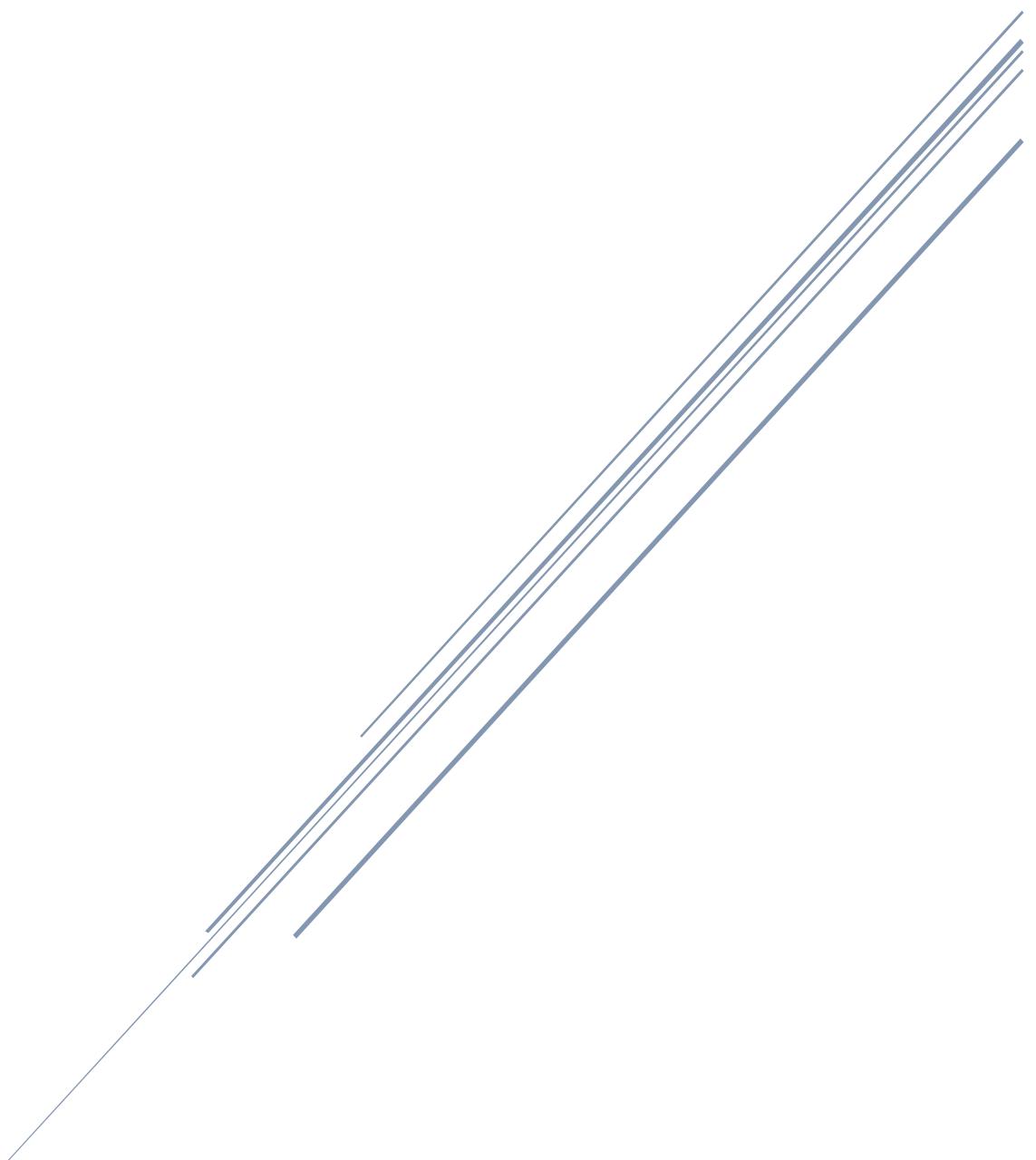


SOCIAL MEDIA IN BUSINESS

Oliver Collins-Cope



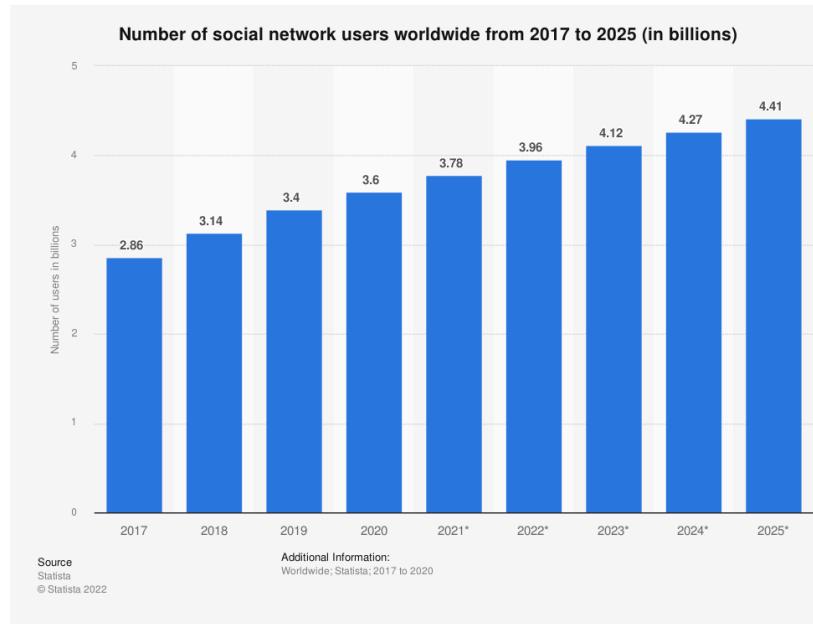
Richmond Upon Thames College
BTEC National Foundation Diploma IT

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Introduction

The use and influence of social media in business 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.

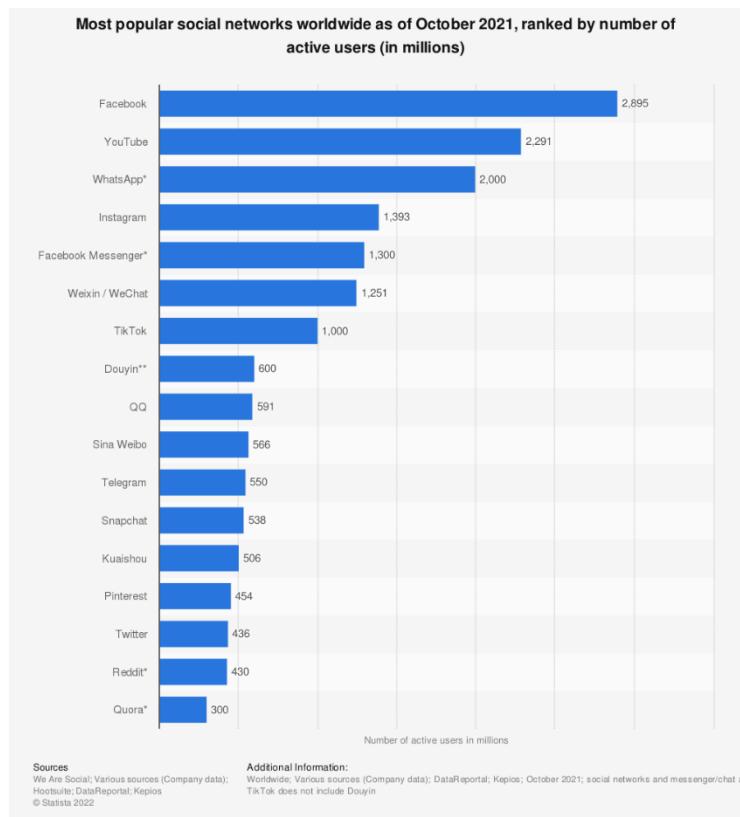


(Statista Research Department, 2022)

Different Social Media Sites

Facebook

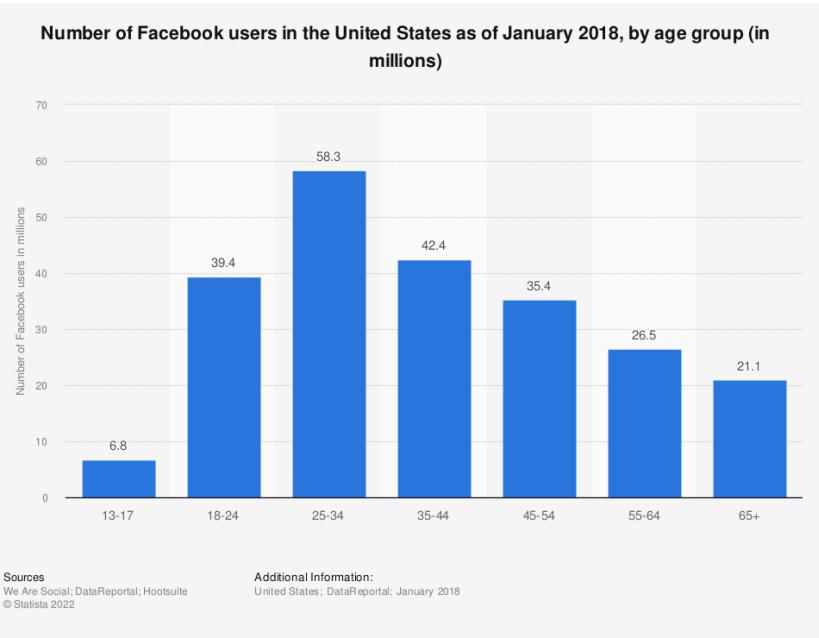
Arguably the largest social media platform out there, Facebook remains at the forefront of social media since it was founded in 2004. With around 2.9 billion active users in 2021 (DataReportal, 2021) (Iqbal, 2022) Facebook remains to be the largest social media site in use, beating YouTube in second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



(Statista Research Department, 2022)

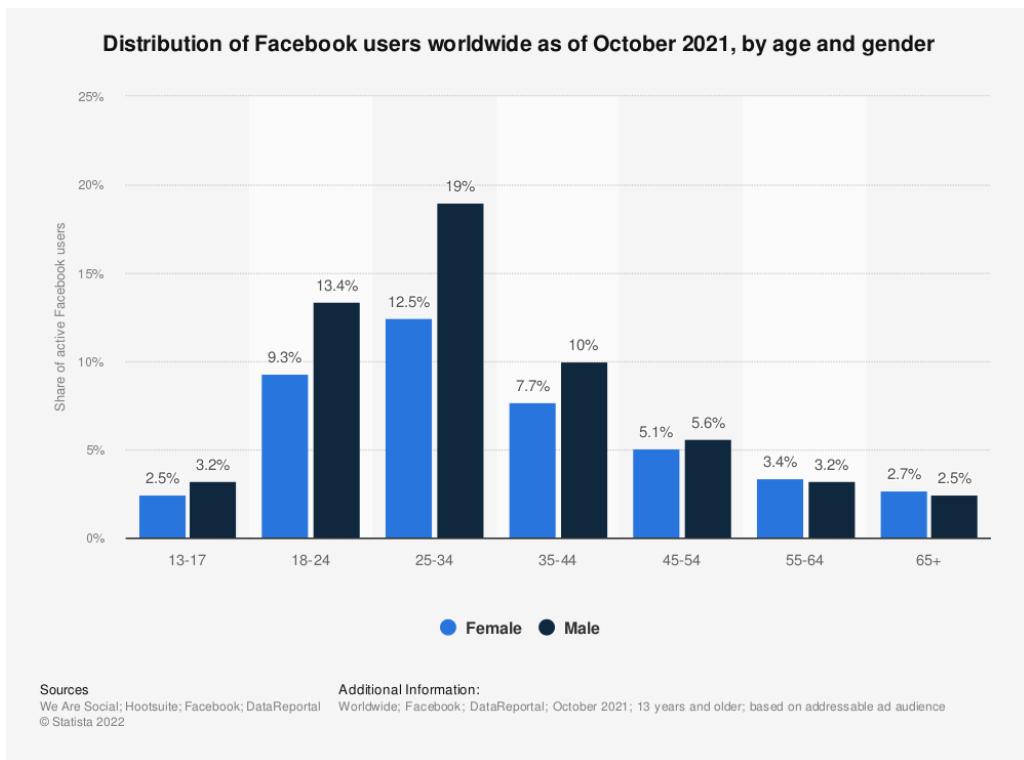
Audience profile of Facebook

The largest demographic group of Facebook users is between around 25-35 years of age (Aslam, 2022). Around 56% of Facebook's 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 feature 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:

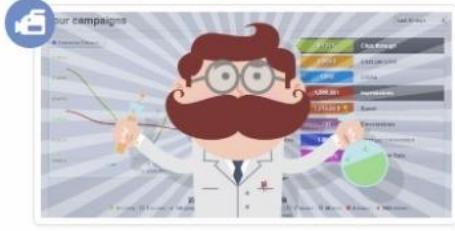
- Calls-to-Action
- Post Scheduling
- Profanity Filters
- Page Moderation
- Scheduling events
- Pages to watch/Up to date comparison
- When your page users are most active
- Statistics for post types

- Exporting page insights
- Target audience selection
- Creating Adverts
- Page Customisation (Aesthetic)

(Urrutia, 2015) (Howen, 2015)

Call to action

UPCOMING WEBINAR



Getting Started with AdEspresso

Signup now for our free webinar to learn the ins & outs of AdEspresso and get the most out of it!

[Watch now](#) ←

Facebook & Instagram Ad Creative: How To Design High-Performing Ads

Length: 60

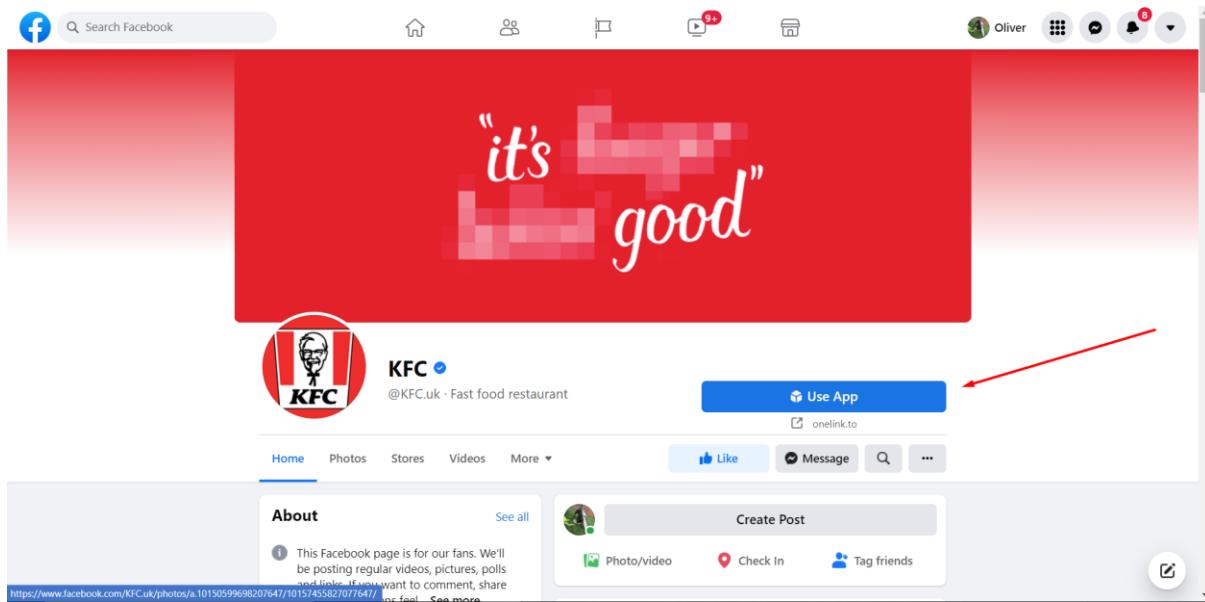
Join AdEspresso LIVE on May 27th as Paul Fairbrother will guide you through the process of creating high-performing FB and IG ads from start to finish.

