

# Social Media 101 for Assisters



## Quick Facts

- 69% of adults use at least 1 form of social media
  - 88% of 18 - 29 year olds
- Majority of users check daily
- Average American uses 3 social platforms

## % of adults who use...

- YouTube: 73%
- Facebook: 68%
- Instagram: 35%
- LinkedIn: 25%
- Twitter: 24%
- Snapchat 27%

## Terminology

**DM/PM** - Direct message/private message. Private ways to communicate on Twitter/Facebook. Good for answering questions/customer service

**Hashtag** - Searchable. Ways to connect w/others around a given topic (e.g. #MNsure, #GetCovered, #ReasonsWhyYouNeedInsurance). Most common on Instagram & Twitter, but also used some on Facebook

**Mention/Tag** - Adding @ before username (i.e. @MNsure). Notifies user they've been mentioned & gives others direct link to mentioned account.

**Share/Retweet (RT)** - When you share content that was originally posted by another Facebook/Twitter account

**Reach** - the number of people who actually see a given post. **Organic** reach is how many you reach without paying

## General Tips

- **Separate your personal & business accounts.** They have different audiences & purposes.
- **Use images or video whenever possible** to increase engagement.
- **Don't just promote events/ask people to sign up for things.** Mix in stories, responses to current events, fun GIFs, etc.
- **Don't just post for the sake of posting.** Have a plan for what you're going to post & how often.

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## Which platform(s)?

First, define your goals.

Then choose the platform(s) that best meet those goals.

Don't bite off more than you can chew. You don't need to be on every platform. Start with one or two & build from there.



- 2.2 billion monthly active Facebook users
- Current newsfeed algorithms emphasize “meaningful connection”
- Videos (especially live) reach more people than other posts
- No need to post more than once a day
- Have employees share posts for larger reach
- Groups tend to have larger organic reach than pages

- 300 million monthly active users
- 280 characters per tweet (closer to original 140 characters is better)
- Images & video increase engagement
- Can post the same tweet multiple times per day & week
- Engagement & reach depend on who sees the tweet (which varies throughout the day)
- Not all your followers will see all your tweets

- 800 million monthly active users
- Primarily younger users (60% are 18 - 24)
- Hashtags make it easier for content to reach people who aren't followers
- High engagement rates compared to other platforms
- Can only post links in ads or one link in bio, none in regular posts
- Difficult to schedule posts in advance