



INTRO TO SOCIAL MEDIA

Building your online presence



2024 SOCIAL MEDIA STATS

*STATS PROVIDED
BY SPROUT SOCIAL

**HOW MANY SOCIAL MEDIA USERS ARE THERE
WORLDWIDE?**

5.17 BILLION

**HOW MANY SOCIAL MEDIA PLATFORMS DOES
THE AVERAGE PERSON USE?**

6

WHAT IS THE MOST WIDELY USED PLATFORM?

FACEBOOK

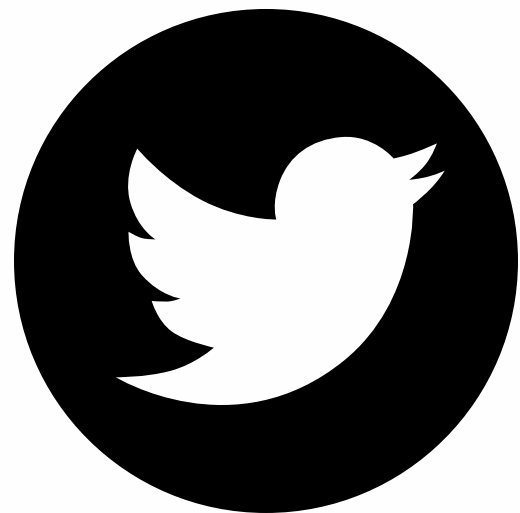
WHAT IS THE FASTEST GROWING PLATFORM?

TIKTOK

**HOW MUCH TIME DOES THE AVERAGE PERSON
SPEND ON SOCIAL MEDIA EACH DAY?**

143 MINUTES

NAME THE SOCIAL MEDIA PLATFORM





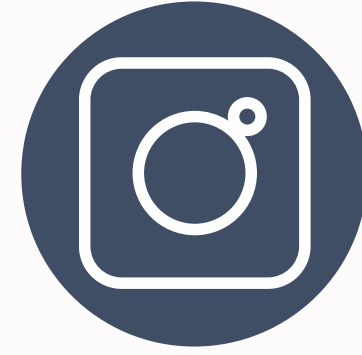
**WHY DO
#PEOPLE USE
SOCIAL MEDIA?**

WHICH PLATFORM(S) SHOULD I USE?



- WHERE IS YOUR TARGET AUDIENCE?
- WHAT PLATFORM(S) DO YOU SPEND TIME ON?
- WHAT ARE YOUR TECH STRENGTHS?
- WHAT SKILLS ARE YOU READY TO MASTER?





