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S O C I A L



M E D I A

Class 1 – Social Media
Javier Plaza



CLASS



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SOCIAL



MEDIA

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Students Introduction





Social Media Course - Guidelines

- Class 1 – Social Media
- Class 2 – Communication Strategy and Social Media Tools
- Class 3 – Copy and Advertising Slogan
- Class 4 – Graphic Design – Tools and Tips
- Class 5 – Online Ads
- Class 6 – Other Digital Marketing Actions and Data Analytics



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What are Social Media?



Concept



Websites and applications that enable users to create and share content and connect with its potential customers or audiences.



Social Media Data

- More than 85% of Internet users uses Social Media on a daily basis (4.7 billions of users)
- Users from 18 to 30 years are more than 40% from total.
- 51% are women and 49% men.
- Average daily uses is 1 hour and 20 mins. Some social media such as Youtube, Tik Tok and Twitch are over 2 hours of use.
- More than 45% users says that they have been influenced by Social Media when they buy a product.

Social Media Glossary

- **B2B and B2C Social Media Marketing** → Business to Business and Business to Consumer depending on who is your target audience.
- **Branding** → Personal branding or company branding, is what the public identifies a brand with, it is not the product itself: but what makes it feel.
- **Briefing** → Guidelines with information to know what a client really wants and concentrate on satisfying their objectives.
- **Clickbait** → Clickbait refers to social media content that has a misleading headline to get prospects to click on the link and read the full story.
- **Conversions** → It's the most important in Social Media as it refers to the actions that a user do after seeing your marketing actions. Ex: Like, Comments, Calls, Visiting website...
- **Copy** → Texts used on Social Media posts, website, ads, ecc.

Social Media Glossary

- **Engagement** → Interaction of users on social media. Let us to analyze which contents attracts more our audience.
- **Hashtags** → A hashtag (#) is a word or phrase people use to describe their content and help it appear in searches for that content topic.
- **Influencers** → Influencers are people who have a large audience base (1 million+) that follow them and use them to get information about products, people, places, and more.
- **Lead** → Potential customers in digital marketing. It refers to persons or users who complete an action that can add value to the company.
- **Retargeting** → Retargeting is an online advertising strategy that aims to reengage visitors who previously visited your site but left before converting.
- **Viral** → When a post goes viral, it means that there's a substantially large number of engagements with a post that's often unexpected.



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Facebook





Facebook – Sizes

- **Profile Picture** → 180 × 180 pixels for desktop. In smartphones will be shown as 128 × 128 px.
- **Cover Photo** → 851 x 315 px is the recommended size for desktop and for smartphones is 640 x 360 px. Tip: Focus main content in the center.
- **Cover Video**: Recommended size is 1250 x 312 pixels and max duration from 20 to 40 secs.
- **Posts**: Two possibilities:
 - 1080 x 1080 px or 1200 x 1200 px (Squared)
 - 1200 x 630 px (Rectangular)



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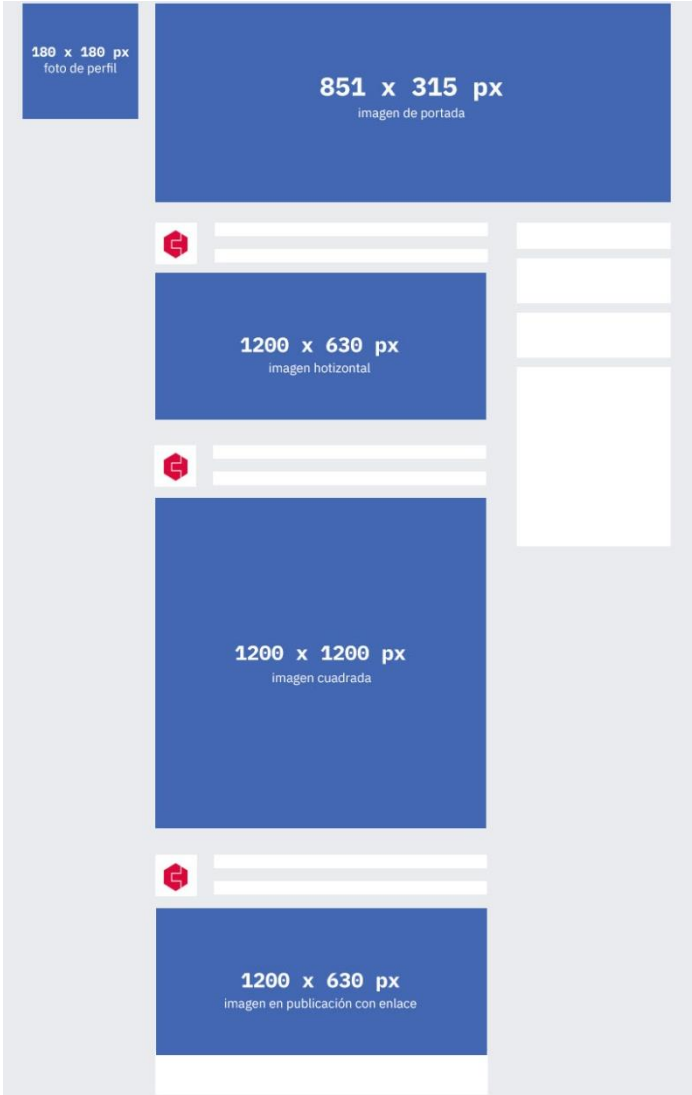
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MEDIA



