

# Half & Half Creative's

## SOCIAL MEDIA

### Cheat Sheet

#### What

#### Who

#### Pros

#### Cons



**Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video and send messages.

213+ Billion Users  
29.7% = 25-34 years old  
56% Female  
44% Male

- Easy Setup
- Little to no cost
- Easy to post multimedia
- Advanced ad choices

- Difficult to be seen
- Not a lot of B2B
- Additional apps needed for some features



**Instagram** is a photo and video-sharing social networking service owned by Facebook, Inc.

800+ Million Users  
41% = 16-24 years old  
49% Female  
51% Male

- Eye catching
- Easy interface with FB
- Easy to be found (#)
- Easy to contact you

- Must create visual content
- Can't post from desktop
- New algorithm doesn't post chronologically



**LinkedIn** is a professional networking site focussed on connecting both employees and businesses to the rest of the workforce

500+ Million Users  
27% = 30-49 years old  
43% Female  
57% Male

- SEO Visibility
- Large B2B Reach
- Used by company execs
- Feed is focussed

- Most interaction is through personal site, not company
- Not user friendly
- Short user session times



**Twitter** is an online news and social networking service on which users post and interact with messages known as "tweets"

328+ Million Users  
22.5% = 25-34 years old  
47% Female  
53% Male

- Great news source
- Easy to keep up with
- Large audience
- SEO indexing

- Limited characters
- High volume of content
- Lots of trolls and bots



**YouTube** is a video sharing service with a wide array of content. Some of this content includes vlogs, tutorials, narrative films, advertisements and much more.

1.3+ Billion Users  
26% = 35-44 years old  
38% Female  
62% Male

- Very visual
- Helps Google SEO
- Large Audience

- Content takes time to make
- Limited audience interaction
- Lots of content on site



**Google+** is Google's answer to Facebook. By linking your Google accounts, Google+ aims to provide a networking site and also offers another way to help SEO.

111+ Million Users  
28% = 15-34 years old  
26% Female  
74% Male

- Responsive audience
- Create communities
- Boosts SEO

- Future of site is uncertain
- Not a popular site
- Features are confusing



**Snapchat** is a mobile messaging service that sends a photo or video to someone that lasts only up to 10 seconds before it disappears.

300+ Million Users  
45% = 18-24 years old  
70% Female  
30% Male

- Young demographic
- Interactive engagement
- Committed audience

- Young demographic
- New and confusing interface
- Hard to be found online



**Pinterest** is a free service where users can upload, save, sort, and manage images (known as pins) and other media content (e.g., videos) through collections.

175+ Million Users  
67% = <40 years old  
81% Female  
19% Male

- Great buyer follow up
- Long session times
- Repins expand reach
- Build culture around brand







- Limited demographic
- No customer interaction
- Time consuming to create content and pins