[Register Now](#) ←

(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 –

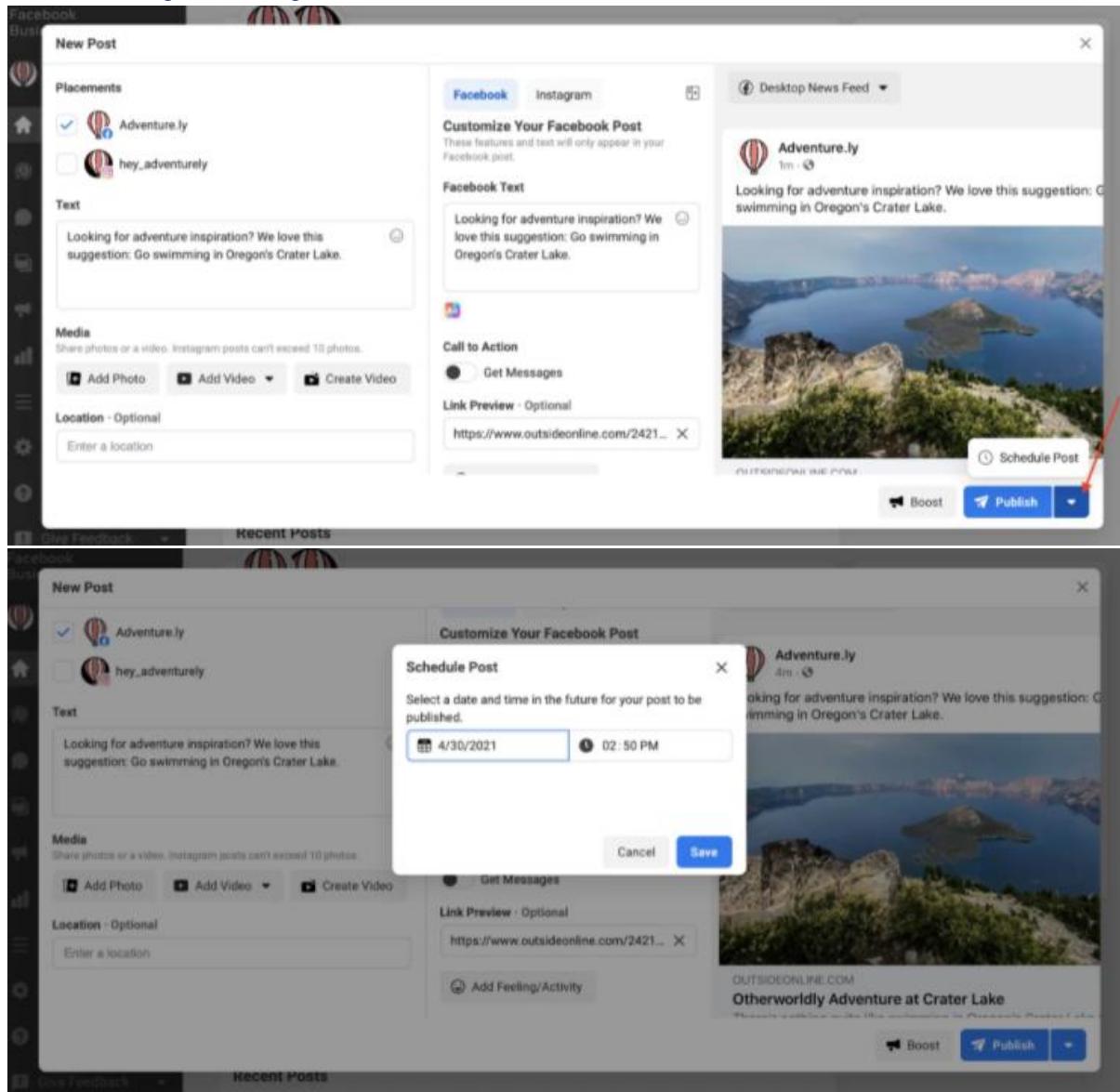


The use app button which links the user to another website which allows users to order KFC to their house.

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



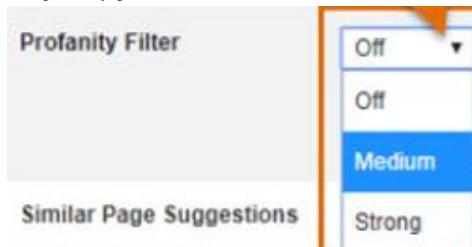
(Olafson, 2021)

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



(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 moderation

A screenshot of a 'Page moderation' settings page. It lists several moderation options with their descriptions and edit links: 'Messages' (People can contact my Page privately), 'Tagging ability' (Only people who help manage my Page can tag photos posted on it), 'Others tagging this Page' (People and other Pages can tag my Page), 'Page location for effects' (Other people can use your Page's location for photo and video frames and effects), 'Country restrictions' (Page is visible to everyone), 'Age restrictions' (Page is shown to everyone), and 'Page moderation' (Block posts or comments containing the following words). In the 'Page moderation' section, there is a text input field containing 'sh*t, sh**!' with a yellow box around the 'Add' button next to it. At the bottom, there are 'Save Changes', 'Cancel', and 'Delete All' buttons.

(Urrutia, 2022)

As seen, page moderation allows users to blacklist specific words or phrases, such as slurs or swear words, 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

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
Page					Reactions, Comments & Shares
1	 Netflix	22.3m 	▲ 1.2%	10	21.4K 
2	 Brain Pickings	4.2m 	▲ 0.4%	115	187.1K 
3	 Zappos.com	2.1m 	▲ 0.1%	12	37.1K 
4	 Shopify	1.5m 	▲ 0.3%	38	8.3K 
5	 LinkedIn	1.1m 	▲ 0.3%	5	1.4K 

(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

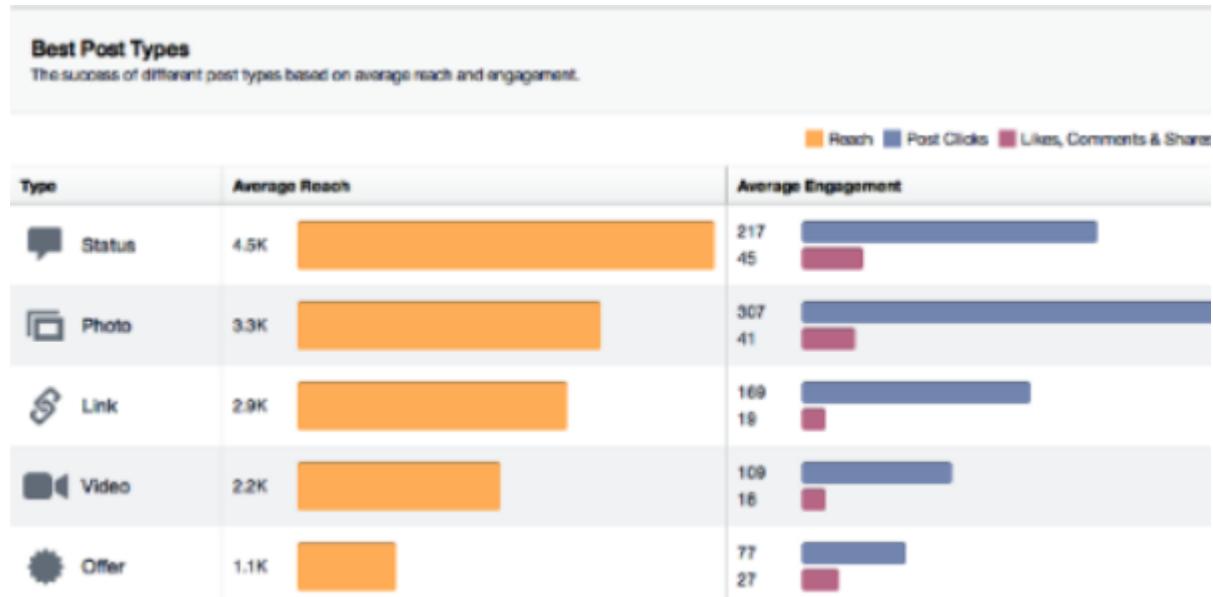


(Facebook, 2022)

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.

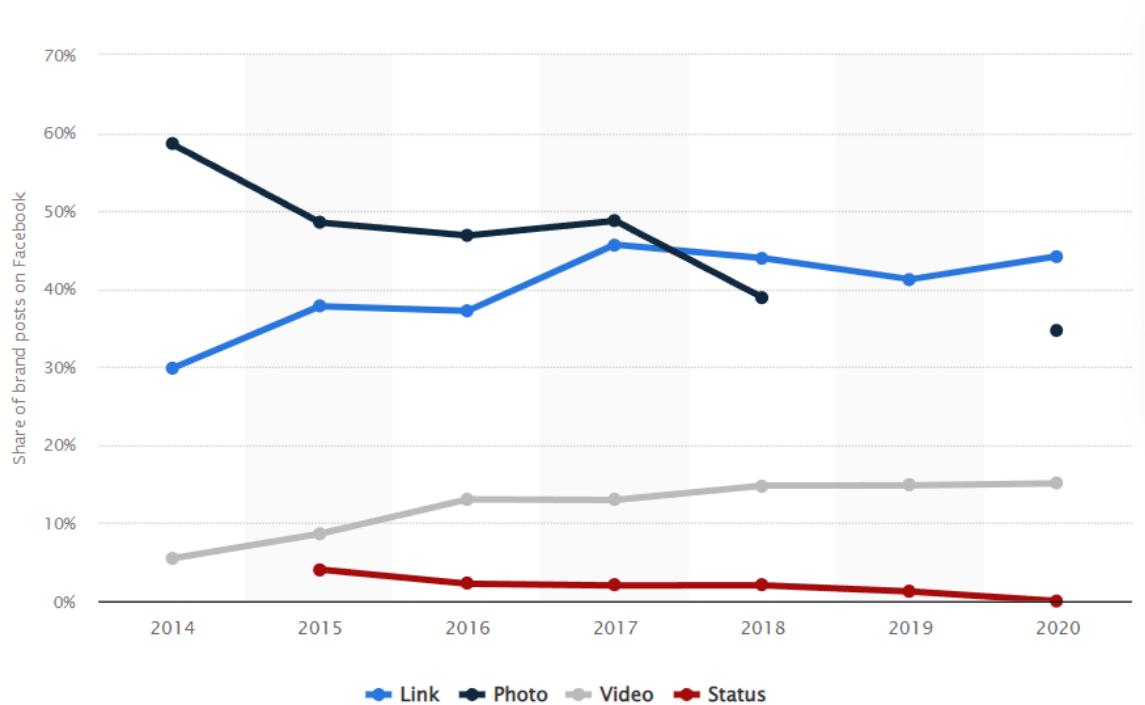
This coincides with “Post scheduling” as through this business will be able to set up posts to post at times there is a high user activity, and increase the chances of a higher viewing of the post.

Statistic for post types



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 shown below.



(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

The screenshot shows the Facebook Insights interface. At the top, there are tabs: Page, Messages (with a red notification dot), Notifications, Insights (which is underlined, indicating it's the active tab), Publishing Tools, Settings, and Help. Below the tabs, there are sections for Overview, Promotions, and Likes. The Page Summary section shows data for the last 7 days, from Jan 18, 2017, to Jan 24, 2017. It includes links for Export Data and a legend for Organic (blue) and Paid (green) metrics. A modal window titled "Export Insights Data" is open, prompting the user to select a data type, file format, and date range. The "Data Type" section has three options: Page data (selected), Post data, and Video data. The "Date range" section shows a fixed range of "1 December 2016 - 31 December 2016". The "File Format" section is set to "Excel (.xls)". The "Layout" section is set to "Legacy layout". At the bottom of the modal, there are links for "Facebook Page Terms", "Cancel", and "Export Data".

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

Create a Saved Audience

The screenshot shows the 'Create a Saved Audience' interface. At the top, the audience name is set to 'Sprout Social Audience'. In the 'Custom Audiences' section, there's a button to 'Add Custom Audiences or Lookalike Audiences'. The 'Locations' section shows 'United States' selected under 'People who live in this location'. Under 'Age', the range is set from '18' to '65+'. The 'Gender' section has 'All' selected. The 'Languages' section has a placeholder 'Enter a language...'. On the right, 'Potential Audience' is listed as 'Potential Reach 235,000,000 people'. 'Audience Details' show 'Location - Living In: United States' and 'Age: 18 - 65+'. At the bottom right are 'Cancel' and 'Create Audience' buttons.

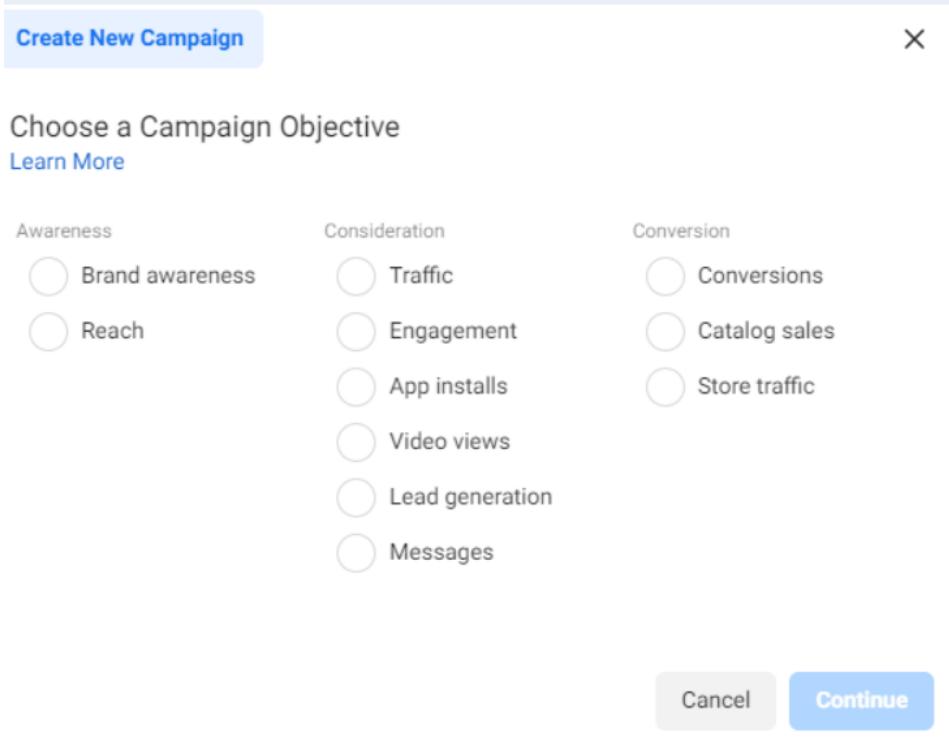
The screenshot above shows how Facebook allows users to create specific audiences in order to target the customers and consumers whom they think will be more likely to purchase their product, such as maybe those who are 18-25, or male as opposed to male and female. This also includes setting up languages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

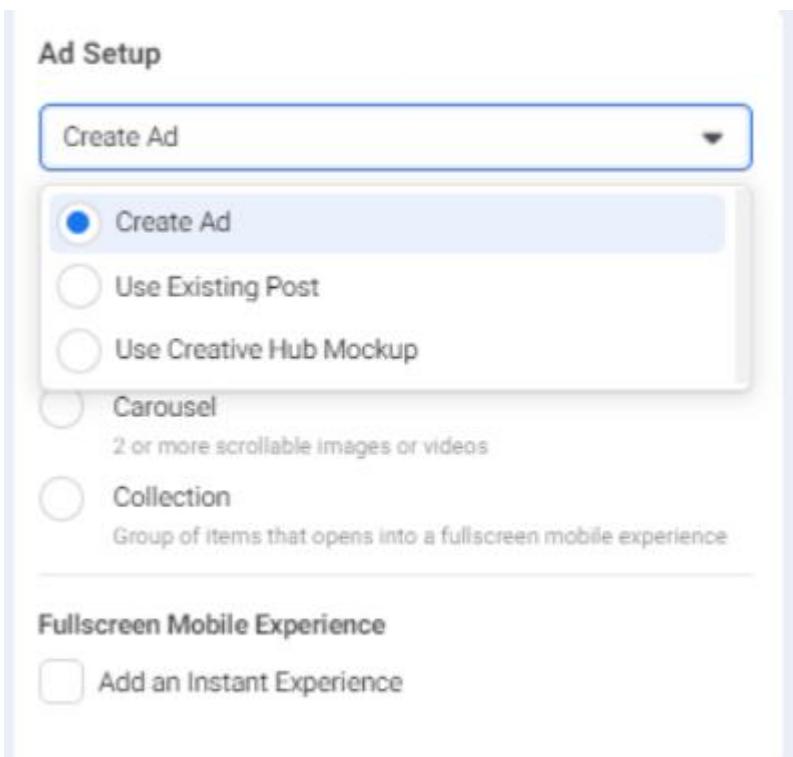
Creating adverts

The screenshot shows the Facebook Business Manager interface. The top navigation bar includes 'Campaigns', 'Search and filter', 'Updated 7 minutes ago', 'Discard Drafts', 'Review and Publish', and a date range 'This month: Mar 1, 2021 – Mar 30, 2021'. Below this is a toolbar with icons for 'Campaigns' (3), 'Create' (2), 'Ad Sets' (4), 'Ads' (5), 'Attribution Setting' (6), 'Results' (7), 'Reach' (8), 'Impressions' (9), 'Cost per Result' (10), 'Amount Spent' (11), and 'Ends' (12). The main area displays a message 'No Results Found' with the subtext 'You haven't created any ads yet.' and a 'Create Ad' button. On the left, there are icons for 'Analytics', 'Audience', 'Search', 'Discovery', and 'Content'.

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.



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



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

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Media

Primary Text
Tell people what your ad is about

Headline - Optional
Write a short headline

Description - Optional
Include additional details

Destination

Website
 Facebook Event

Website URL
http://www.example.com/page !

Enter the website URL field for your ad.

