



Professional Diploma in Social Media Marketing

Module 1

Lesson 3: The Platforms

Course Educator: Caitlin Hogg
Social.Media@shawacademy.com

EQF Level 5
Professional Diploma



Did you know...?

91% of retail brands use 2 or more social channels

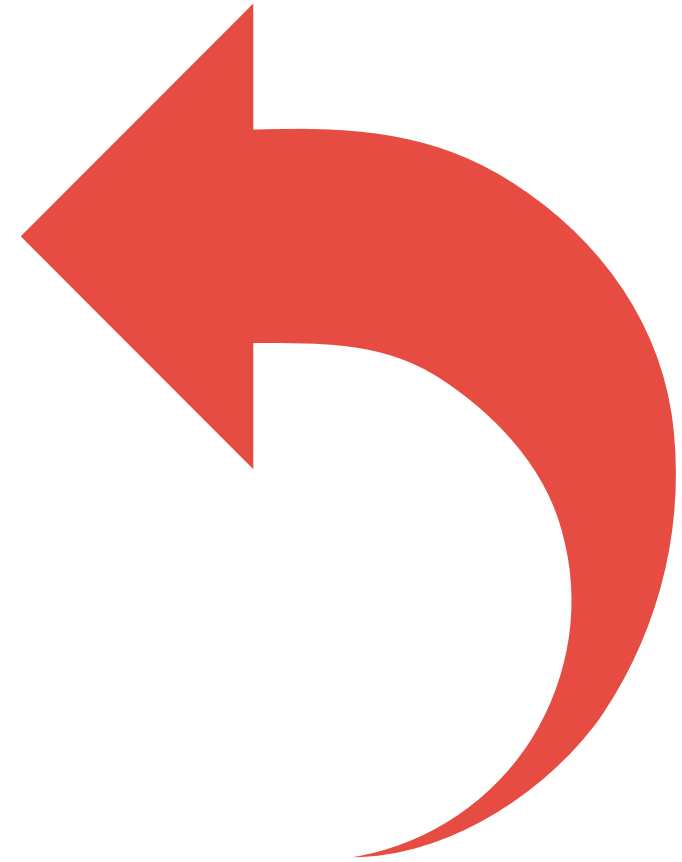
81% of all small and medium businesses use some kind of social platform



Lesson 2 Recap

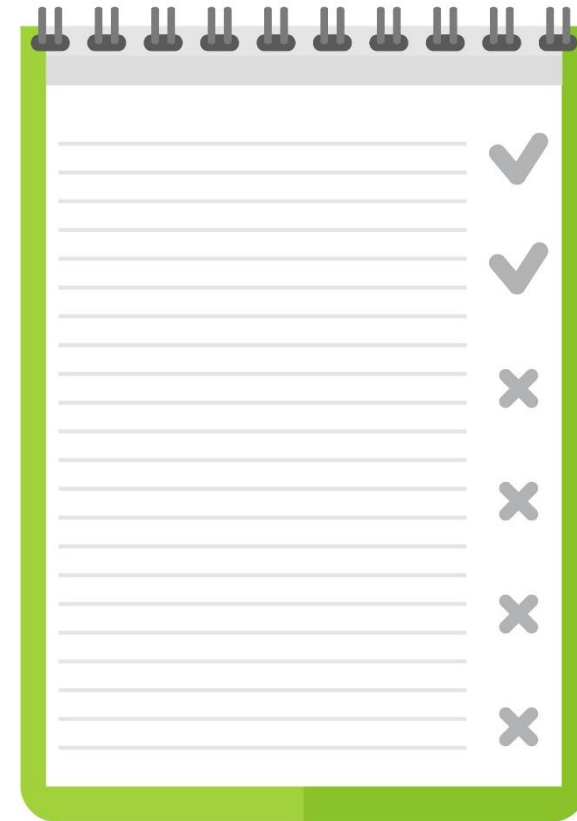
- Who is Your Buyer?
- Profile the Customer
- Customer Personas
- Unit Economics

- Summary
- Career Guide
- FAQ



Today's Lesson

- Introduction to Platforms
 - What is out there?
 - Platforms for business
- Social Content
- Content Case Studies
- Summary
- Career Guidance
- FAQ





What is a social media platform?

