

## Social Media Marketing

*What's New, Useful, and a Waste of Your Time*



**JENNIFER SHAHEEN**  
TECHNOLOGY THERAPY® / KEPLER12™

### JENNIFER SHAHEEN

Jennifer Shaheen – President & Technology Therapist® Expertly guiding business owners through the intersection of marketing and technology for the past 15 years, Jennifer Shaheen has a unique expertise that combines technical prowess, entrepreneurial insight and marketing acumen. Her marketing strategy, brand development and small business operations skills have been engaged in the retail, manufacturing, hospitality, health care, and travel industries.

A thought leader and visionary, Jennifer seeks continually to translate today's digital mysteries into understandable, accessible, actionable information. In addition to teaching at Social Media Marketing University and contributing technology articles to Bank of America's Community Forum, Jennifer has appeared repeatedly on MSNBC's Your Money with JJ Ramberg, to discuss entrepreneurial and business management issues.

Jennifer is a graduate of Hofstra University. She actively mentors fledgling entrepreneurs. In her spare time, she enjoys skiing, fine food, and competing in obstacle course races.




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**Customers spend 20-40% more money on companies who engage with them on social media.**



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### SOCIAL MEDIA: SETTING EXPECTATIONS



**SOCIAL MEDIA PLATFORMS ARE JUST TOOLS**  
**YOU STILL NEED TO...**

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### STAY FOCUSED



**BE FOCUSED**  
**DO YOUR RESEARCH**  
**YOU CAN'T DO IT ALL**

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# What's Your Plan?

**CREATE A PLAN,  
SET GOALS  
TEST IDEAS**

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**TELL YOUR STORY  
BE CLEAR ABOUT YOUR MESSAGE**

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**SOCIAL IS ABOUT THE CONTENT  
UNDERSTAND EACH PLATFORM'S AUDIENCE &  
BEST PRACTICES**

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**US Adults' Social Platform Use, by Demographic Group**

% of US adults who use:	YouTube	Facebook	Instagram	Pinterest	Snapchat	LinkedIn	Twitter	WhatsApp
Total	73%	68%	35%	29%	27%	25%	24%	22%
Men	70%	62%	30%	16%	23%	25%	23%	20%
Women	72%	74%	39%	41%	31%	25%	24%	24%
White	71%	67%	32%	32%	24%	26%	24%	14%
Black	76%	70%	43%	23%	36%	28%	26%	21%
Hispanic	78%	73%	38%	23%	31%	13%	20%	49%
Ages 18-24	94%	80%	71%	31%	78%	25%	45%	28%
Ages 25-29	88%	82%	54%	39%	54%	34%	33%	31%
Ages 30-49	80%	78%	40%	34%	26%	33%	27%	32%
Ages 50-64	68%	65%	21%	26%	10%	24%	19%	17%
Ages 65+	40%	41%	10%	15%	3%	9%	8%	6%
HHT: <30k	68%	66%	30%	20%	23%	12%	20%	20%
HHT: \$30-50k	78%	74%	42%	32%	33%	20%	21%	19%
HHT: \$50-75k	77%	70%	32%	34%	26%	24%	26%	21%
HHT: \$75k+	84%	75%	42%	39%	30%	45%	32%	25%
High school or less	60%	60%	25%	18%	24%	9%	18%	20%
Some college	74%	71%	36%	32%	31%	22%	25%	18%
College+	88%	77%	42%	40%	26%	50%	32%	29%
Urban	80%	75%	42%	29%	32%	30%	29%	28%
Suburban	74%	67%	34%	31%	26%	27%	23%	19%
Rural	59%	58%	25%	28%	18%	13%	17%	9%

Published by MarketingCharts.com in March 2018 | Data Source: Pew Research Center  
Based on telephone surveys conducted in January 2018 among a national sample of 2,002 adults (18+)

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# YOUTUBE

Useful

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## IS IT SOCIAL, SEARCH OR BOTH?