Build a URL Parameter

Display Link - Optional
Enter the link you want to show on your ad

Call to Action
Learn More

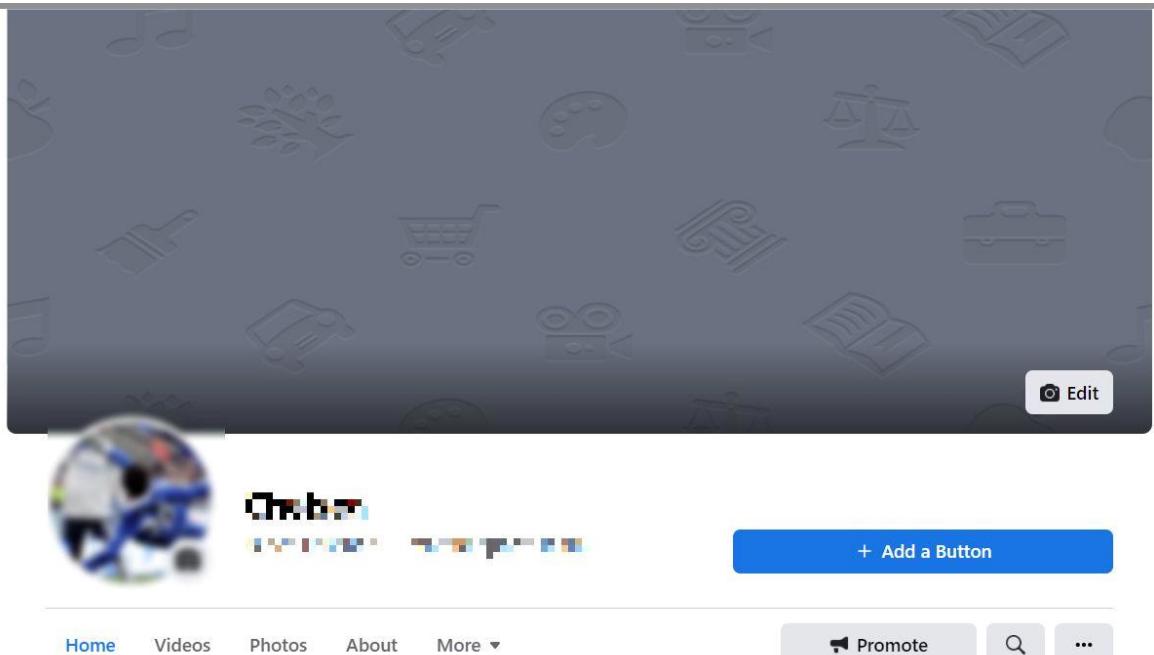
These advertisements are important for businesses as it allows them to promote their page and create more of a presence online in order to grow.

An example of an advert on Facebook –

The screenshot shows a Facebook news feed with several posts. On the left, there's a sidebar with the user's profile picture, name (Christina Perricone), and various navigation links like News Feed, Messenger, Watch, and Marketplace. Below that is a list of shortcuts and explore options. The main feed area has a sponsored post from ClassPass. The post features the text "Get 2 free weeks of classes" and images of people exercising. It includes links for HIIT, Cycling, Yoga, Running, and Bootcamp. To the right of the ClassPass ad are other sponsored posts from State Farm Auto Insurance and Seattle Digital Marketing. At the bottom of the screen, there are language selection options (English (US), Español, Português (Brasil), Français, Deutsch) and links for Privacy, Terms, Advertising, Ad Choices, Cookies, and Facebook © 2019.

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



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.

ABOUT

[Edit Page Info](#)

GENERAL

- 0 people follow this
- Amateur sports team
- Enter location

✎

HOURS

- Edit business hours

BUSINESS DETAILS

- Edit price range

ADDITIONAL CONTACT INFO

- Enter website
- Enter phone number
- Enter email address
- Send message ⓘ

MORE INFO

- Edit description
- Add additional information
- Edit impressum
- Edit Privacy Policy
- Page ID

An example of this in Facebook KFC –



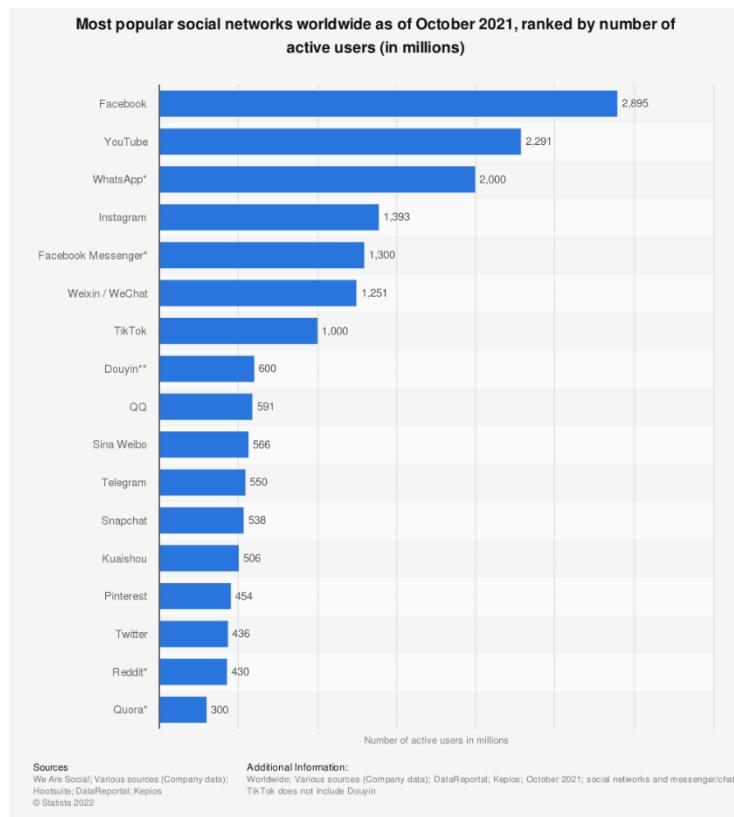
Page customisation is important for a business as it allows a business to create a brand image, or change their brand image into an existing one, and therefore align it with the businesses interests.

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.

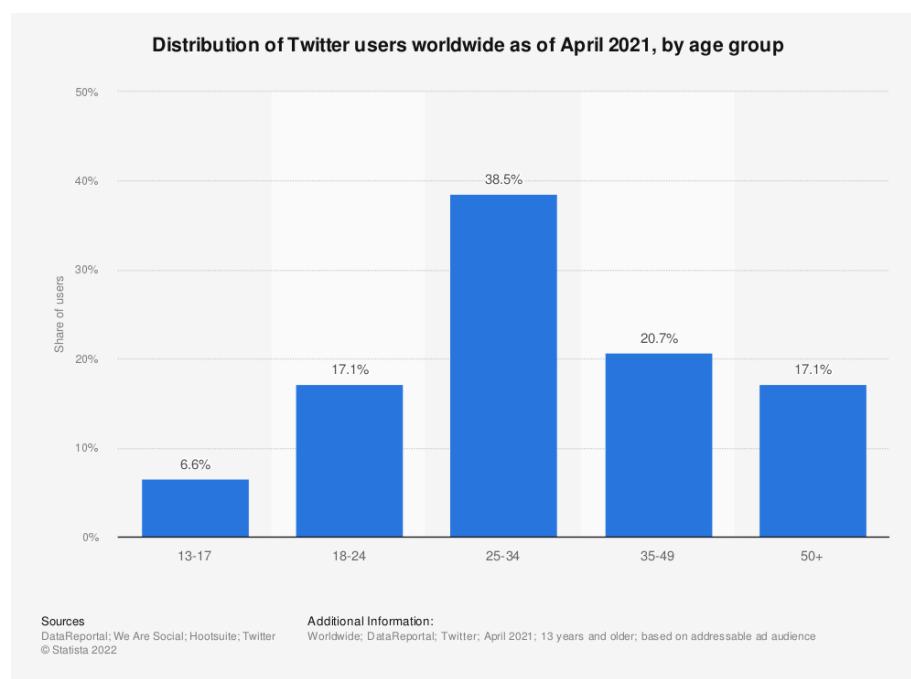
One of Twitter's key characteristics lies in the fact that users/businesses are limited with the number of characters they can use to post, specifically 240. This means that any posts made on Twitter are concise and to the point, as users do not have the freedom to make long and complicated posts without 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)

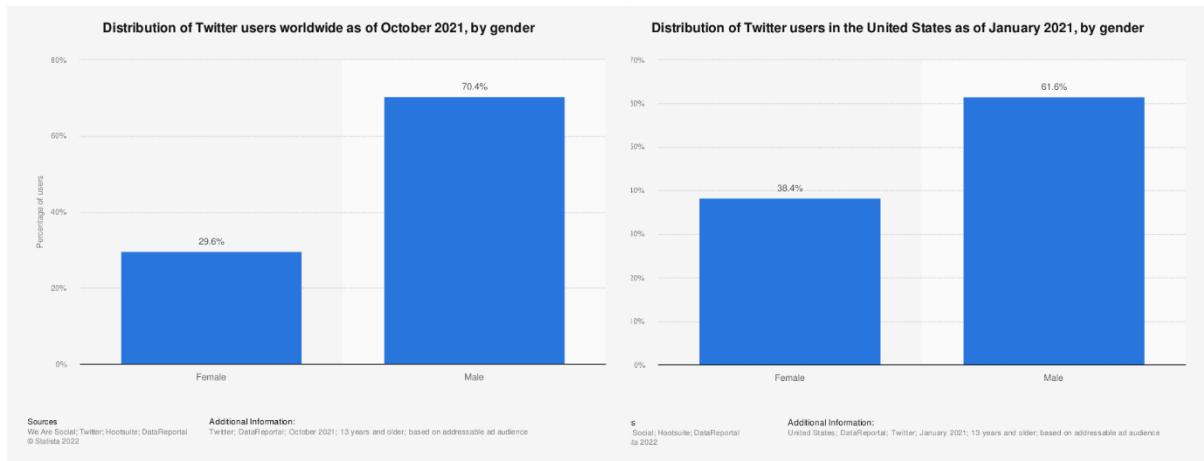
Audience profile of Twitter

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.



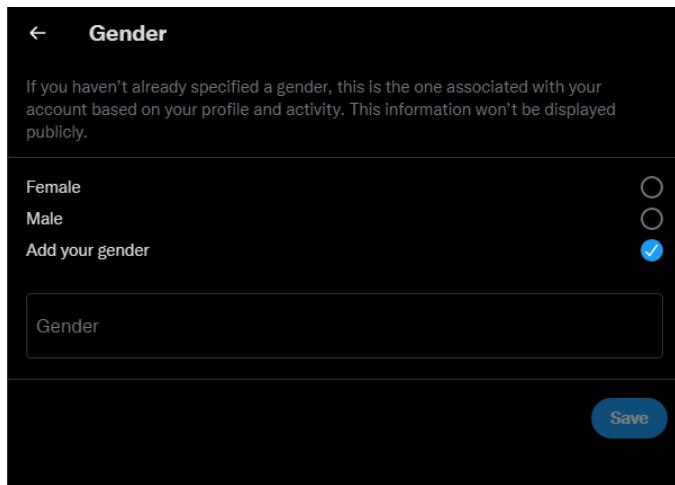
(Statista Research Department, 2022)

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.



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 users are also more likely to have a higher standard of education.

Twitter and Business

Twitter's 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

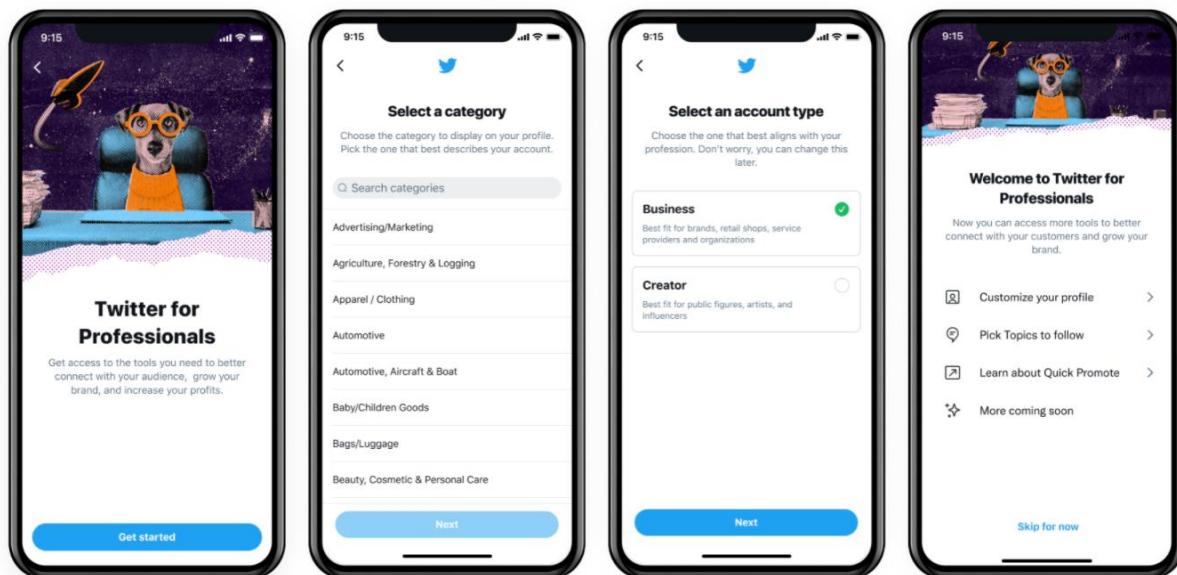
that it encourages companies/users to post videos and images rather than just text posts, which have a higher interactivity rate amongst users.

Other features of business in Twitter include:

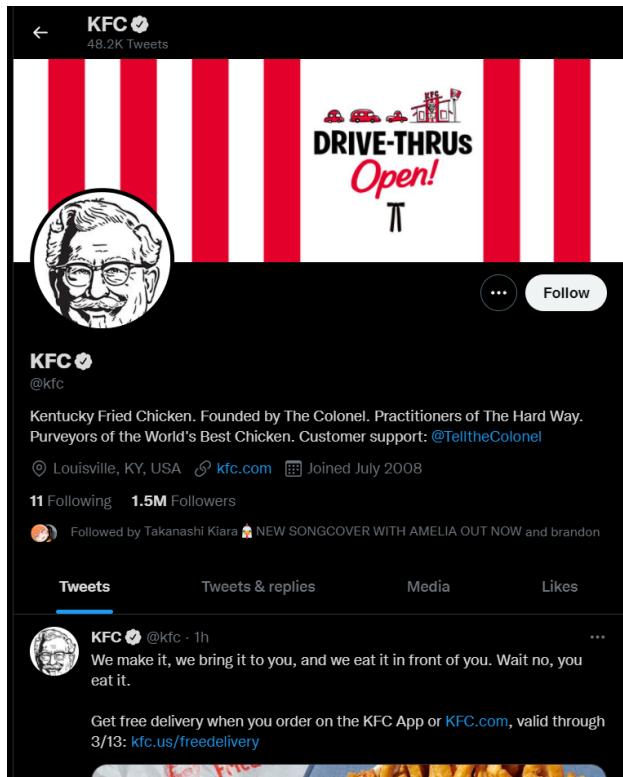
- Twitter for Professionals
- Twitter Ads
- Analytics
- Hashtags
- Live “What’s happening”
- Direct messages
- Customer interactions
- Pinned tweet
- Customisations
- Retweeting
- Media
- Likes
- Call to action
- Scheduled posts
- Word filters

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.



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

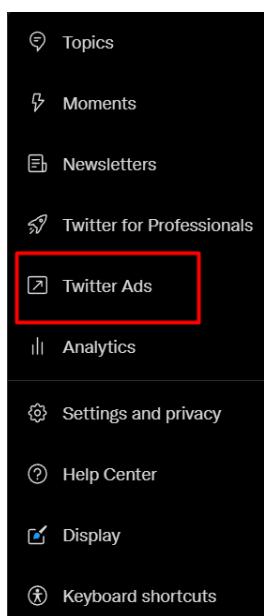


This feature allows businesses to create Twitter accounts specifically for their business and therefore this helps to establish them on the platform and separate them from general users.

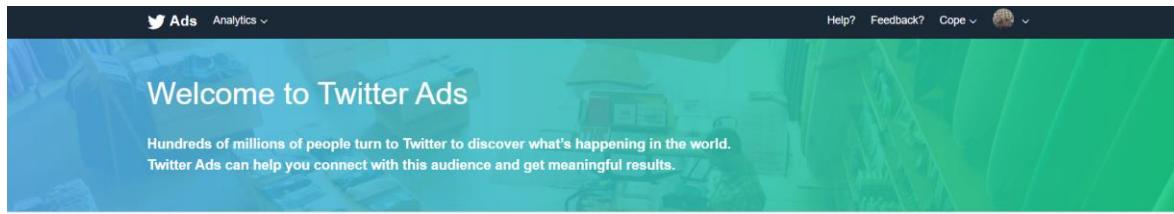
This is a good example of a professional account as everything around the account is based around the brand, and optimise this account fully.

Twitter Ads

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



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



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

A screenshot of the 'Choose your objective' screen. The title 'Choose your objective' is at the top, followed by a link to 'Learn more'. The screen is divided into three columns: Awareness, Consideration, and Conversion. The Awareness column contains one option, 'Reach' (Maximize your ad's reach). The Consideration column contains six options: 'Video views' (Get people to watch your video), 'Pre-roll views' (Pair your ad with premium content), 'App installs' (Get people to install your app), 'Website traffic' (Drive traffic to your website), 'Engagements' (Get people to engage with your Tweet), and 'Followers' (Build an audience for your account). The Conversion column contains one option, 'App re-engagements' (Get people to take action in your app). At the bottom right are 'Cancel' and 'Next' buttons.

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

AD GROUPS

Untitled

Ad group details

Delivery

Demographics

Devices

Custom audiences

Targeting features

Placements

Twitter Audience Platform

Creatives

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

Analytics

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

The screenshot shows the Twitter Analytics interface. At the top, there's a purple header bar with the account name "Cope" and a profile picture. Below the header, the main content area is titled "Account home". A "28 day summary" section displays key metrics: Tweet impressions (46, down 58.6%), Profile visits (157, up 1.3%), and Followers (6). Below this, a timeline shows engagement levels for the month of February 2022. The page also includes sections for "TWEET HIGHLIGHTS" (e.g., "You haven't Tweeted this month... yet" and "Tweets with photos get noticed"), an "ADVERTISE ON TWITTER" sidebar with a "Get started" button, and a "FEB 2022 SUMMARY" table at the bottom.

