social media in business

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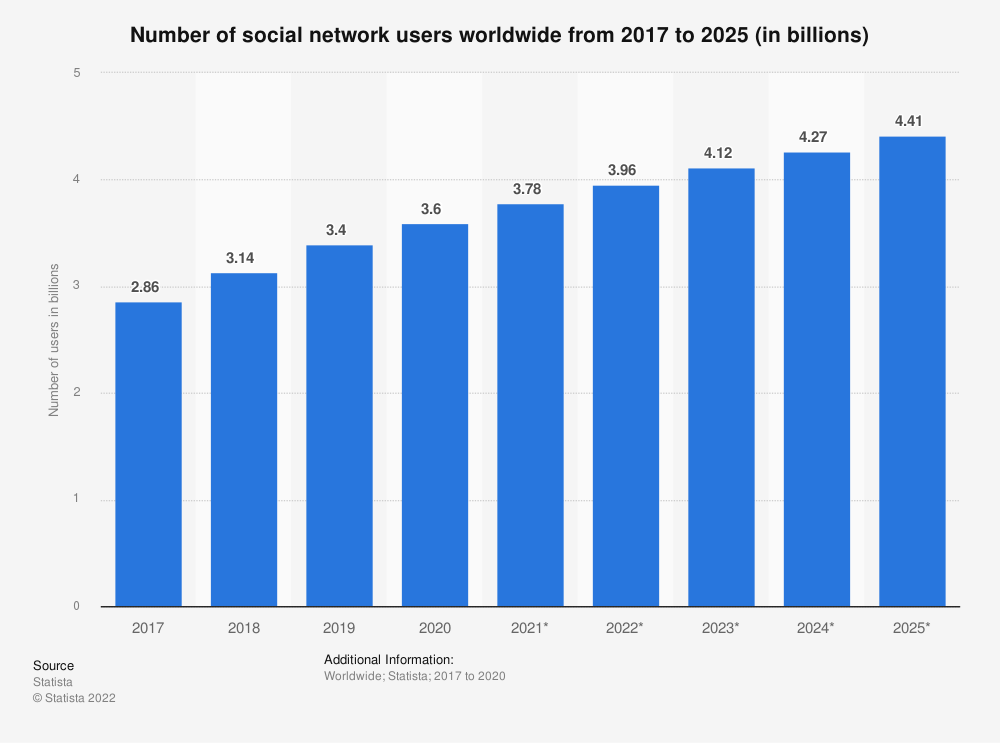
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# Introduction

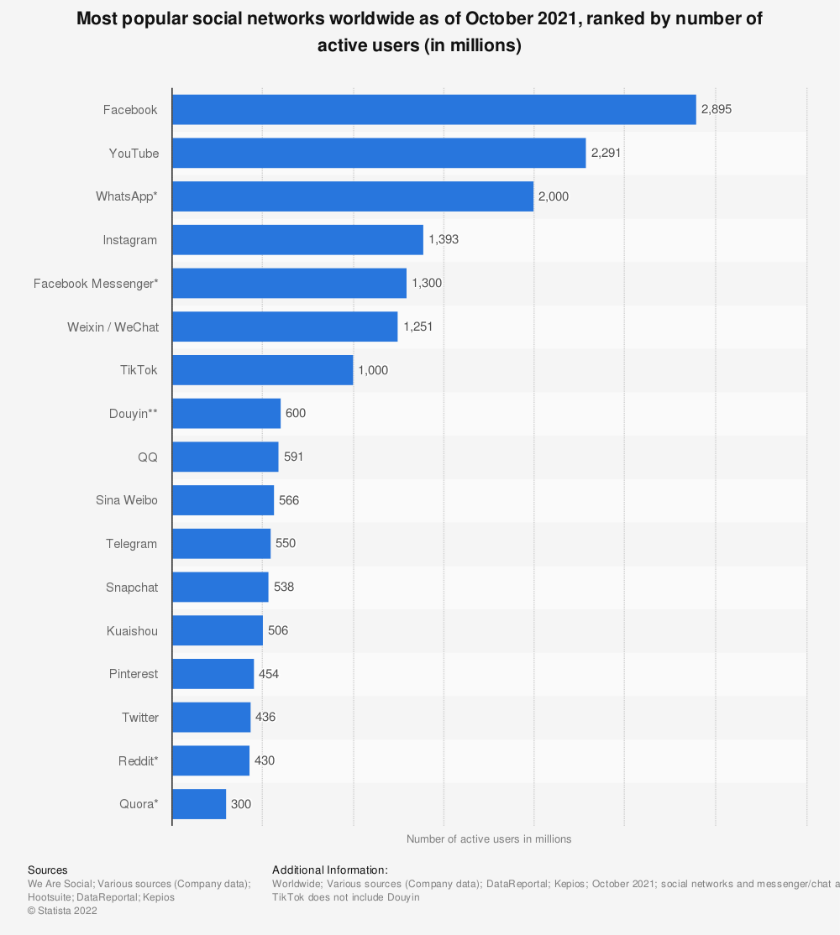
The use and influence of business in social media is growing larger by the day, with more businesses investing in starting Social Media pages on different websites and applications, as the potential for growth and exposure comes at just the click of a button to post. With more people using social media applications and websites, with an estimated 3.78 billion users in 2021 (Statista Research Department, 2022), it is crucial for businesses to have an online presence, not only to advertise to customers, but in order to be au-fait with the current era and be able to provide a modern experience for the customer base, as well as provide adequate support where required using different features such as private messages, comment sections, and many more.