Facebook – Sizes





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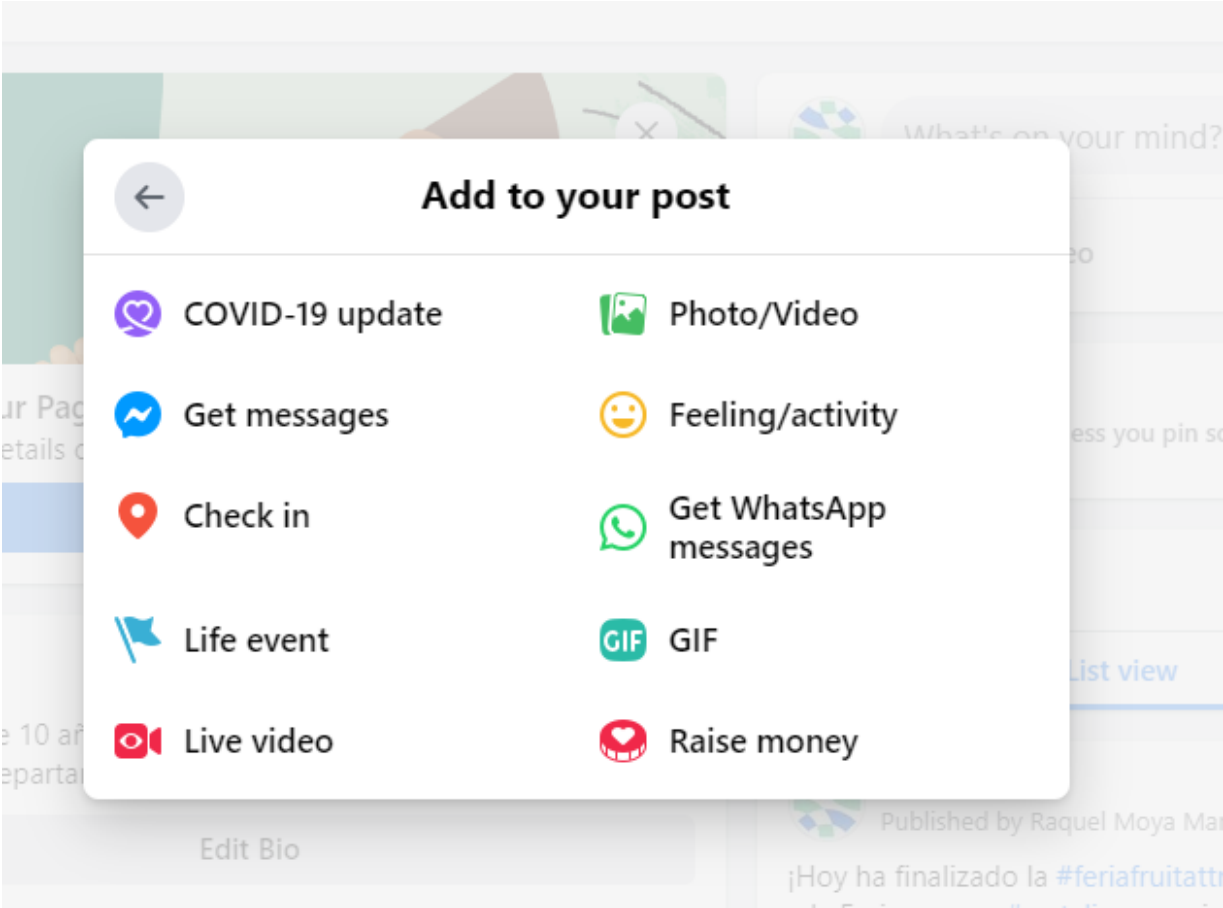
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MEDIA



Facebook – Post Types





Facebook – Meta Business Suite

Meta Business Suite

Onlinemente

Home

Notifications

Inbox

Posts and stories

Commerce

Planner

Ads

Insights

All tools

Home

Get an overview of your business and see important updates.



Onlinemente

Manage Facebook Page | Go to Instagram

[Create Post](#)
[Create Ad](#)
[Create Story](#)

To-do list

Check unread messages, comments and other things that may require your attention.

Comments

See All ^

- Javier Plaza Ibarra** ¡Ese 'jefe' Guille ahí!! 🙌 6 d
- wamipi** Felicidades 🎉🎉🎉🎉 6 d
- astratechconsul...** Grandes recomendaciones a tener en cuenta 🍌 and 1 other 2 w
- marketeroskrea...** Humm será que es el rey? 🤔 yo pruebo de todo 2 w



See an overview of what's new

Take a look at the new features that make it easier for you to manage your Facebook Page and Instagram account.

Continue

Recent posts

- | | | | | | |
|--|--|-----------------------|-----------------|---------------|-----------------------------|
| | ¡Hoy ha finalizado l...
6 Oct 2022, 20:01 | 98
People reached | 22
Likes | 0
Comments | Boost post |
| | ¡Hoy ha finalizado l...
6 Oct 2022, 20:00 | 867
People reached | 11
Reactions | 0
Comments | Boost again |

Your goals



Set a goal, track progress and learn helpful tips for your professional success.