 **Meta**



FACEBOOK

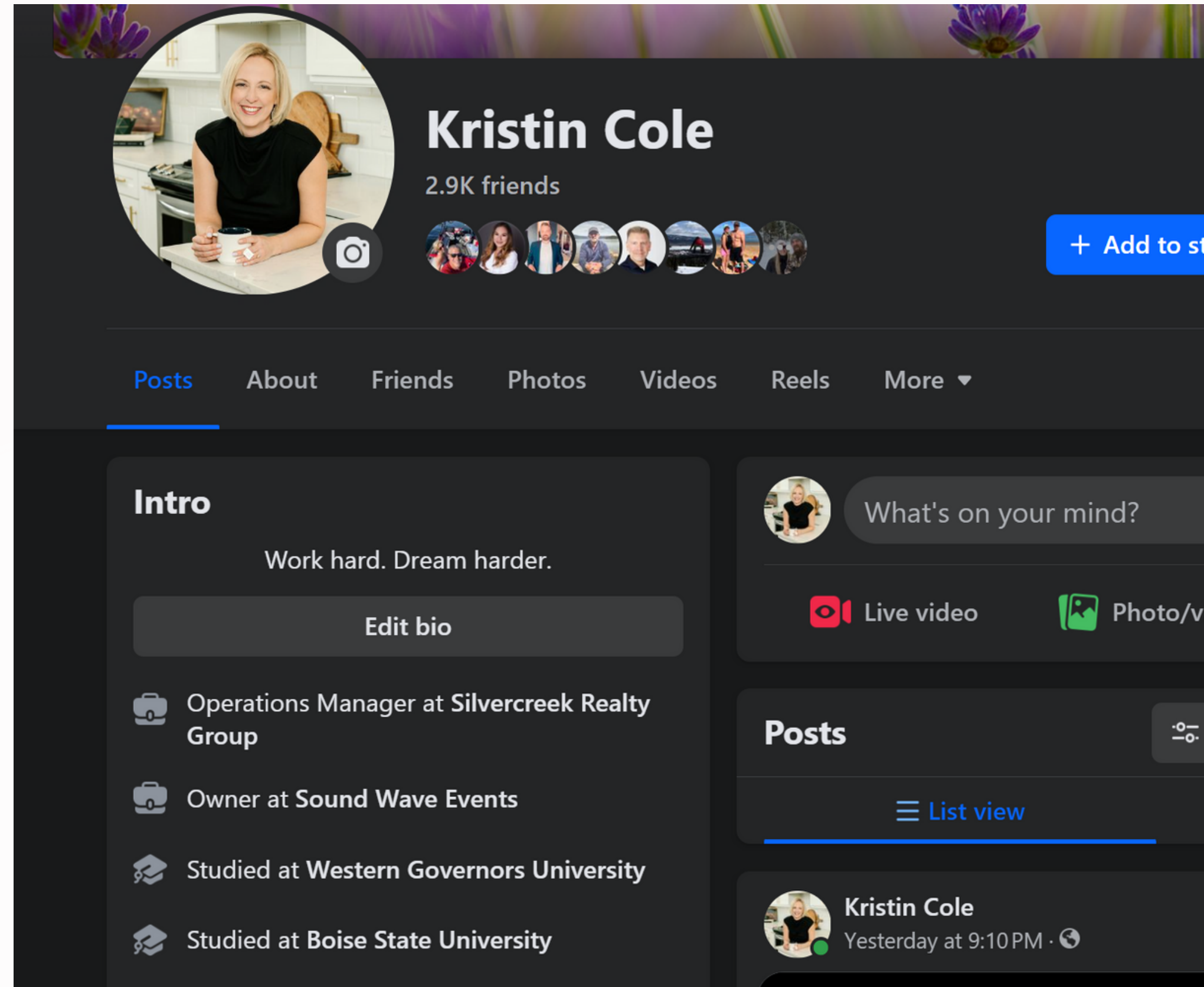
- 49% of users are 25-44 (millennials)
- Average engagement is less than 1%
- Images have the highest engagement
- 80% of users access on their phones
- More than 1 billion people connect with a business on Facebook each week
- 50% of time spent on Facebook is spent watching videos



*stats provided by Hootsuite

PERSONAL PROFILE

- Connect with “friends” / other real humans
- Share information about your work / interests
- Follow business pages
- Interact in groups
- Post text, photo, and/or video for your “friends” (cannot schedule)
- Virtual networking group

