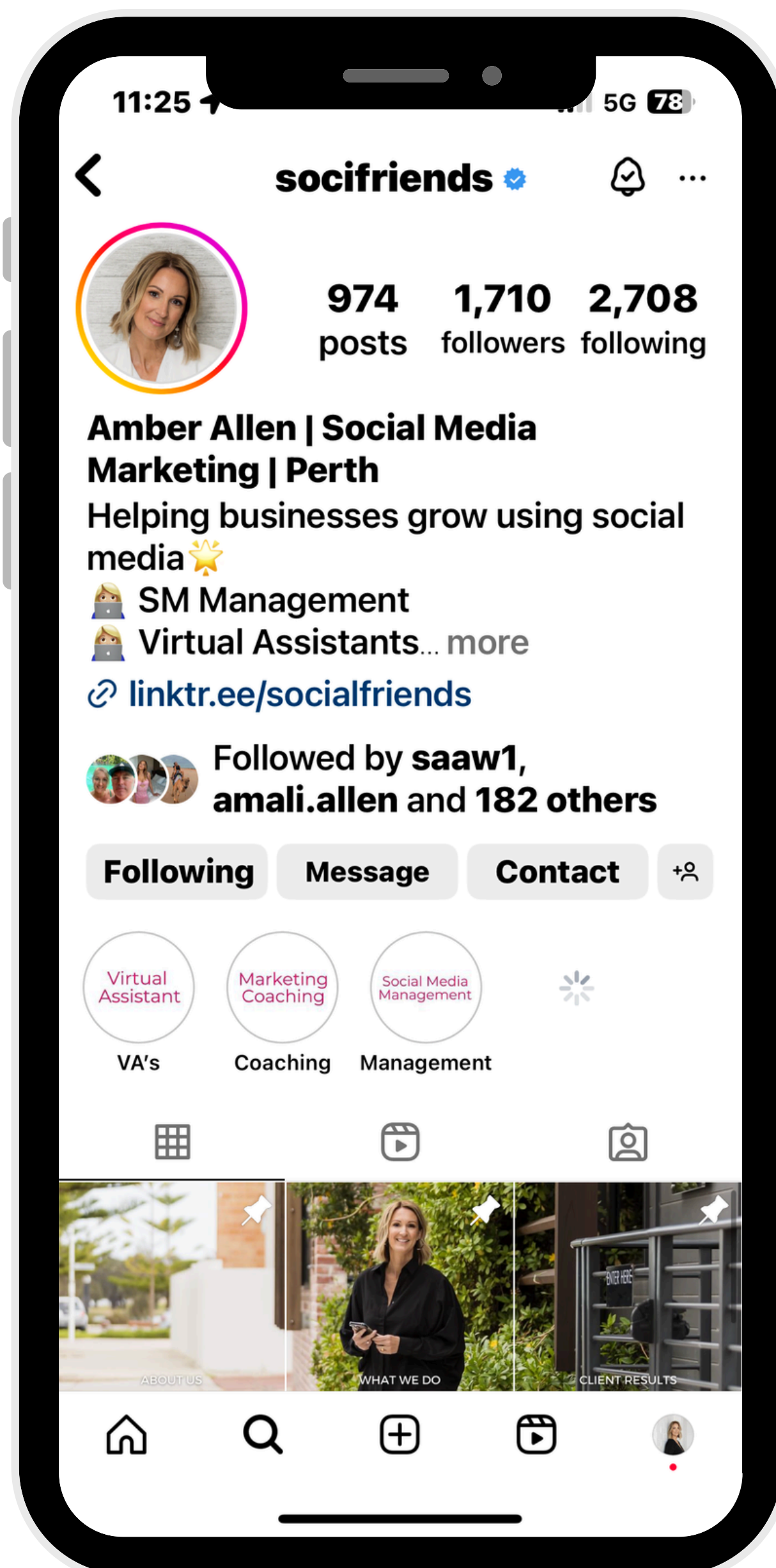


WHY SOCIAL?

The Best Social Media Platforms for
Small Businesses

Social
Friends™

ADD @SOCIALFRIENDS ACROSS ALL YOUR SOCIALS



Share your learning insights & success on social media

Use the hashtags #socialfriends

so·cial me·di·a

noun

a term to describe the current state
of the Internet and the place where
the consumers' attention is.

GARY VAYNERCHUK



GET MORE CUSTOMERS

Choose the Right Social Media Channels for Your Business

Social media is a crucial tool for businesses.

It's the online "word of mouth" and has the power to greatly impact your business.

However, with so many social media channels available, it can be overwhelming to determine where to begin. Which channel will provide the best return on investment for your business?

Unfortunately, there is no one-size-fits-all answer to this question. The ideal social media platform will vary depending on your business and the products or services you offer. Each platform serves different functions, content, and groups of people.

Nowadays, having a profile on a variety of social media platforms is crucial for proving the legitimacy of your business. People rely on these to form judgments about your brand and products or services through the information you share & reviews, much like word of mouth.

With 6 in 10 Australians using Facebook and 1 in 3 Australians on Instagram, it's clear that having a presence on at least these platforms is essential for businesses looking to reach a wide audience.

But which other platforms should you consider? And how can you make the most of each platform to increase brand awareness and drive engagement?

Let's take a closer look at the key social media platforms and explore who uses them, how they use them, and the unique benefits they offer for small businesses.



Amber & The Social Friends Team

Future-Proof Your Social Media Strategy

Choosing the Best Channels for Your Business, can be a challenge if you don't know anything about who is using them.

Use this resource to help you select the most effective social media channels for marketing your business to build your online community, grow your lead pipeline, increase sales and recruit.



With so many options available, it can be overwhelming to determine which ones will provide the best ROI (return on investment) for your unique needs.