[Get Started](#)

Insights

Trends

Last 28 days: 14 September – 11 October

Facebook Page reach 📊 **16K** ↑ **7%**
 Instagram reach 📊 **8K** ↑ **1.9K%**

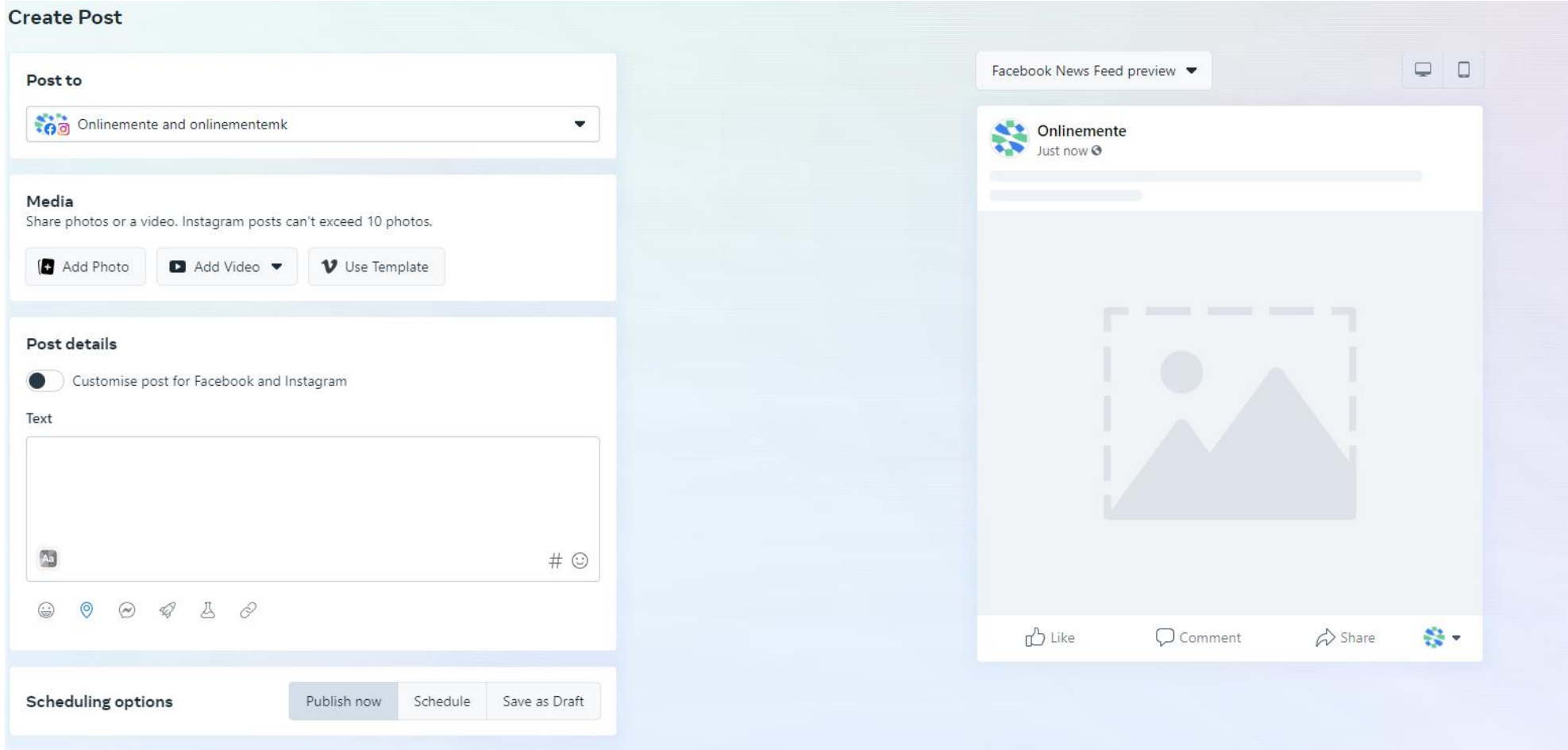
Audience

Current

Facebook Page followers 📊 **200**
 Instagram followers 📊 **328**

[See All Insights](#)

Facebook – Meta Business Suite



Create Post

Post to
Onlinemente and onlinementemk

Media
Share photos or a video. Instagram posts can't exceed 10 photos.
Add Photo Add Video Use Template

Post details
 Customise post for Facebook and Instagram

Text
[Empty text box with icons for emojis, location, mentions, tags, and links]

Scheduling options
Publish now Schedule Save as Draft

Facebook News Feed preview
Onlinemente Just now
[Image placeholder]
Like Comment Share

Facebook – Target

- Most expanded Social Media. 1.1 million of users.
- 30 – 60 years is its main target. Young people is using more Instagram, Tik Tok...
- Really important for companies. Brand image, visibility, ecc



Facebook – Hashtags

- Since they began to be used, there have always been doubts about their real usefulness on Facebook.
- Two or three hashtags is fine. Excess can look like SPAM.
- Avoid very general hashtags. Create and/or use your own
- Be consistent in its use and share the same as in other Social Networks