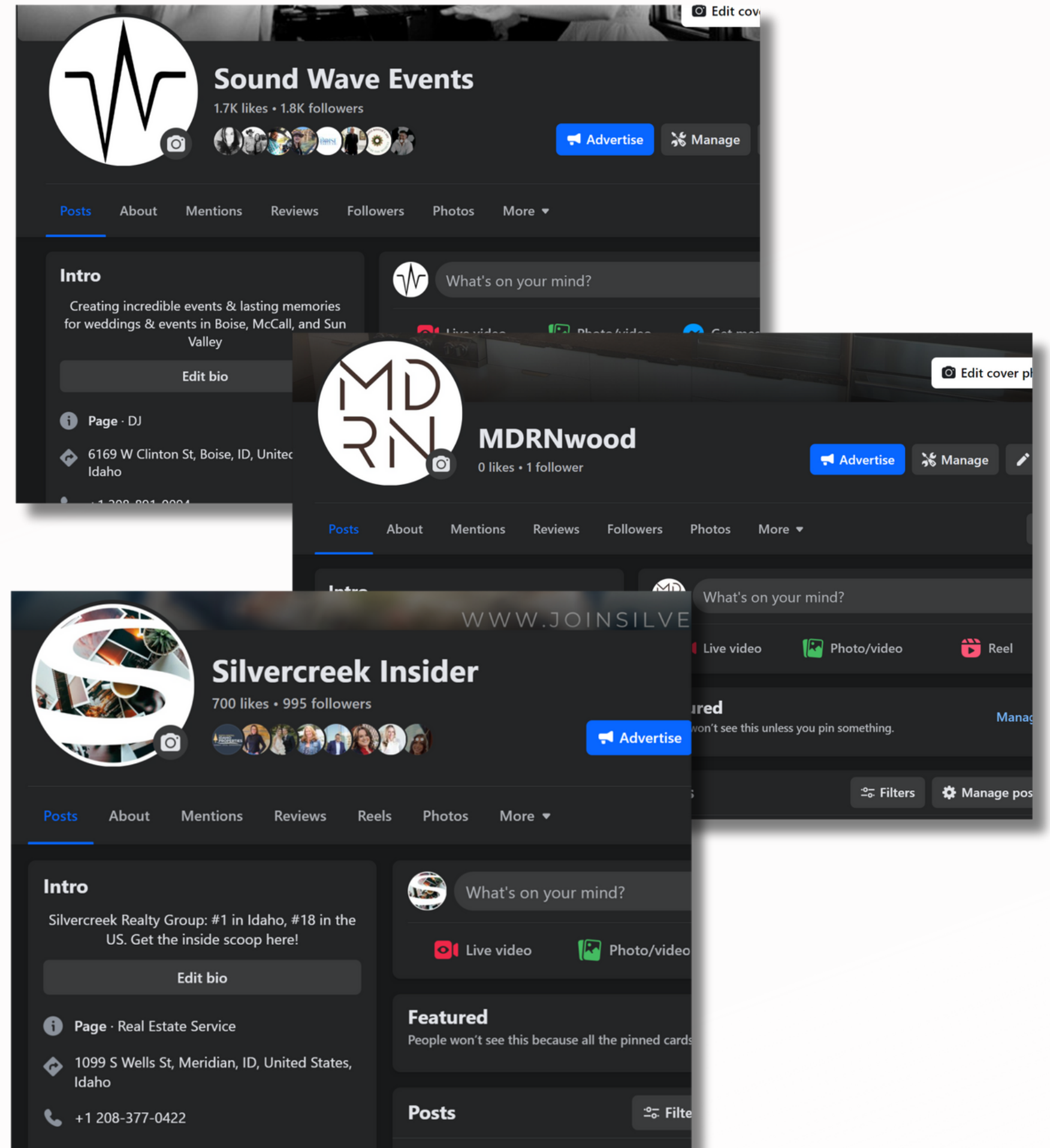


The screenshot shows a Facebook profile for Kristin Cole. At the top right is the Silvercreek Realty Group logo. The profile header includes a circular profile picture of Kristin Cole, her name "Kristin Cole", and "2.9K friends". Below the name is a row of small circular profile pictures of other users. A blue button with a plus sign and the text "+ Add to st" is visible on the right. The navigation menu includes "Posts", "About", "Friends", "Photos", "Videos", "Reels", and "More". The "Intro" section features the bio "Work hard. Dream harder." and an "Edit bio" button. Below the bio are four work and education entries: "Operations Manager at Silvercreek Realty Group", "Owner at Sound Wave Events", "Studied at Western Governors University", and "Studied at Boise State University". The "Posts" section is visible at the bottom, showing a post by Kristin Cole from "Yesterday at 9:10 PM".



BUSINESS PAGE

- Business pages must be managed by a personal profile
- Share business information
- Collect reviews
- Gain followers
- Post text, photo, and/or video for your followers (can schedule)
- Create paid ads