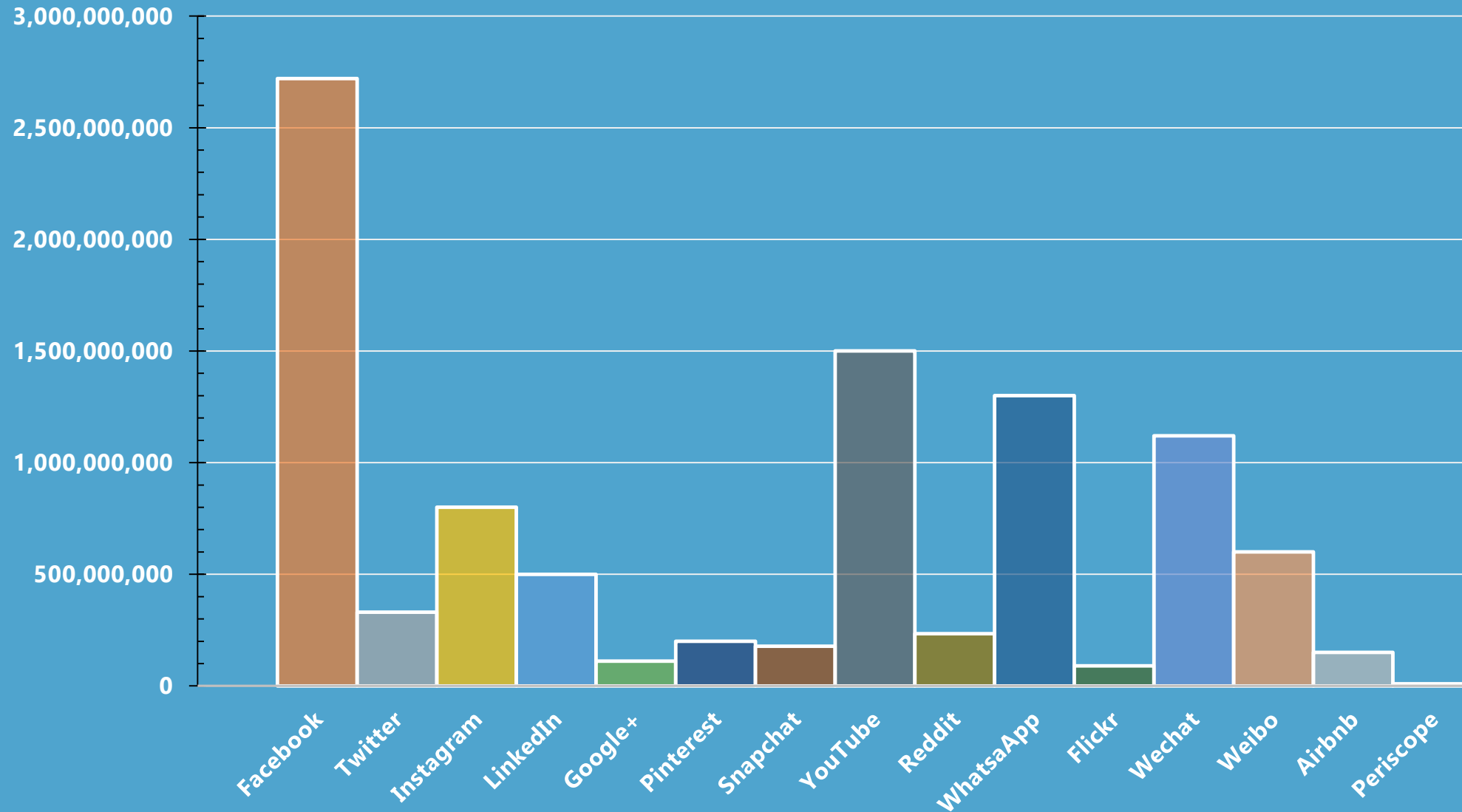
“Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

- Merriam Webster

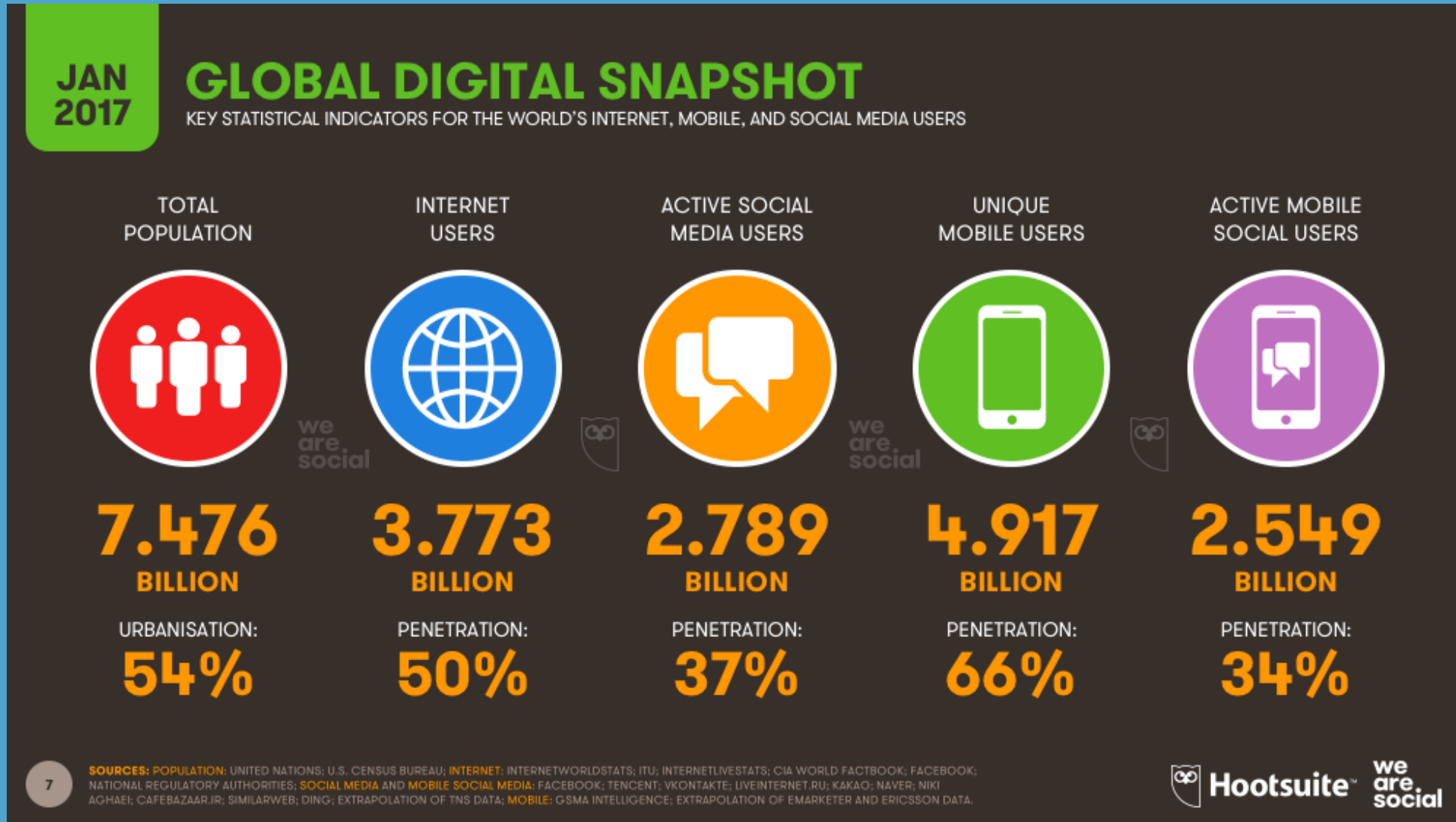
Social Platforms – What's Out There?