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Instagram

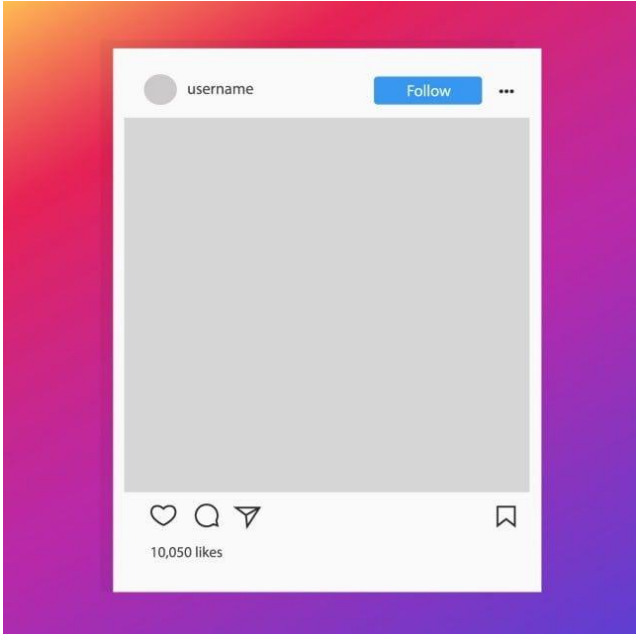




Instagram – Sizes

- **Profile Picture** → Recommended size is 320 x 320 px
- **Squared Photo** → 1080 x 1080 px
- **Horizontal Photo** → 1080 x 566 px
- **Stories** → 1080 x 1920 px
- **Videos** → 60 secs max and 1080 x 1080 size
- **Instagram TV Videos** → Minimum resolution 720 px. File type: .MP4

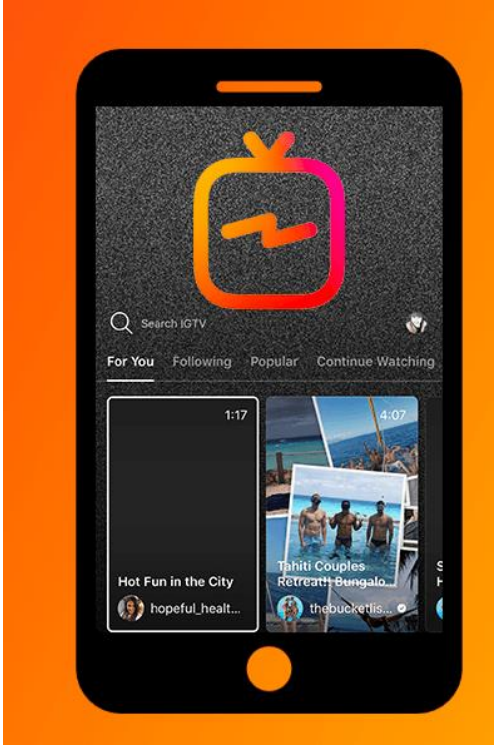
Instagram – Post Types



POST



STORIES



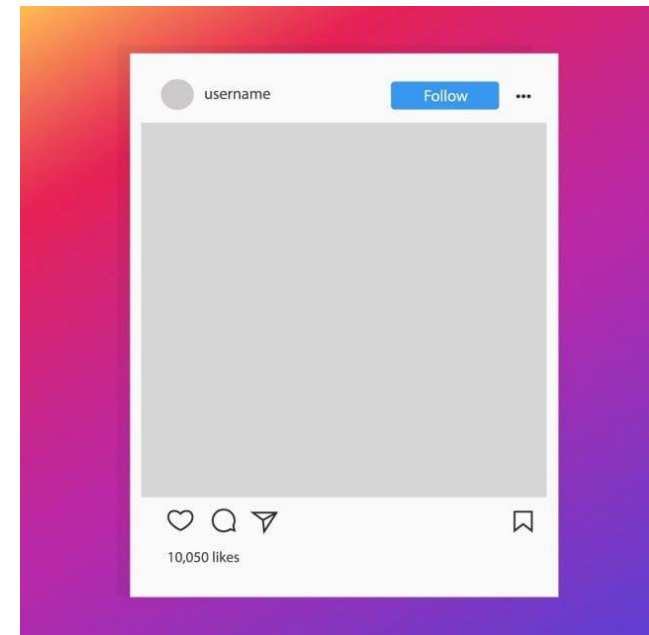
INSTAGRAM TV



REELS

Instagram – Post

- The most used type of post.
- It allows you to post 10 images in the same post
- Easy to easy
- Images must be 1080px x 1080px



Instagram – Stories

- The type of post that generates the most interaction
- Videos up to 15 seconds
- It is recommended to publish daily Stories
- Stories Size → 1080 x 1920 px
- They disappear after 24 hours. They can be saved in Featured Stories