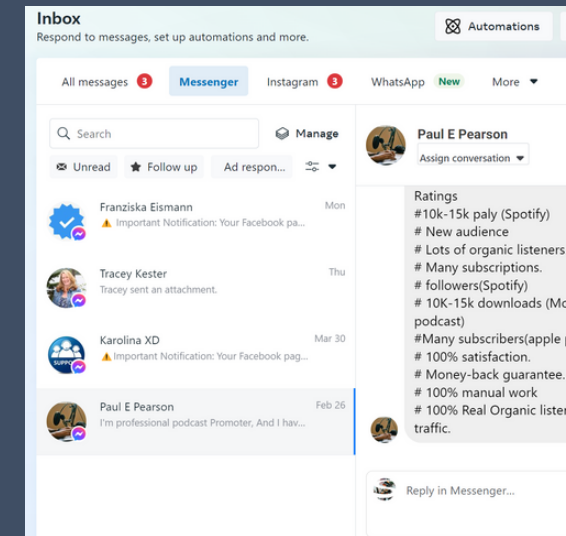


FACEBOOK KEY FEATURES



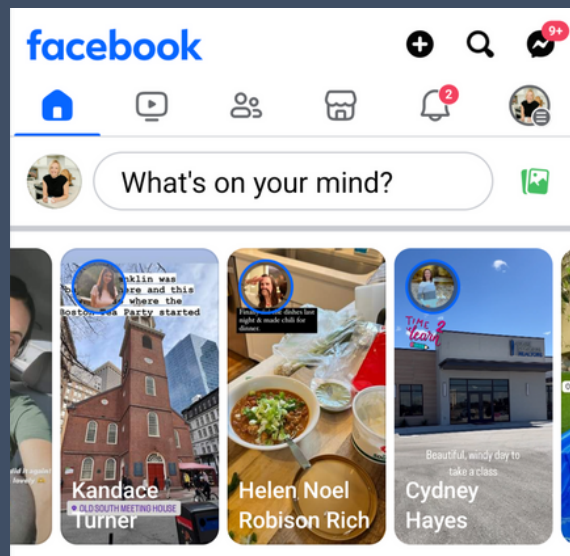
POSTS

Share thoughts, ideas, experiences, conversation starters, etc. Lives forever on your profile or page.



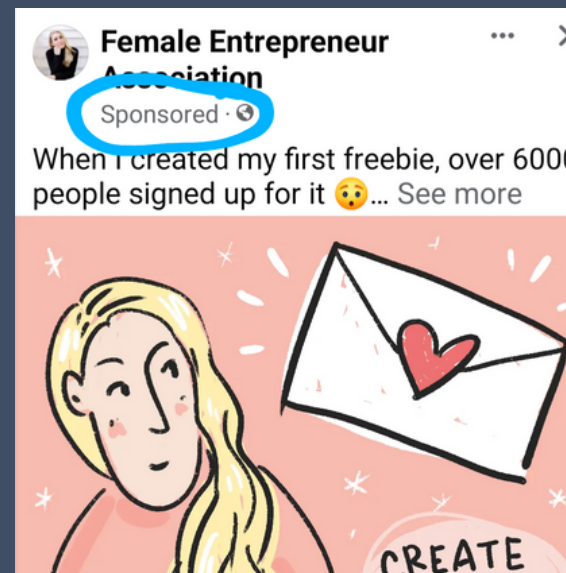
MESSENGER

Direct messaging app to connect with friends or businesses. Use in Facebook or through separate app



STORIES

Share quick videos or images with your audience. Lives for 24 hours in the stories section.