Social Platforms – The Stats



Social Platforms – The Stats



Which ones
should I use for my
business?



Social Platforms – What's Out There?

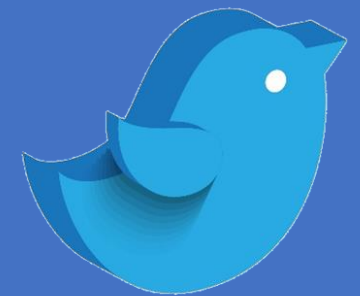
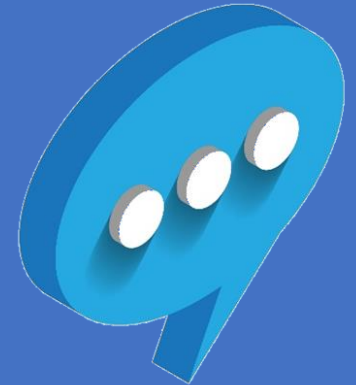


What is Social Content?

Compelling information that
informs, engages or amuses.

- **Joe Pulizzi**

Founder of the Content Marketing Institute



Types of content

Text

Image

Video

Audio

Ephemeral

Infographics

Testimonials

Vitrual Reality

Webinar

eBooks

Live

UGC



IMAGE: VICKY LETAMASHABLE



BY RACHEL
KRAUS

2 DAYS AGO

Social media truly is bringing Americans together... in our frustration over social media giants.

Americans are fed up with the role that big tech companies now play in the news media, according to a new study from the Knight Foundation and Gallup.

Maybe worse — we're enormously conflicted on what to do about that.

SEE ALSO: [The first scientific fake news study is here to confirm your worst fears about America](#)

On Tuesday, the Knight Foundation and Gallup published a sweeping study about the public's perception of the media — including tech companies — and its role in politics and society.

Entitled "[American Views: Trust, Media and Democracy](#)," the study surveyed 19,196 Americans over the age of 18 about their news consumption habits, the extent that they believe the media is important to a democracy, whether they believe the media is succeeding in informing the public, how the proliferation of online news sources is contributing to their consumption of current events, the extent of the problem of fake news, and more.

Many of the study's statistical findings basically support what we're all experiencing: a massive amount of vitriol and suspicion directed towards the press, the breakdown of faith in objective facts and reporting, the proliferation of partisanship across the board.



There's one thing

For all of these factors, the study compares differing opinions and behaviors across demographics like race, age, political

Long form

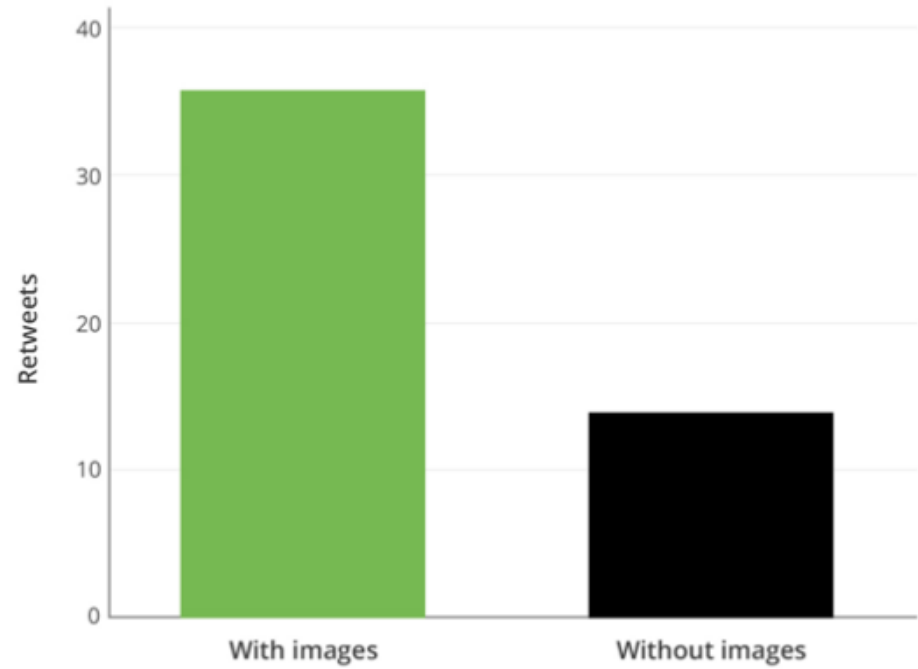
- Blogging
- Articles
- Scripts

Short form

- Advertising (some formats)
- Twitter (280 char)
- Descriptions/Bios
- Social posts

Content: Images

Tweets with images received **150%** more retweets.

