



Entrepreneur Attorney Group

FEBRUARY 12, 2020

Today's Topics

- ▶ Social Media for People-Who-Just-Don't-Get-Why-These-Whippersnappers-Are-On-Their-Phones-All-The-Time
- ▶ Schedule for the year?

Social Media Is Hard



Orrin Hatch:

“How do you sustain a business model in which users don’t pay for your services?”

Mark “Real Human” Zuckerberg:

“Senator, we run ads.”



Timeline: Social Media Platforms

- ▶ 2000-2004: Friendster, Myspace, LinkedIn, and Facebook launch
- ▶ 2006: Twitter launches; Facebook opens membership, introduces News Feed; Google buys YouTube
- ▶ 2007: 1st iPhone
- ▶ 2008: LinkedIn starts targeted advertising
- ▶ 2009: Facebook adds “Like” button
- ▶ 2010: Instagram launches; Twitter starts advertising
- ▶ 2011: Snapchat launches
- ▶ 2012: Facebook starts advertising in News Feed, buys Instagram
- ▶ Early-2016: Instagram, Twitter switch to algorithm-driven timelines
- ▶ Late-2016: Apocalypse

Timeline: Social Media Platforms

- ▶ Rapidly changing space
- ▶ Despite ubiquity, very new technology
- ▶ Much-needed privacy regulations coming (hopefully)

Why Social Media?

JAN
2020

OVERVIEW: DIGITAL IN THE AMERICAS IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



1.02
BILLION

MOBILE PHONE
CONNECTIONS



1.05
BILLION

INTERNET
USERS



776.1
MILLION

ACTIVE SOCIAL
MEDIA USERS



678.5
MILLION



we
are
social



Why Social Media?

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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH



97%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



87%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 24M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



8.6

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



43%



global
web
index

we
are
social

global
web
index

Why Social Media?

- ▶ Unlikely to get tons of clients directly
- ▶ Social media marketing part of larger marketing program
- ▶ Helps increase brand awareness, firm goodwill, website traffic

Know Your Social Media Platform

- ▶ **Facebook:** Networking
- ▶ **LinkedIn:** Networking
- ▶ **YouTube:** Video sharing

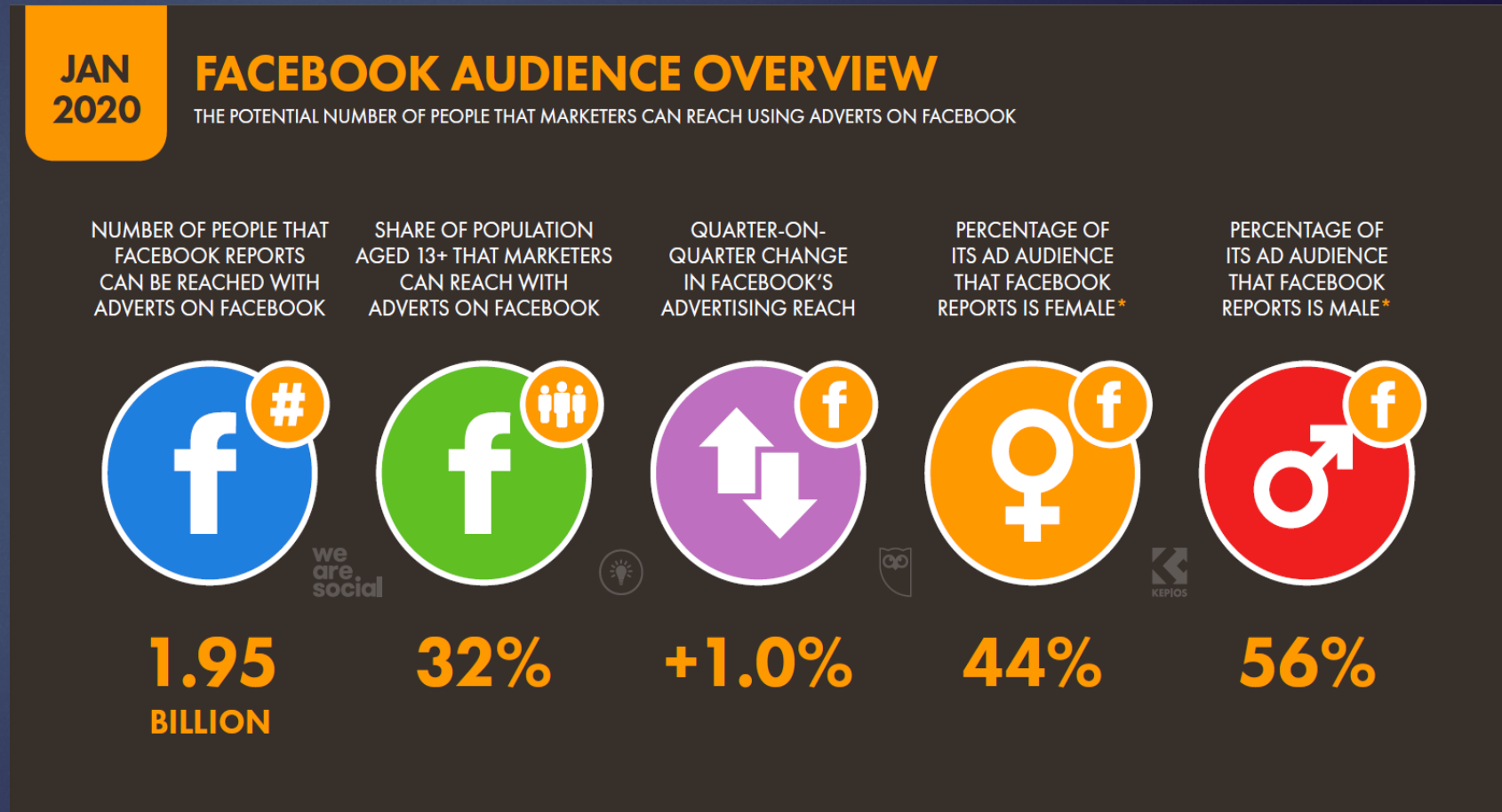
- ▶ **Instagram:** Image/Video sharing
- ▶ **Twitter:** Angry opining
- ▶ **Snapchat:** Image/Video sharing
- ▶ **Pinterest:** Image sharing
- ▶ **TikTok, et al.:** TBD