(Statista Research Department, 2022)

# Different Social Media Sites

## Facebook

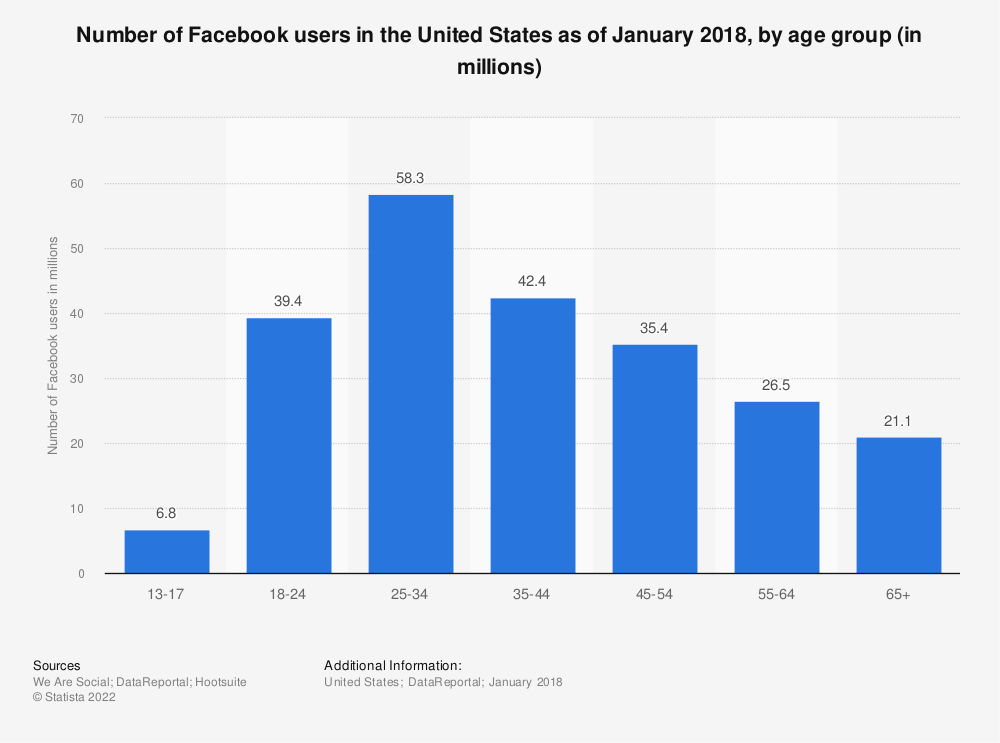
Arguably the most famous and biggest social media giant out there, Facebook remains at the forefront of social media since it was founded in 2004. With around 2.9 billion active users in 2021 (DataReportal, 2021) (Iqbal, 2022) Facebook remains to be the largest social media site in use, beating YouTube in second place by around 600 million active users in 2021 (Statista Research Department, 2022) proving Facebooks status as a necessity for any business to grow and expand.



(Statista Research Department, 2022)

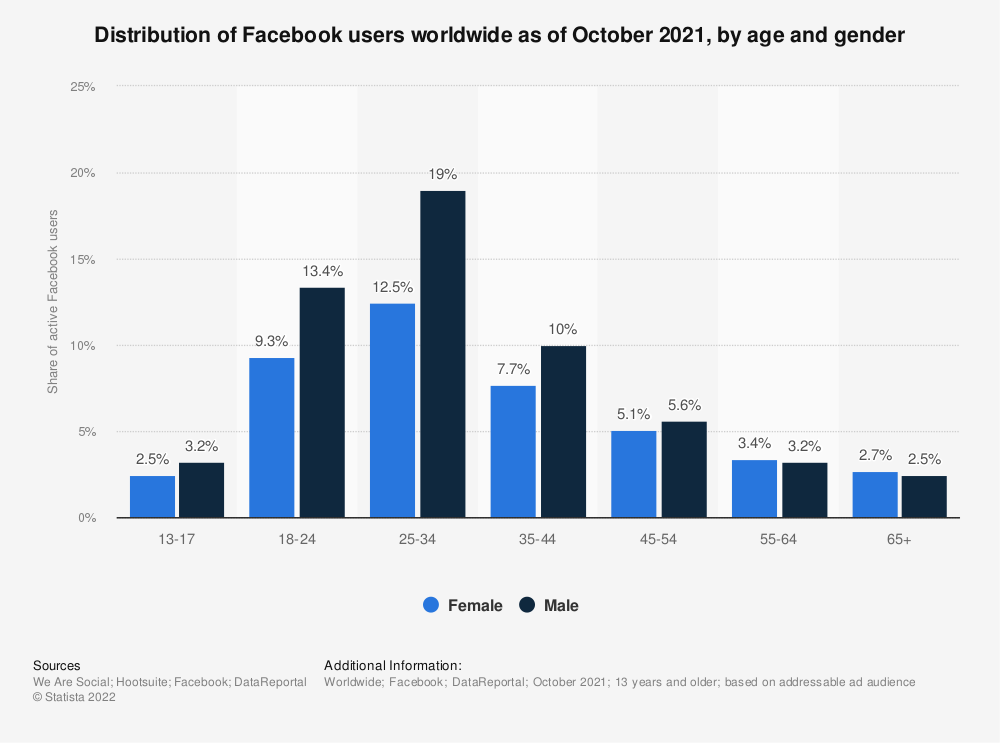
### Audience profile of Facebook

The largest demographic group of Facebook users is between around 25-35 years of age (Aslam, 2022). Around 56% of Facebooks user base is male, with the remaining 44% identifying as female, as Facebook does not allow users to select nonbinary gender types (Aslam, 2022). This could potentially be a feeature Facebook hopes to explore in the future.



