

HOW TO USE SOCIAL MEDIA TO HELP YOUR SMALL BUSINESS THRIVE

Learn how social media can help you attract and engage with customers while supporting your business growth.



SOCIAL MEDIA IS LIKE YOUR ONLINE STOREFRONT TO WELCOME CUSTOMERS

Most popular social media channels by total million users¹

	2021	2022	2023
facebook	2048.1	2098.1	2143.7
Instagram	1212.4	1282.8	1347.1
TikTok	655.9	755	834.3
Snapchat	428.4	464.9	492.8
twitter	338.6	345.4	350.8



8 in 10 internet users are on social networks²

4 STEPS TO BUILDING YOUR SOCIAL MEDIA STRATEGY

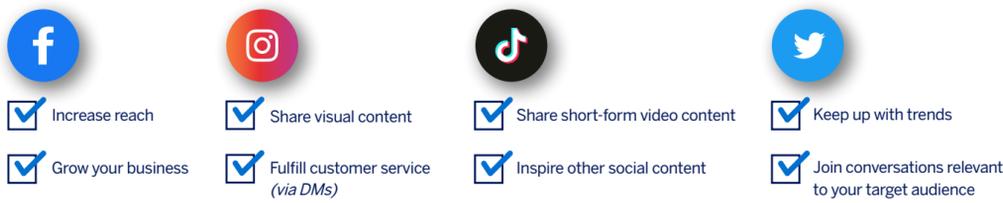
STEP 1 Identify and understand your target audience.

Largest age group by channel:^{3,4}



STEP 2 Choose 1 to 2 priority platforms based on your target audience and business goals.

Recommended channel, based on the following goals:⁵



One or two key platforms can drive **>90%** of your social media ROI⁶

STEP 3 Determine your posting cadence/calendar.

Ideal posting frequency and times:^{7,8}



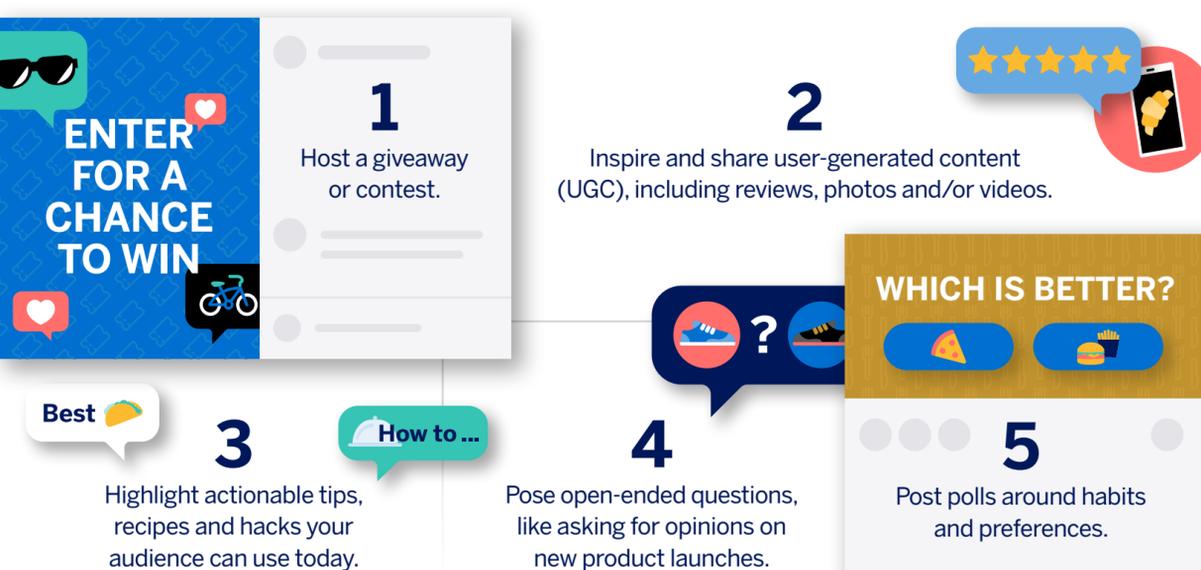
STEP 4 Follow best practices for each platform.

If you want visible results, customize your content to fit each platform's unique culture and requirements.



5 WAYS TO CREATE ENGAGING SOCIAL CONTENT

Your customers are likely looking for media to hold their attention, educate or inform them on certain topics or simply provide entertainment. See what kind of content your audience engages with most when you try these social content tactics.¹⁵



KEY TAKEAWAY

Social media content should be social. Don't hide behind boring promotional content.¹⁶ Have a conversation with your customers.

WANT MORE INSIGHTS, TIPS AND TOOLS FOR YOUR SMALL BUSINESS?



SOURCES

¹Social Media Users in the World (2021-2025). Insider Intelligence, May 11, 2022. Notes: Internet users of any age who use social networks via any device at least once per month; Snapchat forecast includes mobile phone users who access their Snapchat account via mobile phone app at least once per month.
²Social Media Users in the World (2021-2025). Insider Intelligence, May 11, 2022.
³Social Media Demographics to Inform Your Brand's Strategy in 2022. Sprout Social, March 2, 2022.
⁴7 Social Media Platforms Your Customers Are Using in 2021, And Why You Should Be Using Them. Sprout Social, June 22, 2021.
⁵7 Proven Social Media Promotion Ideas for Every Type of Business. HootSuite, October 25, 2021.
⁶10 Social Media Best Practices To Follow in 2022. Social Bee, February 18, 2022.
⁷Organic Reach is in Decline—Here's What You Can Do About It. HootSuite, August 24, 2021.



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