Know Your Social Media Platform

- ▶ What Matters?
 - ▶ Platform user demographics
 - ▶ Platform content types
 - ▶ Firm buyer persona
 - ▶ Marketing expectations, goals, and wherewithal

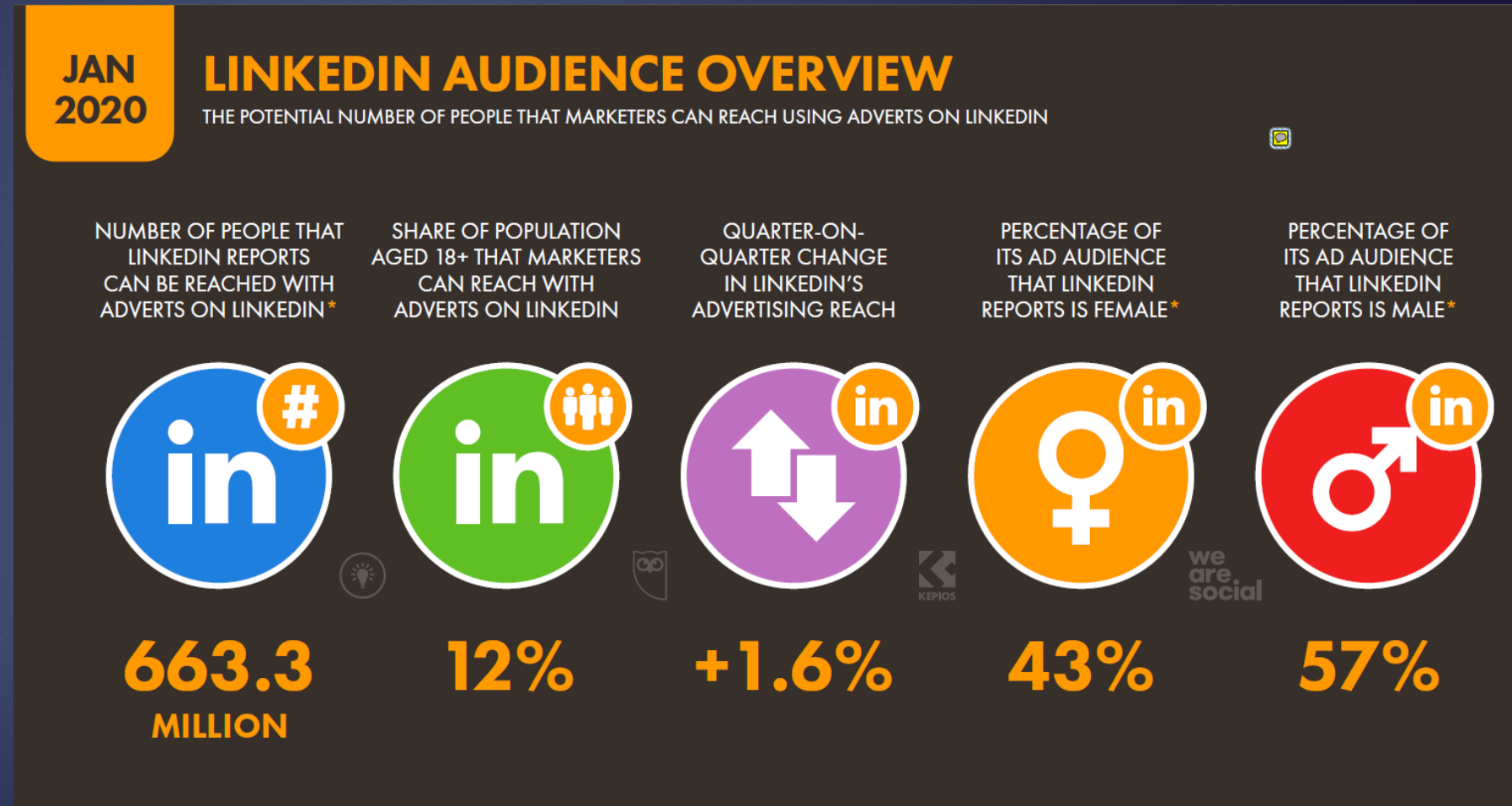
Facebook: User Demographics

- ▶ **Number:** 2 billion users
- ▶ **Age:** 18-34 (Millennials>Gen Xers>Gen Z)
- ▶ **Education:** ~75% have college degree
- ▶ **Income:** Median user income \$30k-\$49k