This guide will provide you with expert insights and advice to make informed decisions and achieve social media success



Why Social?

General social media statistics in Australia

Stats Melwater.com as at Jan 2023

- 26.3 million people in Australia, almost a 50/50 split between male & female users
- 25.3 million internet users, 85.4% access via mobile
- Average time spent online 6 hours/day
- 21.3 million active social media users in Australia, 46% male, 54% female
- Average time spent on social media 2 hours/day
- Around 80% of Australian's use social media daily
- Social media is the second-most effective digital marketing tactic for customer retention, behind email
- 90% of young adults (ages 18 to 29) use social media. 35% of over age 65's do
- 74% of consumers rely on social media to make purchasing decisions
- 65% of salespeople who use social selling fill their pipeline, compared to 47% of reps who don't
- 4 in 10 sales reps close 2 to 5 deals directly thanks to social media
- Half of revenue is influenced by social selling in 14 common industries, including computer software, healthcare, marketing and advertising
- Using social selling tools can increase win rates and deal size by 5% and 35%, respectively
- Social media has a 100% higher lead-to-close rate than outbound marketing
- Clicks from shared content are 5X more likely to result in a purchase
- Shoppers who view video are 1.81X more likely to purchase than non-viewers
- Content marketing generates 3X as many leads as traditional outbound marketing
- Content marketing costs 62% less than traditional marketing
- 59% of social media users think companies who use or are active in social media seem to be more approachable
- Most used social media platforms are Facebook (73.6%), FB Messenger (62.9%), Instagram (55.5%), Tiktok (41.5%), LinkedIn (26.2%)

When we use Social Media

71%	At night time
57%	In the morning
47%	Lunch time
47%	On breaks
39%	Right before bed
21%	During work
18%	Commuting

