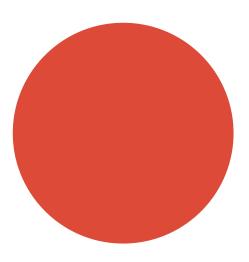
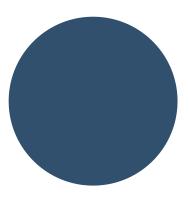


# SOCIAL MEDIA MYTHS 5 facts about 5 social media platforms that just aren't true.



One of the most important aspects of creating successful social media campaigns is choosing the right social media channels.

There are some common myths about individual social media platforms that may be influencing your decisions and standing in the way of valuable opportunities for your business. Here are five of those myths debunked.



### THE REVOLUTION WILL BE #HASHTAGGED

#BostonStrong #SFBatkid #RoyalBaby

#Sharknado #RIPMandela #YesAllWomen

#GovernmentShutdown

## **MYTH #1** INSTAGRAM IS TOO SMALL TO MATTER

It is true that only 11% of US adults use Instagram and only 58% of the 50 top brands have a presence there<sup>1</sup>. But with 200 million users<sup>2</sup> and growing, Instagram offers a powerful way to reach your audiences. If you're not taking advantage of this platform, you're missing out on an important opportunity.

Instagram's user base may be small, but they're passionate and they're interested in connecting with brands. In fact, Instagram has the highest engagement rates—more than 4x higher—than other social media platforms.<sup>3</sup>