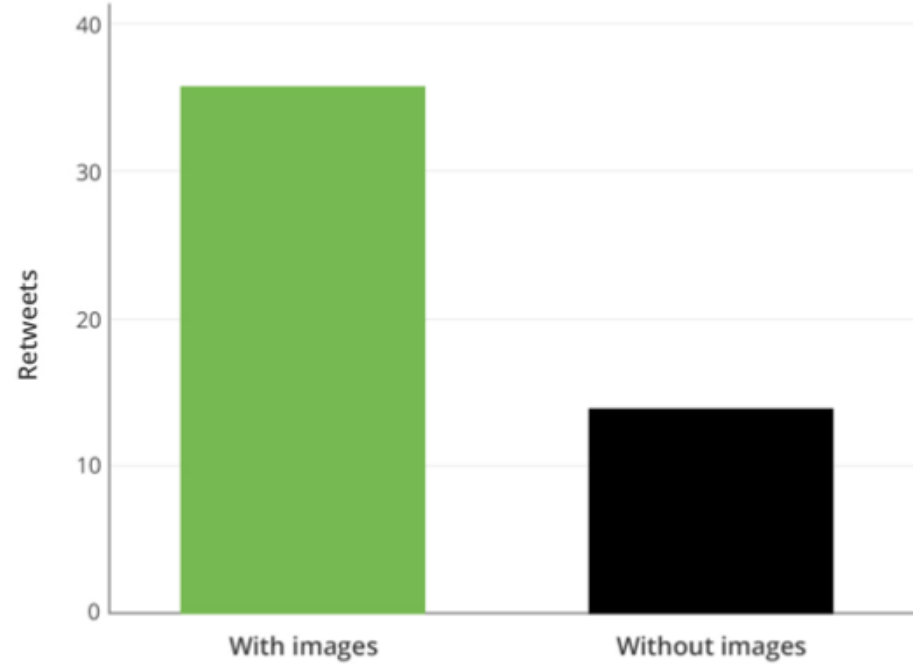


buffer



Content: Images

Tweets with images received **150%** more retweets.