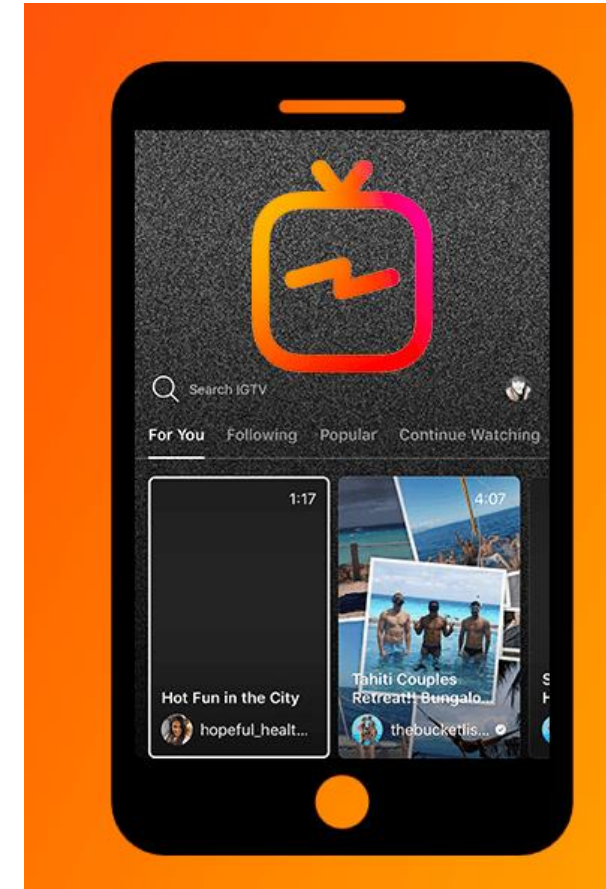
Instagram – Featured Stories



- Designed thinking to let the work done in the stories lasts over time
- Great opportunity to present your brand or company. The user who enters your profile again, can see the highlighted stories to know what to do and what you do.
- It gives rise to generating strategies to present products or actions that are carried out at different moments of time and thus remain pending.
- Important to take care of the featured image. Makes the difference.

Instagram – Instagram TV

- We could say that it is like Meta's own YouTube
- It allows sharing up to 1 hour videos and facilitates interaction



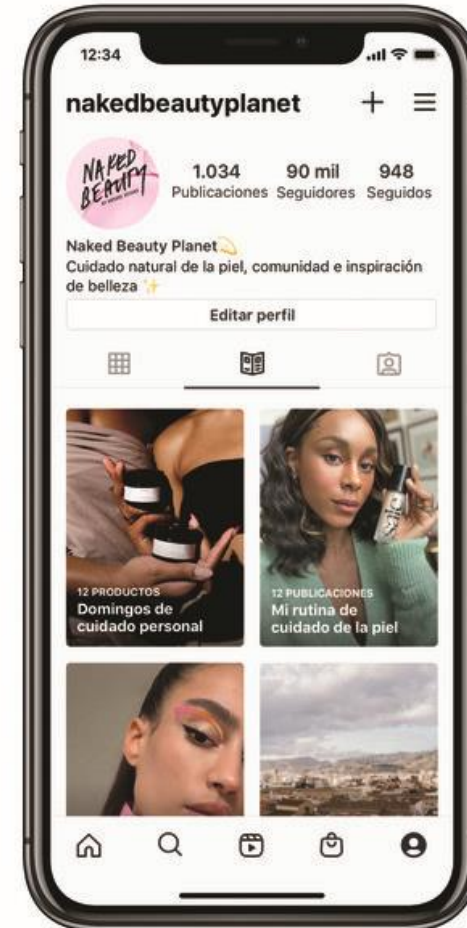
Instagram – Reels

- Similar to stories but allows you to prepare recorded, cut and edited videos → ¿Tik Tok?
- You can make filters, effects and give a more professional image.
- Instagram is promoting them more every day as an important tool for its algorithm



Instagram – Guides

- Instagram guides is one of the latest features incorporated and allows you to bring the types of posts of your content strategy together.
- It serves so that old posts are not forgotten.
- Instagram algorithm likes → Increases reach
- Provides information to the user since they may be interested in one type of content but not in another



Instagram – Hashtags

- Instagram was where they originated and in my opinion, it is the social network where they are most useful.
- Types of hashtags
 - Branded → Normally, it is used the name of the company and they give us visibility for current and potential clients
 - Community → Specific hashtags that will reach fewer users but are quite qualified
 - Campaign → Seasonal hashtags that will be used for a short period of time

Instagram – Hashtags

- Where to use hashtags?
 - Posts → Improve the engagement of your profile. Use a variety of them but without abusing them so as not to be considered SPAM
 - Instagram bio → They give some context to your profile. You should use the ones that most closely relate you to your activity and/or profession
 - Instagram Stories → Increase the chance of being found by ‘non-followers’ users within the ‘Explore’ and ‘Search’ tab



Instagram – Target

- 16 to 30 years is its main target.
- Social Media with more 'engagement'
- Taking Facebook place as most famous Social Media.





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Youtube





Vive Saludablemente - Frutas y Verduras

700 suscriptores

PERSONALIZAR CANAL GESTIONAR VÍDEOS

- INICIO
- VÍDEOS
- LISTAS
- COMUNIDAD
- CANALES
- INFORMACIÓN



Este verano...¡hazlo todo #Saludablemente! - Frutas y Verduras

44.741 visualizaciones · hace 2 años

Te proponemos un plan para este verano

¡Hazlo todo #Saludablemente!