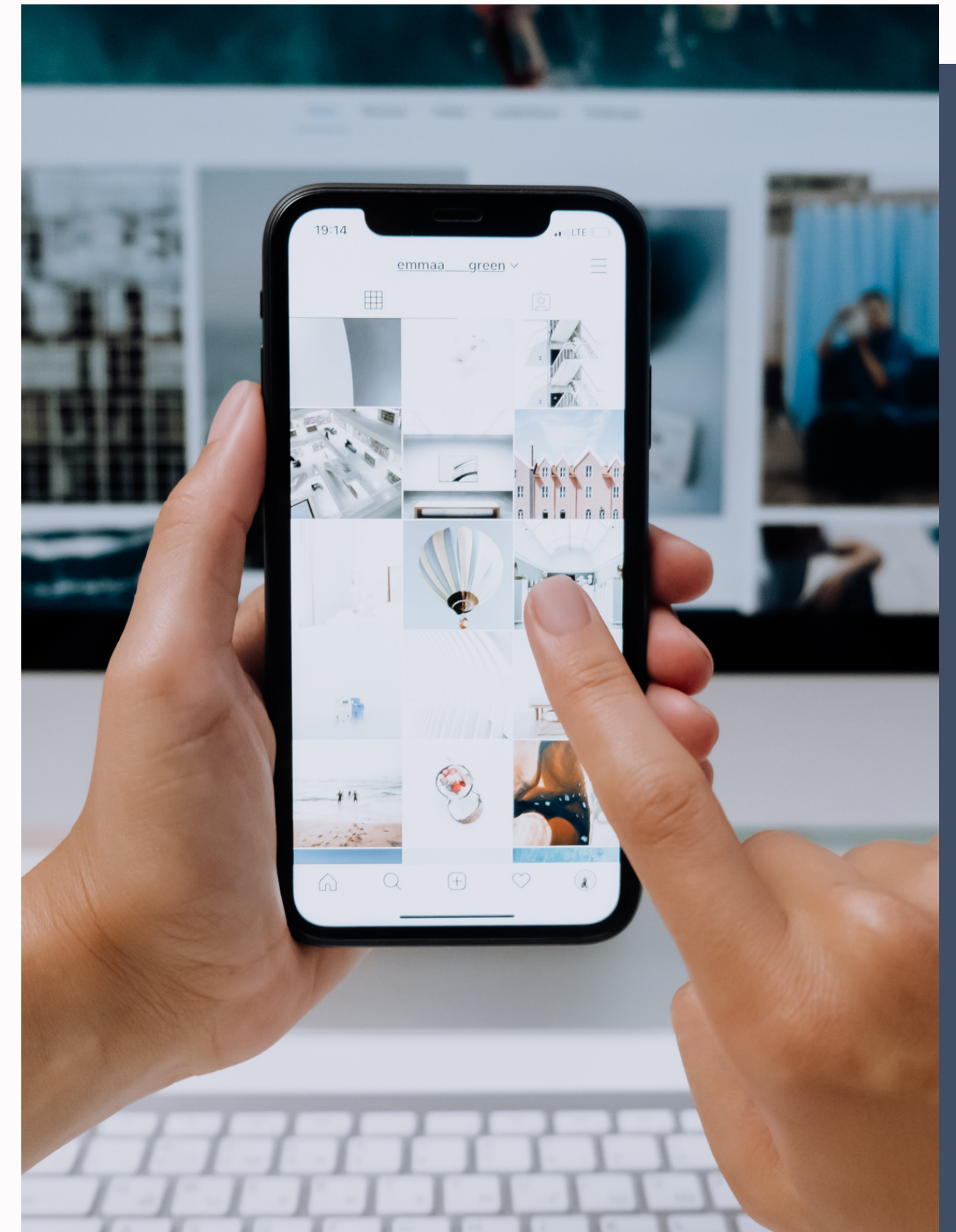


PAID ADS FOR BUSINESSES

Sponsor posts with set budget to create more engagement.

INSTAGRAM

- Photo and video focused platform
- 85% of users are younger than 45
- Preferred platform for ages 16-34
- 66,000 photos are shared every minute
- 97.6% of marketers use Instagram
- 62.4% of social users use Insta to follow or research brands or products
- Conversations with customers in Instagram DMs convert 70% of the time



*stats provided by Hootsuite

INSTAGRAM ACCOUNT TYPES

PERSONAL

For personal use - about you and your life. Can be private or public.

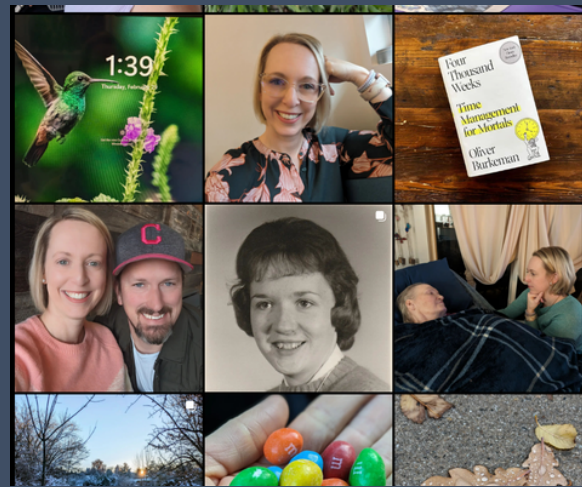
BUSINESS

Public page for business use. Can create ads, see analytics, and schedule posts in advance.

