

HOW TO USE SOCIAL MEDIA

STEP 1: GET FAMILIAR WITH THE MOST POPULAR SOCIAL NETWORKS



Facebook is the clear leader, but some of the other data may surprise you. Did you know Instagram has more users than Twitter?

STEP 2: TAILOR YOUR CONTENT TO EACH SOCIAL NETWORK

Keep an open mind about your audience and what they might respond to before crafting a post. There are key differences between the audiences on different social networks. Here's how Buffer thinks about promoting content across social networks:

Facebook – Think “share” first. What will make your audience want to share your post? Aim to spark emotions and interest with captions and headlines.

Twitter – Quick, Witty and eye-catching updates are your best friend.

Instagram – Which portion of your content is the most visually pleasing? Share that! If there's none, try creating an image to share.

STEP 3: INCORPORATE IMAGES TO CATCH YOUR AUDIENCE'S ATTENTION

Adding images is one of the fastest ways to increase engagement, clicks, retweets, replies and more with your posts. So, how can you incorporate images into your event's social media strategy?

Post to other social networks from Instagram: A Buzzsumo study of over 1 billion Facebook posts from 3 million brand pages found that images posted to Facebook via Instagram received 23% more engagement than images published via Facebook itself.

Create engaging images with free online tools: You no longer must be a designer to create a brilliant and engaging social media image. Free online image editing tools like Pablo enable everyone even non-designers – to create beautiful images to help.

WHICH ONE SHOULD YOU USE?

FACEBOOK

More than 70 percent of online adults actively use Facebook. It is far and away the most popular Social Network. Facebook is visited by 1.59 billion people around the world every day, including your potential attendees. But the News Feed is a crowded place for your event updates making it more important than ever to share posts that stand out. Facebook also has a popular Events feature that enables you to invite people, spread the word and keep attendees up to date.

TWITTER

Quite likely, if your event draws a younger, tech-savvy crowd. Michelle Manafy of Inc. calls Twitter users “information junkies,” referring to a wide variety of information: technology, news, sports, marketing, journalism and so on. Topical and timely posts work great on Twitter. Be aware that a tweet reaches its peak after 18 minutes, so you’ll want to post more frequently than on other networks.

INSTAGRAM

Yes, if your event is especially photogenic. Organizing an artsy festival, a swanky food affair or a beautiful performance? Instagram is a great way to use your photos. Instagram doesn’t support clickable links in the description of individual images, but you can put links in your bio. For that reason, it works great in a pairing with Facebook and Twitter.

FACEBOOK COMMUNITY

Community Pages are a new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Just like Official Pages for businesses, organizations and public figures, Community Pages let you connect with others who share similar interests and experiences. You can create a community page for your neighborhood or just for block parties in your neighborhood. However, there is no timeline and you cannot create an event.