(Statista Research Department, 2022)

Within the largest age demographic of 25-35 years of age, 19% of all active male users are within this age group, and 12.5% of all females are within this age group, which are the highest percentage of any given gender in any age group, and makes up the majority of users as of October 2021 (Statista Research Department, 2022).

  
The next largest demographic of Facebook would be the 18-24 range. Males in this age group make up roughly 13% of all Facebook users, while females make up around 9% of Facebook users (Statista Research Department, 2022).

### Facebook and Business

There are a few features available to businesses on Facebook, which are not limited to just those available to a standard user. The primary features Facebook has to offer to businesses comes from the “Facebook Page” feature, which allows a user, or business in this scenario, to create a page for a specific thing, such as the business in question, and post on behalf of the business. In addition to adding a presence on the website, it also allows users to discover the business just through searching through a search engine and finding a social media for it on business or searching through Facebook and discovering through that.

The features included with “Facebook Page” includes:

* Calls-to-Action
* Post Scheduling
* Profanity Filters
* Page Moderation
* Scheduling events
* Pages to watch/Up to date comparison
* When your page users are most active
* Statistics for post types
* Exporting page insights
* Target audience selection
* Creating Adverts
* Page Customisation (Aesthetic)

(Urrutia, 2015) (Howen, 2015)

#### Call to action Graphical user interface, website Description automatically generated

(Quadros, 2021)

This is an example of a call to action, which incites customers to click on the button, which is beneficial to one’s business, and leads to another link when the button is clicked on.

An example of a call to action would be this –

Graphical user interface, website

Description automatically generatedThe use app button which links the user to another website which allows users to order KFC to their house.

A call to action can be used by a business to provide users with different options related to the business, such as ordering food, or following the page in question.  
In this example, the “Use App” call to action is effective as it promotes the businesses product and pushes mobile integration onto the user with a preinstalled application.

#### Post scheduling/Scheduling events

Graphical user interface, application

Description automatically generatedGraphical user interface, text, application, chat or text message

Description automatically generated

(Olafson, 2021)

As seen above, the post scheduling feature is self-explanatory, allowing users to post at specifically predetermined times in order to space out content or post when otherwise would not be possible.  
Scheduling events works the same way, only through the events section of the page and creation options.

Post scheduling is an effective tool for businesses as it allows them to post when it might otherwise not be possible, such as in the middle of night when everyone is asleep, or when the people running the page are unable to post due to a variety of reasons, like holiday or outages.

#### Profanity filters

Graphical user interface, application

Description automatically generated

(Shuffield, 2019)

As depicted in the picture, Facebook offers a profanity filter which means that depending on the level of strength chosen, certain profanities might be allowed, whereas when strong is chosen, all will be filtered out and messages containing profanities will be deleted or will have to be moderator approved.

This is crucial for businesses as it decreases the risk of having a presence of social media which could negatively impact the business if users are posting profanities or being disrespectful/offensive.

#### Page moderationGraphical user interface, text, application, email Description automatically generated

(Urrutia, 2022)

As seen, page moderation allows users to blacklist specific words or phrases, such as slurs or swears, which would be damaging to the business if seen on the page.

In addition to this, it can also be used to keep content irrelevant to the business out of the page and therefore increase relevant activity towards the business.

In conjunction with profanity filters, this is crucial as it prevents users from posting harmful content or words which could negatively impact a business, and therefore reduce the risk of being on social media.

#### Pages to watch/Up to date comparison

Graphical user interface

Description automatically generated with low confidence

(Kolowich, 2021)

Through the pages to watch section, users and businesses can find how much interaction different pages have been having, including their own and other similar businesses, and therefore track different competitors and compare what was doing well and what was negatively influencing other competitors

Pages to watch/Up to date comparison is a useful tool for businesses as it allows them to adjust their page when necessary and ensure they stay at the top. This is because businesses will be able to look at what different factors of their page have and therefore make changes to improve it.

#### When your page users are most active

A picture containing graphical user interface

Description automatically generated

(Facebook, 2022)

This feature allows businesses to check when users are most active on the page and therefore post at times that have highest activity, leading to a higher interaction rate.

This coincides with “Post scheduling” as through this business will be able to set up posts to post at times there is a high user activity, and increase the chances of a higher viewing of the post.

#### Statistic for post types

Chart, bar chart

Description automatically generated

Facebook allows users to check what types of posts receive different levels of engagement and their average interactivity for the different types of posts, and therefore post the content that works best with different users.

An example of what types of posts leading businesses use in the last few years is show below.

Chart, line chart

Description automatically generated

(Statista Research Department, 2022)

Through this we can tell that photo content has decreased over the last few years on Facebook, and content involving videos and links has increased since 2014.

This allows business to post the content that viewers on their page interact with the most and therefore allows them increase the chance a user will interact with the page, potentially leading to sales or promotion.

#### Exporting page insights

Graphical user interface, application

Description automatically generated Graphical user interface, text, application, email

Description automatically generated

This gives the user to export any data from the designated date range about the page insights into a spreadsheet or whatever file format they prefer, in order to be able to analyse the data about the spreadsheet.

This allows businesses to analyse their page insights more intricately and is important for businesses in order to ensure that the content and media they post is of a high standard which coincides with the media their page users enjoy consuming.