	FEB 2022 SUMMARY
Tweet impressions	25
Profile visits	104
New followers	0

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.

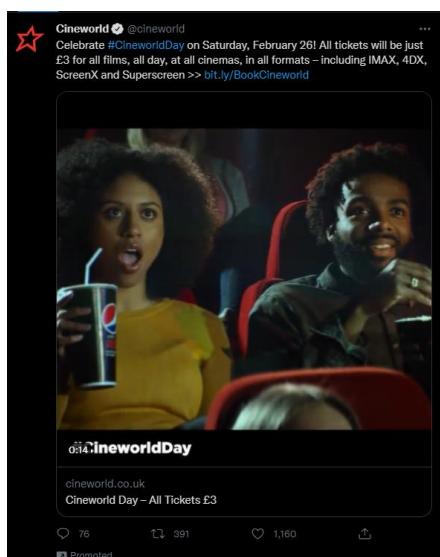
This is the same as Facebook post statistics, just for Twitter

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.

The image consists of two side-by-side screenshots of the Twitter mobile application. The left screenshot shows the 'What's happening' feed with a dark background. It features several trending topics: 'Ukraine: EU foreign ministers agree to sanctions on Russian Duma members, individuals and entities' (LIVE), '#WWIII' (18.9K Tweets), 'Trending in United Kingdom Nuclear' (88.7K Tweets), 'Tom Holland Says That He Worked As A Bartender While Making "Uncharted", But The Bar Had To Kick Him Out' (BuzzFeed), and 'Signs Of A Toxic Job You Can Spot During Your Interview' (HuffPost). A red arrow points to the '#WWIII' trending topic. The right screenshot shows a thread of three tweets. The first tweet is from 'MARCELO ARTHUR @MarceloArthurBR' (@ 1m ago) with the text 'A situação ta ficando russa no leste europeu! #WWIII'. The second tweet is from 'America @srhooven' (@ 2m ago) with the text 'Waiting patiently for @joebiden #BidenIsALaughingstock to kick in! #WWIII'. The third tweet is from 'Callum Lyon @CallumLyon' (@ 2m ago) with the text 'Due to Covid restrictions #WWIII will happen via zoom'. Below the tweets is a large image of Russian President Vladimir Putin.

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”.

What's happening

World news · LIVE

Ukraine: EU foreign ministers agree to sanctions on Russian Duma members, individuals and entities

Trending with #RussiaUkraineCrisis

Trending in United Kingdom ...
#WWIII
19.6K Tweets



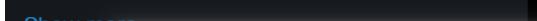
The Sun · Yesterday
"My son had a sore tummy – nothing could have prepared us for him being diagnosed with cancer and going blind with sepsis"



OK! Magazine · 1 hour ago
Malin Andersson shares first photo of baby daughter and shares unique name



Trending in England ...
Nuclear
90.6K Tweets



What's happening

World news · LIVE

Ukraine: Zelenskyy calls up reservists and urges citizens to leave Russia ‘immediately’

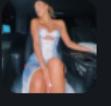
#CineworldDay
Promoted by Cineworld

Trending in United Kingdom ...
RIP Keith

Trending in United Kingdom ...
#Oscars
7,046 Tweets



POPSUGAR · Last night
Millie Bobby Brown Sparkles in Cutout Couture For Her 18th Birthday ✨



Show more

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.

Messages

Message requests

 Harry · Gymnastique & Danse 1 Jun 2021 ...

 Mr. Hockley · Gymnastique & Danse 9 May 2020 ...

 David · Gymnastique & Danse 22 Jun 2015 ...

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.

The screenshot shows a Twitter thread from the official Virgin Media account (@virginmedia). The thread consists of five tweets:

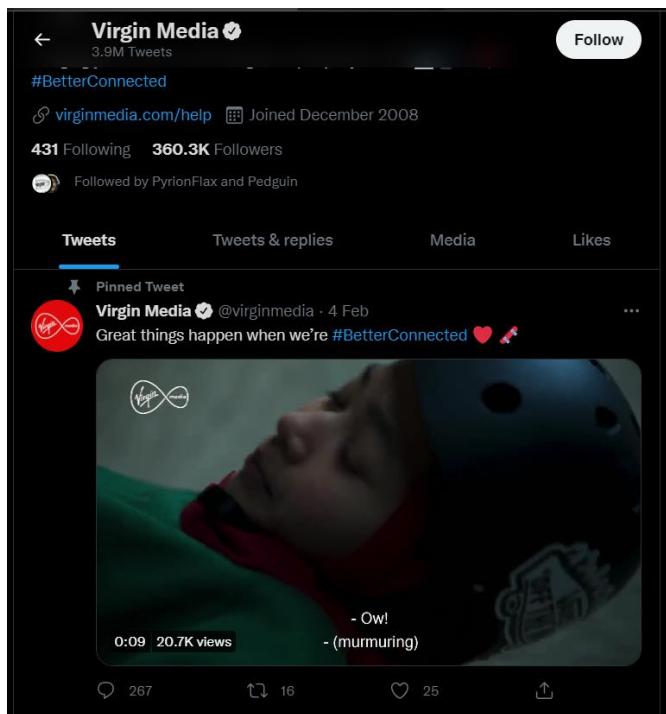
- Gflex @Gflex81 · 6m**
Replies to @virginmedia
no i have 2... and i pay for 2... and your engineer came out today and said he could only see 1 on his system.. then after 50 mins in hold the lady who said she could sort it out would call me back in 3 minutes.. that was an hour ago..
2 replies, 0 retweets, 0 likes
- Virgin Media @virginmedia · 4m**
Do both boxes work for you? ^AR
0 replies, 0 retweets, 0 likes
- sean fitzpatrick @seanfitzpatrick · 48m**
@virginmedia not sure if your staff in call centre purposely lie to re contract you or really don't know what there saying and the @o2 customer service is just as bad...oh well email sent to @LutzSchueler to cancal the SIM and virgin media deal..no doubt it will be passed down
3 replies, 0 retweets, 0 likes
[Show more replies](#)
- sean fitzpatrick @seanfitzpatrick · 6m**
Replies to @virginmedia
I do wish to
1 reply, 0 retweets, 0 likes
- Virgin Media @virginmedia · 4m**
You can manage your account online (virg.in/youracc), and use other services to contact us if it's easier for you next time. You can find other ways to contact us here: virg.in/contactvm. ^HS
0 replies, 0 retweets, 0 likes

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.



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.



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.



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.



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.

A screenshot of the Twitter profile page for Virgin Media (@virginmedia). The profile picture is a red circle with a white infinity symbol. The bio includes the hashtag #BetterConnected. The stats show 11.5K Likes, 431 Following, and 360.3K Followers. The account joined December 2008 and is followed by PyronFlax and Pedgulin. The navigation tabs at the bottom are Tweets, Tweets & replies, Media, and Likes, with Likes being the active tab. A tweet from Virgin Media O2 News (@VMO2News) is displayed, which reads: "A double whammy! 🎉🎉 Delighted to see @VirginMedia bringing home the gold in the @ChooseUK Broadband & TV Awards for: ⚡ Fastest broadband 🌐 Best bundle". Below the tweet is an image of a certificate for the "BROADBAND & TV AWARDS 2022" won by Virgin Media, featuring the "choose" logo and confetti. At the bottom of the screen are engagement metrics: 8 retweets, 3 quotes, 14 likes, and 1 reply.

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.

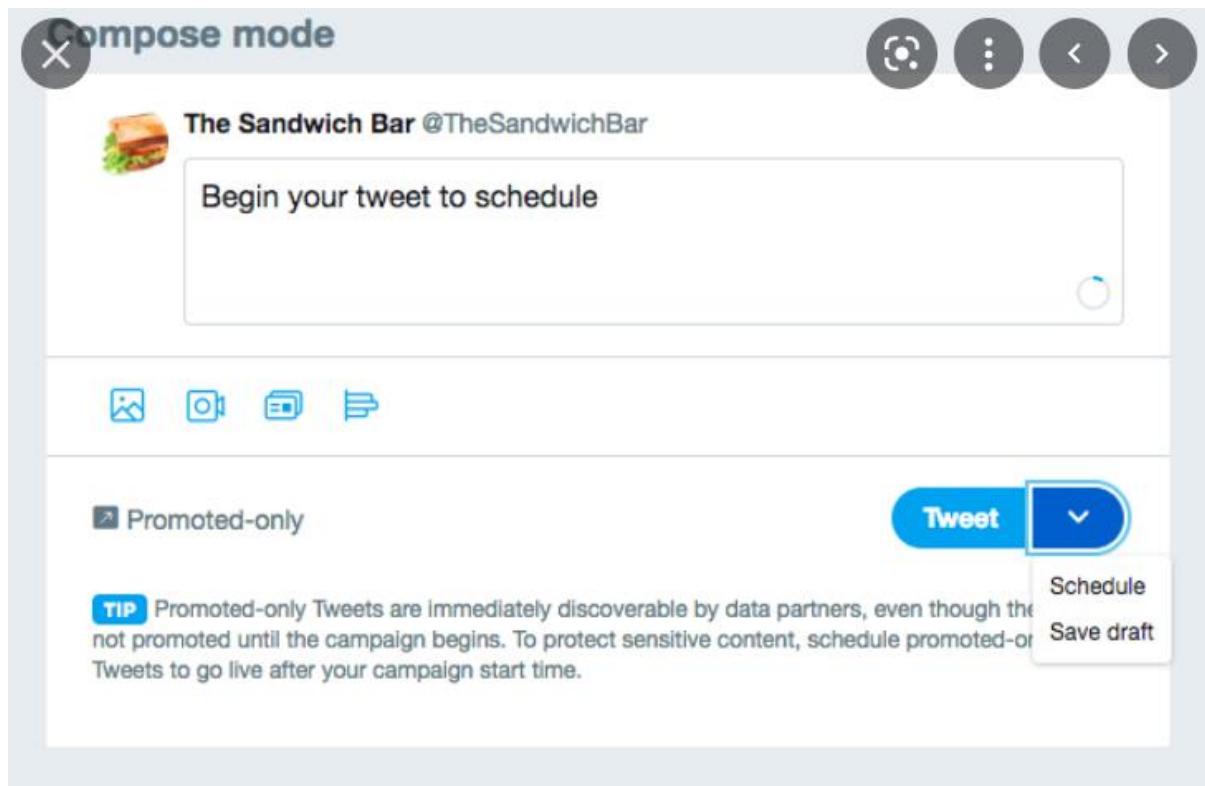
Call to action

As seen above, this is similar to Facebook.

A screenshot of the Twitter profile page for Virgin Media (@virginmedia). The profile picture is a red circle with a white infinity symbol. The bio includes the hashtag #BetterConnected. The stats show 11.5K Likes, 431 Following, and 360.3K Followers. The account joined December 2008 and is followed by PyronFlax and Pedgulin. The navigation tabs at the bottom are Tweets, Tweets & replies, Media, and Likes. A tweet from Virgin Media (@virginmedia) is displayed, which reads: "Faster to the good stuff" with the UK's fastest major broadband provider. Below the tweet is an image of a person holding a tablet displaying the Virgin Media logo. At the bottom of the screen is a red arrow pointing to the "Follow" button.

Scheduled posts

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



Word filters

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

A screenshot of the "Mute and block" settings screen. At the top left is a back arrow and the title "Mute and block". Below the title is a subtitle: "Manage the accounts, words, and notifications that you've muted or blocked." There are four main items listed, each with a right-pointing arrow: "Blocked accounts", "Muted accounts", "Muted words", and "Muted notifications".

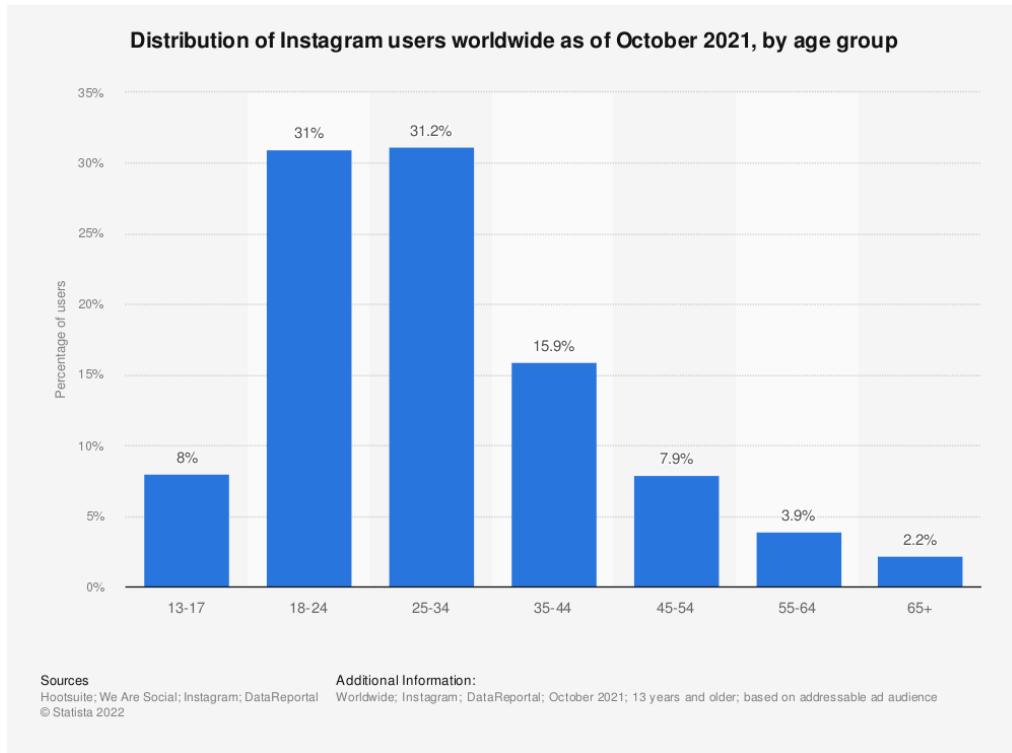
Instagram

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 its options for business are 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.

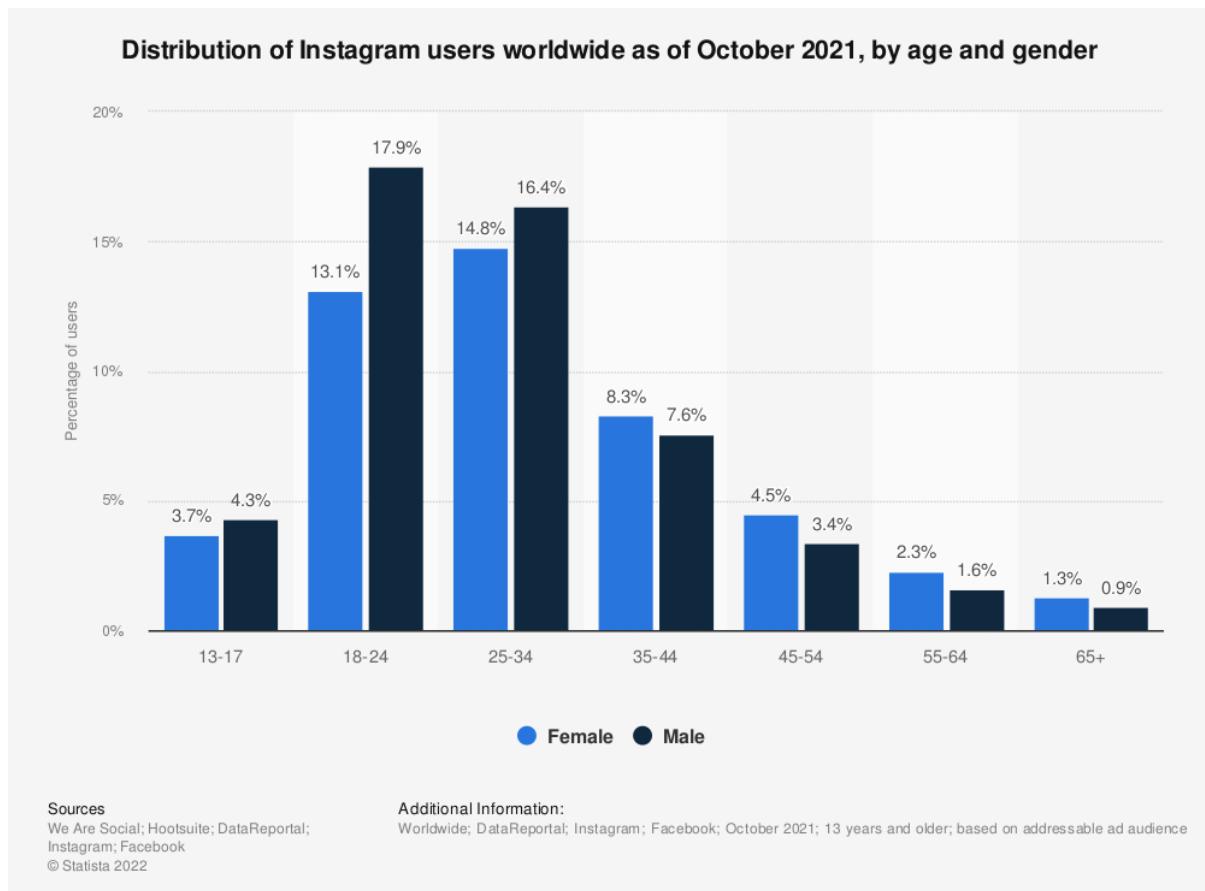
Audience profile of Instagram

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 shop
- Advertising
- Quick replies
- Approve brand content tags
- Links in stories
- Call to action

Business page

“Business page” or professional accounts on Instagram allow users into a multitude of features that otherwise would not be available to them. The users/businesses can access this through the settings section of the page, and from there switch their account to a business account as seen below.