buffer



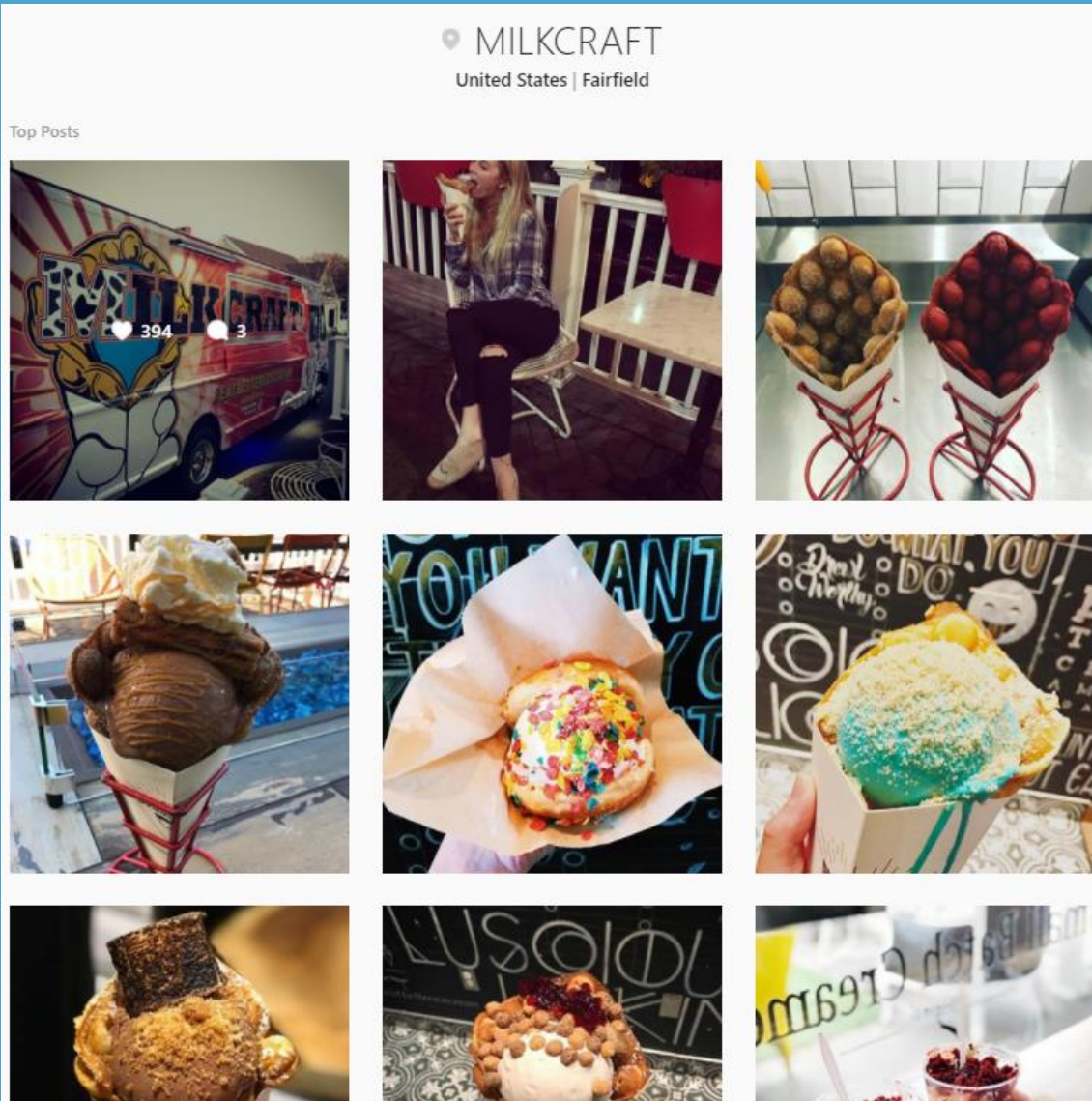
Trumaker
@trumaker

Follow

A Trumaker favorite is back in stock!
Check out the new Henson shirts here: bit.ly/1cSsTYq

8:31 PM - 13 Jan 2015

3

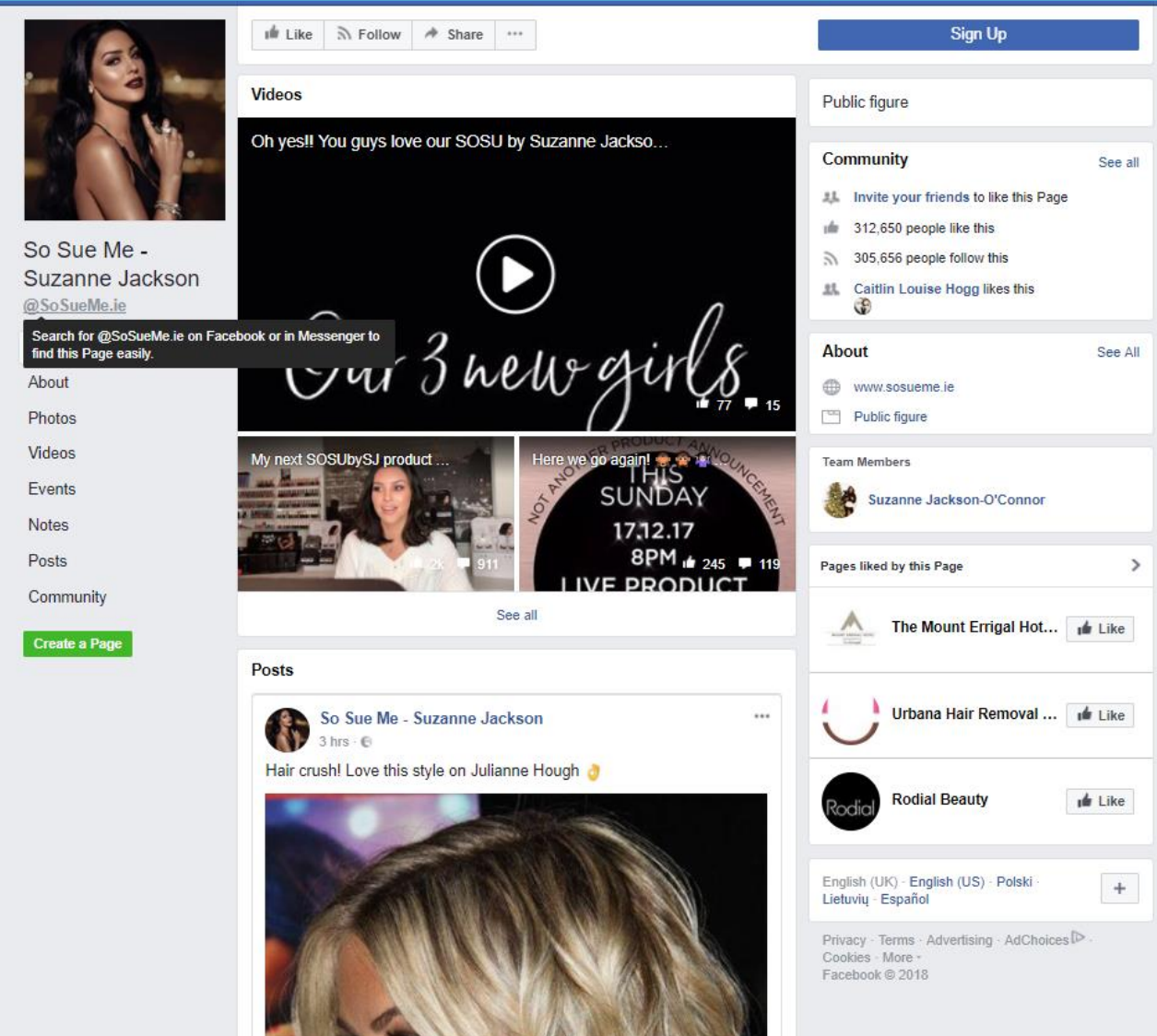


Hi-def not necessary

But it does help!