#### Targeting audience selection

Graphical user interface, application

Description automatically generated

The screenshot above shows how Facebook allows users to create specific audiences in order to target the customers and consumers whom they think will be more likely to purchase their product, such as maybe those who are 18-25, or male as opposed to male and female. This also includes setting up languages like only targeting English speakers with a specific audience profile.

This is useful for businesses as it allows them to target specific audiences for their product which may be critical in some situations, such as beauty products for those over 50, or game products which could be targeted for a specific country and younger age group.

#### Creating adverts

Graphical user interface, text, application, email

Description automatically generated

The Facebook business manager allows you to create adverts and select specific advert objectives. It is important to note that this is not free, and businesses have to set aside a budget for their Ad campaigns.

Graphical user interface

Description automatically generated

Using this, businesses can create Facebook Ads that are managed by Facebook and promoted automatically or manually, depending on what the user decides.

Graphical user interface, text, application, email

Description automatically generated

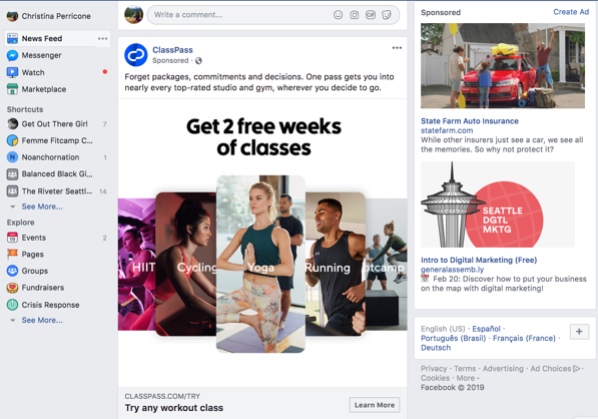
Then the user creates an Ad using the campaign they created, or make a new one, and publish it.

Shape

Description automatically generated with medium confidence

These advertisements are important for businesses as it allows them to promote their page and create more of a presence online in order to grow.

An example of an advert on Facebook –



In this example, the “ClassPass” business is advertising 2 free weeks of classes. This is an effective advertisement as it clearly puts in the image something to grab the user’s attention, and then allows the business to go into more detail in the description of the post.

#### Page customisation

Graphical user interface, website

Description automatically generated

This refers to things such as a custom page banner on the background, and custom profile picture, allowing the business to make the page about them and personalise it as needed for the page to be fit for the business.

Included in this is the about subsection of the page, with the following details available to be edited.

Graphical user interface, text, application, email

Description automatically generated

An example of this in Facebook KFC –

Graphical user interface, text

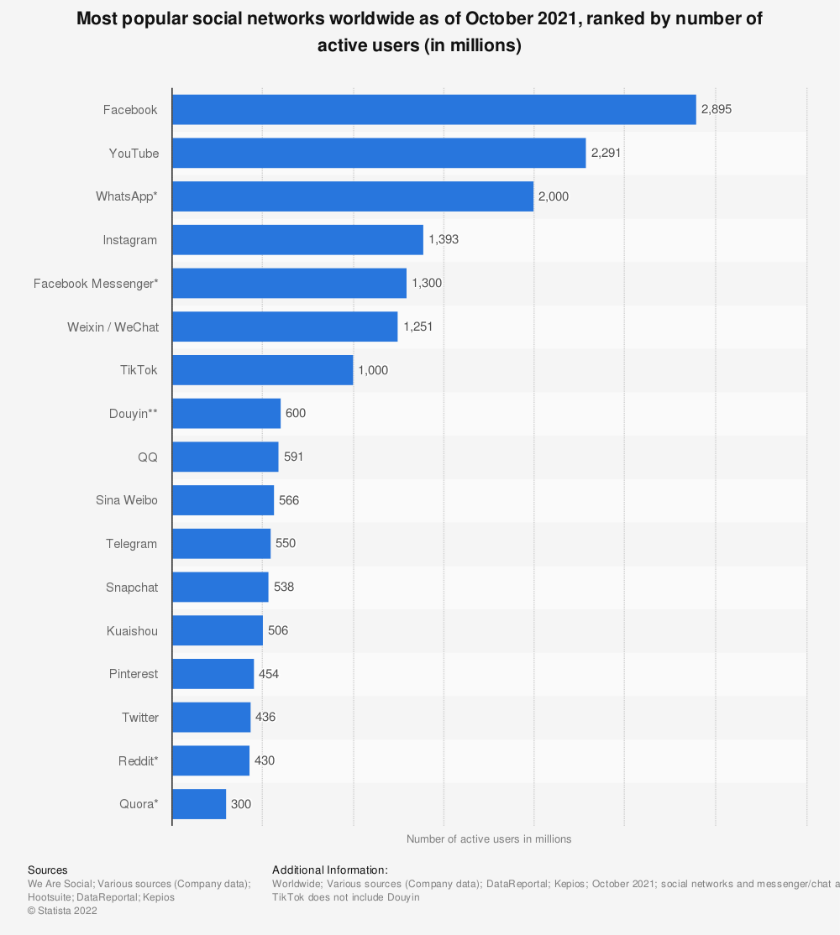
Description automatically generated

Page customisation is important for a business as it allows a business to create a brand image, or change their brand image into an existing one, and therefore align it with the businesses interests.

This is an effective use of this, as everything from the cover image, to the profile picture and name is highly customised to be around “KFC” and promotes this brand image.