Which best describes you?



Creator

Best for public figures, content producers, artists and influencers.



Business

Best for retailers, local businesses, brands, organisations and service providers.



Business

Best for retailers, local businesses, brands, organisations and service providers.



Learn about your followers

Get insights about your followers and see how your posts are performing.



Reach your customers

Create promotions on Instagram to reach more customers and build your business.



Get new contact options

Add a contact button to your profile to make it easier for people to get in touch with you.

Review your contact info

This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information at any time.

Show contact info on profile

Public business information

Email address

GB +44 Phone number

Street address

Town/city

Postcode

Select a category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Show category on profile

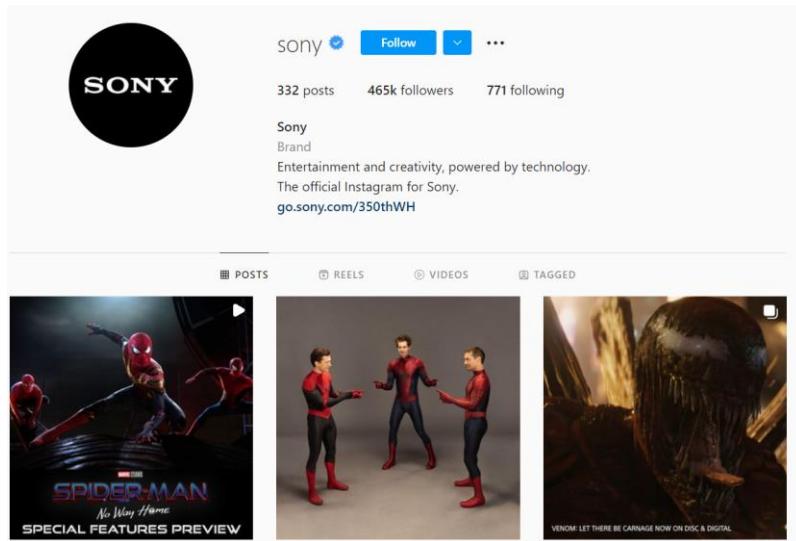
Search

Suggested

Personal blog	<input checked="" type="radio"/>
Product/Service	<input type="radio"/>
Art	<input type="radio"/>
Musician/Band	<input type="radio"/>
Shopping & retail	<input type="radio"/>
Health/Beauty	<input type="radio"/>
Supermarket/Convenience store	<input type="radio"/>

This allows a business to create a page dedicated for their products and brand, which can help establish a business on Instagram and create an online presence for them, much like Twitter for Professionals and Facebook pages.

This is an example of a business page.



This is an effective example of a business page as it takes advantage of the features provided by a professional account and utilises the features available.

Page insights

Much like Facebook and Twitter, Instagram offers its own analytics/insights into a user's business account.

6:34 AM

Less than a minute ago

Insights

Last 7 Days ▾ Dec 13 - Dec 19

Insights Overview

You reached +210% more accounts compared to Dec 6 - Dec 12

Accounts reached	1,925 >
Accounts engaged	71 >
Total followers	2 > 0%

Content You Shared

2 Posts >



Add photos or videos to your story to see new insights. >

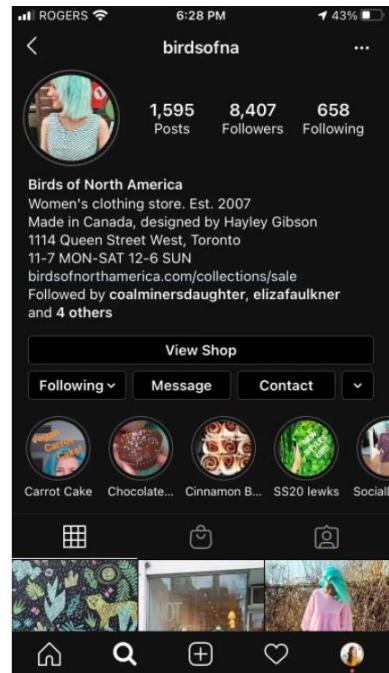
Create Story

Share reels to see new insights. >

These insights are crucial for businesses as they allow business to develop their content and see what content they are posting is doing well and what is affecting the business negatively.

Improved biography

This feature of business in Instagram allows businesses to have an improved bio on their page. This allows businesses to add an identifying label if they decide to choose, such as "Brand".

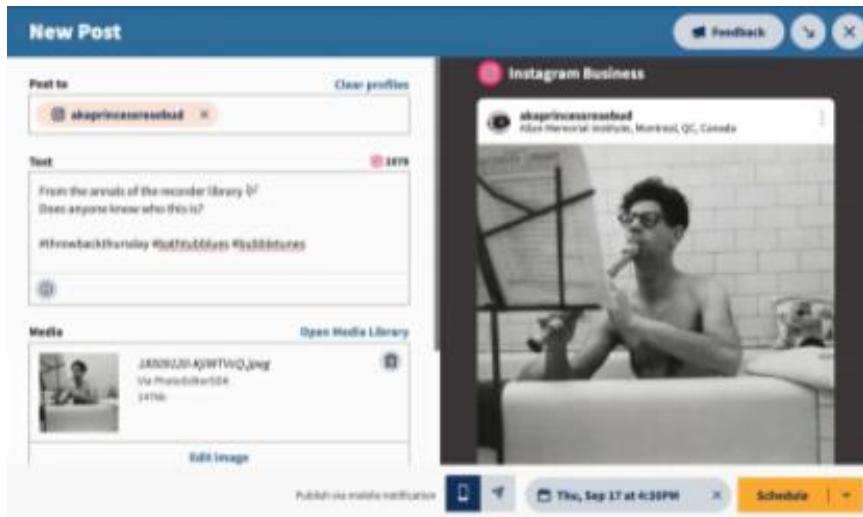


Business profiles are also allowed to add contact information, such as an email address, a phone number, and a business address to allow followers and potential customers to contact the business and call to action buttons.

This is an effective use of an improved biography as it has all the aforementioned features of an improved biography, optimising the business account as much as possible with the available features, and encouraging users with a positive and open business image.

Post scheduling

As seen above with Facebook and Twitter, this allows users to post content without having to personally do it.



Instagram shop

Instagram shop is a feature available to business/professional accounts and enable the accounts to upload products and catalogues, tag goods, and in some situations even process transactions.



This is an important tool for businesses as it directly allows them to generate revenue and advertise their own products on their page, while linking it directly to posts to capture the customers attention.

As seen above in the screenshot, this is an effective use of the Instagram shop feature, as it directly generates revenue and advertises the products the account has to offer.

Advertising

Like Facebook and Twitter, Instagram offers the opportunity to advertise on the application through an Ad manager. Instagram Ads are created through Facebooks Ad manager, and therefore are made the exact same way as shown above, and therefore can be ran at the same time as the Facebook ads.

There are a few differences, such as the type of advert that the business wants or whether it wants a link associated with it, as shown below.

The screenshot shows the Instagram Ad Manager interface. At the top, there's a section titled "Format" with the sub-instruction "Choose how you'd like your ad to look." Below this are four options:

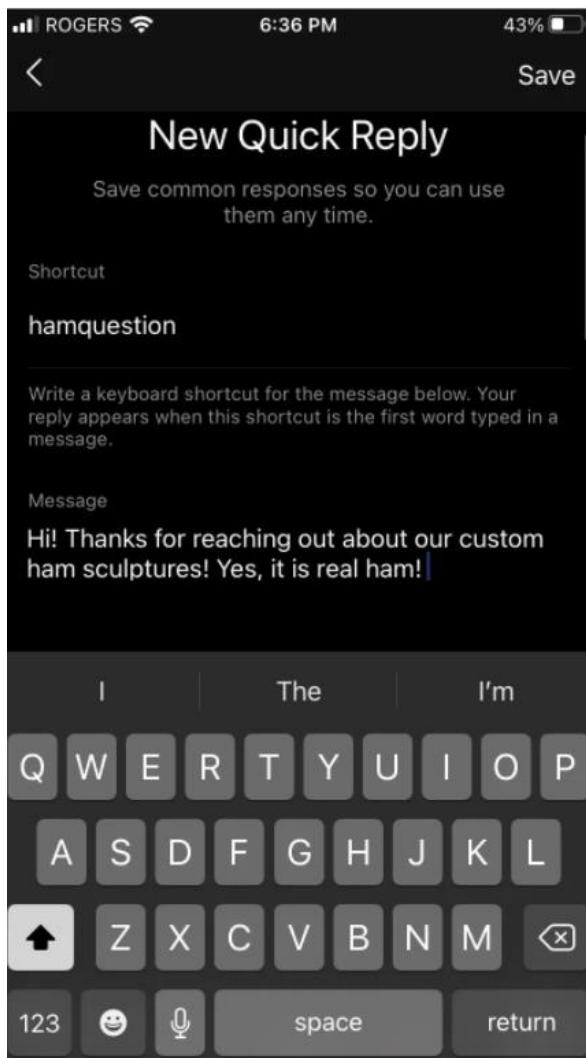
- Carousel**: Create an ad with 2 or more scrollable images or videos.
- Single Image**: Create up to 6 ads with one image each at no extra charge.
- Single Video** (selected): Create an ad with one video.
- Slideshow**: Create a looping video ad with up to 10 images.

Below the format section is a "Links" section where users can enter text for their ad. It includes fields for "Destination" (set to "Website URL" with the value "http://botolino.com"), "Headline" ("We guarantee you've never had gelato like this before."), "Text" ("Here at Botolino Gelato, we pride ourselves on creating high-quality"), and "Call To Action" ("Learn More"). There's also a "Multiple Languages (optional)" section and a "Hide Advanced Options" button.

To the right, there's an "Ad Preview" section showing a single Instagram post from the account "botolino_gelato". The post is sponsored and features a photo of a dessert with the caption "Here at Botolino Gelato, we pride ourselves on creating high-quality". The preview includes navigation arrows and a "Learn More" button.

Quick replies

Quick replies are a feature available to professional accounts that allows businesses to set quick responses in the form of shortcuts, such as the screenshot shown below.

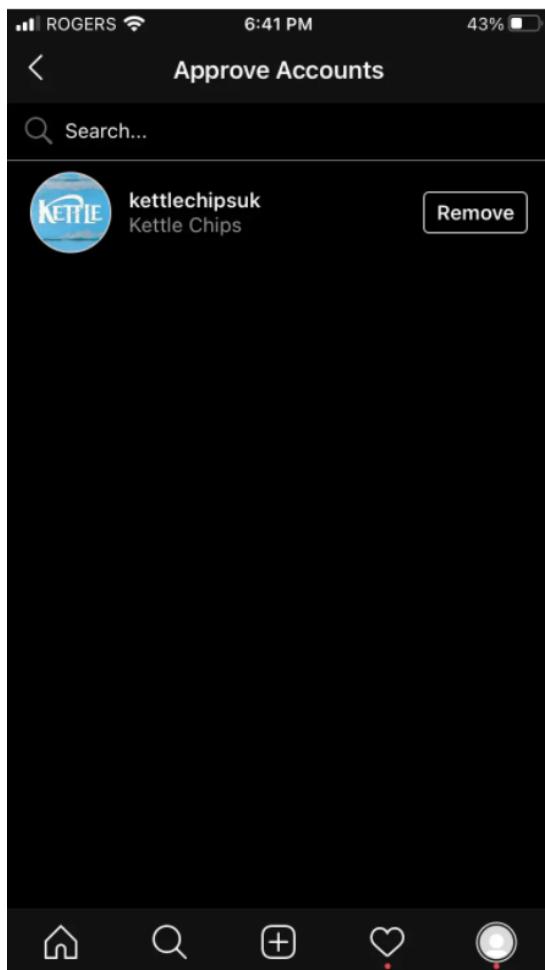


This allows businesses to standardise their responses to questions to ensure consistency and reduce the risk of interacting with customers online by potentially saying something which may cause issues. Furthermore, this also allows businesses to save time when responding to customer queries.

Approve brand content tags

Business accounts can restrict strangers from tagging the business accounts through "branded content". This is important to businesses as it allows them to prevent false advertisements/endorsements and prevent strangers from using the business name negatively.

As seen below, this is a use of approved accounts by a business, which only allows a single account to tag them, which is an effective use of this feature, as it prevents all unknown accounts from mentioning the business which could negatively impact them.



Links in stories

Business accounts with more than 10,000 followers gain access to the ability to use links through stories. Stories are a key feature of Instagram as it allows businesses to reach out and interact with customers with a different form of media.



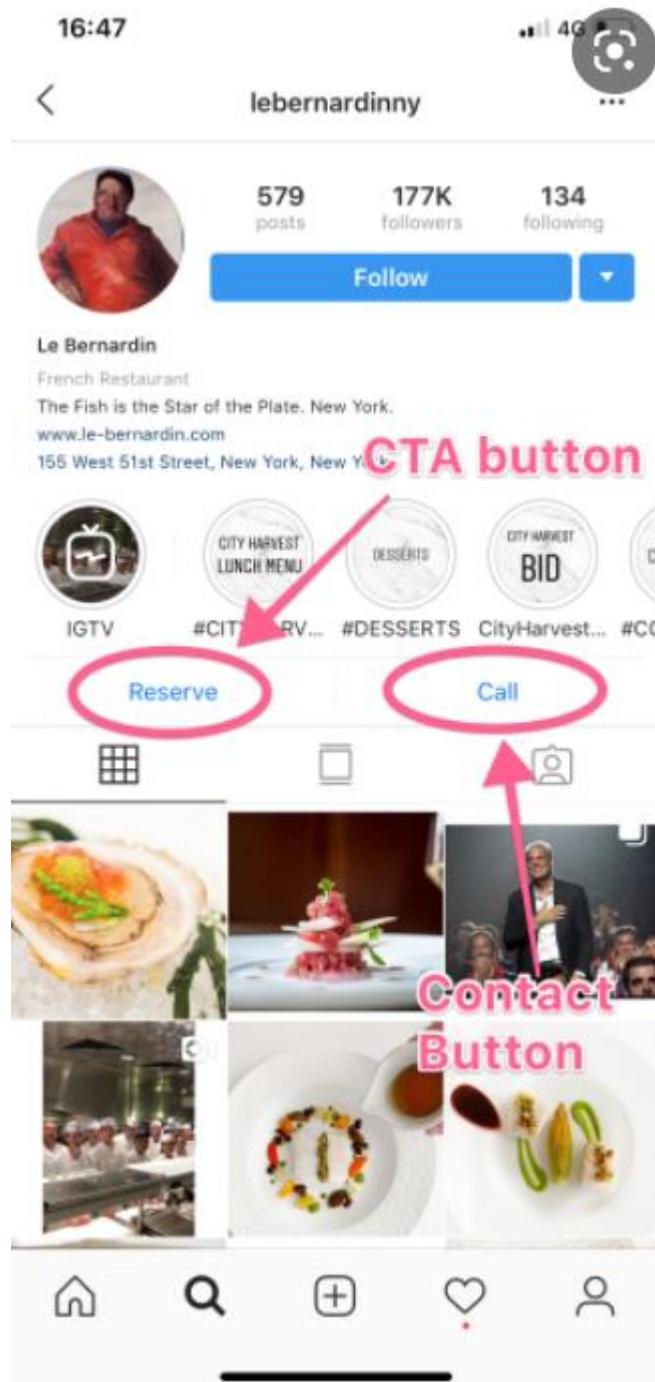
This is a key feature for business as it allows businesses to advertise to the user through stories, a feature that shows up on user's home page as soon as they open the app, and

therefore have a high chance of interacting with it. This allows businesses to market their products through links and adds ease for the user to do so, and therefore have a higher chance of having a user buy a product.

This is a good example of links in stories as it shows to the user explicitly how to access the link (Swipe up for 10% off!!) and will go directly to the site with the discount code applied, encouraging the user to buy something to gain the benefit of the discount.

Call to interest

As seen with Twitter and Facebook.