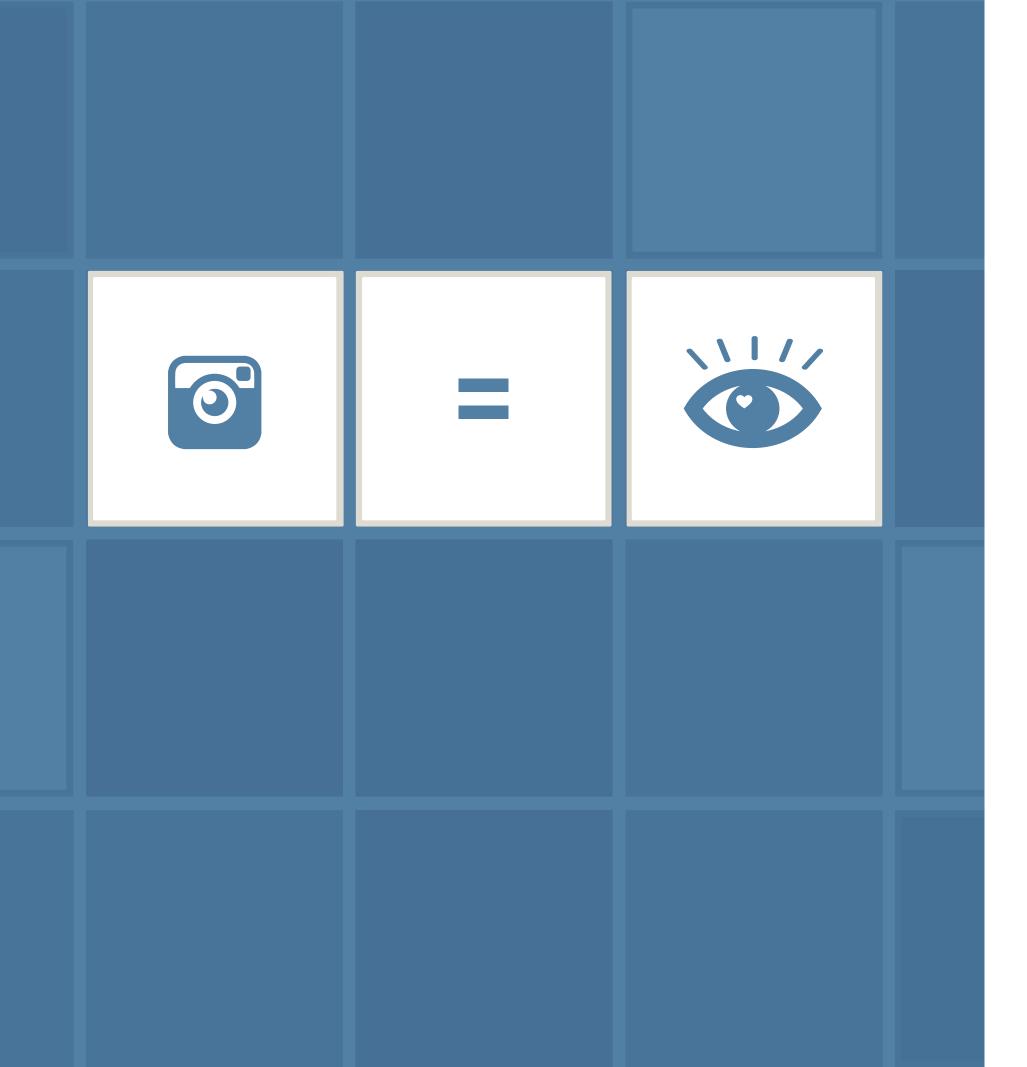




<sup>&</sup>lt;sup>1</sup> Forrester Research

<sup>&</sup>lt;sup>2</sup> Josh Ong, "Instagram passes 200 million monthly active users," thenextweb.com

<sup>&</sup>lt;sup>3</sup> Forrester Research



Part of Instagram's engagement power is that it's a visual platform. People process visuals 60,000 times faster than text<sup>4</sup>, and photos have a unique ability to create an emotional reaction and a sense of connection.

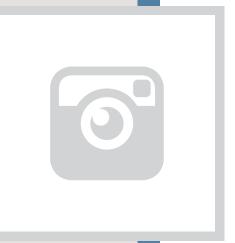
Think about the things that catch your attention on social media, the things that intrigue you and stay with you. Odds are they're images.

<sup>&</sup>lt;sup>4</sup> D. Vogel, G. Dickson and J. Lehman, "Persuasion and the Role of Visual Presentation Support: The UM/3M Study"





For savuy marketers who understand that the number of followers is less important than engagement, Instagram offers the opportunity to take advantage of its smaller community to cultivate real brand advocates among its active, passionate user base.







### **CASE IN POINT**

### Nike uses Instagram to share the shoe love

To promote it's customizable shoes,
Nike let Instagram users upload a favorite
photo to their PHOTOiD site and choose
a shoe to superimpose on the picture.

The shoe was then colored to match the photo. If the Instragram user liked what they saw, they could order a pair of shoes with that design.

www.photoid.nike.com

# THE QUESTION ISN'T WHAT CAN SOCIAL MEDIA DO FOR YOU.

THE QUESTION IS
WHAT DO YOU WANT IT
TO DO FOR YOU?

# MYTH #2 GOOGLE+ DOESN'T HAVE ENOUGH USERS TO MAKE IT WORTH THE TIME

While Google+ is not the largest of the social networking sites, it does have 540 million members and 300 million active users<sup>5</sup>, hardly the ghost town it's sometimes made out to be.