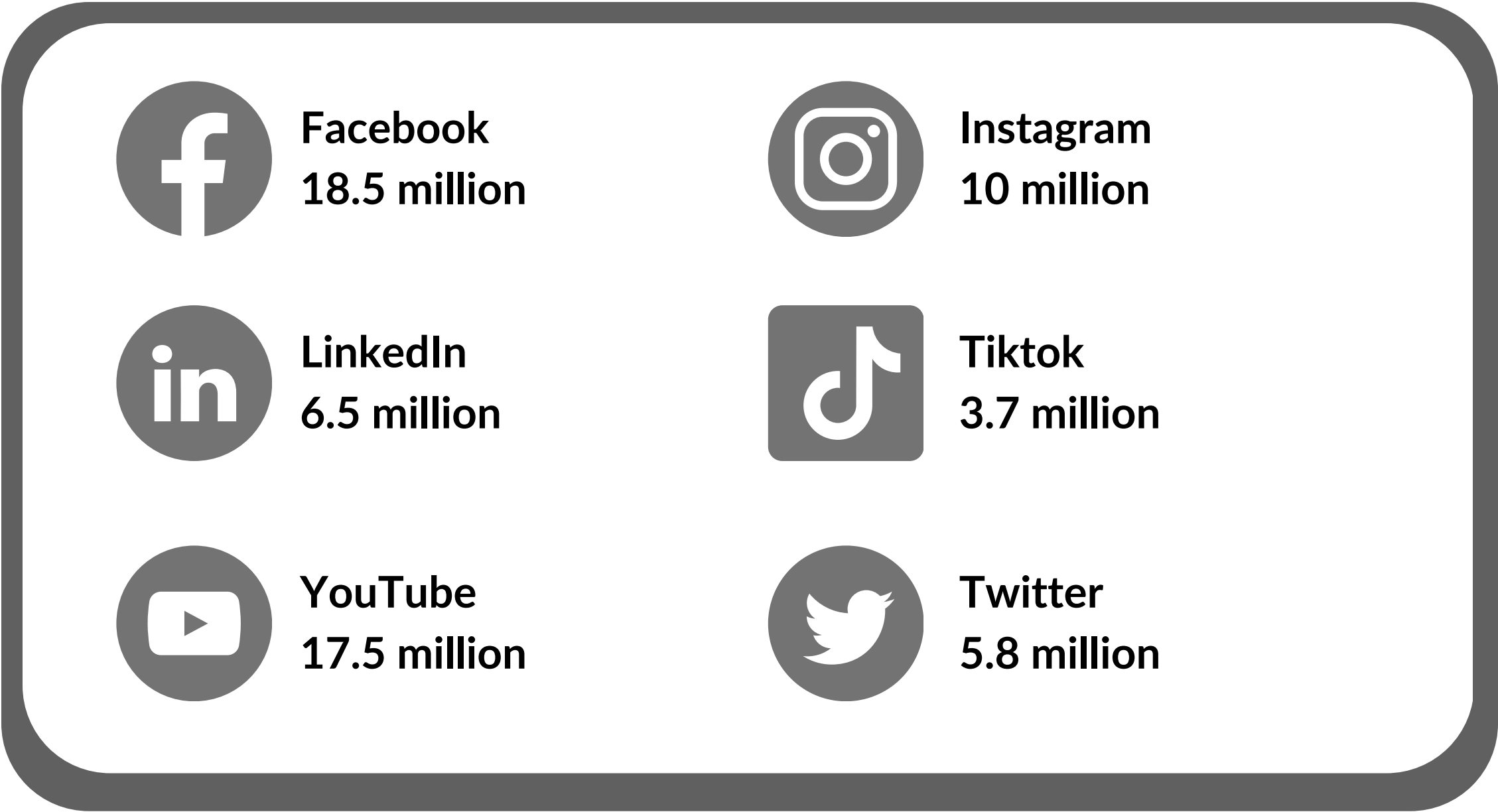


Social Media Platforms

26.3 million people in Australia
21 million of them use Social Media

Monthly Active Users in Australia

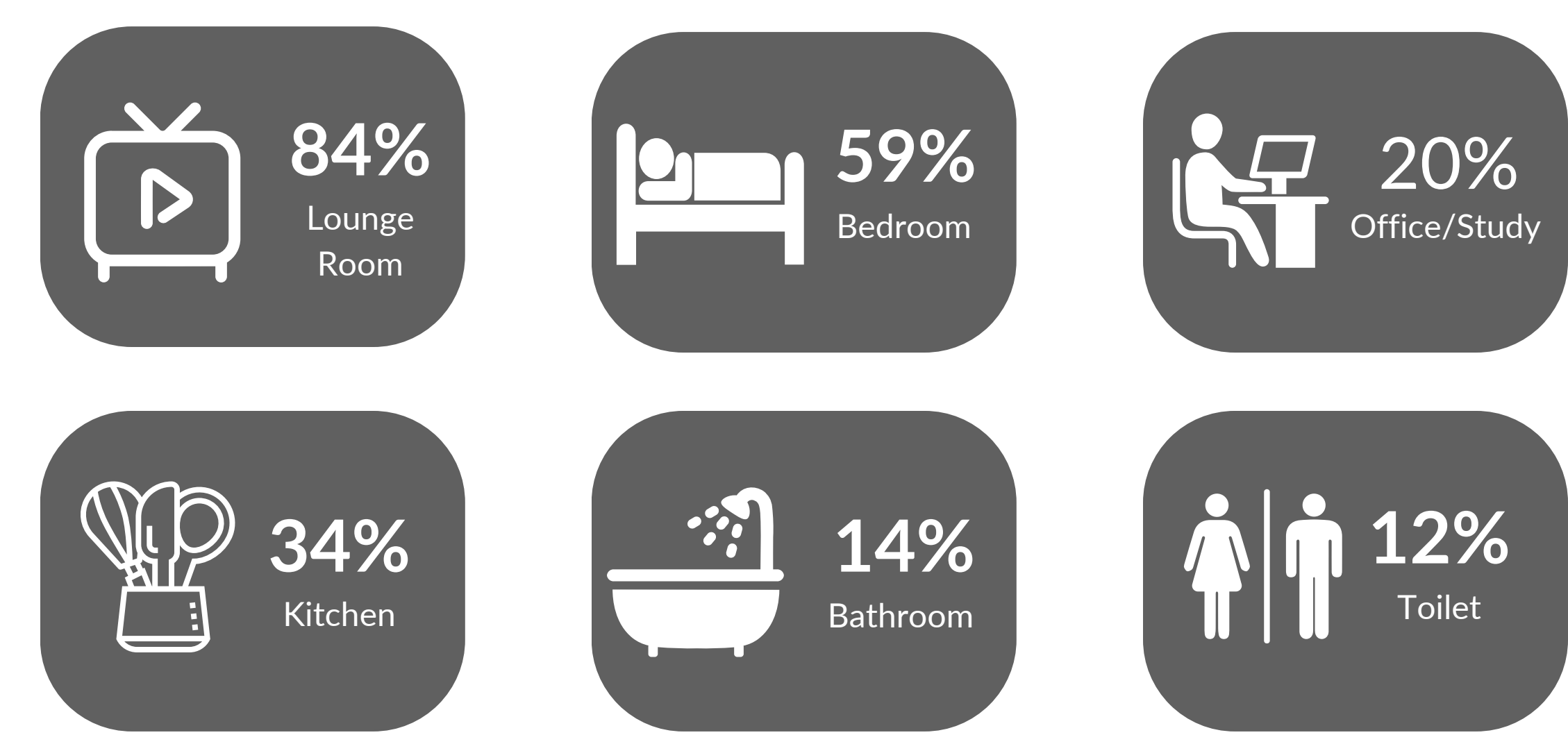
Stats Melwater.com as at Jan 2023



Social media has become an integral part of our daily lives. It's hard to imagine a world without scrolling through Instagram or catching up on the latest Tiktok trend.

Social media platforms are a powerful marketing tool for businesses when used correctly, and they have become an essential part of our personal lives as well.

