

2016

78% of women have a Social media account vs 73% for men



Find us on
Facebook

**44% of UK online population,
use FB more than once a day**

- forecast by 2022 users to rise to 42million
- Only 21% of UK adults who go online don't use Facebook
- Rate of use in UK is 2nd highest from within the EU
- In 2017
 - 15% of users are - 15-24yrs old
 - 22% of users are - 25-34yrs old, also the most prevalent users

**20-29 yr olds are
highest users of
Facebook in UK**

Almost 80% of adults who go online use FB

Social Networks % Share

as at Jan 2018



71%

Others:

- Reddit – 1.6%
- Tumblr – 1.3%
- Stumbleupon - 0.53%
- LinkedIn – 0.27%



11%

Pinterest 8%



3.6%



2.5%

The difference between the Social Networks



Twitter - *often has the first news*

- More authentic
- Lots of quick conversations
- Content needs to be crafted as only 280 characters
- Often the first place that complainants go to



Facebook – *longer more engaging posts*

- Can build more of a rapport
- Often an older user profile
- Can create specific and targeted adverts on Facebook
- Economic way of advertising a business
- Takes time to build followers
 - Likes/shares don't always turn into footfall hence why always good to try and engage with your actual customers with by giving them something with their purchase that requires them to do something once they have left the shop, an image of their cooked dish, shop feedback, etc



Instagram – *spontaneous imagery*

- Picture, and video led
- Less copy than FB/Twitter
- Can often be an over use of #
- Advertisers and businesses using more



User Generated Content – UGC

This means your followers are providing content in your feed – usually on the back of a something you have asked people to do. This can be an easy quick way to increase followers and engage in conversation

- Could be really simple like asking your followers to post an image using your products
 - the prize could be a voucher, branded apron/tea towel or you recreate their recipe to sell
- Want to design a new logo or a new brand name, get your followers to help you, they know you best.
- Don't always need a big name, celeb or brand to increase engagement
- Limit the rules and ensure someone is monitoring the responses
- Co-operate or ask your industry contacts to also engage in the activity so it's not always coming from your own feed makes it look more authentic as well

Best practice:

~ **Be social** ~ **Be different** ~ **Be present** ~
~ **Be authentic** ~ **Be considerate**

ABC of Social Media

Authenticity

- Think about who or what image you want to project
- Key messages – what do you want people to know about you
- Tone of voice – how do you want customers to take your messages

Battle Plan – have a goal or reason

- Why do you want to be seen on Social Media
- Have you the time to devote to posting and replying to messages
- Is it scalable – from a few times a week to multiple times a day
- What would be the measure of success – likes, shares or sales
- What support do you have
 - external or internal
 - can you afford to pay someone or can a members of staff take it on
 - Trust – can you trust the person posting on your behalf, talking about your business
- What happens if your brand has a crisis i.e. food poisoning, or bad customer service
 - how do you react; shut down, face up, talk about it, show the problem has been dealt with

Content

- Social media networks are hungry machines they need lots of content and there is lots of competition
- Imagery/videos don't always have to be hi quality but they do need to be in focus, appropriate and specific to the post
 - If appropriate and they are your images (ie not taken from Google images) always add your logo, business name or a watermark to limit other businesses copying and using
 - Check your posts to ensure the imagery/message can be seen and/or understood, a badly cropped image or message could affect the posts performance.
- Advisable to have a month's content planned in advance
 - Think of national promo days, shop anniversaries, competitions, staff achievements
 - However, if you do schedule in advance – be aware of any news, crisis or situations that may impact on the posts, i.e. a national disaster happens and one of your posts is about celebration pies!
- Research # hashtags – and what is current or on trend
 - Find ones that are relevant to your business, visit that community and read what is being talked about – see section below on #'s
- It's ok to duplicate the same posts – not everyone see's all your posts all the time, so a little repetition is OK.

WHICH NETWORK ?

Limited on time?
Use one network well
rather than struggle to
manage more.

Most people use mobile devices to view social media networks so check your imagery when uploading or use the editing tools offered by each network

Useful apps to improve images used within posts

- ✓ **Snapseed** - photo editing, resizing, frames, text
- ✓ **Boomerang** - 3 sec gifs
- ✓ **Canva** - layering text and logos over pics

A few general top tips



- It's ok to lurk and check out what is going on before you launch into posting your own messages
- Get your voice heard
say what you mean not what you think people want to hear



- Always proof-read and spell check your posts
- Always quote when you retweet or share a post so people know why you think this is worth retweeting /resharing
- Don't drink and post!
- Make time for real life - take time off - perhaps schedule a time in the day for social media
- Be realistic about how long it takes to build a profile
- Check out someone's feed or profile before entering into a conversation or replying, especially if you are not sure about them or don't know them. Otherwise if the discussion goes sour or not well it is immediately in the public and all your followers will see the conversation
- If you want to filter out those adverts or annoying posts:
 - Twitter lets you set up your own list which can be viewed separately
 - Facebook lets you set up a group page which means only those allowed into the group can see your posts plus, no adverts!



Hashtags - When to use and when not to...

On Instagram

- The # acts as a content discovery tool for people to find images/stories that interest them
- Just like a search engine
- So if you use them make sure they are terms that people are likely to be looking for i.e. instead of #localbutcher perhaps use #Andoverbutcher or instead of #meat use #butchersbeefburgers or #butcherssausages
- If you are not sure what's current put a #term into the search engine and see what comes up, similar to how we search on Google

On Facebook

- would suggest only using a couple of # - as they are not used in the same way so only use if relevant

On Twitter

- again use sparingly and if relevant as they can use up your character allowance

Produced by Claire Holland for Q Guild members July 2018