CREATOR

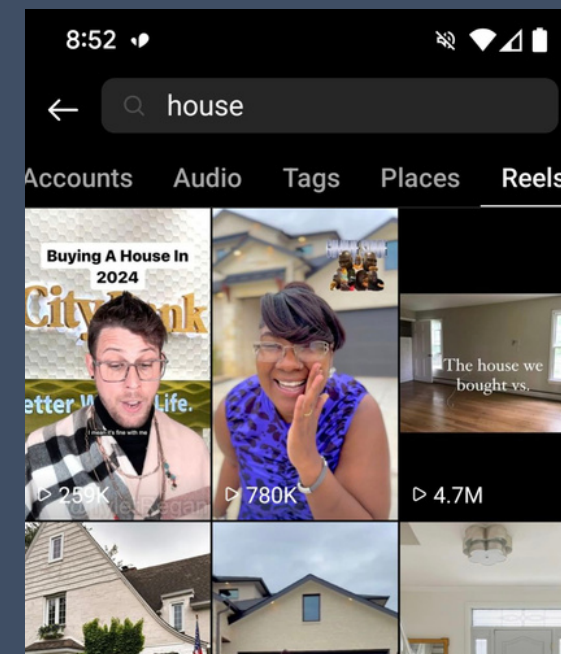
Hybrid between personal and business account. Ideal for influencers, artists, and content creators. Helps build a personal brand. Public page.

INSTAGRAM KEY FEATURES



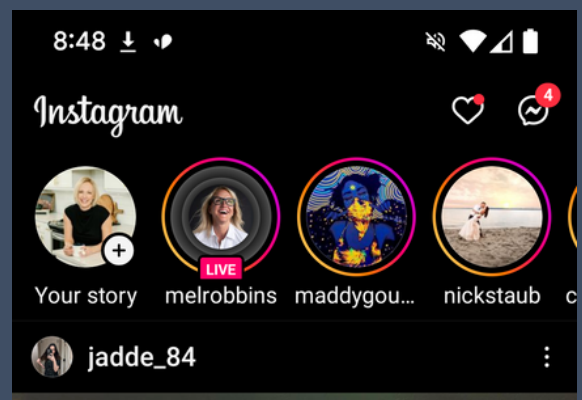
POSTS

Share photo or video with associated text. Lives forever on your profile.



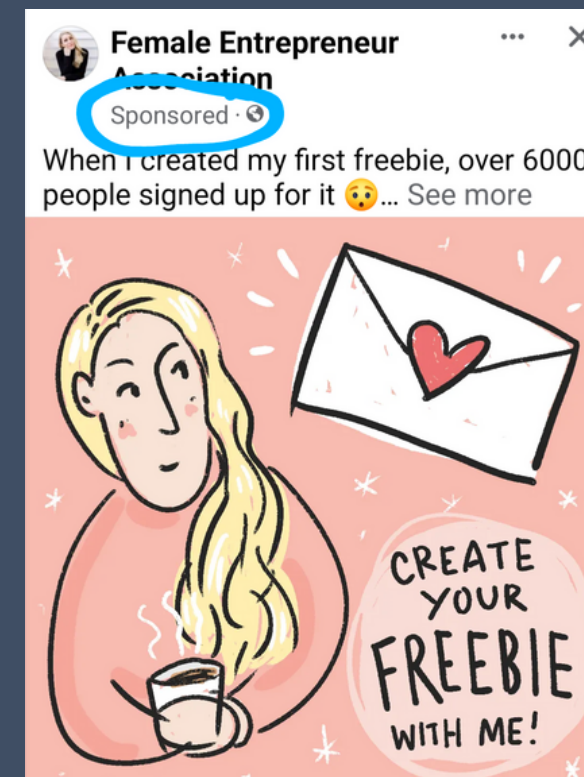
REELS

Video or multiple photo based media, often with music. Shot in vertical aspect ratio. 90-second max length.



STORIES

Share quick videos or images with your audience. Lives for 24 hours in the stories section.