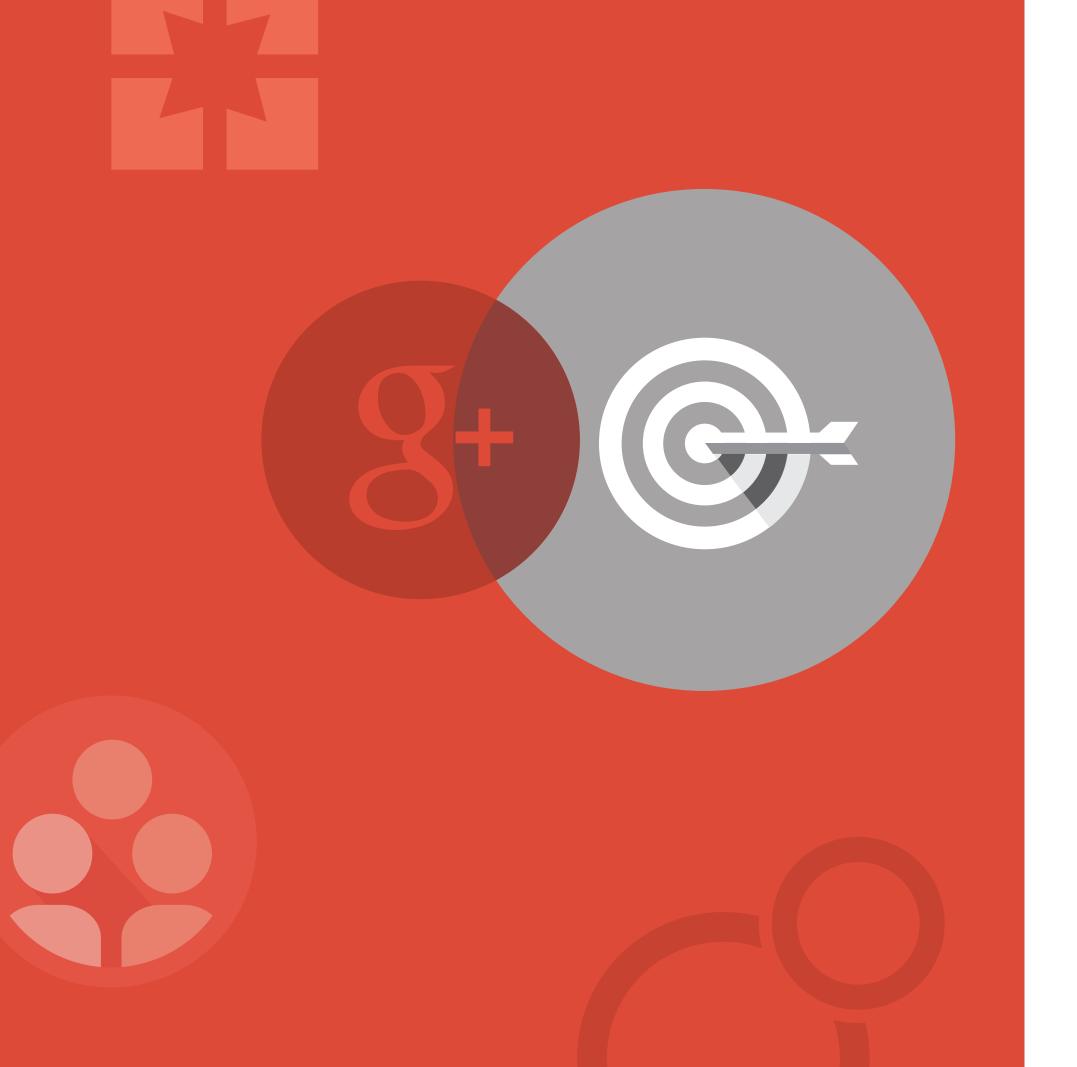
And Google+ is growing.

In just six months, from May to October 2013, it showed a 58% increase in users<sup>6</sup>. Given that it's integrated with Google's other popular services, this upward trend seems likely to continue.

Social Media Myths | #2 Google+ 11

<sup>&</sup>lt;sup>5</sup> Alistair Barr, "Google's social network sees 58% jump in users," USA Today

<sup>&</sup>lt;sup>6</sup> Alistair Barr, "Google's social network sees 58% jump in users," USA Today



Another strength of Google+ is that it caters to a business audience.
Google+ hosts communities on a wide range of business topics.

Everything from management to technology, local to international business, entrepreneurs to multinational corporations. It gives you a great way to connect with influencers and experts who are important to your business.