Instagram, Facebook

Accompany all posts if possible



Youtube & Vimeo

Facebook, Insta, Twitter

Posts in folder & timeline

Editable pre-posting

Limit time – 2 mins



Live broadcast

Video

**Facebook, Instagram
Periscope, Meerkat**

Events

No edits possible

On the rise

Ephemeral



Expires after 24hrs

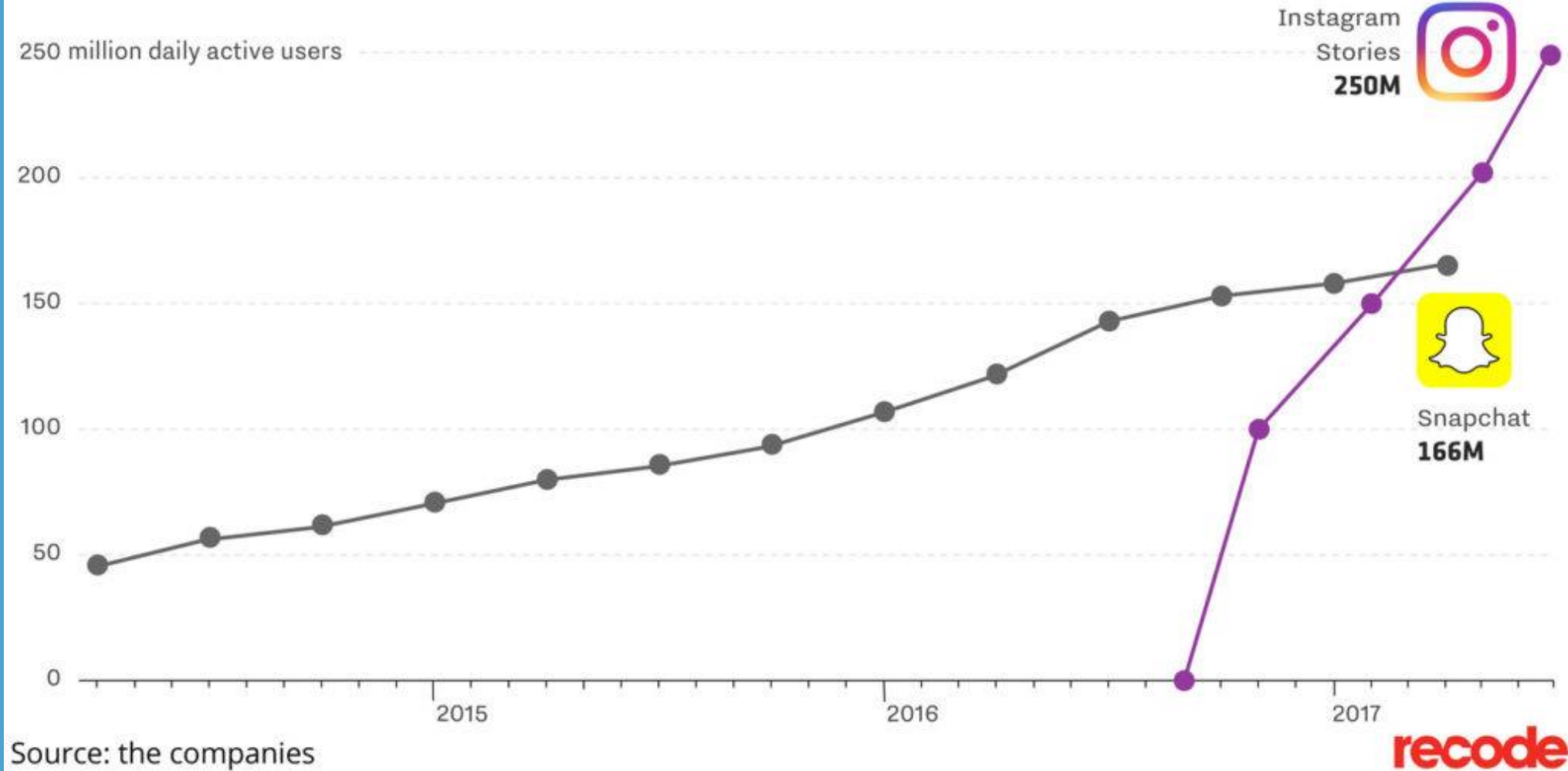
Video/Still

Instagram, Snapchat, Facebook

Influencers

On the rise in 2018

Instagram Stories versus Snapchat daily active users



Source: the companies

recode

Every Day Congrats from Tina Fey

“Social High-Fives”