- Subscribe to Channels
  - Follow your favorites
- 3 Billion searches per month
- 2<sup>nd</sup> largest search engine
- Treat it as both:
  - Post frequency
  - Interact

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Google  
For Nonprofits Offerings Eligibility Resources Sign In Get started

Overview Suite for Nonprofits Google Ad Grants YouTube Nonprofit Program Google Earth and Maps Google donation tools

# Tackle big challenges with Google's technology

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YouTube Impact Lab GET STARTED

## Why YouTube?

1.5 billion people come to YouTube every single month. That's the equivalent of one in every five people around the world. YouTube enables you to reach this large and passionate audience so they can amplify your cause. And our built-in tools can help you connect with your viewers, improve your video performance, and even fundraise.

**Reach a huge audience.**

Every organization has a compelling story to tell and YouTube makes it simple to bring it to the largest viewing audience in the world.

**Engage with new supporters.**

Joining with YouTube Impact Lab unlocks powerful tools that help people engage with and support your mission.

**Drive empathy.**

Video storytelling on YouTube creates empathy for your cause, the first important step to move supporters from being passive observers to active advocates.

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## How the YouTube Nonprofit Program works

You'll get access to features especially useful for nonprofits:

- Link anywhere cards let you link supporters to any external URL.
- Call-to-action overlays can direct viewers to your website.
- Donation cards can help with fundraising and to rally supporters.
- Creator Academy offers lessons tailored to nonprofits.

Educate

Connect

Inspire

Fundraise

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Useful

facebook

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## FACEBOOK

- More content similar to friends and family
- Posts that seek advice or recommendations
- News articles or videos that prompt people to discuss, interact or **share**
- Groups offer opportunities but be mindful **it's social not selling.**

**FACEBOOK**  
\*12PM – 3PM M–F /  
12PM – 1PM SAT & SUN

**POST FREQUENCY**  
\*VARIES BASED ON FAN  
SIZE AND INTEREST

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## NEW FEATURE – TRANSPARENCY IN ADS

ASPCA Sponsored

Feeling hopeless about animal cruelty, pollution and injustices occurring on factory farms? There's a way to make a real difference: the ASPCA's Factory Farm Detox!

Join our week-long Factory Farm Detox and we'll send you daily emails with inspiration and resources—including exclusive, tasty recipes from favorite chefs and bloggers. We'll help you understand food labels (both good and bad) and find higher-welfare products where you shop. Sign up today! :)

JOIN SHOW

SECURE ASPCA ORG  
1 Week, Zero Factory Farmed Foods. Ad easy way to make a real difference. Sign up

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Nonprofits on Facebook

Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds > More

New to Facebook? Click here to learn more.

### How to use Facebook to help your cause

- Learn the Basics
- Raise Awareness
- Activate Supporters
- Raise Funds

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### Tools & Products

Learn about Facebook features that can help you build your community.

See all tools & products

- Pages**  
A Page gives your nonprofit a voice and presence on Facebook.
- Groups**  
Groups let you create communities of people who interact directly with each other.
- Events**  
Use Facebook events to organize supporters around specific activities.
- Fundraising Tools**  
Fundraising tools help you raise money for your cause on Facebook.

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# INSTAGRAM

Useful

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- 800 Million+**  
Instagram accounts worldwide are active every single month.\*
- 500 Million+**  
Instagram accounts worldwide are active every day.\*
- 80 Percent**  
of accounts follow a business on Instagram.\*
- 300 Million+**  
accounts use Instagram Stories every day.\*

**TIME**  
12PM – 1PM M – F / AFTER 7PM

**POST FREQUENCY**  
\*1-3 A DAY

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Instagram Business

Getting Started Advertising Business Basics Inspiration Blog Partners

## BUSINESS BLOG.

Get the latest announcements, updates and best practices from Instagram.