## WHY? SEGMENTATION TARGETING AND POSITIONING

Google+ has more to offer marketers than just its increasing user base. As all marketers know, targeting is key to any campaign's success, and Google+ Circles makes it easy to segment your audiences into different groups such as customers, industry influencers, vendors, etc. So you can make sure you're delivering the right message to the right people.





### **CASE IN POINT**

### Toyota makes car design a community affair on Google+

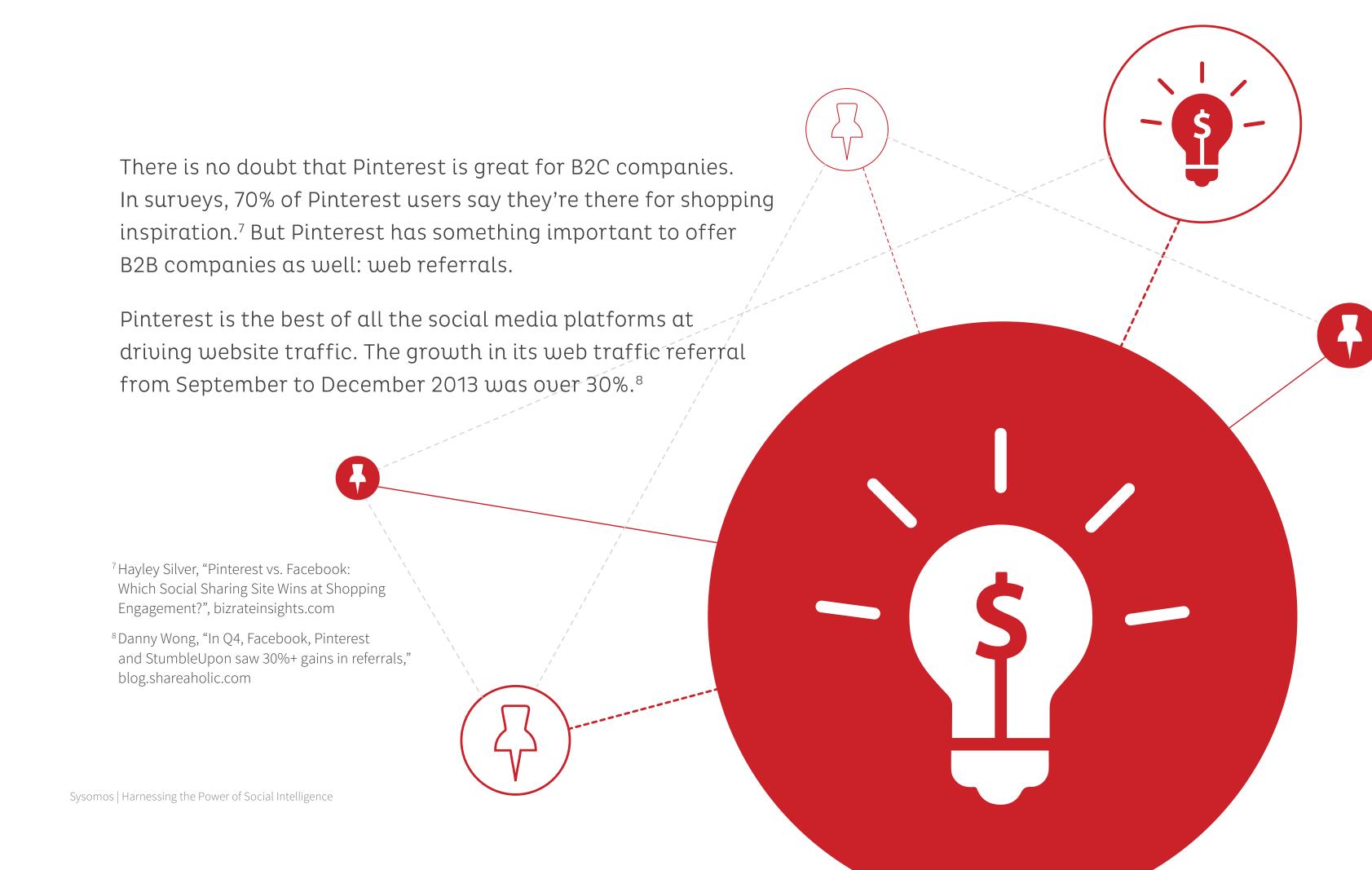
Toyota drives engagement with the "Toyota Collaborator" feature on its Google+ page. Using Google+ Hangouts, users can invite up to 5 friends to help them customize their Toyota. They can change paint colors and wheel rims and discuss options. When the car is finished, it can be taken for a virtual test drive on Google Maps.

www.toyota.com/collaborator

# NEARLY HALF OF WEB USERS USE SOCIAL MEDIA WHEN LOOKING TO BUY A PRODUCT.

searchenginejournal.com



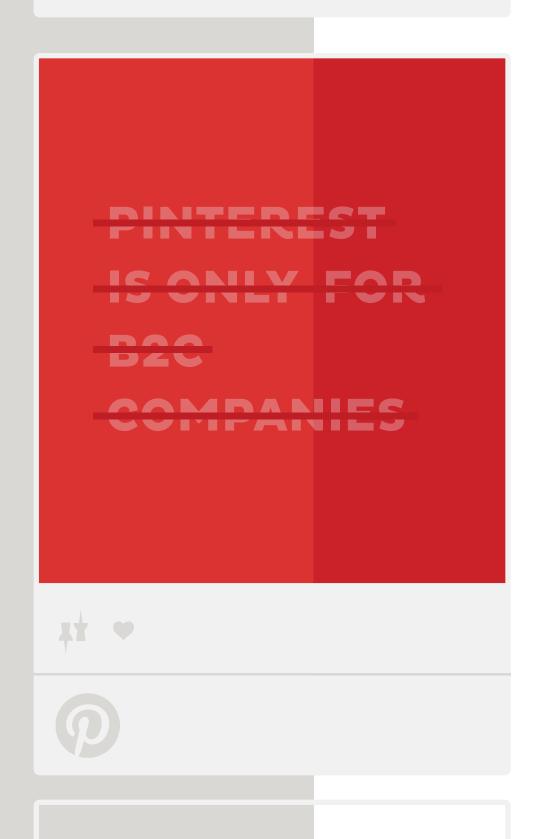




B2B companies can use Pinterest as part of their content marketing strategy by pinning the latest content they want to promote and including a link to drive website traffic.

For instance, your business can:

- Pin infographics
- Create visually interesting
   "album covers" for e-books, white papers, and videos and pin them
- Pull a key statistic out of a press release, make a graphic out of it and pin it
- Pin quotes and tips



### WHY? WEBTRAFFIC REFERRALS

Because 80% of pins are actually repins, the chances are high that your content will be passed along. This extends your reach, drives even more traffic to your website, and ultimately helps you generate more leads.

<sup>&</sup>lt;sup>9</sup> Gillian Pollard, "5 Pinterest Stats to Consider," socialmediatoday.com





### **Constant Contact thinks** outside the box on Pinterest

This software company serving mostly small businesses added 15,000 Pinterest followers in a nine-month span despite the fact that you can't take a picture of what they sell.

How have they been so successful? By taking a broader view of their offering. They pin a wide range of content, all aimed at helping their small business audience succeed-including useful tips, inspiring quotes, and infographics.

www.pinterest.com/constantcontact

# DO YOU WANT YOUR 15 MINUTES OF FAME? UPLOAD IT

### **MYTH #4** TUMBLR DOESN'T REALLY WORK FOR BUSINESS

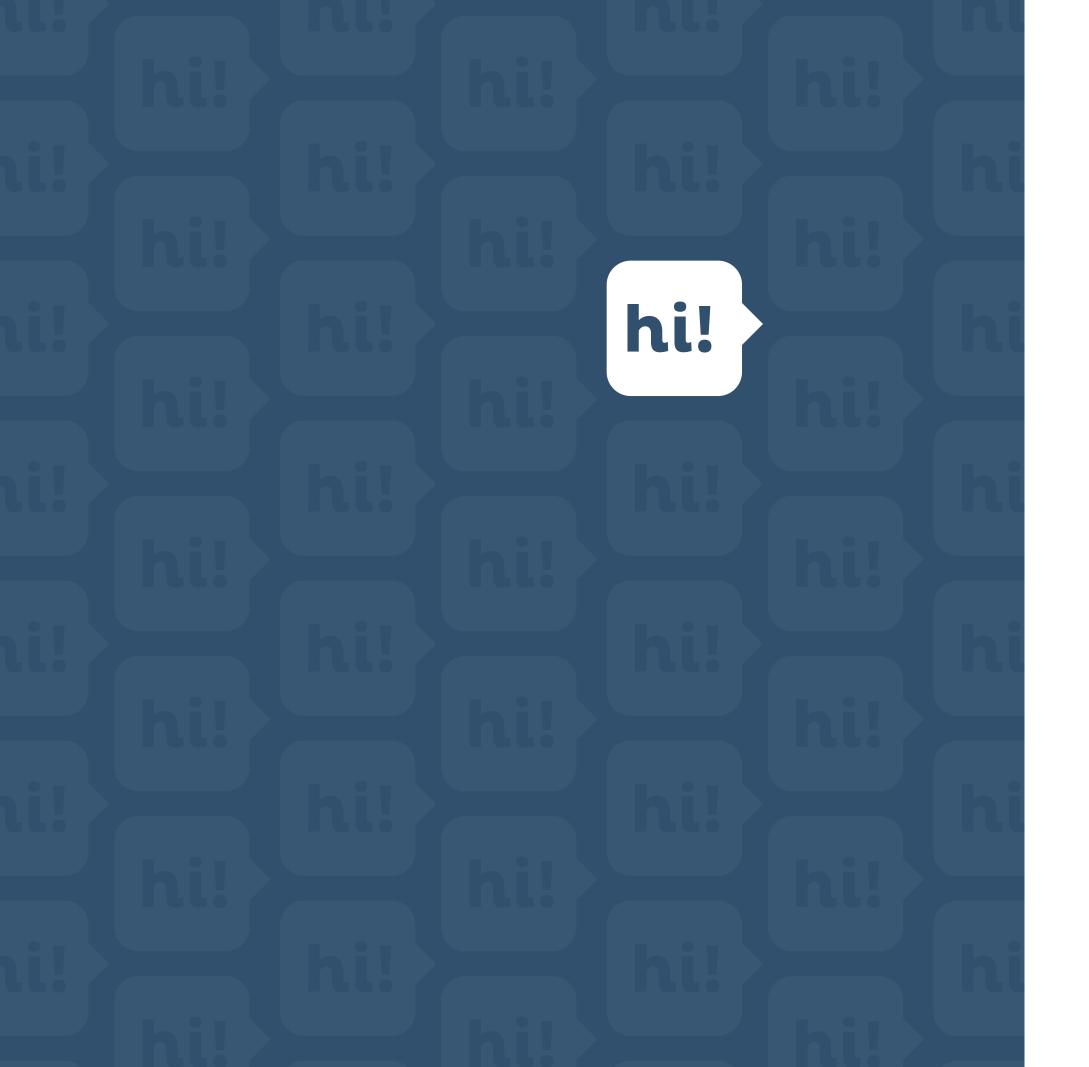
Many people think of Tumblr as a hangout for teens with lots of posts about celebrities. While you will find at least a few pictures of Justin Bieber on Tumblr, this blogging platform also has plenty to offer businesses.

Tumblr is one of the top ten most popular social media platforms in the  $US^{10}$ , has over 200 million monthly visitors and has one of the fastest growing networks.

<sup>10</sup> "Top 15 Most Popular Social Networking Sites, May 2014," ebizmba.com

<sup>11</sup> Craig Smith, "How Many People Use 416 of the Top Social Media, Apps and Tools (May 2014)", expandedramblings.com





Blogging is more important than euer for companies today. It helps you create valuable relationships with your customers, drive traffic to your website, give SEO a boost, and show off your company's thought leadership.

As far as audience goes, Tumblr is an especially good way to connect with younger consumers: 28% of Tumblr's users are 18-24 and another 28% are 25-34, which translates into 60% of its user base under 35.12

If your target is millennials, this is the place to be.

<sup>&</sup>lt;sup>12</sup> "Debunking Tumblr Myths #1: Tumblr isn't for businesses," unionmetrics.tumblr.com

### TUMBLE DOESNIT REALLY WORK FOR BUSINESS

### WHY? DRIVING TRAFFIC & SEO BOOST

Tumblr offers several advantages over other blogging platforms. It gives you a built-in audience of 86 million Tumblr blogs that generate 18 billion page views per month<sup>13</sup>. It's simple to post photos and videos, and Tumblr's reblogging functionality makes it easy for users to share your posts, helping to expand your reach.

<sup>&</sup>lt;sup>13</sup> Jeff Bercovici, "Tumblr: David Karp's \$800 Million Art Project," Forbes.com















### **CASE IN POINT**

### Whole Foods promotes healthy living on Tumblr

Whole Foods sells a way of life as much as organic produce, and it uses its presence on Tumblr to help reinforce its brand.

An extension of its monthly online magazine Dark Rye, Whole Foods' Tumblr blog includes repurposed and curated content, an eclectic mix of the health-conscious and creative, everything from cooking videos to interviews to literary quotes.

darkryemag.tumblr.com

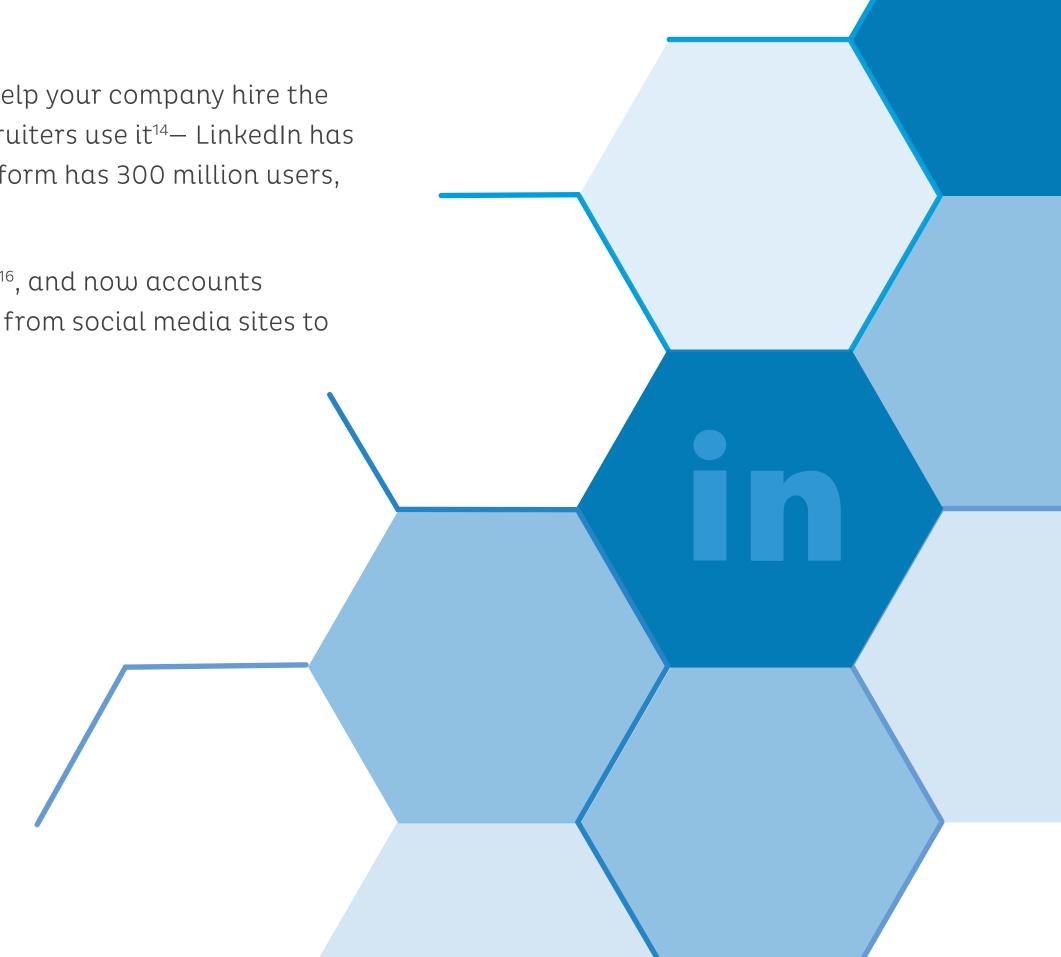
### WHO RUNS THE WORLD? GIRLS.