## Twitter

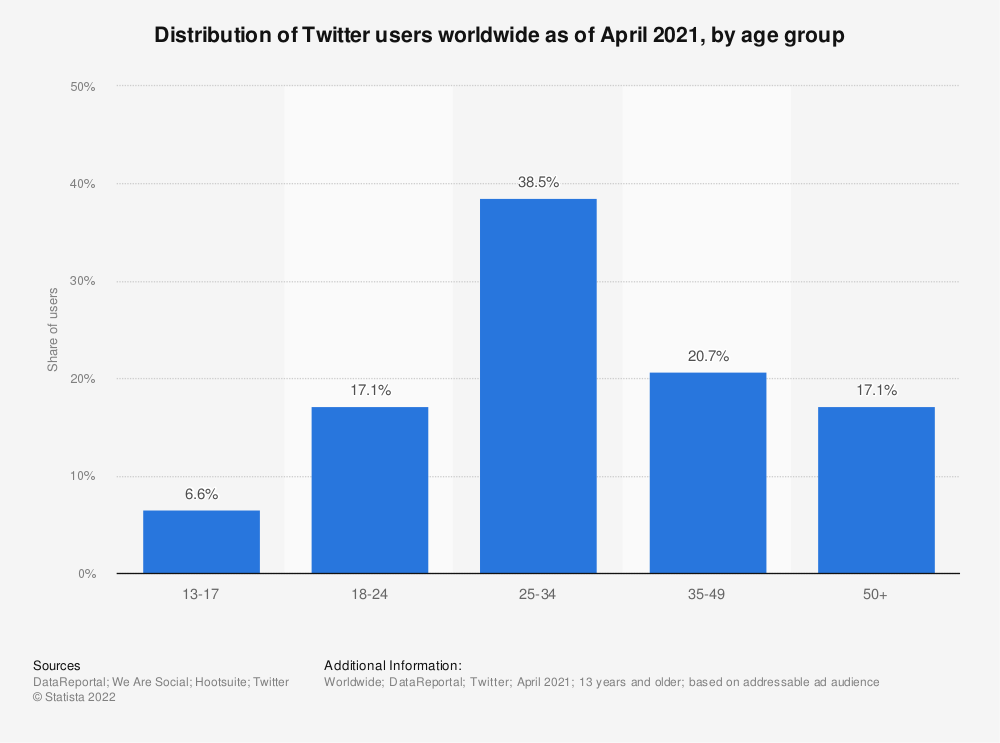
Twitter is another social media that is important to consider as it is another one of the most popular forms of social media, with user numbers reaching 430 million in 2021. Twitters key characteristics lie in the fact that users/businesses are limited with the number of characters they can use to post, specifically 240. This means that any posts made on Twitter are concise and to the point, as users do not have the freedom to make long and complicated posts without making a long thread of posts. This kind of simple and fast content is on the rise in modern media, with applications like TikTok basing their entire app on short videos.



(Statista Research Department, 2022)

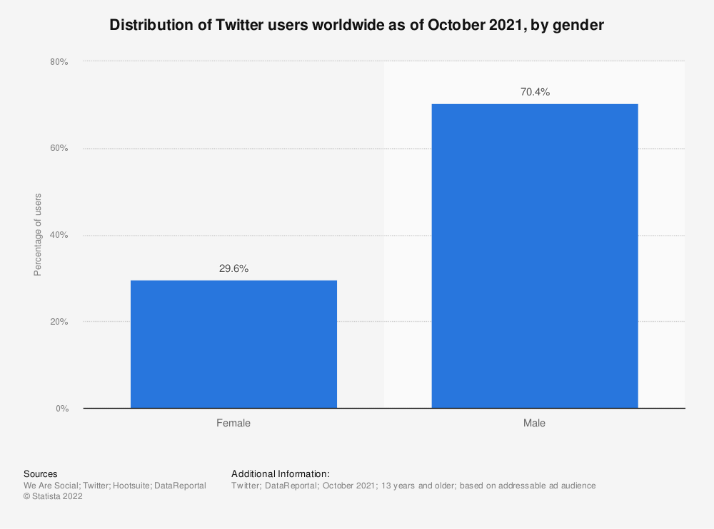
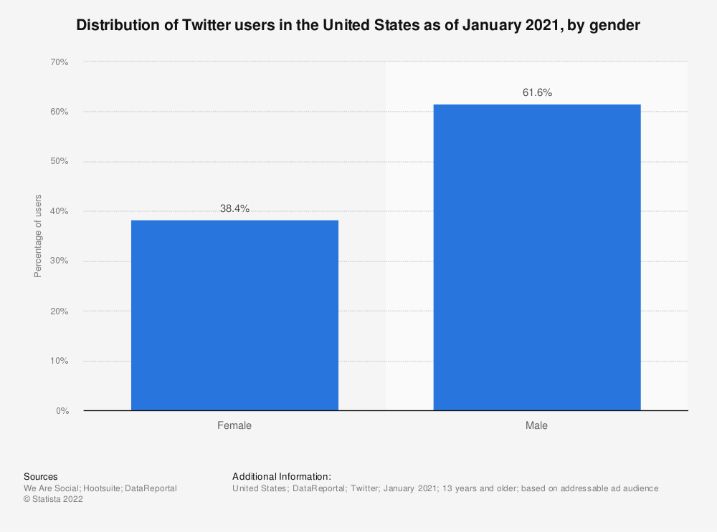
### Audience profile of Twitter

The largest age demographic within Twitter is between 25-34 years old with 38.5% of the total users being within this age bracket as of 2021.



(Statista Research Department, 2022)

Within this, 70.4% of all Twitter users are male, meaning that the male population of Twitter has a significantly larger population compared to women, who only 29.6% of the population. When it comes to the US however, this number is slightly different, with men only having 61.6% of the total user base of Twitter, and women having 38.4% of the remaining users.