Post Type - Goal - Region - Business Size

- HERE'S WHAT YOU NEED TO CREATE AMAZING CONTENT ON INSTAGRAM**
- Standing Out on Instagram with Creative Content**  
From major brands to mom-and-pop shops, see how businesses all over the world are crafting thumb-stopping creative on Instagram.
- #INTHEKNOW with Instagram: Summer Edition**  
Explore the latest news, announcements and success stories from this summer on Instagram Business.
- Stories: They're Where Your Customers Share and Discover Things They Love**  
From sharing to discovery, see how stories is changing the way people connect and create on Instagram, Facebook, WhatsApp and Messenger.

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# LINKEDIN

Useful

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## You & YOUR ORGANIZATION


- Marketing You:
  - Keep your profile up to date.
  - Post articles
  - Grow your network with personal connections
- Market Your Biz:
  - Post weekly
  - Share to your profile
  - Sponsor posts



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LinkedIn for nonprofits

Get started Find employees Find volunteers Development Products & tools



How to use LinkedIn to power your nonprofit organization

Get started Find employees Find volunteers Development

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## SNAP

Useful Or a Waste



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## SNAP STATS

Recruiting volunteers

Attracting a new audience

Mobilizing fundraising efforts

**Demographic Profile of US Snapchat Users, 2018**  
% of social network users in each group

Category	Percentage
<b>Gender</b>	
Female	46.7%
Male	39.9%
<b>Age</b>	
0-11	27.0%
12-17	92.2%
18-24	93.5%
25-34	56.4%
35-44	26.0%
45-54	19.1%
55-64	12.9%
65+	7.2%
<b>Total</b>	<b>43.4%</b>

Note: mobile phone users who access their Snapchat account via mobile phone app at least once per month  
Source: eMarketer, Feb 2018  
235435 www.eMarketer.com

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## SNAP STATS

### DO YOU EVEN SNAPCHAT?

**77%** of college students use Snapchat at least ONCE a day

**70%** of college students use Snapchat the most on Friday and Saturday


**81%** of college students use Snapchat the most during the late afternoon and into the night

**45%** OF COLLEGE STUDENTS WOULD OPEN A SNAPCHAT FROM A BRAND THEY DIDN'T KNOW

**73%** OF COLLEGE STUDENTS WOULD OPEN A SNAPCHAT FROM A BRAND THEY DID KNOW

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## SNAP AD TOOLS



1. Layer your audience with full-screen Snap Ads.

2. Own a piece or event with location-based Filters.

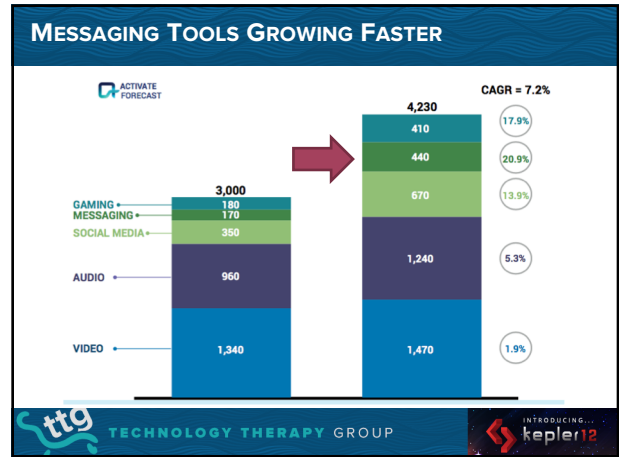
3. Invite customers to play and share with Lenses.

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## SOCIAL MESSENGER APPS

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## CHAT BOTS

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In 2017 Chatbots saved companies up to **\$20 Million**  
**65% of customers** would make a purchase if prompted by a bot  
**33 Million** voice-activated devices will be launched before end of 2017

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### QUESTIONS

Feel free to connect with me on LinkedIn

Book a 1-on-1 consultation

914-949-6092

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