<https://lasfrutasverduras.es/>

Spots Publicitarios ▶ REPRODUCIR TODO



Vive #Saludablemente - Frutas y Verduras

Vive Saludablemente - Frutas y V...
95.989 visualizaciones · hace 2 años



Sal, Disfruta, Comparte...Vive #Saludablemente - Frutas y...

Vive Saludablemente - Frutas y V...
16.962 visualizaciones · hace 2 años



Este verano...¡hazlo todo #Saludablemente! - Frutas y...

Vive Saludablemente - Frutas y V...
44.741 visualizaciones · hace 2 años



Impacto Global - Vive #Saludablemente


Vive Saludablemente - Frutas y V...
80 visualizaciones · hace 1 año



Propiedades de las Frutas ▶ REPRODUCIR TODO

Youtube





Diseño Marca Información básica





Añade un vídeo en la parte superior de la página principal de tu canal.




 **Tráiler del canal para los usuarios que no se han suscrito** AÑADIR
Muestra una vista previa de tu canal a las personas que todavía no se han suscrito. [Más información](#)

 **Vídeo destacado para los suscriptores**
 Título del vídeo
Impacto Global - Vive #Saludablemente

Secciones destacadas + AÑADIR SECCIÓN
Personaliza el diseño de la página principal de tu canal con hasta 12 secciones. [Más información](#)

Una lista de reproducción: **Spots Publicitarios (4)**
=    

Una lista de reproducción: **Propiedades de las Frutas (4)**
=    



Una lista de reproducción: **Propiedades de las Verduras (3)**
=   



Una lista de reproducción: **Formas de Cocinado (2)**

← Contenido del canal



u vídeo
ive #Saludablemente - Frutas y Ver...

-  Detalles
-  Estadísticas
-  Editor
-  Comentarios
-  Subtítulos
-  Derechos de autor

-  Configuración
-  Enviar sugerencias

Detalles del vídeo

Título (obligatorio) 

Vive #Saludablemente - Frutas y Verduras

Descripción 

El sector profesional de las frutas y verduras de España se ha unido bajo un mensaje único dirigido a todos los consumidores españoles: 'Vive saludablemente'.

Es una llamada de atención para que nos cuidemos y para que protejamos también a quienes más queremos. En medio del actual escenario se hace más necesario que nunca potenciar nuestra salud e identificar a los productos del campo como aliados a la hora de prevenir enfermedades.

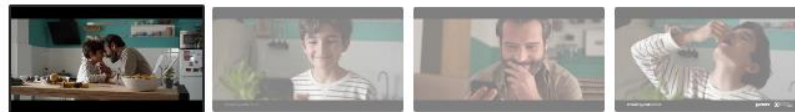
La iniciativa recorre España de norte a sur y de este a oeste, con la participación de empresas y organizaciones sectoriales de las principales zonas productoras. Todos hemos renunciado a nuestras marcas y signos individuales para concentrar la atención en una voz única, la de nuestros alimentos vegetales. Detrás hay un mensaje positivo, de vida y de salud, para todos los españoles. Se trata de una puesta en valor de aquello que nos reconforta y nos ayuda a ser felices.

Siente, cocina, come, marida, disfruta, vive ... #saludablemente.

<https://lasfrutasverduras.es/>

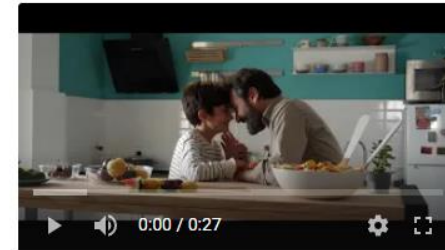
Miniatura

Selecciona o sube una imagen que refleje el contenido del vídeo. Una buena miniatura destaca y llama la atención de los usuarios. [Más información](#)



