The Montana Small Business Development Center presents:

USING SOCIAL MEDIA TO REACH YOUR CLIENTELE
USING SOCIAL MEDIA TO REACH YOUR CLIENTELE
Outline

Why Social Media?

Who's Using It?

General Tips

TikTok
Why Social Media?

- It doesn't matter how good the feed is, if the cows aren't eating it
- 223 million Americans use some form of social media
Outline

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Number of social network users in the US from 2019 to 2025 (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Users (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>219.86</td>
</tr>
<tr>
<td>2020</td>
<td>223.03</td>
</tr>
<tr>
<td>2021</td>
<td>225.61</td>
</tr>
<tr>
<td>2022</td>
<td>228.27</td>
</tr>
<tr>
<td>2023</td>
<td>230.64</td>
</tr>
<tr>
<td>2024</td>
<td>237.39</td>
</tr>
<tr>
<td>2025</td>
<td>243.42</td>
</tr>
</tbody>
</table>
Percentage of adults in the US who use social networks, by age group

- 18-29: 90%
- 30-49: 82%
- 50-64: 69%
- 65+: 40%
Most popular social networks worldwide, by number of active users (millions)

- Facebook: 2,701 million users
- YouTube: 2,000 million users
- Instagram: 1,158 million users
- TikTok: 689 million users
- Snapchat: 433 million users
- Reddit: 430 million users
- Pinterest: 416 million users
- Twitter: 353 million users

https://www.statista.com/topics/3196/social-media-usage-in-the-united-states; October 2020
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TikTok
Entertainment is key!

Match the content to the platform

83% of site visits are on mobile devices

Be concise!
Make It Easier On Yourself!

Use the platform(s) you are comfortable with.

Use tools to help you manage your pages.

Use Hashtags!
You Mean the Pound Key?

Hashtags relate your content to other content with the same subject

#CapitalizeEachWord
Brodie Pierson
@brodsimages

Story/IGTV views put into perspective ↓

🎓 IF you have 25 views, you filled up a classroom.

👩‍uş IF you have 150-300 views, you filled up a movie theatre.

🎉 IF you have 500+ views, you filled up a auditorium.

Never stop creating.
People are watching.
One person turns into hundreds.
Hundreds turn into thousands.
You got this. 🌟
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TikTok
Tik Tok

- Short videos (<60 seconds) - you HAVE to be concise!
- Displays videos that it thinks would interest you
TikTok

Data since post time: Jan 15, 2021 18:40

The below data was updated on Jan 24, 2021

Traffic sources

- For You: 89%
- Following: 7%
- Personal Profile: 2%
- Hashtag: 1%

Audience overview

- Total audience: 365
  (+4 vs 1st age)
- United States: 82%
- Canada: 8%
- Australia: 6%
- United Kingdom: 2%

Data displays in UTC time zone
Questions?
Discussion?