Pinterest

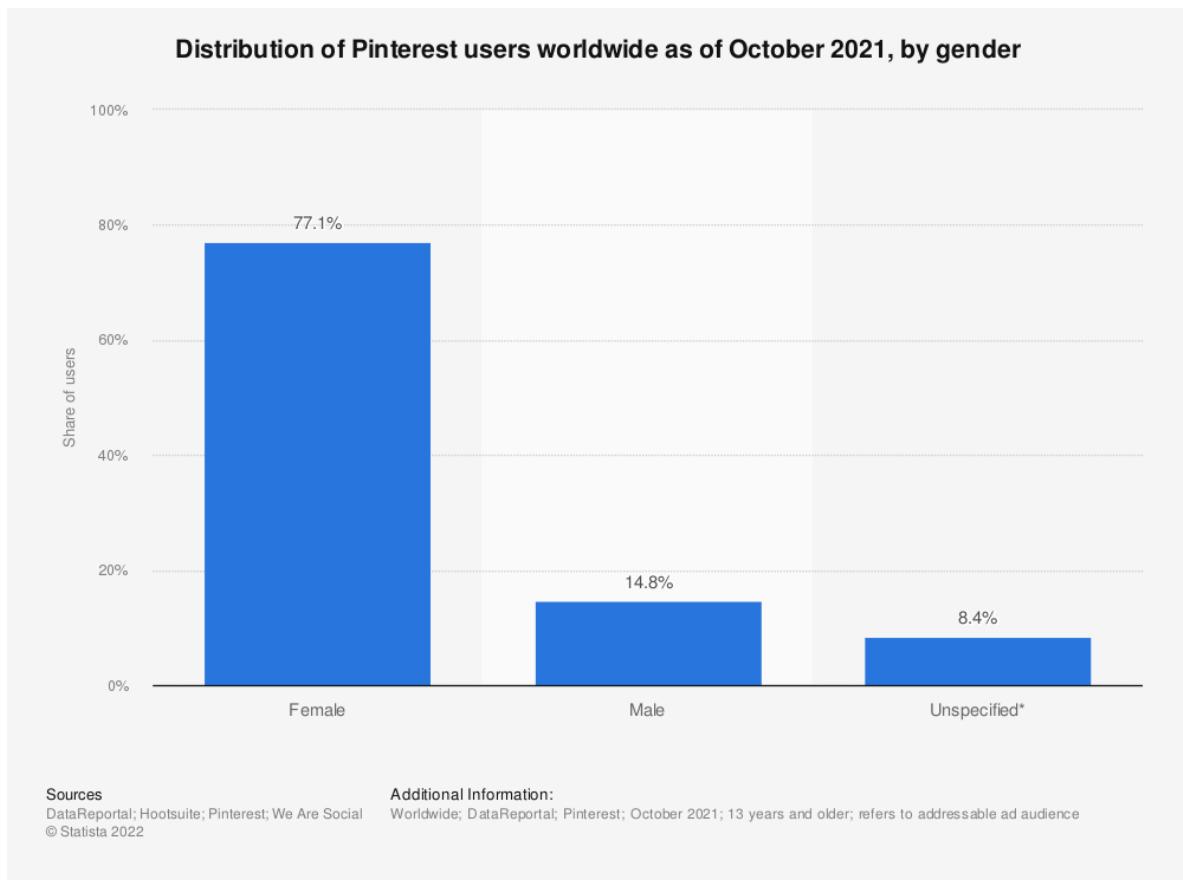
Pinterest is another form of social media that is primarily used as a visual discovery engine for finding several things, like inspiration for art or recipes. Pinterest offers the option to save “pins” – or posts – which can be useful to come back to different pins later and revisit inspiration for projects. Pinterest is also split up through the “Home” page and the “Search” page, where users can view their pins that Pinterest thinks they will enjoy depending on their personalised activity, and search for specific tags in pins to find content they will enjoy respectively.



Audience profile of Pinterest

The gender demographic of Pinterest is largely dominated by women, who make up 77.1% of the user base of Pinterest. This is vastly different from any other social media application, as generally men dominate the population, and even with that, the difference between men and women is never as much as this. Men make up 14.8% of the user base, and a further 8.4% are unspecified genders of the users, meaning these could be users that are non-binary or have non-conforming gender types.

Due to the nature of the application, the typical users of Pinterest will also tend to be those who are artistic or creative.



(Statista Research Department, 2022)

Pinterest and Business

Although Pinterest slightly differs from other social medias in the way it is presented, as it is not the same typical social media format, however there are still several features available, starting with the Pinterest business account.

Here are some of the features in Pinterest for business:

- Business account
- Linking posts to sites
- Advertising
- Analytics
- Generating traffic to sites
- Growing awareness
- Call to action
- Post scheduling
- Pinterest shop

Business Account

Like any other social media so far, Pinterest presents the options to users and businesses to create a business specific Pinterest account. This further expands into allowing users post analytics and several other features.

Build your profile



Profile name

Business or brand name

Do you have a website?

- Yes
 No

www.mywebsite.com

Country / region

United Kingdom

Language

English (UK)

Next

Describe your business

Get customised recommendations based on your details

What's the focus of your brand?

Select one

What are your goals?

Pick up to 3 – you can update these in Settings at any time

- Sell more products
- Generate more leads for your business
- Drive traffic to your site
- Create content on Pinterest to grow an audience
- Grow brand awareness
- Not sure yet

Back

Next

Describe your business

Get customised recommendations based on your details

- I'm not sure
- Blogger
- Consumer goods, product or service
- Contractor or service provider
(e.g. wedding photographer, interior designer, estate agent)
- Creator, influencer, public figure or celebrity
- Local retail store or local service
(e.g. restaurant, hairdresser, yoga studio, travel agency)
- Online retail or marketplace
(e.g. Shopify store, Etsy shop)
- Publisher or media
- Other

[Back](#) [Next](#)

Would you ever be interested in running ads on Pinterest?

Ads help brands and products reach more of the 400 million+ people who use Pinterest every month.

- Yes, I'm interested in advertising
- No, I'm not planning to advertise
- I'm not sure yet

[Back](#) [Next](#)

Grow your business with free expert ads help!

You'll receive an email within 2 business days of submitting this form

Full name

Email address

Name

ocollinscope@gmail.com

Country code

Phone number 

United Kingdom (+44) 

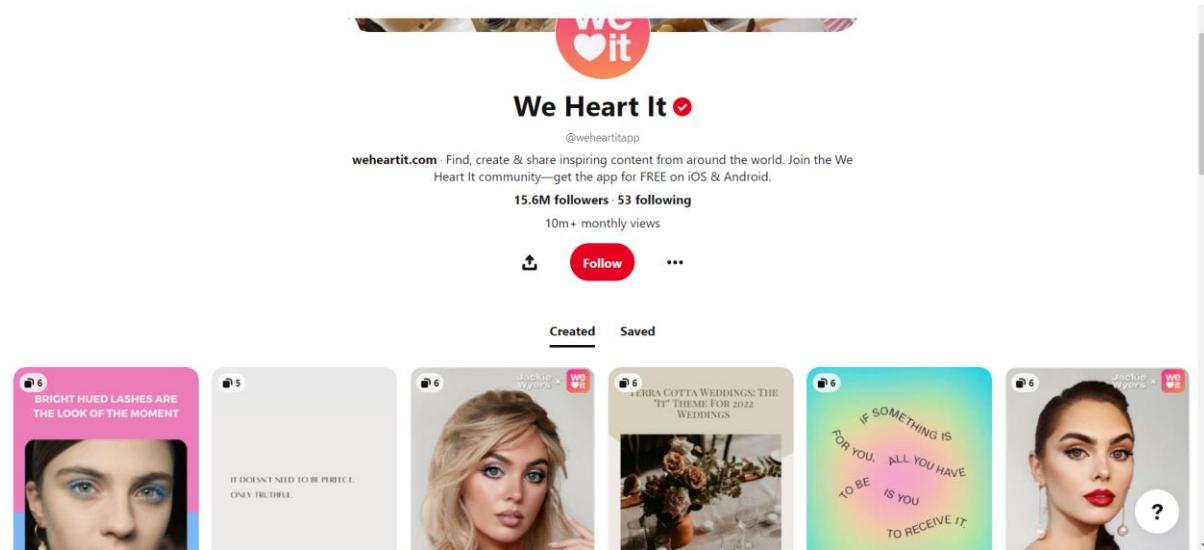
Phone number

Are you an advertising agency?

- Yes
- No

[Skip](#) [Back](#) [Done](#)

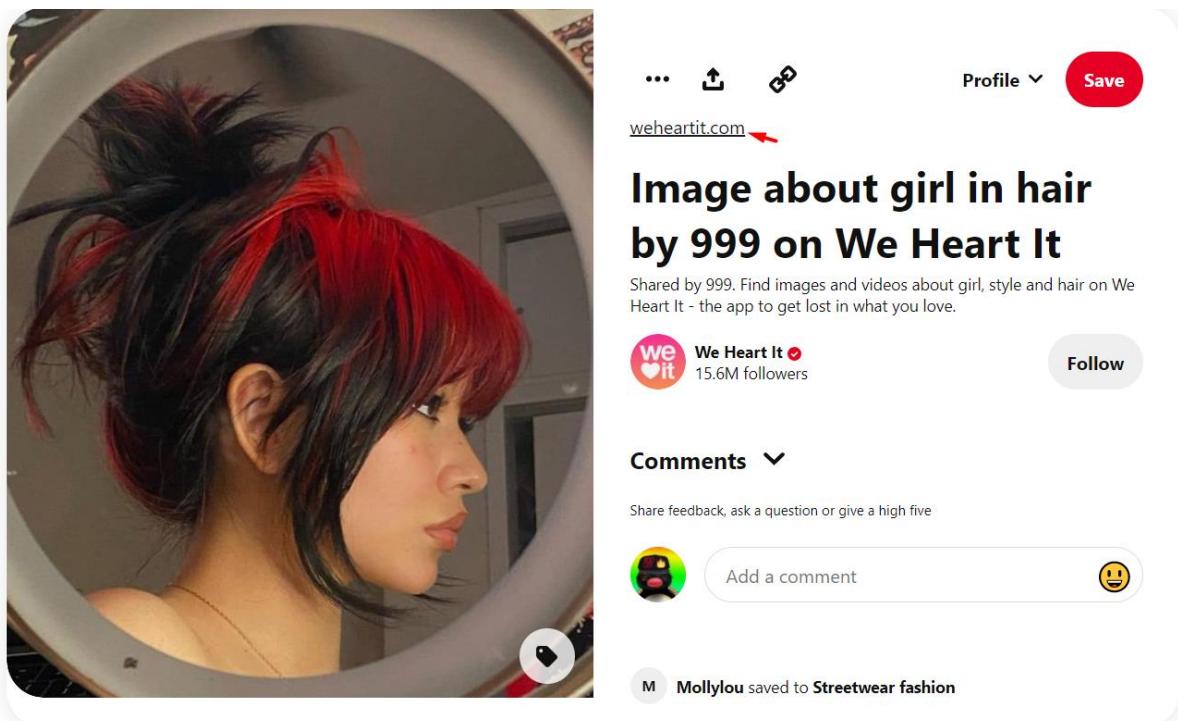
Like Facebook, Instagram and Twitter, the business account is crucial to businesses for them to grow, as it presents them additional options like advertising and analytics which could not ordinarily be used.



This is an example of a business using a Pinterest business account.

Linking posts to sites

Business Pinterest allows users to add links to their post which can be used to link a pin to a business's website.



This is important as it allows businesses to generate site traffic to their website by giving users an easy way to visit their site, just by clicking a link, and could therefore lead to more purchases on their site or interactions.

This is a good example of a link, as it is relevant to the image, which is about beauty and the page/website/business is related to beauty. Furthermore, the link is short and easy to understand, so it can take users directly to the site without confusion.

Advertising

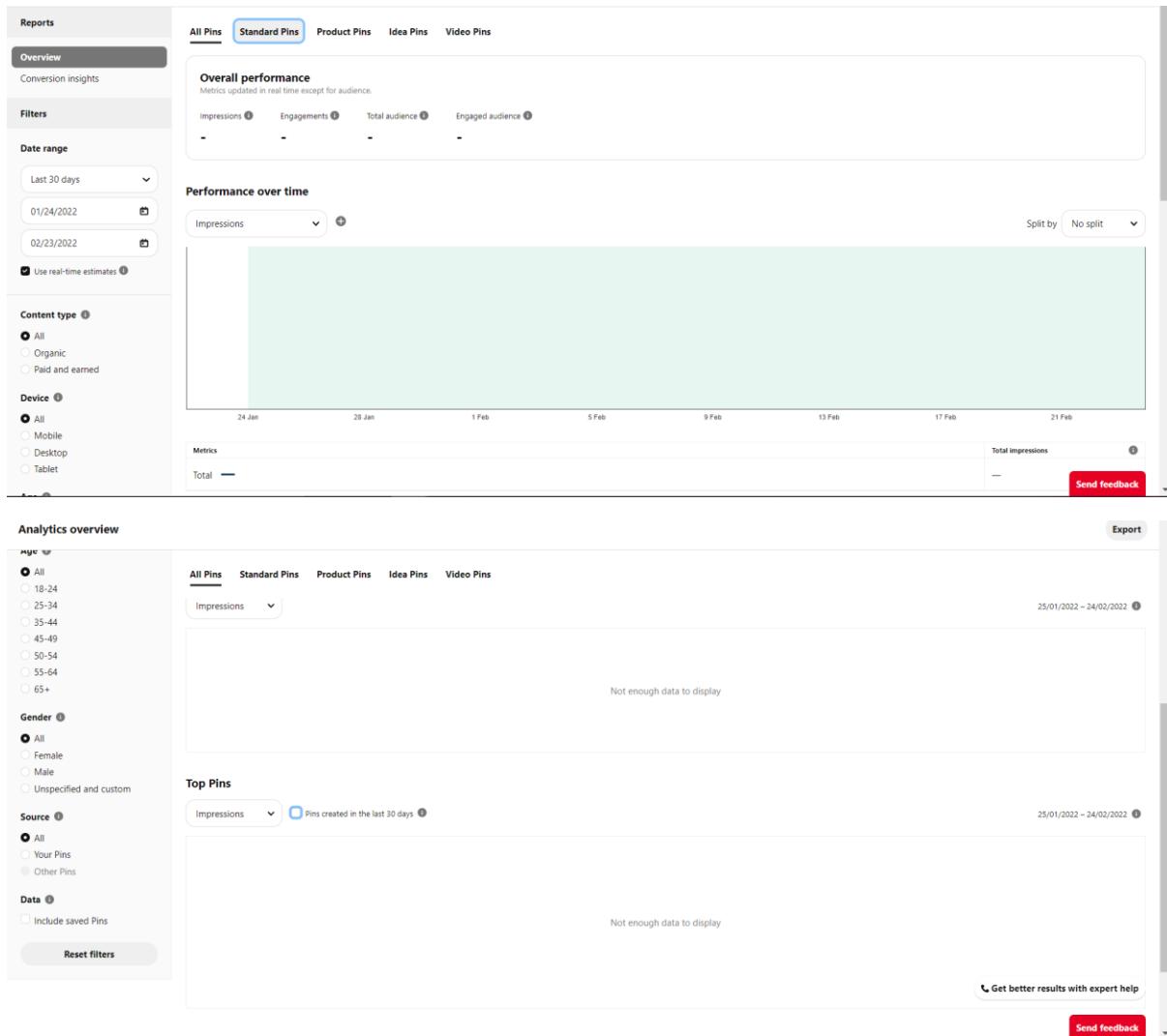
As seen above, Pinterest also presents the option to businesses to use advertising, just like the previous three social medias.

The screenshot shows the Pinterest interface for creating a new pin. At the top right, there's a search bar with 'stuff i found i...' and a red 'Publish' button. Below the search bar, the title 'Add your title' is displayed. To the left, there's a large dashed box area for uploading images or videos, with instructions: 'Drag and drop or click to upload images or a video'. Below this area, there's a recommendation: 'Recommendation: use high-quality jpg files smaller than 20 MB or .mp4 files smaller than 2 GB' and a link to 'See guidelines for high-quality Pins'. On the right side, there's a user profile for 'Brand' with '1 follower'. Below the profile, there's a text input field with the placeholder 'Tell everyone what your Pin is about' and a smiley face emoji. Underneath the text input, there's a button labeled 'Add alt text'. Further down, there's a section for adding a destination link with the placeholder 'Add a destination link'. At the bottom, there are two publishing options: 'Publish immediately' (selected) and 'Publish at a later date'.

It allows businesses to upload a high-quality image or video, along with some text, and tags. It also allows the use of a link as seen above.

Analytics

Just like the previous three social medias, Pinterest offers analytics to its businesses.



[Generating traffic to sites](#)

Through the use of links in posts and the biography where users can post their website domain, it is possible for business accounts on Pinterest to generate much more traffic to their site than would originally be possible.



Wattpad

@wattpad

[wattpad.com](#) - Where stories live. Discover the world's most-loved social storytelling platform. Connect with a global community of 90M readers and writers.

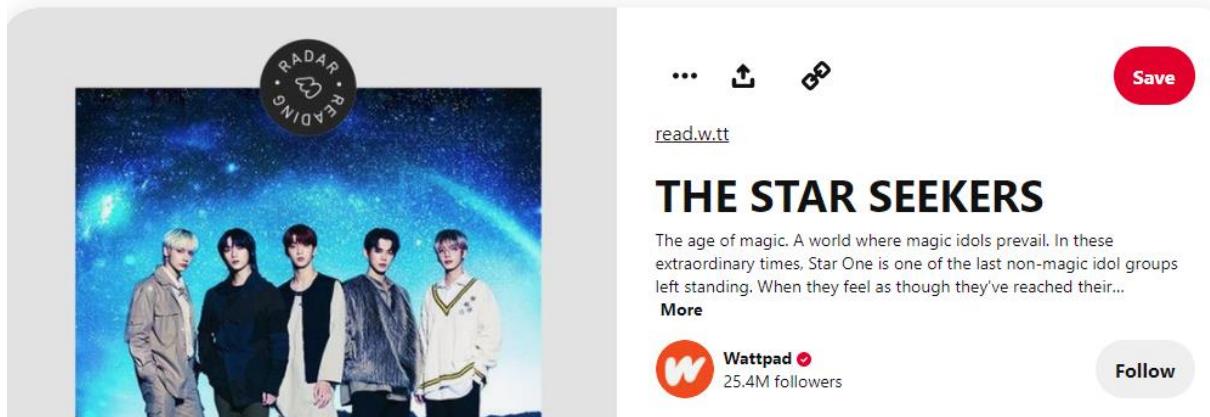
25.4M followers · 349 following

10m+ monthly views



Follow

...