FEMALES ACCOUNT FOR
MORE USERS THAN MEN ACROSS
ALL SOCIAL MEDIA SITES



While LinkedIn is a powerful tool to help your company hire the best and brightest talent—94% of recruiters use it<sup>14</sup>— LinkedIn has more to offer your business. This platform has 300 million users, and 40% of its users check it daily<sup>15</sup>.

LinkedIn has 3 million business pages $^{16}$ , and now accounts for a stunning 64 percent of all visits from social media sites to corporate websites. $^{17}$ 



<sup>&</sup>lt;sup>14</sup> Hannah Morgan, "A Look Inside the Habits of the Social Job Seeker," money.usnews.com

<sup>&</sup>lt;sup>15</sup> Craig Smith, "By the Numbers: 88 Amazing LinkedIn Statistics," expandedramblings.com

<sup>&</sup>lt;sup>16</sup> Craig Smith, "By the Numbers: 88 Amazing LinkedIn Statistics," expandedramblings.com

<sup>&</sup>lt;sup>17</sup> Marcus Fergusson, "LinkedIn users are more interested in your company: stats," econsultancy.com



If you use your company page creatively you can connect with audiences beyond potential employees and drive your business results:

- Use status updates to create a campaign: Pose an interesting question to influencers in your industry and post their responses to continue the conversation and raise your visibility.
- Generate leads by promoting free demos, e-books, etc.: You can also send messages to customers on LinkedIn asking for recommendations for your products and services.
- Cross-promote your other social channels: Create potential engagement by prominently linking your other social media sites.

## CNLY CCCD FCR ATTRACTING RCCK STAR EMBL AVEEC

### WHY? BRAND PROMOTION

LinkedIn is just as important to brands as it is to job seekers. Like potential employees, brands can raise their profile, stimulate conversation with influencers and promote interaction to one of social media's most engaged audiences.

The opportunities for both sides of the employment divide are endless.





### **CASE IN POINT**

### **American Airlines connects** with travelers on LinkedIn

American Airlines uses its company page status updates to promote a contest to win unique travel experiences.

To enter the contest, the LinkedIn user has to guess the location of a photo American Airlines has posted, such as St. Basil's in Moscow or the Coliseum in Rome. It's a fun way to share the love of travel-exactly the kind of thing to go viral.

www.linkedin.com/company/american-airlines



### LOOKING AHEAD

Social media is always changing, and staying on top of that change is key to maximizing its potential. Use social media tools to understand where your audiences are, and then find creative ways to take advantage of those platforms to engage your audiences. The most successful companies will be the ones that look past the myths to discover true opportunity.

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