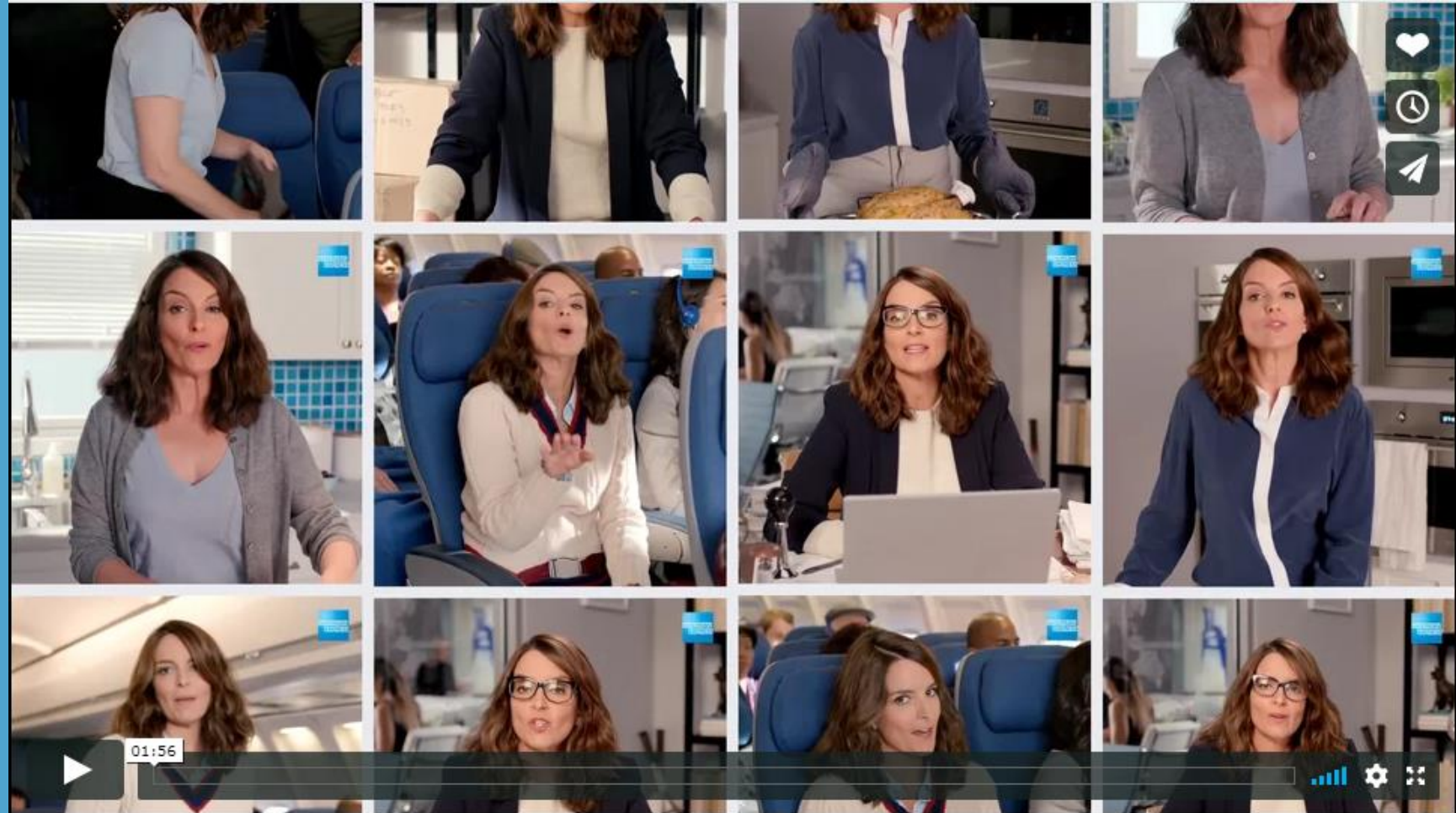
Facebook API

Trending topics

Entertaining, funny

30 million views

20% + consideration



Case Study: #WantAnR8

#WantAnR8

Audi Paid Attention

50,000 engagements in 24hrs

25,268 on Instagram

User-created #

UGC

Easy to track

Account grew 200%



Case Study Take-Aways

Don't just give to receive

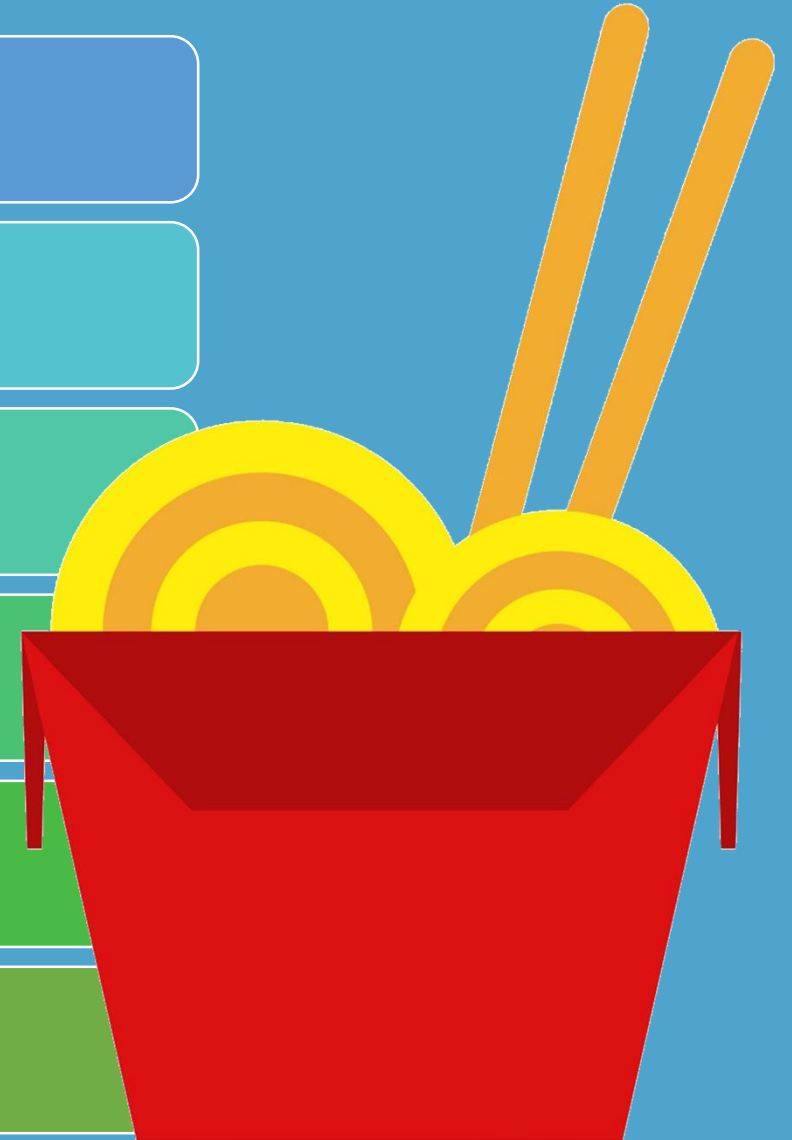
Its not about you – talk about them

Delight your Audience

Keep an ear to the ground

Find everyday opportunities

Think outside the box



ORGANIC

Social posts

Not paid for

Curate

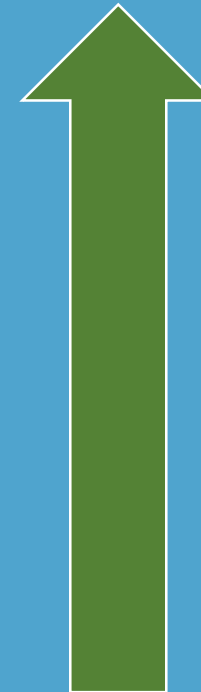
Create

Entertain

Relatable



Algorithm



PAID

Advert Copy

Sponsored

Concise

Direct

3-Second-Rule

Headline is key

Paid Tips

Keep it simple

Keep your buyer FOM

Edit 1, 2, 3

Method of consumption

Use emojis – seriously

No such thing as failure



Organic Tips

Engage

**Don't. Push.
Product.**

**Audience-
centric**

**Quick to
Respond**

Trends

MEMES