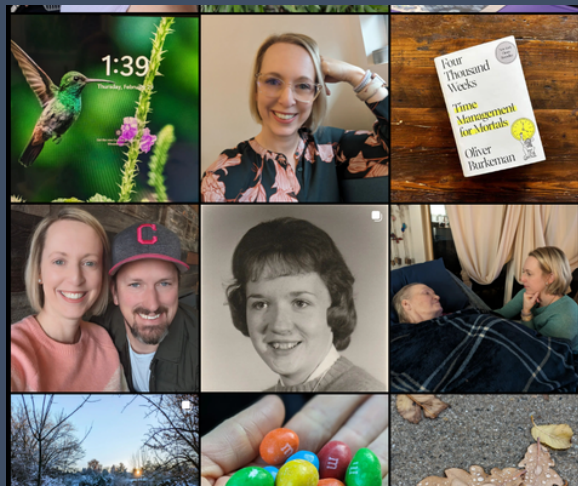
MOBILE ONLY

Very limited access on the desktop version of the app.

INSTAGRAM KEY FEATURES

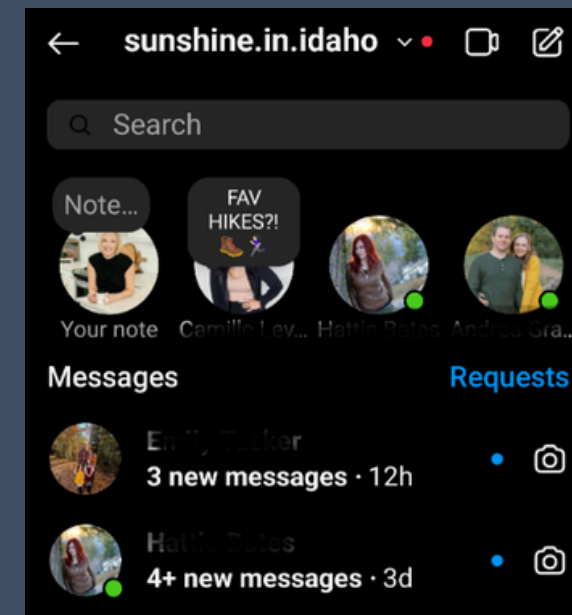
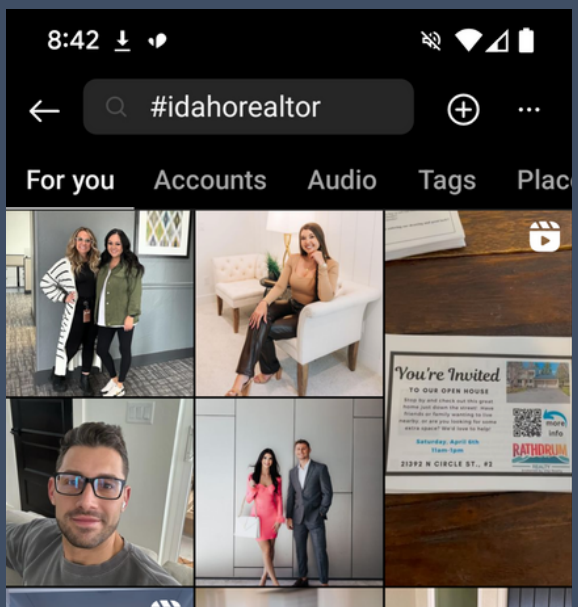
CONNECT TO FACEBOOK

Share photo or video with associated text. Lives forever on your profile.



HASHTAGS

Share quick videos or images with your audience. Lives for 24 hours in the stories section



DM

Direct messaging app to connect with friends or businesses. Use within app only.