(Statista Research Department, 2022)

It is also important to note that Twitter provides options for non-conforming gender designations.

Graphical user interface, application

Description automatically generated

This means that those who use Twitter for business will focus primarily on advertising to late 20’s to early 30’s with their products, along with more focus on the higher population of male users on twitter, which may lead to a divide and gap between the amount of focus on one gender compared to the other.

### Twitter and Business

Twitters unique characteristic of only being able to post 240 characters means that businesses must be concise with their posts and straight to the point. This could potentially be a big advantage to businesses and users when it comes to direct advertising, as it may encourage users more directly to buy their product. Another benefit of the character limit is that it encourages companies/users to post videos and images rather than just text posts, which have a higher interactivity rate amongst users.

Other features of business in Twitter include:

* Twitter for Professionals
* Twitter Ads
* Analytics
* Hashtags
* Live “What’s happening”
* Direct messages
* Customer interactions
* Pinned tweet
* Customisations
* Retweeting
* Media
* Likes
* Call to action
* Scheduled posts
* Word filters

#### Twitter for Professionals

Twitter for Professionals is a feature that allows businesses and users to create professional accounts dedicated to running a business and providing the necessary content to promote and uphold that business. This allows for a clearly defined presence on the platform, which is separate from the original user.

Graphical user interface, application

Description automatically generated

An example of a professional Twitter account could be KFC again, but on Twitter as opposed to Facebook this time.

Text

Description automatically generated

This feature allows businesses to create Twitter accounts specifically for their business and therefore this helps to establish them on the platform and separate them from general users.

This is a good example of a professional account as everything around the account is based around the brand, and optimise this account fully.

#### Twitter Ads

Twitter Ads refers specifically to a section of Twitter where a user or business can create an Ad.

Graphical user interface, application

Description automatically generated

Twitter Ads allows you to create different kind of advertisements for specific countries and time zones/currencies.

Graphical user interface, text, website

Description automatically generated

From here, users are given the option to choose their adverts objective, from awareness, to consideration, and finally conversion.

Graphical user interface, application

Description automatically generated

As shown below, users are then able to decide more specific details about their Ad.

Graphical user interface, application

Description automatically generated

This has the same principle as Facebook Ads, just for Twitter.

#### Analytics

Analytics refers to a specific part of the site where the business for a summary analysis of their page.

Graphical user interface, application, Teams

Description automatically generated

This allows businesses to view their “tweet impressions” which means how many times a user saw your tweets. Profile visits refers to how many times users clicked on and viewed the businesses profile, and “followers” allows businesses to check how many followers they have either lost or gained overall.

It also shows the best tweet a business put out, and best images/video an account put out.

This is important for a business as it allows them to view what of their content is doing well and what is harming their business. Through this, the business can adjust as necessary and improve on their page.

This is the same as Facebook post statistics, just for Twitter

#### Hashtags

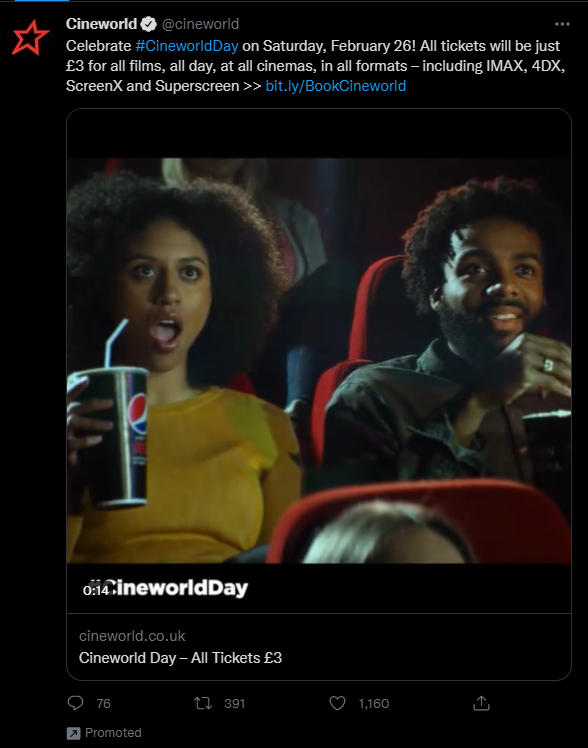
Hashtags are a key part of Twitter, as they allow businesses to create topics and context for their tweets. Any hashtags that are clicked on by users will show any other posts made using the same hashtag, whether made by the original tweeter or not, and therefore allows for users to create threads under the same hashtag. In addition to this, popularly used hashtags often become “trending topics” and are promoted on general users Twitter.

A person sitting in front of a computer screen

Description automatically generated with low confidenceGraphical user interface, text, application

Description automatically generated

Hashtags can be used by businesses in order to become “trending” and therefore appear on different user’s home feed on Twitter, promoting their business and gaining more attention.

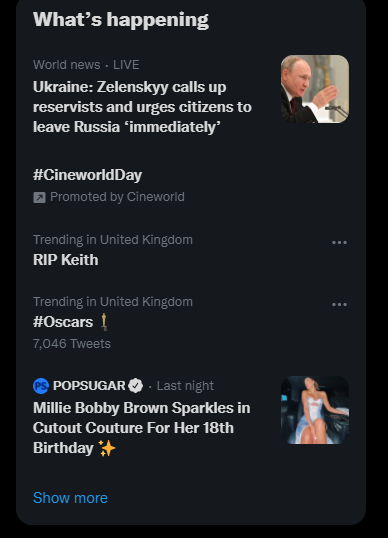


This example shows how a business has promoted themselves to the trending page, and is an effective use of hashtags.