This is an important feature for businesses as it allows them to advertise their site, which closely links into advertisement and links in posts.

These are both good uses of this feature, as it clearly showcases the website domain name and links respectively, making it easy for users to go to the different sites and interact with the linked pages, boosting business interactivity.

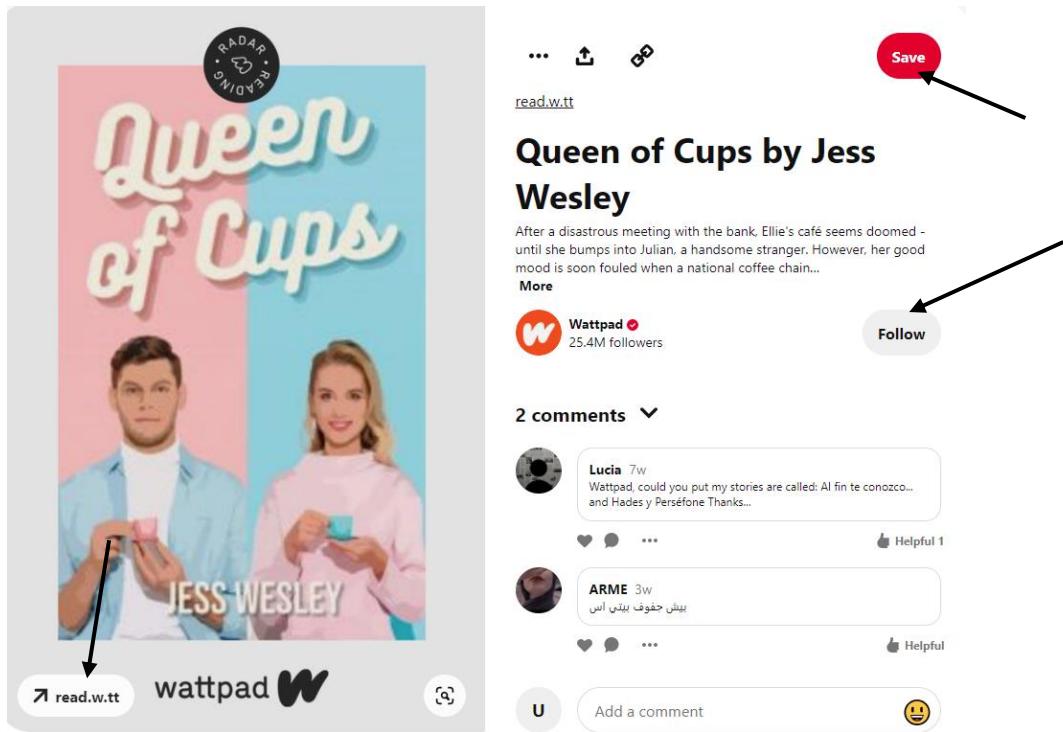
Growing awareness

Similar to “Generating traffic to sites”, “Advertising”, and “Linking posts to sites” through the overall use of Pinterest and posting pins, businesses will find they are able to expand their userbase and customers. This can be achieved by businesses simply posting content relevant to their business, and eventually they will reach their desired users and grow as a business.



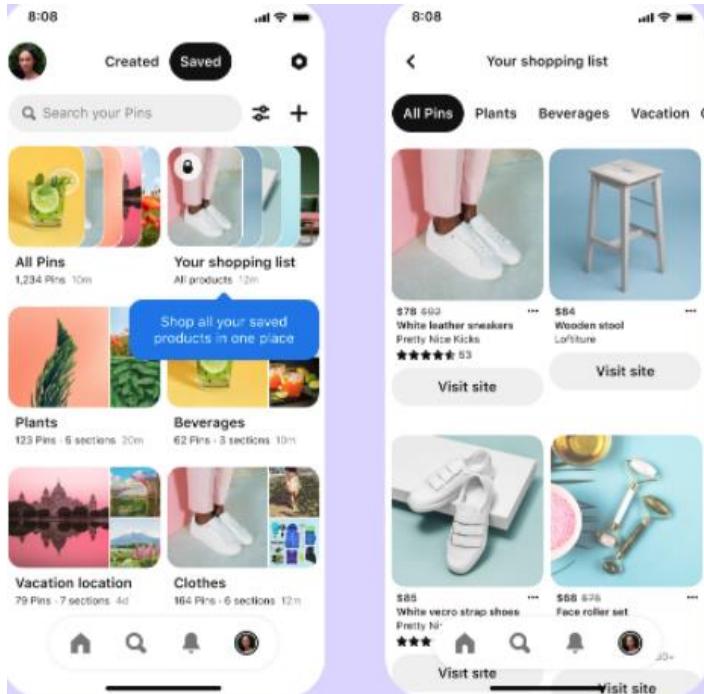
Call to action

As seen with the previous four social medias, Pinterest remains the same with its “call to action” features.



Pinterest shop

Much like the Instagram shop, the Pinterest shop allows Pinterest businesses to list their products and allows users to follow through links to the site to purchase specific products without having to search extensively.

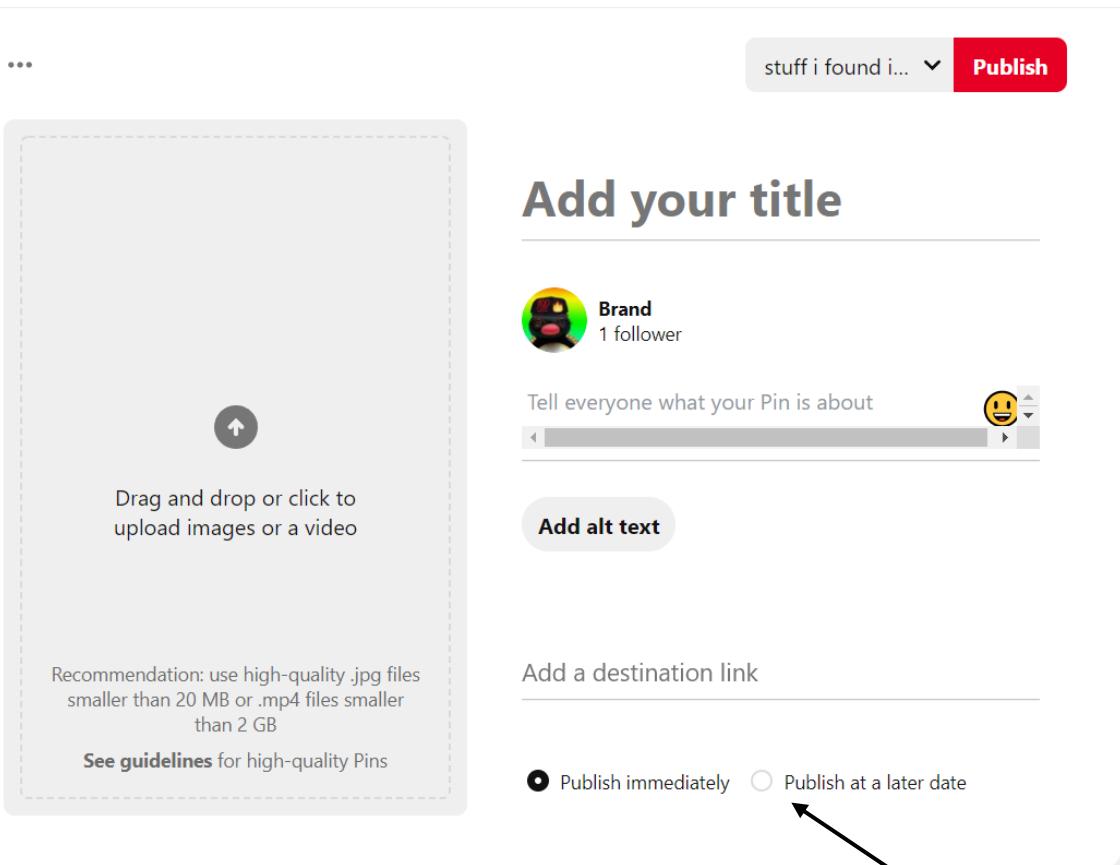


This is useful, just like the Instagram shop, as it allows businesses to directly post their products and give potential customers direct links to their site. Furthermore, depending on how the site has been created, it may also tell the business where a customer came from;

this would show the business that their products on Pinterest are generating revenue and are beneficial – potentially indicating they should invest more.

Post scheduling

Just like the previous four social medias, post scheduling for Pinterest remains the same as others.

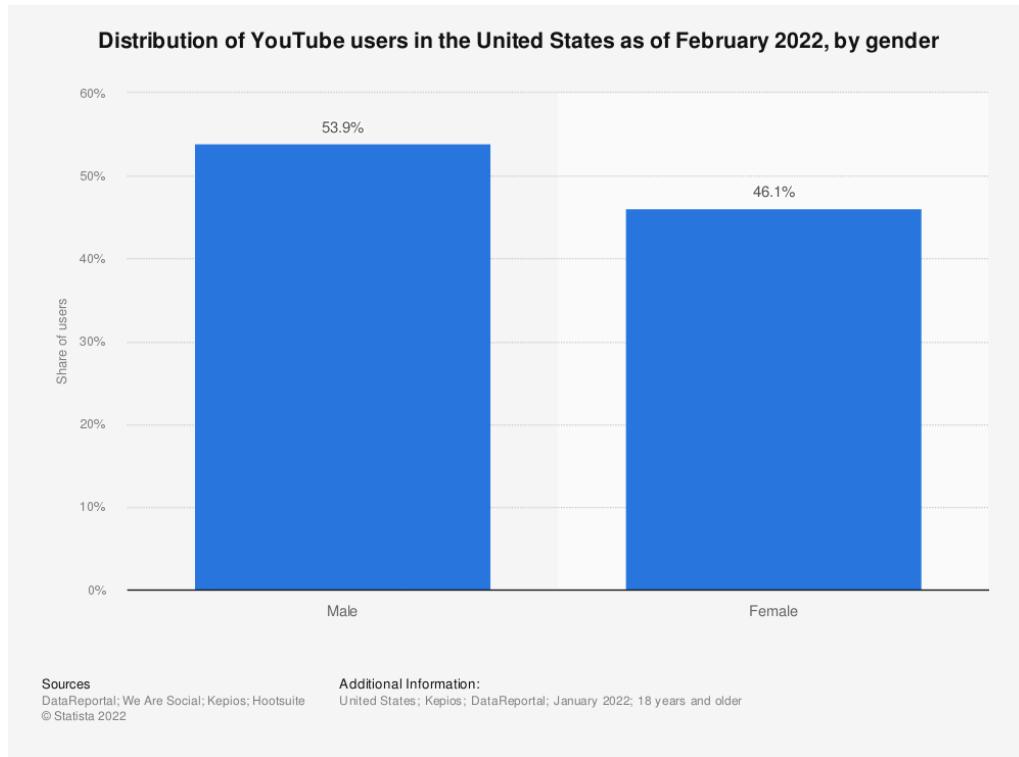


YouTube

YouTube is the fifth and final social media I will be discussing. YouTube is a video sharing platform where content creators, such as businesses or the general population, are able to upload videos. These videos can be as long as the user wants, and due to the freedom of the site, users are generally able to upload anything they want, provided it is not graphic. In addition to this, YouTube has recently released a new feature called “shorts” which allows anyone with a camera and the YouTube app to post videos shorter than 60 seconds.

Audience profile of YouTube

The audience profile of YouTube has a majority in the male population with 53.9% of YouTube users in the US being men. This means that the remaining 46.1% of users are female. Furthermore, an analysis of UK users on YouTube found that 24% of users were aged between 16-24 years of age, and the highest share of users being between 25-44 years of age with 44% of all UK users on YouTube. (Social Films, 2022)



(Statista Research Department, 2022)

YouTube and Business

There are several features of YouTube available for businesses to invest in, notably posting content, sponsoring established content creators, running targeted ads, and many more. YouTube is a crucial tool for any business looking to grow also due to its large reach and ability to interact with numerous audiences and multitude of cultures.

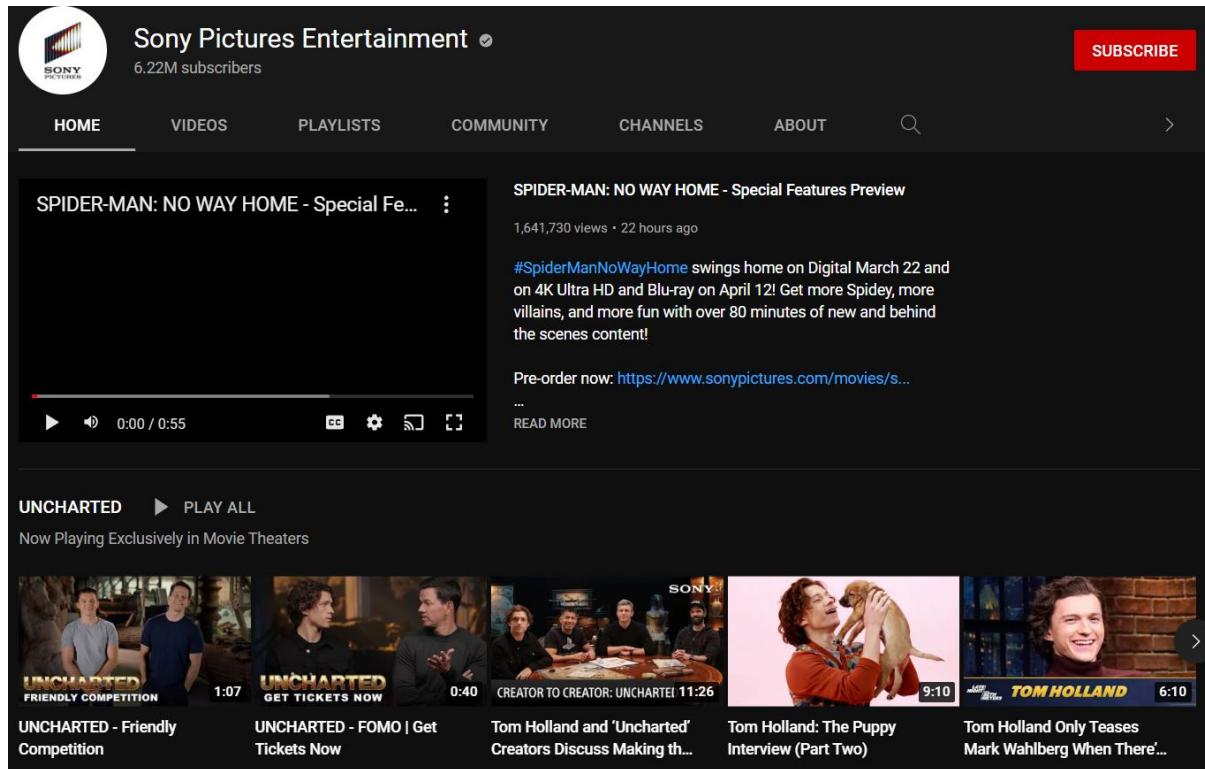
Some of the features include:

- Large number of YouTube users
- Marketing on YouTube/Google
- Reusable content
- Growing a worldwide audience
- Targeted Advertising
- Sponsoring creators
- Publishing videos
- Post scheduling
- Call to action

Large number of YouTube users

This refers to the fact that there is a plethora of users on YouTube that could potentially be customers on YouTube and therefore, YouTube is a necessity for any business to invest in as

it allows them to expand their market and reach in order to maximise customer interaction and potential for profits.



This is an example of how businesses can expand their reach on YouTube and the potential it has for millions of views.

Marketing on YouTube/Google

Through uploading videos and making a presence for the business on YouTube, businesses will find their page and YouTube channel appearing on searches, without having to advertise themselves there.

A screenshot of a Google search results page. The search query 'sony pictures youtube' is entered in the search bar. The results show a link to 'Sony Pictures Entertainment - YouTube' with three video thumbnails: 'A JOURNAL FOR JORDAN 1:03 G REEL PREVIEW', 'SPIDER-MAN: NO WAY HOME - Special Features Preview 0:56 SPECIAL FEATURES PREVIEW', and 'IT'S TWOSDAY 0:31 PREVIEW'. Below each thumbnail is a snippet of text and the upload date.

This is important as it allows for businesses to promote themselves without having to pay and increase their reach to new customers.