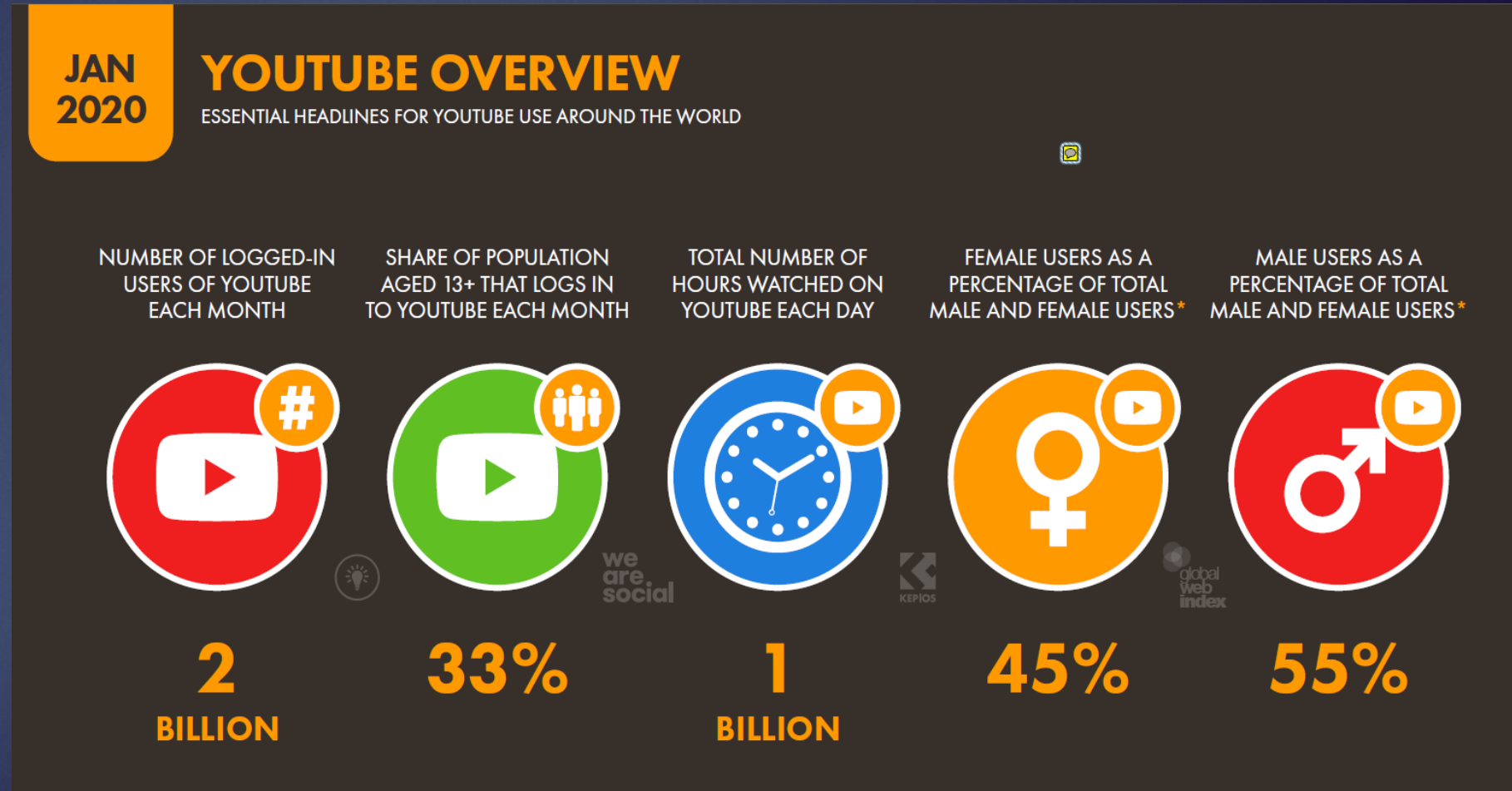
LinkedIn: User Demographics

- ▶ **Number:** 375 million users
- ▶ **Age:** 18+ (Boomers, Gen Xers, Millennials)
- ▶ **Education:** Wide-ranging education levels



YouTube: User Demographics

- ▶ **Number:** 1.9 billion users
- ▶ **Age:** 18-34 (Millennials > Gen Z)
- ▶ N.B. 2nd largest search engine



Social Media Marketing and You

- ▶ Pick social media channels
- ▶ Set up and complete your profiles
- ▶ Follow similar businesses and interested parties
- ▶ Create content strategy and content
- ▶ Post content *regularly*
 - ▶ Some platforms allow third-party schedulers
- ▶ Promote social channels

Picking Channels

- ▶ Know your audience and platform demographics
 - ▶ Older or younger? B2C or B2B? Men or women?
- ▶ Don't have to be everywhere
- ▶ What platform matches your firm?
 - ▶ Twitter easy customer interaction
 - ▶ Instagram entirely image-based
 - ▶ YouTube requires videos
- ▶ Always know what you want to achieve from that channel

Completing Profiles

- ▶ Complete ≠ create
- ▶ Correctly sized banner and profile images
- ▶ Well-written bios and 'about' sections

Content Strategy

- ▶ Type of content to develop and push in a channel
- ▶ Not the same as content *calendar* (i.e. posting schedule)
- ▶ Content can mean blogs, videos, commentary, etc.