#### Live “What’s happening”

This refers to the “What’s happening” part of the page, which coincides with “hashtags”.

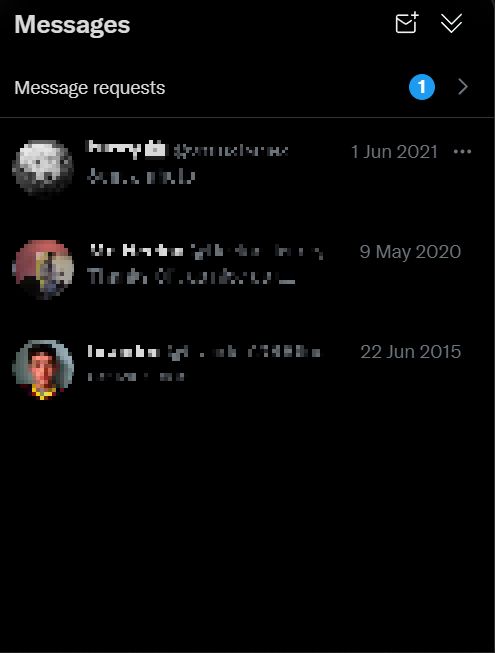
Graphical user interface, application, Teams

Description automatically generated 

A business can use this to promote their page by showing up on the “What’s happening” and therefore expand their reach to new users.

#### Direct messages

Direct messages allow businesses to directly and privately message individual users.



This can be very helpful for businesses when users have issues or complaints which need to be dealt with quickly, and is effective for resolving issues.

#### Customer interactions

This simply means that Twitter accounts and businesses interact with customers on their page, rather than simply direct messaging them, in order to either help resolve issues or just respond to their tweet.

Graphical user interface, text, application, chat or text message

Description automatically generated

These customer interactions allow users to view how the businesses interact with customers, which can be helpful for a business to promote a positive business image to their consumers.

This is a good example of customer interactions as it shows that the business interacts with its customers and not just with standard copy/paste responses, but taking time to respond and resolve any issues.

#### Pinned tweet

Pinned tweets are tweets that are open as soon as the user clicks on the Twitter account, no matter how long ago it was tweeted.

A screenshot of a cell phone

Description automatically generated with medium confidence

Pinned tweets allows businesses to break up their feed/posted content and promote a tweet that they find important to their business.  
This example is effective as the pinned tweet includes a video which is easy to view and get distracted by, increasing user interaction with the page. This also includes a use of a hashtag, which helps to separate what the tweet is about.

#### Customisations

This allows businesses and users to customise their Twitter account, from their header to the profile picture, or the biography and link.

Graphical user interface, application

Description automatically generated

As seen above with Facebook, this is the same only for Twitter.

#### Retweeting

Retweeting allows Twitter accounts to share tweets their want to through their page, with the message that it was retweeted, essentially allowing them to “retweet” that tweet.

A screenshot of a computer

Description automatically generated with medium confidence

This is beneficial for a business as it allows them to promote content that they agree with, or that would help their business, and helps to boost their brand image.  
This is an effective use of retweeting as the business has retweeted another account related to the business, which promotes content related to the business and is with less risk as it is a verified account of “Virgin Media”

#### Media

Media is one of the sections on a Twitter accounts page where users can view an accounts different post that involve media, such as videos or images.

Graphical user interface, text, application, chat or text message

Description automatically generated

The media section is beneficial for the business as it helps users to find content from the account that has “media” in it, like images or videos.

#### Likes

Likes is similar to media, except it involves the tweets that the account “likes” and allows users to view this.

Graphical user interface, text, application

Description automatically generated

Just like the retweeting section, this allows businesses to promote content they agree with by liking it such as posts about the business or promotions for the business.  
As seen above, this is the same tweet that was liked by the same account, and helps to promote the “TV Awards”, which is an effective use of the likes section.

#### Call to action

As seen above, this is similar to Facebook.

A screenshot of a phone

Description automatically generated with low confidence

#### Scheduled posts

As seen for Facebook, this allows accounts to schedule when they make posts.

Graphical user interface, text, application, email

Description automatically generated

#### Word filters

Similar to page moderation for Facebook, this allows accounts to block prechosen words, such as swears or slurs.

Text

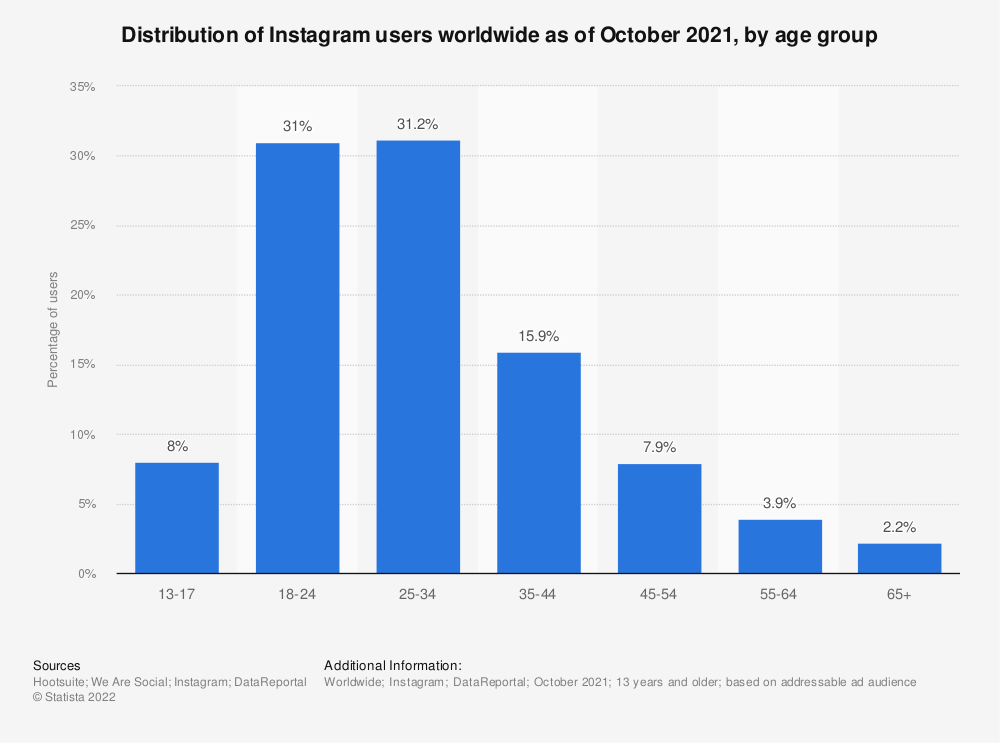
Description automatically generated

## Instagram

The third form of social media I will be speaking about is Instagram. Instagram is an application which is primarily used on a mobile device and has roughly 1.4 billion users as of October 2021 (Statista Research Department, 2022). While Instagram is primarily used on mobile devices, that does not mean that it’s options for business is limited, sporting a host of options such as a professional account. Instagram also allows users to post several different kinds of content, allowing businesses to attract more customers and change the way they post to avoid stagnating with one type of post and losing user interaction.

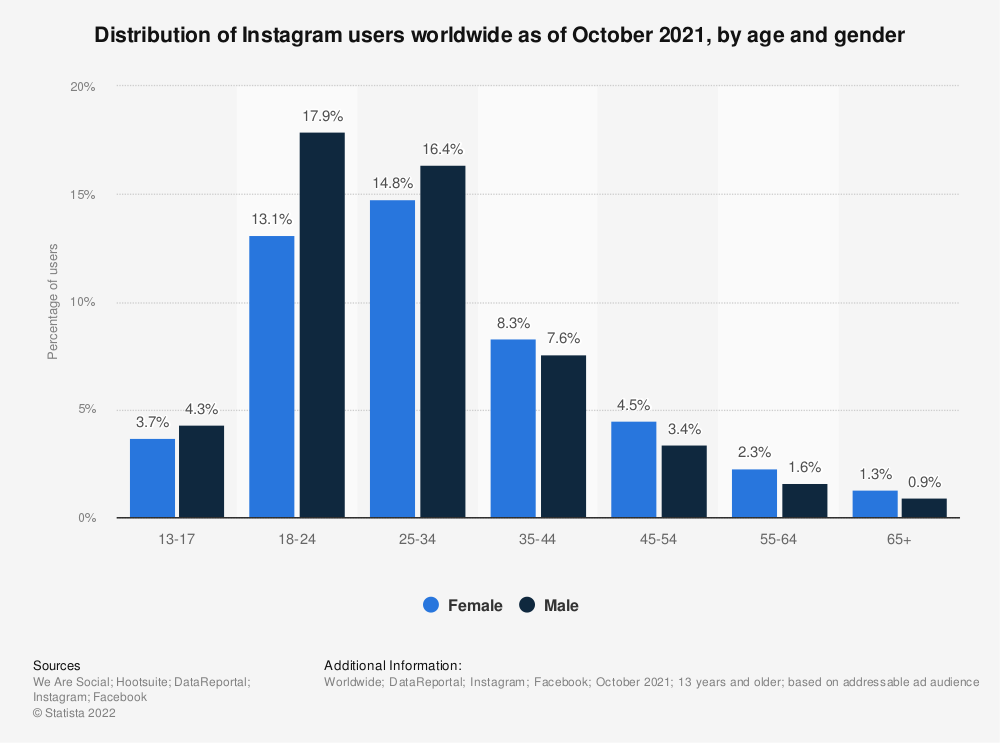
### Audience profile of Instagram

Within Instagram, the largest age demographic is only just larger than the second largest, with 24-35-year-olds making up 31.2% of all Instagram users, while 18-24-year-olds make up 31% of all users.



This means that the largest age group on Instagram is effectively the same, resulting in businesses being able to consider products for both age groups and still be able to make the same profit out of it.

Furthermore, when looking at the distribution of Instagram users by age *and* gender, it is important to note the trend where age demographics of older than 34 years of age, women tend to make up the majority of users, opening the market for businesses to advertise specific products to that age and gender group. Those under 34 years of age show a trend of a men with a larger percentage of the age groups population.



(Statista Research Department, 2022)

### Instagram and Business

Through the Instagram professional account, there are several benefits available. As companies can access the professional/business account section, they gain access to features such as page insights, scheduled posts, and much more. Since Instagram is primarily for photos and videos, this leads to Instagram’s photos/videos being highly optimised and therefore allowing businesses to take full advantage of Instagram’s different features. Furthermore, through uploading consistently potential customers can view old posts and clearly see several things, such as how the business treats their customers (through the comments), and whether the business has improved overtime.

Some of the features for Instagram and business include:

* Business page
* Page insights
* Improved biography
* Post scheduling
* Instagram insights
* Instagram shop
* Advertising
* Quick replies
* Approve brand content tags
* Links in stories

# Risks

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