Reusable content

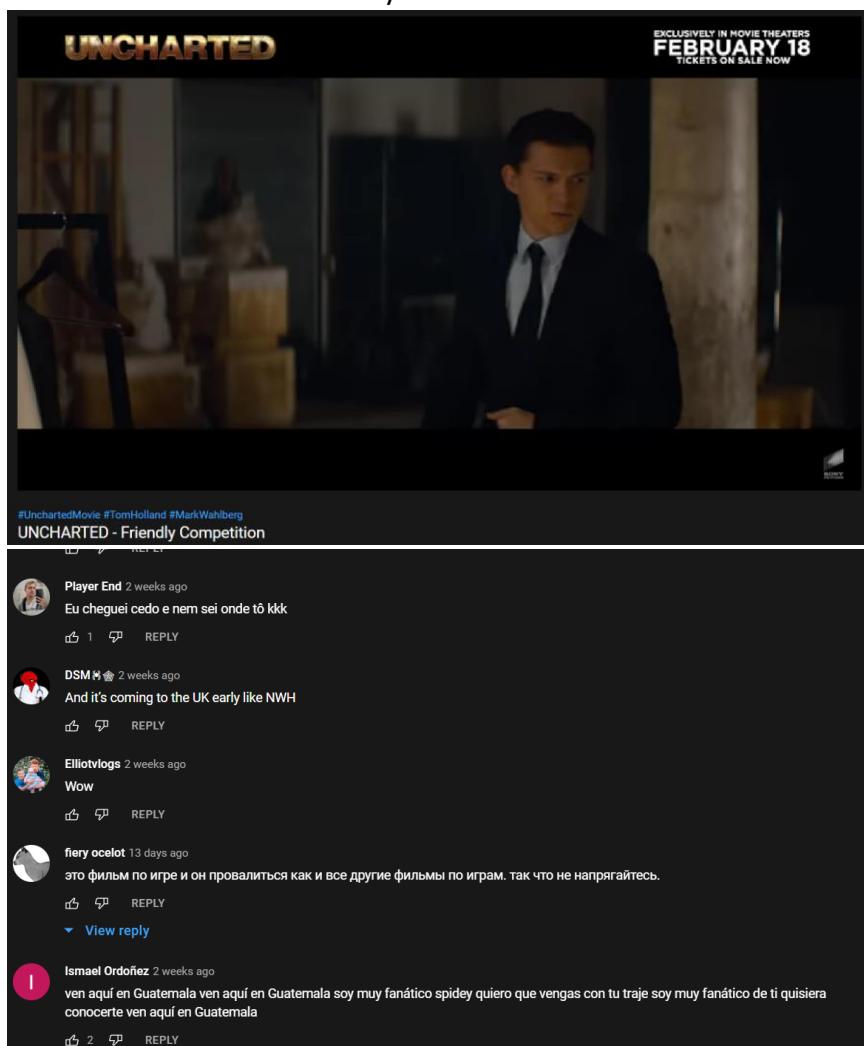
Any content that a business makes can be translated into a new format/repurposed and therefore reduce the need to create new ideas which may take time, money, and resources that the company does not currently have on hand.

There are no explicit examples that I can find however it would be found all over YouTube, even repurposed and reused old videos can be reuploaded as if they were new to promote something for a business or simply just to maintain a presence.

Growing a worldwide audience

Arguably one of the most important features of a business is to have a large customer base that is not dependant on anyone or anything, and YouTube can be a great platform to do this. This is because YouTube videos can gain popularity in countries and regions that the business might not have originally thought of.

It can also be a stepping point for a business to realise that they have the ability to branch into other countries they might not have originally thought possible, due to the interactions with members of that country on their videos.



Targeted Advertising

Targeted advertising is as seen before with Facebook and Instagram, where businesses can target adverts at specific groups that they want to cater to.

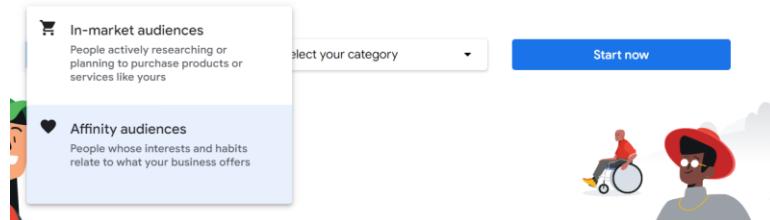
Audience targeting methods

Audience targeting methods let you define who you want to reach. Audiences are groups of people with specific interests, intents and demographics, as estimated by Google. These include:

- **Demographic groups:** Choose the age, gender, parental status or household income of the audience that you want to reach.
- **Detailed demographics:** Reach users based on additional broad, shared traits, such as students, homeowners or new parents.
- **Interests:** Pick from available audience categories to reach people interested in certain topics, even when they may be visiting pages about other topics. [Learn more about audiences](#)
 - **Affinity segments:** Raise brand awareness and drive consideration with your video ads by reaching people who already have a strong interest in relevant topics.
 - **Custom affinity segments:** With custom affinity segments, you can create audiences that are more tailored to your brands, compared to our broad, TV-like affinity segments. For example, rather than reaching 'Sports Fans', a running shoe company may want to reach 'Avid Marathon Runners' instead.
- **Life events:** Reach potential customers on YouTube and Gmail when purchase behaviour shifts and brand preferences change during life milestones, like moving, graduating from university or getting married.
- **In-market segments:** Select from these audiences to find customers who are researching products and actively considering buying a service or product like those you offer.
- **Custom segments:** Built with performance advertisers in mind, custom segments allow you to reach viewers as they're making a purchase decision based on the keywords that they've recently searched on Google.com.
- **Your data segments:** Reach more viewers across YouTube and Google video partners based on their past interactions with your videos, video ads or YouTube channel [after linking your YouTube channel to your Google Ads account](#). You can also show ads to people [who've interacted with your website or mobile app](#).
- **Customer Match:** Customer Match lets you use your first-party online and offline data to reach and re-engage with your customers across YouTube and Google video partners. [Learn more about Customer Match](#)
- **Similar segments:** Similar segments is a targeting feature based on first-party data lists (usually your data segments or Customer Match segments) that helps you expand the reach of your best-performing audiences by targeting new users with similar characteristics to your data segments or Customer Match segments.

[Find My Audience](#)

Go beyond demographics to find the people who matter most to your business



Find My Audience

Go beyond demographics to find the people who matter most to your business

Affinity audiences

Banking & Finance

Beauty & Wellness

Food & Dining

Home & Garden

Lifestyles & Hobbies

Start now

Food & Dining audiences

Here are five **YouTube audiences** whose interests and habits relate to Food & Dining. Explore the ones most relevant to your business and start building your audience profile.

[Sign in to continue](#)



Coffee Shop Regulars

People who regularly visit cafes or coffee shops and buy beverages or light fare.

[View details](#)

Cooking Enthusiasts

People who like to cook, look up recipes and consume content about cooking.

[View details](#)

Fast Food Cravers

People who seek out fast food and other quick and inexpensive dining options.

[View details](#)

Foodies

People enthusiastic about food and restaurant culture.

[View details](#)

Frequently Dines Out

People who frequently purchase meals at restaurants and other dining establishments.

[View details](#)

Cooking Enthusiasts

Explore other audiences in [Food & Dining](#)

People who like to cook, look up recipes and learn about cooking. They may not aspire to prepare haute cuisine, as Cooking Enthusiasts find cooking relaxing and typically prefer leisurely home-cooked meals with friends or family over takeaway food. They often come to YouTube to look for recipes, watch food channels and browse cooking tips and tricks.



[Add to my profile](#)

Top YouTube channels Cooking Enthusiasts are likely to be watching



123 GO! Live
1,780,000 subscribers
286 videos



123 GO! Like!
4,390,000 subscribers
258 videos



Norris Nuts Clips
698,000 subscribers
120 videos



123 GO! SCHOOL
5,110,000 subscribers
208 videos

This is a sample of top YouTube channels your audience is likely to be watching.

Cooking Enthusiasts are researching or planning to purchase these products and services



Pet Supplies



Video games



Restaurant Delivery & Takeaway



Home Appliances

This is a sample of products and services that are most relevant to your audience. They reflect other audiences that you can reach on YouTube.

Cooking Enthusiasts are also likely to be part of these audiences



Shopaholics



Do-It-Yourselfers

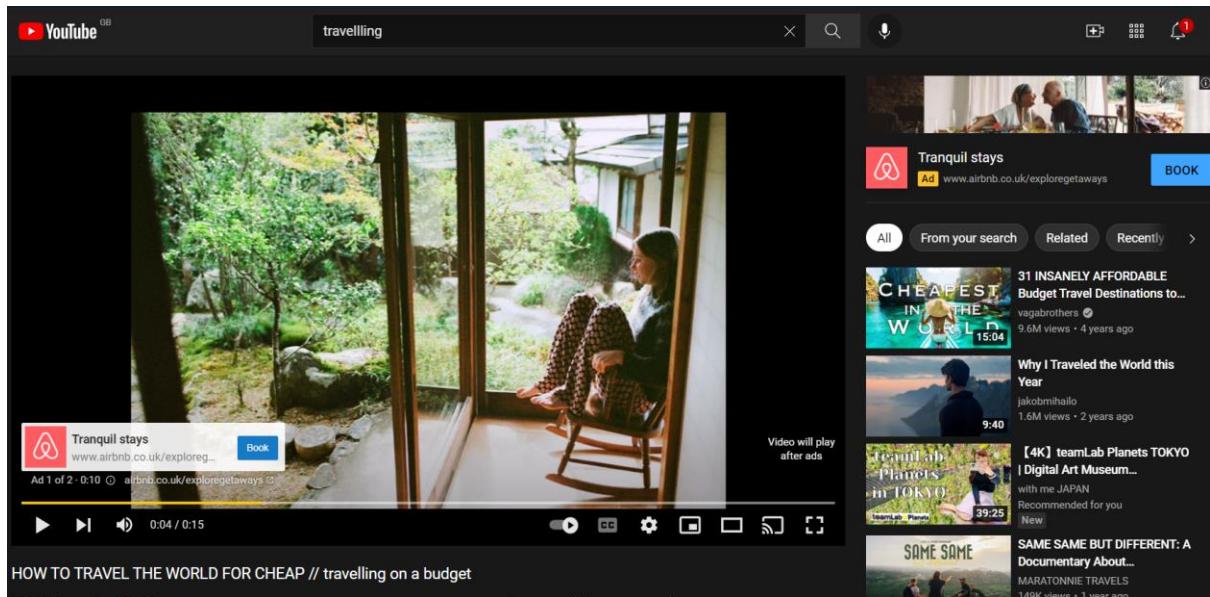


Value Shoppers



Fashionistas

This is a sample of other audiences that your audience belongs to.



This is a good example as due to the fact I have searched up travelling, my targeted adverts are based on that. The business “Airbnb” has recognised that kind of search is good for them and their business and therefore use advertising on videos about it.

Publishing videos

Businesses will be able to publish videos and content that they create which will greatly benefit the business and allow them to engage with customers and viewers in more ways than just short clips, static images, and comments through posts.

This example clearly shows how “Sony” takes advantage of this and posts multiple videos regularly to engage with customers and promote their own products.

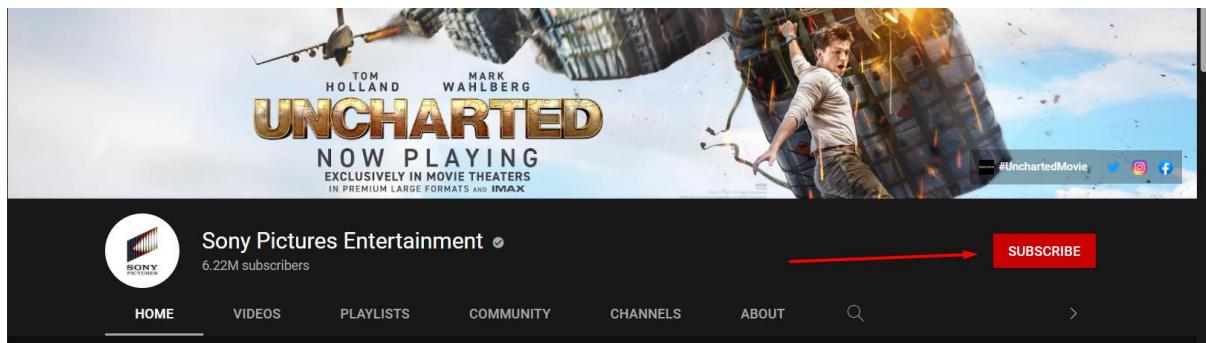
Post scheduling

As seen with all the other social medias, YouTube can schedule their posts.

The screenshot shows the YouTube video editor interface for a video titled "Vancouver Rooftop View". The top navigation bar includes "Saved as draft", a user icon, and a close button. Below the title, there are three tabs: "Details" (selected), "Video elements", and "Visibility". The "Visibility" tab is currently active, showing the "Schedule" option selected. It allows setting a date and time for the video to become public. The date is set to "Apr 23, 2020" at "9:00 AM" in the "TIME ZONE" dropdown. A note indicates the video will be private before publishing. There is also an unchecked checkbox for "Set as Premiere". To the right of the visibility settings, a preview window shows a thumbnail of the video, the title "Vancouver Rooftop View", and the video link "https://youtu.be/Ma3Id-3gji0". Below the visibility settings, a section titled "Before you publish, check the following:" lists "Finished processing". At the bottom right are "BACK" and "SCHEDULE" buttons. A modal dialog box titled "Video scheduled" is displayed, confirming the video will be set to public on April 23, 2020, at 9:00 AM. It shows the video thumbnail, title, and upload date. The video link is again provided. A "CLOSE" button is at the bottom of the modal.

Call to action

Another feature which is the same as the previous four social medias.



Risks

There are several risks associated which can make it dangerous to post on social media. These risks include;

- Negative comments on social media sites and damage to reputation
- Time constraints on social media interaction, return on time investment
- Unforeseen consequences of posted content

Negative comments on social media sites and damage to reputation

One risk of social media sites comes from user interactions with the business posted content. This can come in the form of hate on social media, publication of private interactions with the company painting them in a bad light, and negligence from the company in responding to comments and queries.

This can affect companies negatively because if these issues arise, then there may be damage to the reputation of the business, and therefore impact sales and user ratings/reviews.

Zoe Keogh @positivemummy1 · 3h
@virginmedia an absolute disgrace at your customer service and the fact you have blatantly stolen money from me every month for a SIM unrequested! Trying to cancel the thing as your team are that incompetent they can't even input a correct email address on the account!

1 reply · 1 retweet · 0 likes

Show more replies

Zoe Keogh @positivemummy1 · 1m
Replying to @virginmedia
I am yes

1 reply · 1 retweet · 0 likes

Virgin Media @virginmedia · 20s
 Lovely - at that time tomorrow I will send you my dedicated chat link so I can take a look into things for you :) ^RA

This is an example of negative comments and feedback which pushes the brand in a bad light, a risk of social media.

Time constraints of social media interaction, return time on investment

Another risk of social media is that businesses will spend too much time on social media trying to push and promote their brand, only to not achieve results.

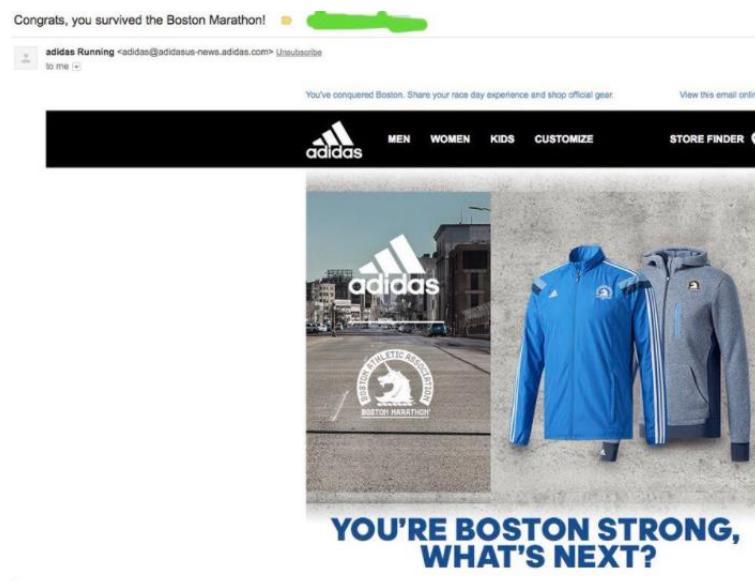
Social media, just like any other application involving posting content, does not always lead to success for the business and poster, and therefore is an investment that can reap no rewards. This means that the business can sink time, money, and resources into promoting their business and interacting with customers, without any return for their investment into this.

Furthermore, even if there is a return on the investment of social media, it may take far too long for the business, or be inadequate depending on how many resources were poured into it.

Unforeseen consequences of posted content

This risk refers to issues that arise because of actions that the business did not assume any issues would come out of. Modern society, especially those on the internet, are very morally, ethically, and politically correct, and therefore business must ensure that their content is suitable and fits the standards of society. However, in some scenario's issues may not be noticed by companies, and unforeseen consequences may come about because of the posts.

An example of this would be Adidas's email regarding the "Boston Marathon" and congratulating people who "survived the Boston Marathon" in 2017. However, this was an issue because of the 2013 Boston Marathon bombings.



Adidas has apologised for sending an email praising runners who had "survived" the 2017 Boston Marathon.

At the same event in 2013, three people were killed and 260 injured when two bombs exploded near the finish line.

The sportswear giant admitted its choice of words had been "insensitive" and said it was "incredibly sorry" for sending the document.

At least two survivors from the attack four years ago are known to have participated in this year's race.

Adidas, the official sponsor of the Boston Marathon, sent out the marketing email which contained the subject line, "Congrats, you survived the Boston Marathon!"

It is thought all of the runners who signed up for the 26.2 mile (42km) race received the document.

Conclusion

In conclusion, social media is a necessary asset for businesses. It provides them with an opportunity to grow their business and new opportunities with advertisement and promotion. Furthermore, it gives businesses the options to communicate with customers and resolve issues without the need for formal communication which can take days, if not longer, and therefore proves itself as an effective tool for helping customers and promoting a good business image. While there are risks involved for businesses, the benefits and opportunities provided far outweigh the potential negatives. Overall, businesses should consider investing in social media and expanding their influence across the many different platforms available, especially with the numerous dedicated tools to support businesses on different applications.

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