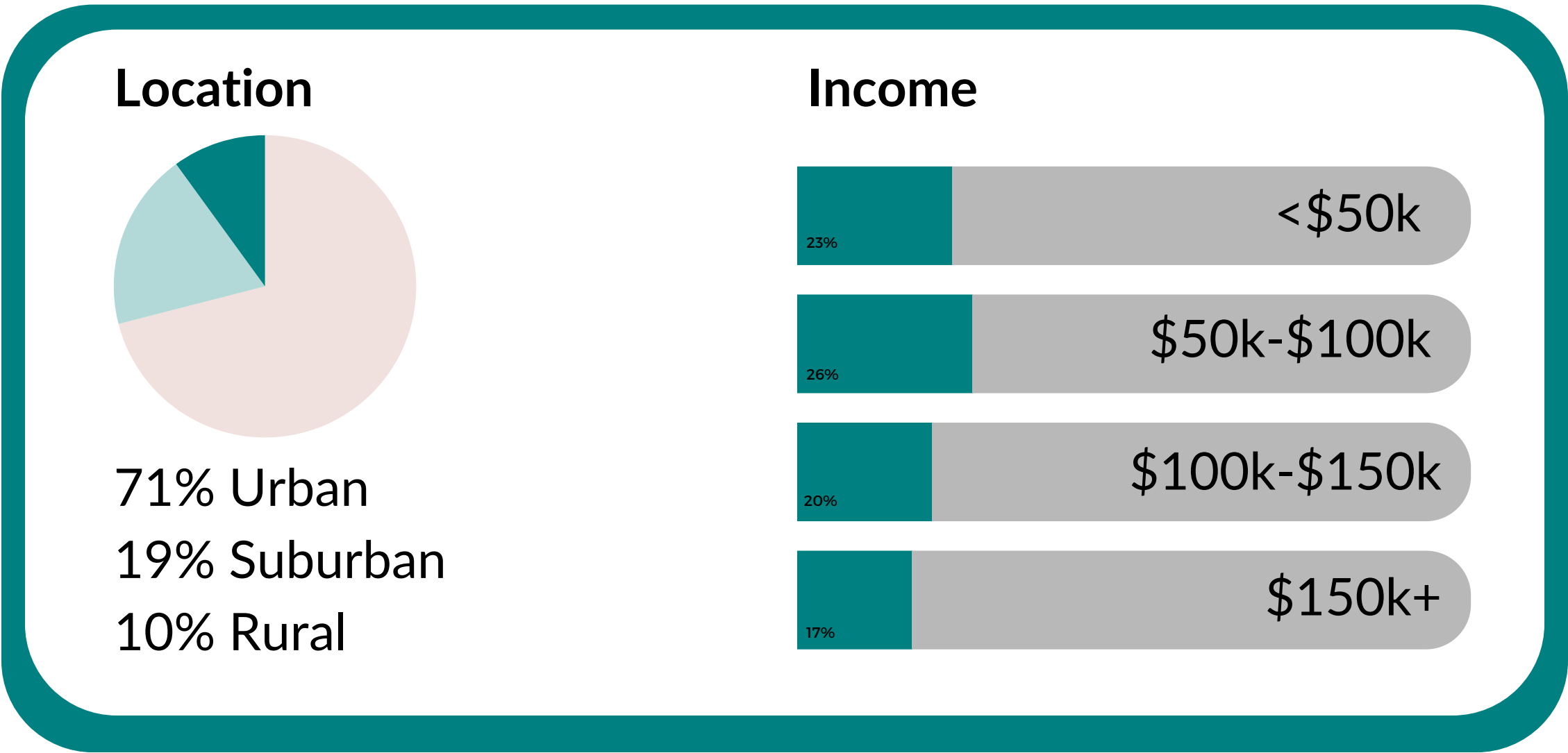
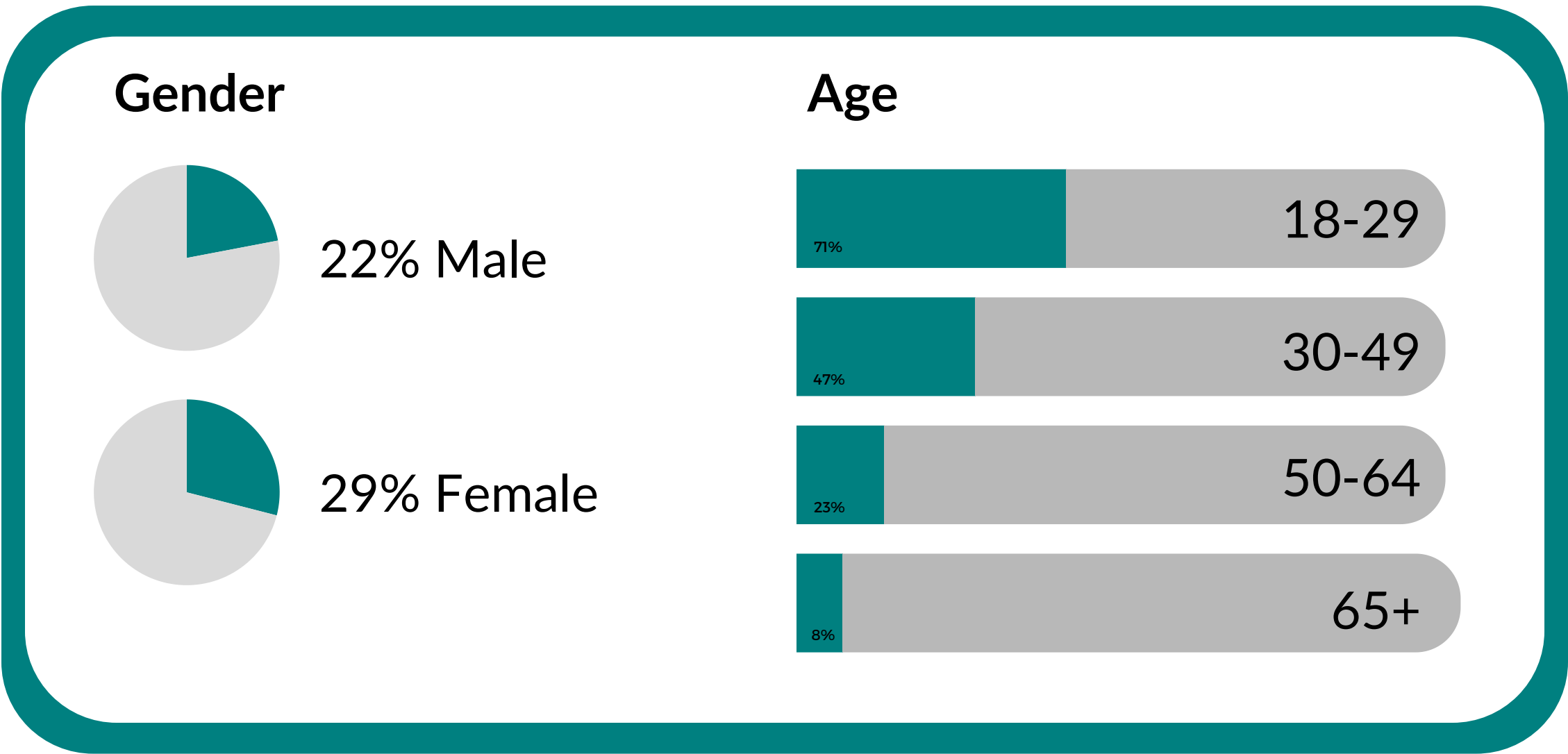
Let's take a look at where social media is being used in the home.