DESHACER CAMBIOS

GUARDAR



Enlace del vídeo

<https://youtu.be/ZfmBuad6fqE>



Nombre del archivo

Spot frutas y verduras CON LOGO 26s.mp4

Calidad del vídeo



Visibilidad

 Público



Restricciones

Ninguna

 Subtítulos



 Pantalla final



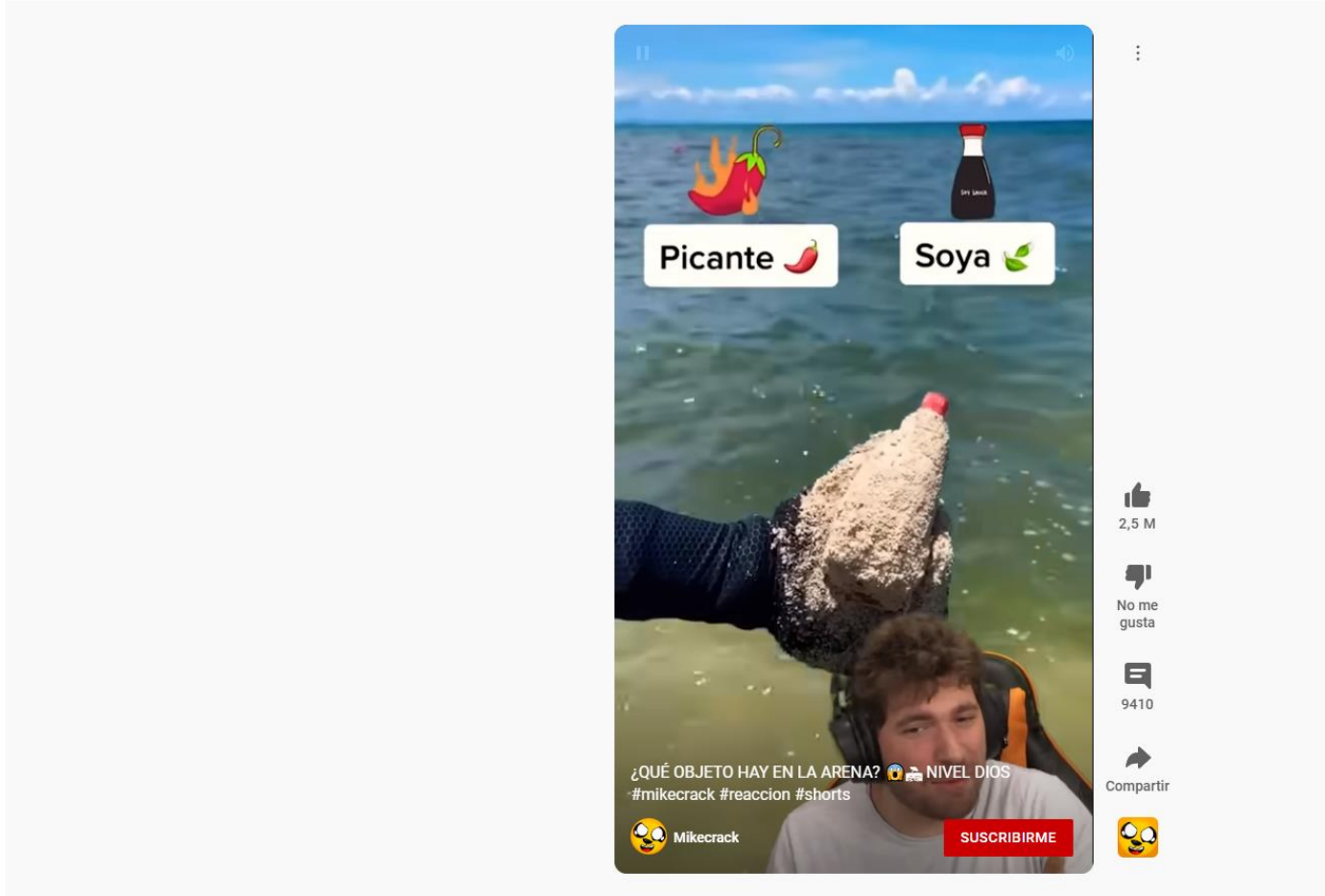
 Tarjetas



Youtube - Short

- YouTube ES
- Inicio
- Explorar
- Shorts**
- Suscripciones
- Biblioteca
- Historial
- Mis videos
- Ver más tarde
- Spots Publicitarios
- Mostrar más
- SUSCRIPCIONES
 - Antonio Vargas Engli...
 - Explorar canales
- EXPLORAR
 - Peliculas
 - Videojuegos
 - Directo
 - Aprendizaje
 - Deportes
- MÁS DE YOUTUBE

Buscar



¿QUÉ OBJETO HAY EN LA ARENA? 🤖 NIVEL DIOS
#mikecrack #reaccion #shorts

Mikecrack

SUSCRIBIRME

2,5 M

No me gusta

9410

Compartir

The video shows a hand holding a small red chili pepper in a bowl of sand. The video is titled '¿QUÉ OBJETO HAY EN LA ARENA? 🤖 NIVEL DIOS' and includes the hashtag #mikecrack. The video is from the channel Mikecrack and has 2.5 million likes and 9410 comments. The video is part of a series of 'Shorts' and is categorized under 'Explorar'.

Youtube – Target

- 15 – 65 Years. There are videos for all ages.
- Videos are the strongest Social Media action.





CLASS



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Tik Tok



Tik Tok



CLASS 1 - SOCIAL MEDIA



TikTok

Search accounts and videos



+ Upload



For You

Following

LIVE

Suggested accounts



rosalia
La Rosalia



marlucas18
Mar Lucas



shakira
Shakira



edsheeran
Ed Sheeran



sergioramos
Sergio Ramos

See all

Following accounts



edits_cobrakai1789
edits_de_todo1789



edits_.6000
edits_6000



luna_.pitbull
Luna Pitbull



jie32c
Dream world Aucoin



alexabliss_28
Alexa Bliss



justt__zizou Justt__zizou

Follow

A 99% cette fois

son original - speed songs fr



572.8K



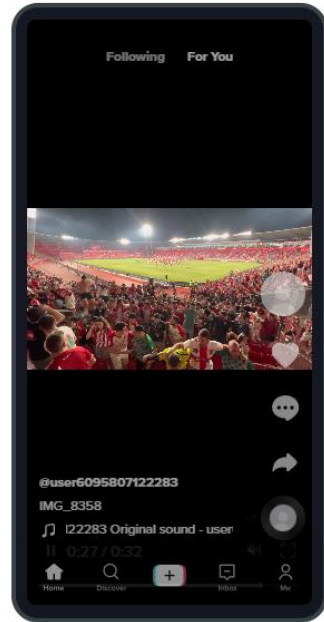
2229



1267

Upload video

Post a video to your account



IMG_8358.MOV [Change video](#)