- ▶ Most platforms “redistributive”—YouTube is not

Content Calendar

- ▶ If you won't post, don't waste your time
- ▶ Ways to post content
 - ▶ Manually
 - ▶ Schedule on platform (e.g. Facebook)
 - ▶ Use third-party app (e.g. Buffer, Hootsuite, Sprout Social)
- ▶ Where to post
 - ▶ Your page
 - ▶ Company page
 - ▶ Related "groups"

Promoting Social Channels

- ▶ Put social icons in prominent location on webpage, in email signature, and newsletters

Upshots and Homework

- ▶ Space likely to continue to change rapidly
- ▶ Isn't one-and-done and isn't 9-5
- ▶ Engagement breeds engagement
- ▶ Probably not massive source of clients
- ▶ Content creation is hard
- ▶ Most channels are image-heavy
- ▶ Very difficult to do well by yourself

- ▶ HW: Review and document what social accounts you have and what accounts your business has.



Rest of the Year?

TOPICS, TALKS, AND TASKS

2020 Schedule: Previous Presentations and Suggestions

- ▶ Direct Response and Referral Marketing 101
- ▶ Shock and Awe Packages
- ▶ Google My Business and Online Reviews
- ▶ User Interface and User Experience
- ▶ Books and Guides As Lead Generators
- ▶ Productizing Legal Services
- ▶ FAQs/SAQs
- ▶ Others???

2020 Schedule

- ▶ Mar:
- ▶ Apr:
- ▶ May:
- ▶ June:
- ▶ July:
- ▶ Aug:
- ▶ Sept:
- ▶ Oct:
- ▶ Nov:
- ▶ Dec: