



Social Media 101

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

we
are
social



we
are
social




SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA**: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE**: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we
are
social






FACEBOOK

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
2.13 Billion	1.4 Billion	2004
PHOTOS UPLOADED DAILY:	VIDEO VIEWS DAILY:	RANKING:
300 Billion	8 Billion	#1


THE - P I X E L . C O M



GOOGLE+

MONTHLY ACTIVE USERS:	TOTAL REGISTERED USERS:	FOUNDED:
395 Million	2 Billion	2011
U.S. BASED USERS:	AGES 15-34 USERS:	RANKING:
55%	28%	#5

THE - P I X E L . C O M



YOUTUBE

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
1.5 Billion	30 Million	2005
VIDEO VIEWS DAILY:	AVERAGE VISIT LENGTH:	RANKING:
5 Billion	40 min.	#2


THE - P I X E L . C O M



TWITTER

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
330 Million	100 Million	2006
TWEETS PUBLISHED DAILY:	NEW ACCOUNTS DAILY:	RANKING:
140 Million	460,000	#6


THE - P I X E L . C O M



INSTAGRAM

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
800 Million	500 Million	2010
PHOTOS UPLOADED DAILY:	STORIES DAILY:	RANKING:
95 Million	250 Million	#3


THE - P I X E L . C O M



SNAPCHAT

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
301 Million	178 Million	2011
SNAPS CREATED DAILY:	VIDEO VIEWS DAILY:	RANKING:
3 Billion	10 Billion	#7


THE - P I X E L . C O M



WHATSAPP

MONTHLY ACTIVE USERS:	DAILY ACTIVE USERS:	FOUNDED:
700 Million	320 Million	2009
NEW USERS DAILY:	MESSAGES SENT DAILY:	RANKING:
1 Million	43 Billion	#4

THE - P I X E L . C O M



LINKEDIN

MONTHLY ACTIVE USERS:	TOTAL REGISTERED USERS:	FOUNDED:
200 Million	546 Million	2002
NEW ACCOUNTS MONTHLY:	COMPANY PAGES:	RANKING:
5.26 Million	20 Million	#8

THE - P I X E L . C O M

The Power of Social Media...



When you are getting started on social media, its easy to feel overwhelmed...



It's as easy as this...

Email or Phone

Password

Log In

Forgot account?

Create a New Account

It's free and always will be.

First name

Last name

Mobile number or email

New password

Birthday

Feb

12

1994


Why do I need to provide my birthday?

Female

Male

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up



See what's happening in the world right now

Join Twitter today.

Sign Up

Log in

TELUS 11:48 AM 89%

instagram.com

Instagram

Find it for free on the App Store.

GET

English

Instagram

Continue with Facebook

OR

Phone number, username, or email

Password

Log in

Forgot password?

Don't have an account? Sign up

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How do you Connect?

This screenshot shows the Facebook page for 'Prince Edward Island Potatoes'. The main post features a photo of baked potatoes with a 'PEI POTATO LOVER'S MONTH' badge. The post text mentions a stockpile of #stormchips and provides a link to a recipe. The left sidebar contains navigation links like Home, About, Photos, and Recipes. The right sidebar offers suggestions such as 'Add a Phone Number' and 'Let People Know When You're Open'. At the bottom, the 'Like', 'Comment', and 'Share' buttons are circled in red to highlight the connection options.

Prince Edward Island Potatoes
@PEIPotatoes

Home
About
Photos
Pinterest
Videos
Twitter
YouTube
Recipes
Our Farm Family
Posts
Events
Groups
Community
Info and Ads
Promote
Manage Promotions

stockpile of #stormchips, we're loading up on our favourite tater comfort foods, like baked potatoes. Mmmm...
You can't go wrong whipping up this PEI spud classic!
<https://www.peipotato.org/.../side-d.../classic-pe-baked-potato>

Like Following Share

Learn More

people.

Add a Phone Number
Add a phone number to your Page so people can call you easily.

Let People Know When You're Open
Add the hours you're open so it's easy for people to plan a visit to your business.

Create a Group for Your Page
Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

See All Page Tips

66% response rate, 8 hours response time
Respond faster to turn on the badge

19K likes +53 this week
Robbie Moore and 98 other friends

18K follows

See Pages Feed
Posts from Pages you've liked as your Page

Boost Your Post
"WEEK 3 PEI..." is performing better than 95% of your posts. Boost it to reach more...

241,414 post reach this week

Get More Likes, Comments and Shares
This post is performing better than 65% of other posts on your Page. Boost it to get more great results.

0 People Reached 0 Engagements Boost Post

Like Comment Share

Basic Posts

This screenshot shows a specific Facebook post from the 'Prince Edward Island Potatoes' page. The post features a photo of baked potatoes and a 'PEI POTATO LOVER'S MONTH' badge. The post text mentions a Winter Storm Warning and provides a link to a recipe. The right sidebar shows the post's engagement metrics, including 15 likes, 1 comment, and 1 share. The bottom of the post shows the 'Like', 'Comment', and 'Share' buttons, along with a 'Tag Photo' button.

Timeline Photos

Prince Edward Island Potatoes
Published by Meredith MacDonald [?]
Page Liked · February 13 ·

There's a Winter Storm Warning in effect here on PEI, so in addition to our stockpile of #stormchips, we're loading up on our favourite tater comfort foods, like baked potatoes. Mmmm...
You can't go wrong whipping up this PEI spud classic!
<https://www.peipotato.org/recipes/side-dishes/classic-pe-baked-potato>

Tag Photo Add Location Edit

15 1 Comment 1 Share

Like Comment Share

Most Relevant

Glen Warren Love baked potatoes. When we were in the UK there were many places selling baked potatoes and you pick your choice of toppings. Traditional chili and cheese, or baked beans, but you could also get tuna or butter chicken. Everything tastes better on a baked potato.

Write a comment...

Engaging More.....#birdsofafeather



Other ways to Connect...



Use technology to make your life easier

Find the efficiency in it!

- Text groups, closed Facebook groups – Farm workers, neighbours
- Apps – weather, farm records
- Connect with other farmers – solve problems, learn



What's holding
you back?



Time

Nothing to say?

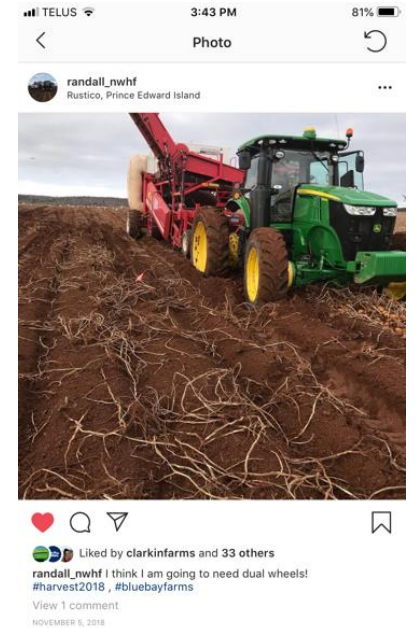
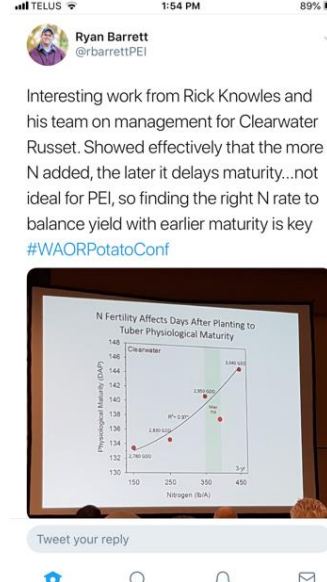
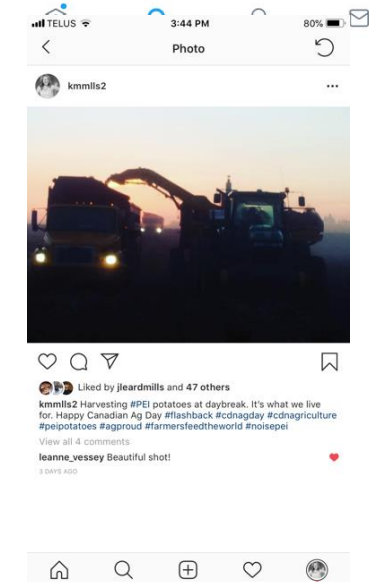
Dealing with difficult
conversations

Unsure?

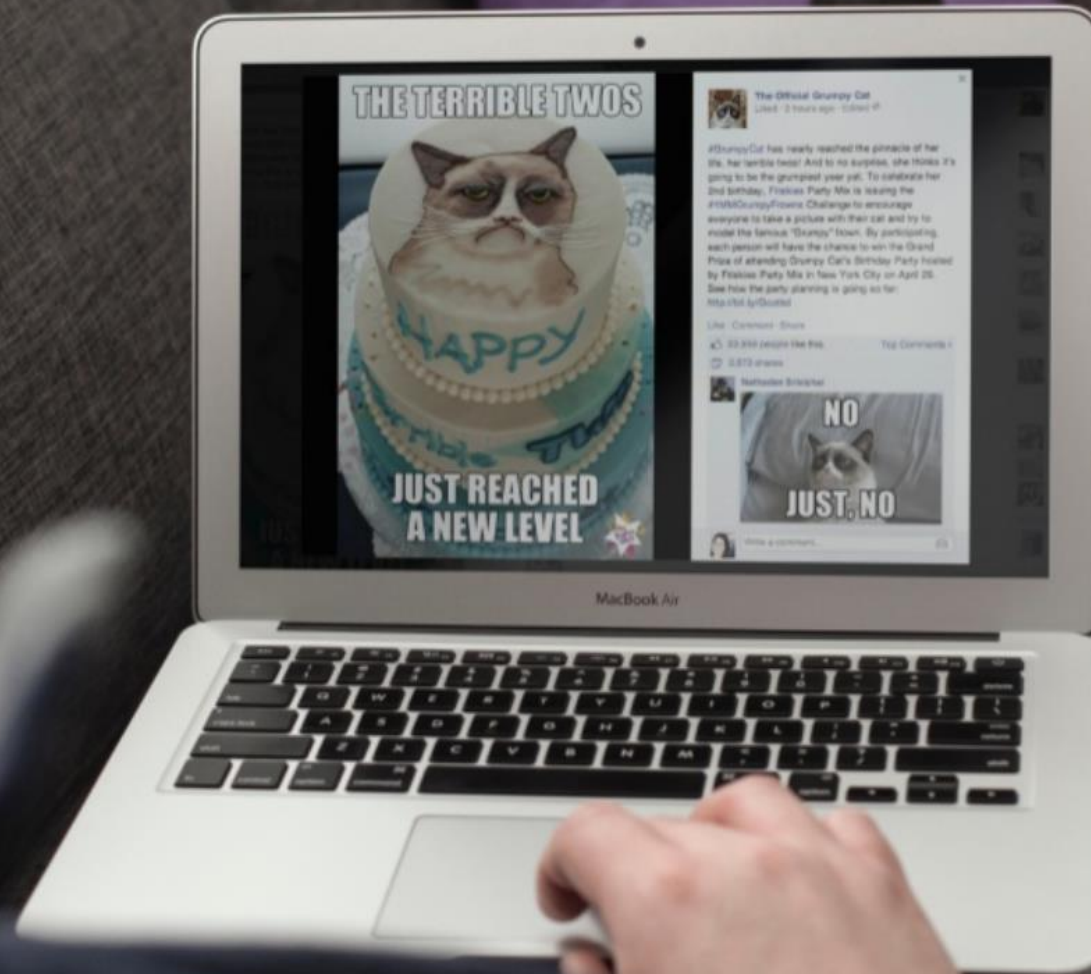
Listening Versus Talking on Social Media



Tell Your Own Story....



Don't underestimate how boring people are



Simple Tips & Tricks

Start small... be a lurker before diving in!

Quality over quantity

Visuals can tell your entire storyeveryone relates!

Be yourself!!!!!! Be authentic, be genuine, tell the truth

Have empathy and don't assume anything.

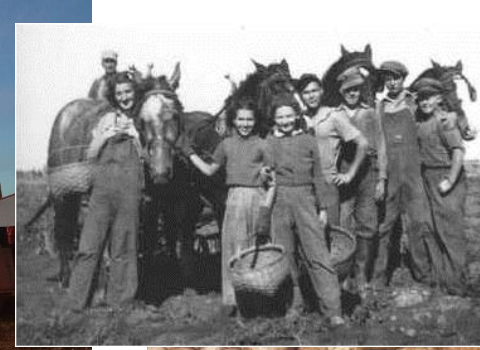
It doesn't ALL have to come from you.

Block or delete those who you don't want in your life



"Marketing is no longer about the stuff that you make, but about the stories you tell."

- Seth Godin



**Let's tell our story.....
....Because its our story to tell**



THIS JOB ISN'T FOR EVERYONE



BUT HAY... IT'S IN MY JEANS

Tks...    

#peipotatoes



/peipotatoes



@pei_potatoes



@peipotatoes