Caption

8 / 150

IMG_8358

@ #

Cover



Who can view this video

Public

Allow users to:

- Comment
- Duet
- Stitch

Run a copyright check

We'll check your video for potential copyright infringements on used sounds. If infringements are found, you can edit the video before posting. [Learn more](#)

Discard

Post

TikTok

Search accounts and videos

+ Upload, 5 notifications, Get coins

For You

Following

LIVE

Suggested hosts

- acegameslive**
Retro and modern ga... 1.5K
- cristiano.ronal...**
Cristiano Ronaldo Fa... 1.8K
- libansarria**
Liban Sarria 73
- amy_cuties**
Amy 811
- j_egg2022**
j_egg 2.1K

See all

About TikTok Browse Newsroom
 Contact Careers ByteDance
 TikTok for Good Advertise Developers
 Transparency TikTok Rewards
 Help Safety Terms Privacy
 Creator Portal Community Guidelines
 © 2022 TikTok

Recommended LIVE videos

- 2.1K viewers** **LIVE**
 j_egg
- 1.2K viewers** **LIVE**
 arreglandomeeee
- 1.8K viewers** **LIVE**
 CR7
Cristiano Ronaldo Fans
- 2.7K viewers** **LIVE**
 #ad #crystal #luckyscoop
highland_crystal
- 501 viewers** **LIVE**
 RESTOCK!!
sweetclockxx

Tik Tok – Tips

- Jump on current trends → The number one piece of TikTok advice we can give is to make sure you create videos that leverage whatever is trending at the time. Trends are CURRENCY.
- Hashtags → Similar strategy to Instagram.
- Short and Snappy Videos → Your videos should ideally be quite short – the shorter and snappier the better! – in order to maximise watch time and completion rates. TikTok’s main audience is Gen Z, and this age group is very demanding of digital content: you only have 8 seconds to capture their attention



Tik Tok – Target

- Under 30 years.
- 20% of users are between 13 and 19 years old. 32% are between 20 and 24 years.





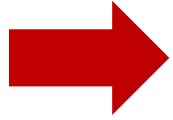
Otras Redes Sociales



BeReal.

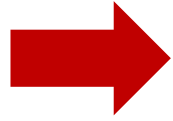
Case Study

Company 1
Car Dealership



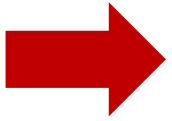
- 25 – 45 Years
- Sport Cars

Company 4
Fashion E-Com



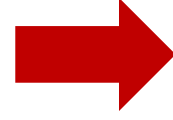
- 18-25 Years
- University Target

Company 2
Kindergarden



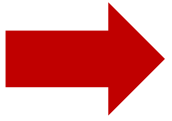
- 30 – 40 Years
- Dads

Company 5
Gym



- 16 – 50 Years
- Different Targets

Company 3
Restaurant



- 35 – 60 Years
- Tourists and Locals

WHICH SOCIAL MEDIA WILL YOU USE? WHY?

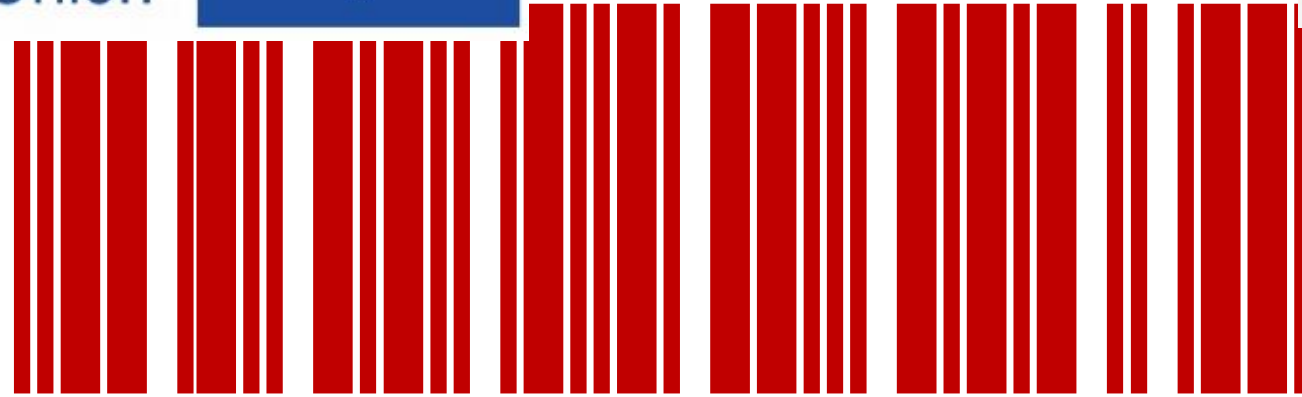


Case Study Tips

- Think about your target audience – Where are they?
- Check out competitors
- Company Goals



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T H A N K S *

Class 1 – Social Media
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



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