Instagram

- There are 10 million monthly active users on Instagram in Australia (over 1 billion globally)
- 68% of all internet users in Australia are on Instagram
- 50% of Instagram users follow at least one business account
- 81% of Instagram users said that they use the platform to research products and services
- 80% of users say they have discovered new products or services on the platform
- 37% of users said they have purchased something because they saw it on Instagram
- Posts with at least one hashtag average 12.6% more engagement than those without
- Top brands on Instagram are seeing a per- follower engagement rate of 4.21% which is 58 times higher than on Facebook
- 58% of people have said that they have become more interested in a brand or product after seeing it on Instagram Stories
- 30% of users have purchased a product they first saw on Instagram Stories

Instagram usage among key demographics



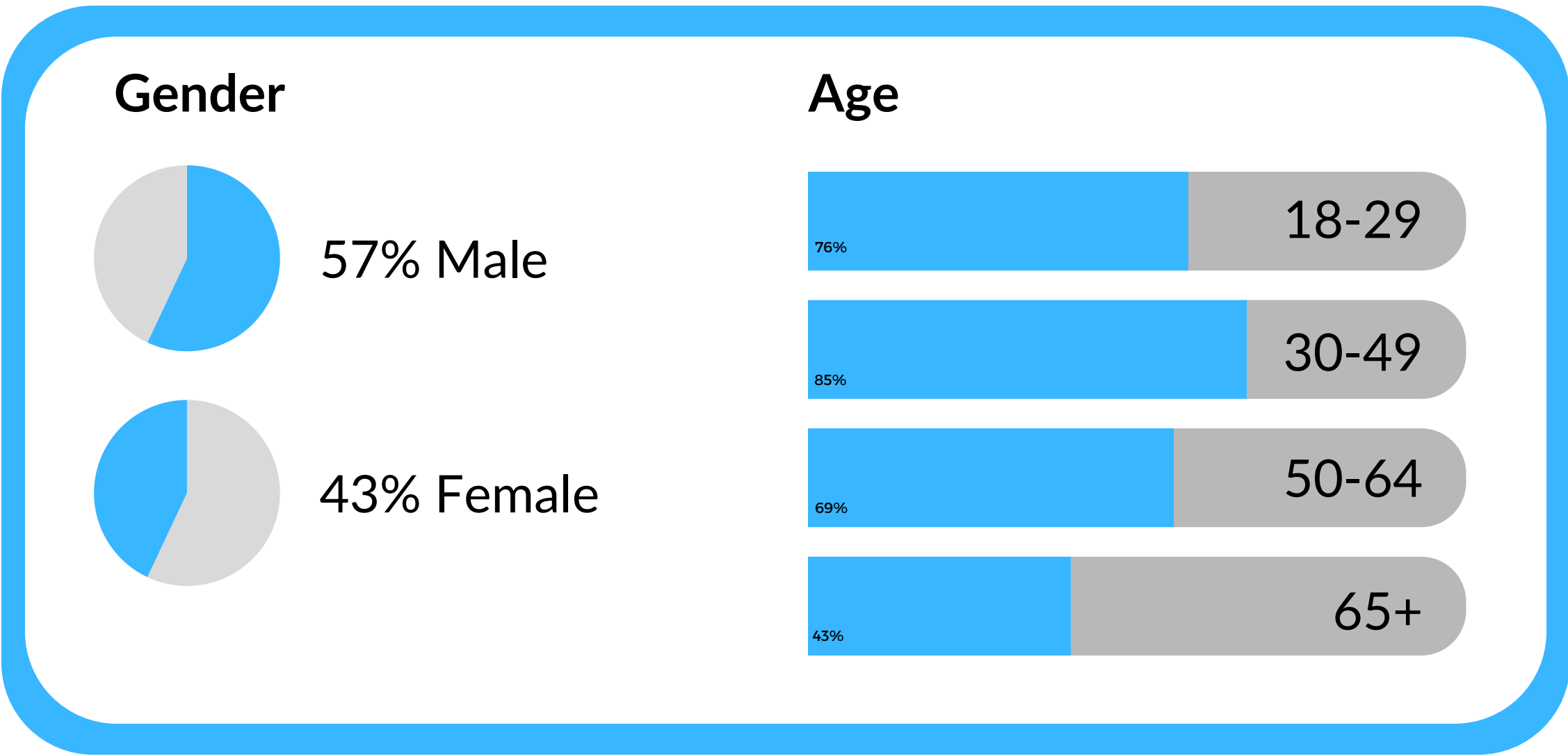
Instagram Hacks

- Use up to 30 relevant hashtags on every post
- Use a combination of platform features weekly i.e. carousel posts, reels, stories, channels
- Do a minimum 10 mins daily of community management

Facebook

- There are 18.5 million monthly active users on Facebook in Australia (over 2.9 billion globally)
- 69.7% of all internet users in Australia are on Facebook
- Facebook is the most visited website (of all websites)
- The Facebook mobile app is the most used app
- 63% of Facebook users worldwide follow at least one business page
- 59% of Facebook users said that they use the platform to research products and services
- 78% of users say they have discovered new products or services on the platform
- 87% of users said they have purchased something because they saw it on Facebook Ads
- Visual content, such as photos and videos, get more engage and shares than text
- There are over 200 million businesses using Facebook, only 10 million of those are currently using Facebook Ads (that is 5%)