## Choose Your Platforms

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What	Who	Pros	Cons
 <p>Profile Photo: 170 x 170 Cover Image: 820 x 312 Link Image: 1230 x 627 Shared Image: 1200 x 630</p>	<p>Paid advertisements available - B2C Online Store Available</p>	<p>PHOTOS VIDEOS CAROUSELS SLIDESHOWS</p>	<p><b>BEST TIMES TO POST:</b> Sun, Thurs, Fri, Sat 9am, 1pm, 3pm  *More clicks at 3pm*</p>
 <p>Profile Photo: 150 x 150 Square Feed Image: 1080 x 1080 Landscape Image: 1080 x 566 Portrait Image: 1080 x 1350</p>	<p>Paid advertisements available - B2C</p>	<p>PHOTOS VIDEOS SLIDESHOWS</p>	<p><b>BEST TIMES TO POST:</b> Mon, Thurs 2am, 8-9am, 5pm  *Post videos at night*</p>
 <p>Profile Photo: 400 x 400 Profile Cover Image: 1536 x 768 Company Logo: 100 x 60 Company Banner: 1536 x 768 Link Image: 150 x 80 Shared Image: 550 x 375</p>	<p>Paid advertisements available - B2B</p>	<p>ARTICLES BLOGS PRESS RELEASES</p>	<p><b>BEST TIMES TO POST:</b> Tues, Wed, Thurs 7-8am, 12pm, 5-6pm  *Post during non business hours*</p>
 <p>Profile Photo: 400 x 400 Cover Image: 1500 x 500 Shared Image: 440 x 220</p>	<p>Paid advertisements available - B2C</p>	<p>PHOTOS VIDEOS</p>	<p><b>BEST TIMES TO POST:</b> Wednesday 12pm, 3pm, 5pm, 6pm  *Best to post during commute times*</p>
 <p>Profile Photo: 800 x 800 Channel Cover: 2560 x 1440 Video Thumbnail: 1280 x 720</p>	<p>Paid advertisements available - B2C</p>	<p>VIDEOS</p>	<p><b>BEST TIMES TO POST:</b> Weekdays 2-4pm  *Most users watch at night but give site time to index*</p>
 <p>Profile Photo: 250 x 250 Cover Image: 1080 x 608 Shared Image: 497 x 373</p>	<p>Paid advertisements available - Google Ad Words</p>	<p>PHOTOS VIDEOS</p>	<p><b>BEST TIMES TO POST:</b> Wednesday 9am, 11am, 12pm, 1pm  *90% of users won't interact with your content*</p>
 <p>Default Smartphone Settings</p>	<p>Paid advertisements available - B2C</p>	<p>PHOTOS VIDEOS</p>	<p><b>BEST TIMES TO POST:</b> Weekdays 9pm-2am  *Most users are laying in bed watching content*</p>
 <p>Profile Photo: 150 x 150 Pins in the Feed: 192 x Scaled Expanded Pins: 600 x Scaled Board Cover: 800 x 800</p>	<p>Paid advertisements available - B2C Online Store Available</p>	<p>PHOTOS PRODUCTS</p>	<p><b>BEST TIMES TO POST:</b> Sunday and Saturday 2pm, 9am, 2am  *Do not post during work hours, users are not on*</p>

## Utilize Your Platforms

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### STORIES

Keep it personal, the whole purpose of social media is to give a personality to your business.

### BEHIND THE SCENES

Show things happening at your business. If your followers care about you, they will care about your business.

### RANDOM THOUGHTS

Don't limit yourself to only posting about your business, post the random thoughts that cross your mind. Change it up a bit!

### VIRAL VIDEOS

Most posts on social media are sharing content from other people. Join in and post some funny videos that you run across.

### LOCAL NEWS

If your business focusses on a specific area, post or share some content about things going on in the area.

### INDUSTRY NEWS

Enhance your professional network and showcase innovations happening in your industry by reposting content from others.

### BLOG

Come up with a schedule to keep you honest about blogging but then remember to promote your posts!

### COMPANY EVENT

Whether it's team building internally or an event you're having for the community, don't forget to inform your followers!

### PRODUCT

Keep your audience up to date on any new products you're launching or revisit products you still have in inventory!

### QUESTIONS/ POLLS

Interact with your followers by posting a question or poll for them to join in on!

### MILESTONES

Goals being reached or progress being made is exciting for you and it's also exciting for your followers. Keep them in the loop and have them feel like they're part of something!

### HOLIDAYS

Post holiday sentiments on these days to spread a positive message and keep your company on people's minds!

### SALES/ COUPONS

Definitely promote any sales or coupons you're offering. Pro Tip: Offer discounts and free stuff in a competition on your social media!

### MOTIVATION/ GOALS

Do you have a quote or a person that inspires you? Tell your audience about it. Bring a human element to your company!

### RECOMMEND

Reading a good book or listening to an awesome podcast? Tell your followers about it! Pro Tip: Tag the people you're talking about in your post!

## What To Post