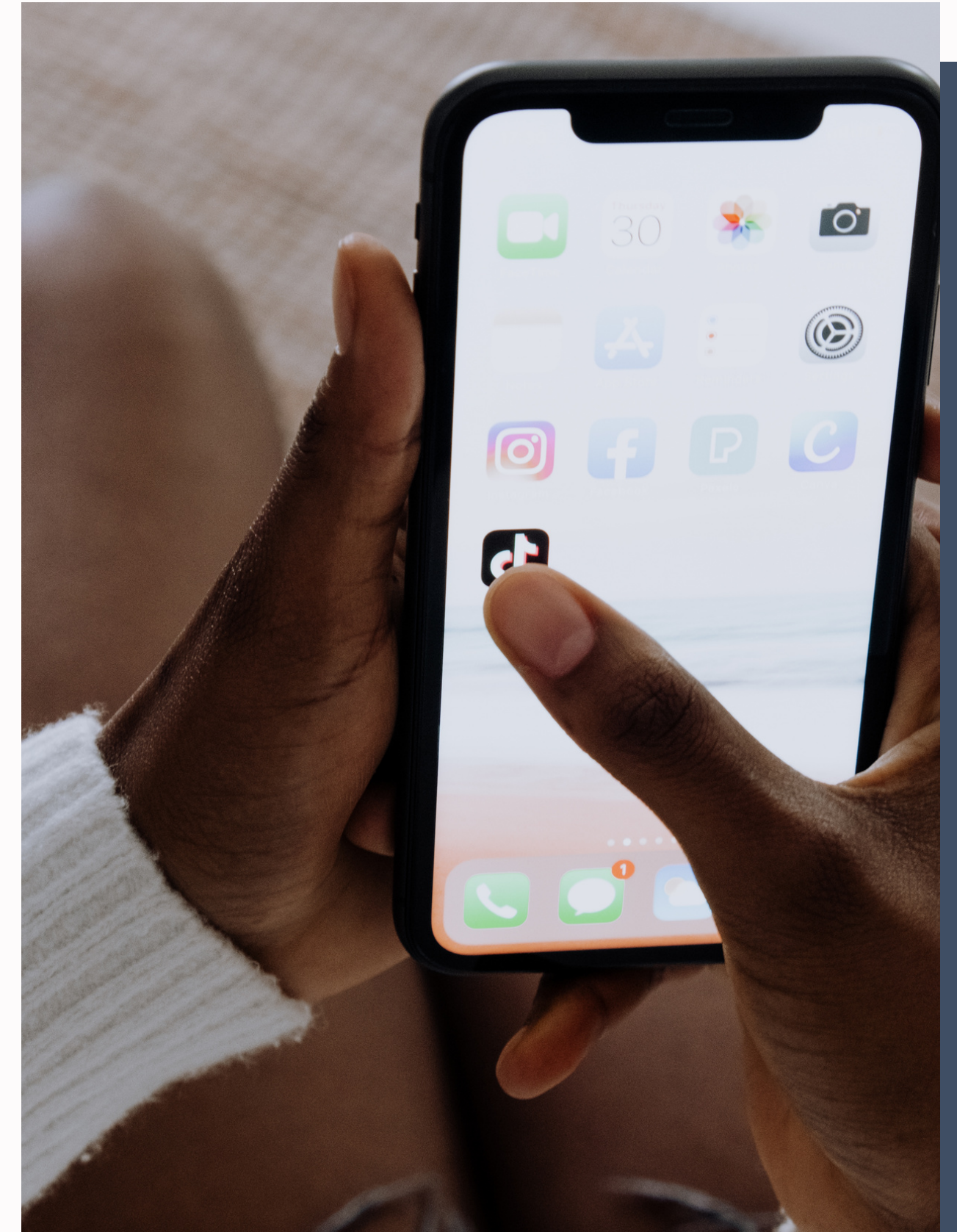
PAID ADS FOR BUSINESSES

Presentations are tools that can be used as lectures, speeches, reports, and more.



TIKTOK

- Short form video sharing platform (3-90 seconds)
- 54.1% of users are 18-24
- Increases brand trust by 41%
- 90% of users say sound makes the experience
- 52% of users have never posted on the app
- Average user spends 95 minutes per day on the platform
- TikTok is the top global app for consumer spending



*stats provided by hubspot



GETTING STARTED



CREATE A PLAN



WATCH TUTORALS



INTERACT IN THE PLATFORM



CREATE YOUR PROFILES

BEST PRACTICES

**BE
AUTHENTIC**

**BE
INTENTIONAL**

**INTERACT
WITH YOUR
AUDIENCE**

**CITE YOUR
BROKERAGE**

**FOLLOW FAIR
HOUSING RULES**

**TRACK
PERFORMANCE**



THANK YOU

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