Facebook usage among key demographics



Aussie Facebook Users by State		
New South Wales	4.5 million	31.57%
Victoria	3.7 million	25.95%
Queensland	3 million	21.04%
Western Australia	1.5 million	10.52%
South Australia	1 million	7.01%
Tasmania	240 k	1.68%
ACT	230 k	1.61%
Northern Territory	86 k	0.60%

Facebook Hacks

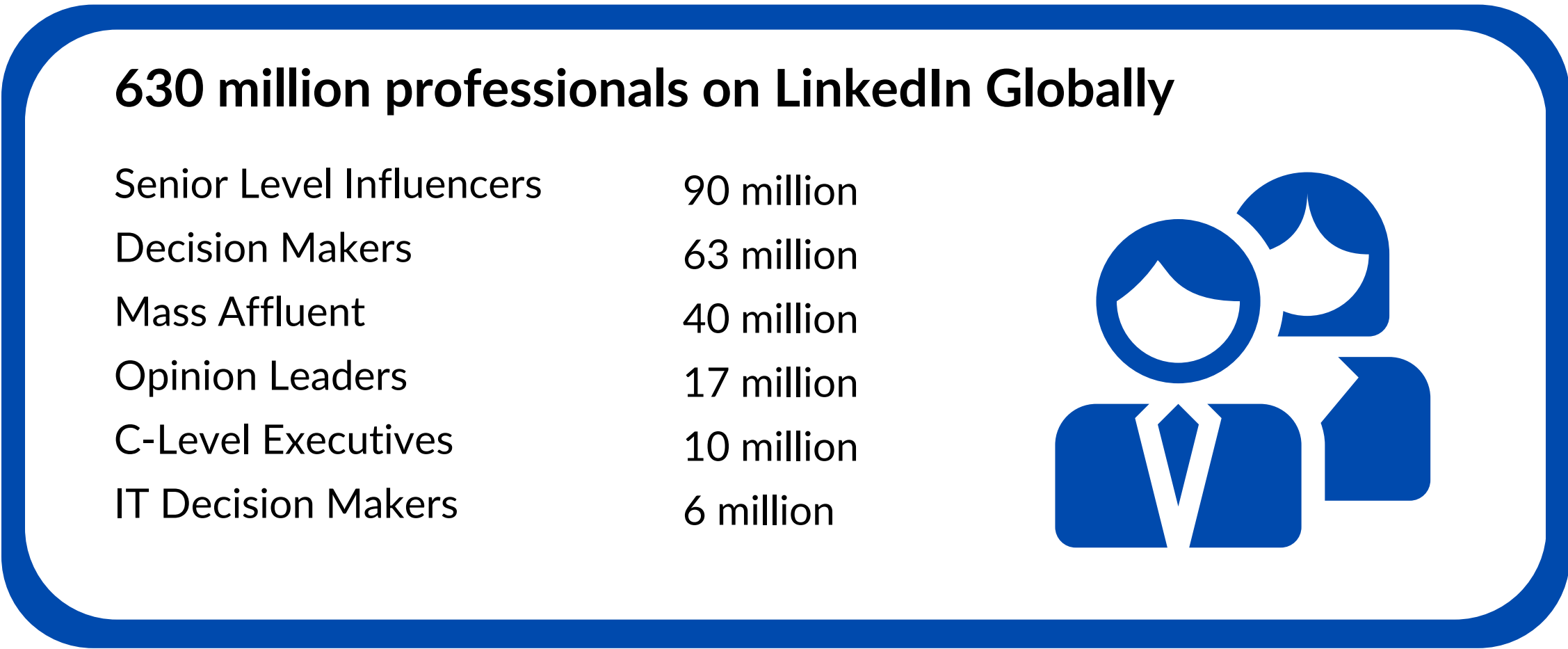
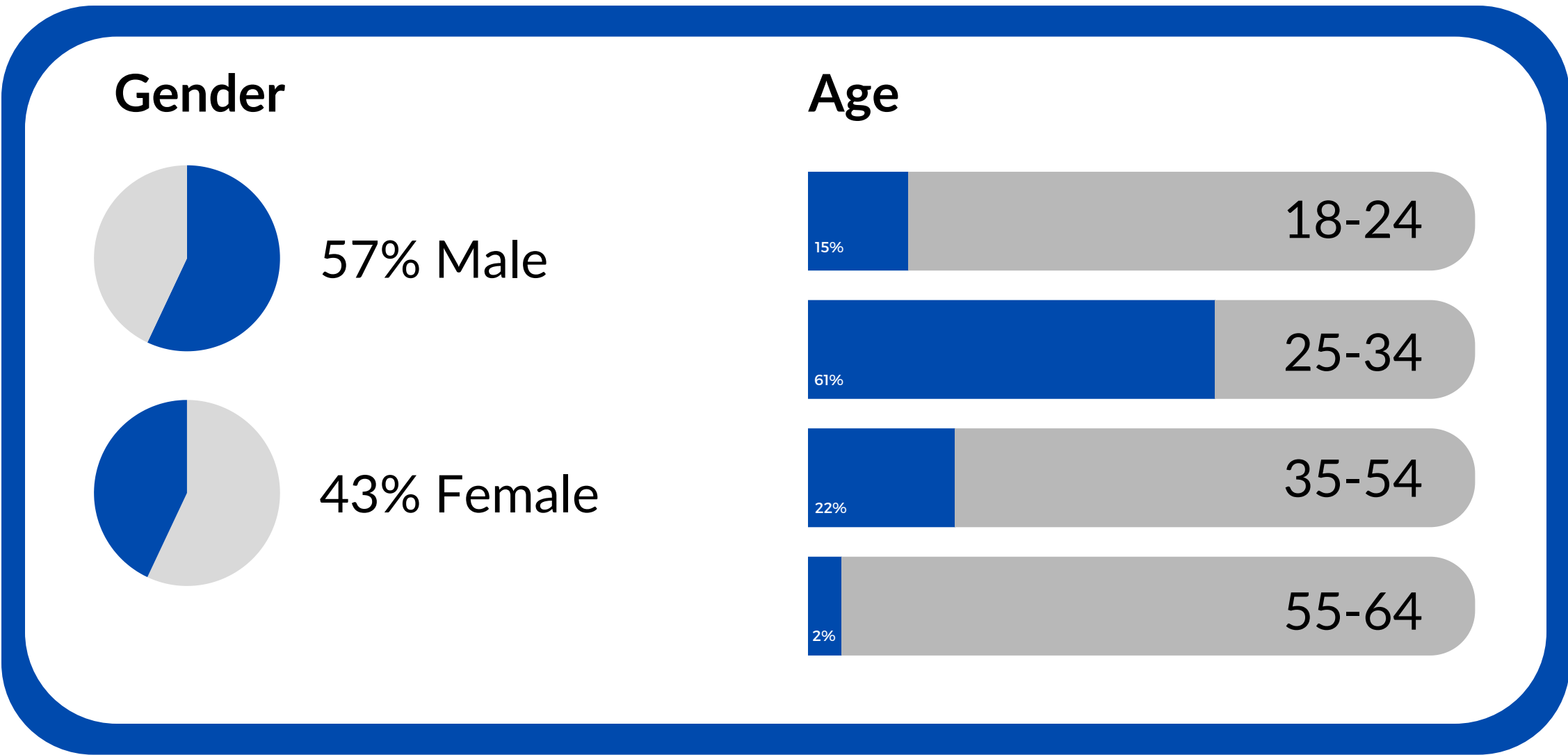
Facebook native videos receive almost 70% more reach & almost double the engagement of shared YouTube links.

69% of people watch video in silence – use CAPTIONS.

LinkedIn

- There are 6.5 million monthly active users on LinkedIn in Australia (740 million globally)
- 38.5% of all internet users in Australia are on LinkedIn
- 61% of LinkedIn users are between 25 and 34 years old
- 40% of users use LinkedIn daily
- 95% of B2B marketers use LinkedIn for organic content marketing, while 76% use it for paid advertising
- 70% of sales professionals attribute LinkedIn to their success
- 46% of social traffic to corporate websites comes from LinkedIn
- 91% of marketing executives list LinkedIn as the top place to find quality content
- LinkedIn generates a visitor-to-lead conversion rate that is almost 3 x higher than the conversion rates of both Twitter and Facebook

LinkedIn usage among key demographics



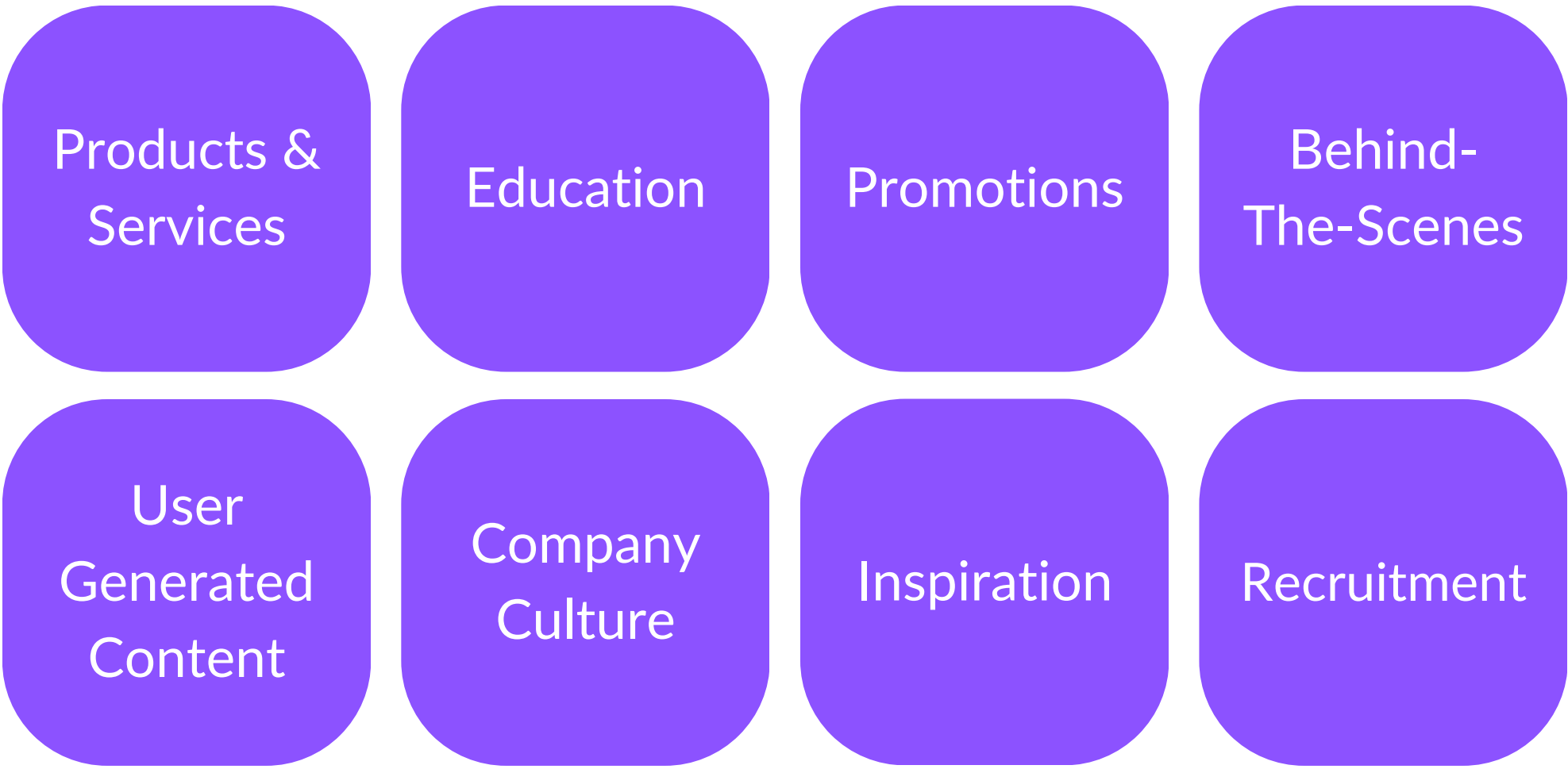
LinkedIn Hacks

The best performing content for LinkedIn includes:
Sharing industry insights and news, Professional development, Job openings and career opportunities, Company updates and milestones & Visual content

Content - What to post?

Now that you have an understanding of the demographics and motivations behind each social media platform, as well as the online habits of Australians, it's evident that businesses that don't leverage these platforms for marketing are missing out on significant opportunities to grow their business on social platforms.

The question remains: what type of content can you create to effectively capture your audience's attention? Check out the following suggestions.



Facebook Image and Video size recommendations

- Single Image Posts: 1200 x 630 px
- Image Ads: 1200 x 628 px
- Video Posts: 1280 x 720 px
- Video Ads: 1280 x 720 px
- Carousel Posts: 1080 x 1080 px
- Stories: 1080 x 1920 px
- Cover Photos: 820 x 312 px
- Event Photos: 1920 x 1080 px



Instagram Image and Video size recommendations

- Square images: 1080px x 1080px
- Landscape images: 1080px x 608px
- Portrait images: 1080px x 1350px
- Instagram Stories: 1080px x 1920px
- Instagram Reels: 1080px x 1920px
- Carousel posts can be: square, horizontal, or vertical in format & can include both photos and videos
- Stories: 1080px by 1920px
- Reels: 1080px by 1920px



Your Ideal Clients

Now that you have a better understanding of each social media platform and its respective audience, it's time to identify your own ideal clients.

This involves creating a profile (or profiles) of your target audience based on the following:



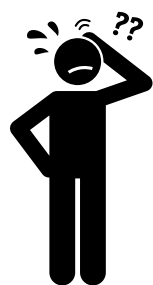
Demographics

Refers to the basic information about your ideal client such as age, gender, income, education level, occupation, location, etc. This information helps you understand who your ideal client is and how to target them effectively.



Psychographics

Refers to the personality traits, values, attitudes, interests, and lifestyles of your ideal client. This information helps you understand what motivates your ideal client and how to connect with them on a deeper level.



Problems & Issues

Refers to the pain points, challenges, and problems your ideal client is facing in their life or business. Understanding these issues allows you to create solutions and provide value to your ideal client.



Desired Outcomes

Refers to the goals, aspirations, and desires of your ideal client. Understanding what they want to achieve helps you create messaging and offers that resonate with them and provide a clear path to achieving their desired outcomes.

By understanding who your ideal clients are, you can then determine which social media platforms they are most likely to be using and tailor your marketing efforts accordingly.

Take the time to research and create a detailed profile of your ideal clients, as this will be crucial in determining your social media strategy moving forward.

You can download [Who Is Your Ideal Client](#) to help you develop this further.

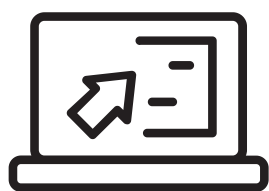
Make a Strategic Plan

By now, you have gained valuable insights into the different social media platforms and the types of audiences they attract. With this information, you can strategically choose the platforms that align with your business goals and target audience.

Let's take a look at a few examples:



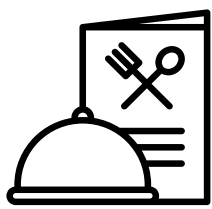
A boutique fitness studio targeting 25-40 year old men who live in an urban area. Use Facebook and Instagram to showcase fitness classes, share healthy recipes, and connect with their audience. They also use Instagram to work with local influencers to promote their studio & create brand awareness.



A B2B software company targeting CEOs and CIOs of medium-sized businesses. Use LinkedIn to share thought leadership content, such as articles and case studies, and engage with potential clients through comments and messaging.



A fashion brand targeting 18-30 year old women interested in sustainable & ethical fashion. Use Instagram to showcase their products, share behind-the-scenes glimpses of their production process, and collaborate with influencers who share their values. They also use TikTok to create fun and engaging videos that showcase their brand personality.



A local restaurant targeting families and couples in their 30s and 40s. Use Facebook to share their menu, daily specials, and upcoming events. They also use Instagram to showcase their dishes and the atmosphere of the restaurant, as well as collaborate with local food bloggers and influencers to increase their reach.

You know the types of content that performs best on each platform, so you can create tailored content that resonates with your audience and maximises engagement.

Finally, consider using paid advertising options like Facebook Ads to boost your reach and target specific demographics. Use the information you've learned to create a social media strategy that drives results for your business.

To take your social media strategy to the next level, download our [2024 Social Media Planner](#). This planner will help you to develop a comprehensive marketing plan and track your progress throughout the year.

It includes important dates, content ideas, and metrics to measure success. By using this planner, you can ensure that your social media efforts are organised, targeted, and effective.

Download it now and get started on taking your business to the next level.

The future of marketing is not just
growing databases,
it's in building communities that
connect people who have shared
values.

~Amber Allen

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