Quotes

**Gifs &
Boomerang**



Conclusion

Start Out Simple

Perfect – THEN expand

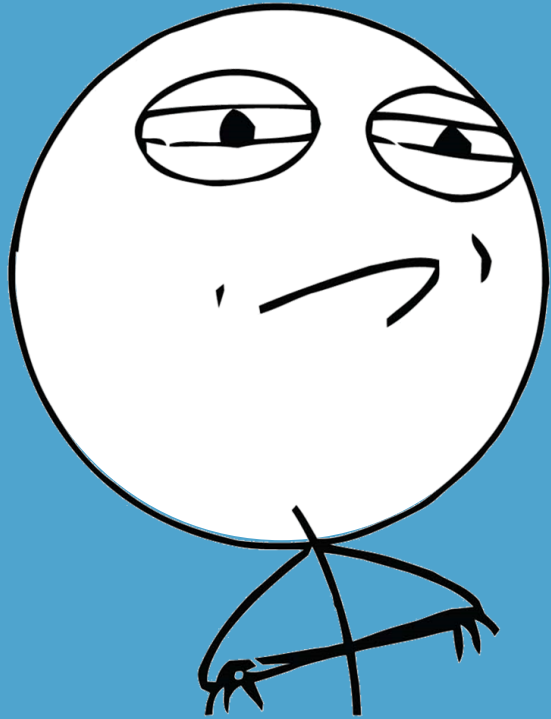
Vary Your Content

Great Quality

Make it Shareable



Lesson 3 Challenge



CHALLENGE ACCEPTED

1. Find An Example of a meme
2. Save it
3. Share On Shaw Academy Facebook
4. Use #ShawSocialExample
5. Look Superior To Other Students



Summary Lesson 3

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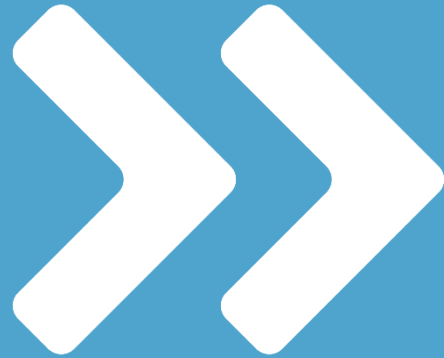
Keep up the hard work!

We're here to help, so contact us anytime!

User Generated Content – YouTube, Instagram & Beyond

- Crowdsourcing
- Reducing Costs, Increasing Profits
- Virality & Explosive Growth
- ROI from UGC

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**Next Up:
Lesson 4**

Course Bonus Content

Vote Now

Type the number for the topic you would like a Bonus Video on

1

Platforms

2

History of Facebook

3

Hashtags

4

PPC & SEO in Digital

Bonus Video will be added to your Starter Pack tab