

SOCIAL MEDIA GUIDE

FLOW CALCULATOR APPLICATION



Introduction

This guide sets out to recommend several social media platforms to help market the *Flow Calculator Web Application* (from here referred to as The Application). I will explore the benefits and drawbacks of three social media platforms namely:

1. Facebook
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2. Twitter
 3. LinkedIn,

as well as setting guidelines to measure success in a social media campaign.

As the application is still in the beta stage of development, the main purpose of using social media is to gauge public interest in the product. The target audience for The Application are:

1. Irrigation and horticulture professionals
2. Home gardeners
3. Potential investors to provide financial backing for further development of The Application

Pros and Cons of chosen social media platforms

Facebook

Facebook is a social networking platform. People create online profiles and connect with other users through 'friend requests'. They use their profiles share online content including text, pictures and videos and view content shared by others.

Advantages

Popularity

Facebook is the most popular social networking site with 2.375 billion active users as of July 2019¹. There are 15 million active Australian facebook users as of January 2019². It also has a broad age range³ so you can gain feedback from a wider range of the community.

¹ "Global social networks ranked by number of"
<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Accessed 6 Oct. 2019.

² "Social Media Statistics Australia – January 2019." 1 Feb. 2019,
<https://www.socialmedianews.com.au/social-media-statistics-australia-january-2019/>. Accessed 6 Oct. 2019.

³ "Social Media Statistics Australia – January 2019." 1 Feb. 2019,
<https://www.socialmedianews.com.au/social-media-statistics-australia-january-2019/>. Accessed 6 Oct. 2019.

Targeted marketing

Facebook makes it easy to target audiences with specific interests through its tracking of online activity. This means any paid advertising through facebook is more likely to reach the desired people. Facebook allows the creation of interest groups and has many groups dedicated to gardening, irrigation, horticulture, business startups and technology. By posting about the application in these groups you can gauge their responses to the product.

Support for business pages

You can easily create an account dedicated to this application and its brand, separate from any personal accounts.

Extensive developer platform

Facebook offers many integrations with web applications including APIs for business insights and social integrations. These APIs are well documented making them accessible and easy to integrate with existing web applications.

Disadvantages

Invasive advertisements

Paid advertisements will often pop up on people's feeds unwanted and they may view your brand as being pesky and may even block your profile.

No control over negative reviews

Facebook does not allow you to delete negative reviews. You can delete comments and posts on your page as well as ban problem users.

Twitter

Twitter is a news, microblogging and social networking platform. It is mostly used to post text in short posts called 'Tweets'. These tweets are limited to 280 characters or less, so they are quick both to post and to read. Twitter also supports posting images and videos, but text is its most ubiquitous form of content.

Advantages

Hash-tags

Twitter makes use of hashtags which are keywords or phrases preceded by a hash ('#') sign. This allows other users to find content belonging to a particular theme. Through careful use of the right hash-tags you can quickly circulate new developments regarding the application as it develops.

Affluent user base

Twitter has a high percentage of well off users with 56% of them earning 50'000 US Dollars or more a year. Twitter has a high number of affluent millennials in its user base, with 80% of this demographic using the platform⁴.

Popular

Although not as popular as Facebook it still has a large worldwide following with 330 million followers worldwide as of July 2019⁵. It is the seventh most popular social networking site in Australia with 4.7 million active users as of January 2019⁶.

Disadvantages

Younger audience

Twitter has a relatively younger audience compared to other social media platforms with 37% of its users between the ages of 18 - 29⁷. This makes it harder to target people in the home gardeners target audience. This can be mitigated by using the right hash-tags.

⁴ "Twitter by the Numbers - Omnicore Agency." 5 Sep. 2019, <https://www.omnicoreagency.com/twitter-statistics/>. Accessed 6 Oct. 2019.

⁵ "Global social networks ranked by number of" <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Accessed 6 Oct. 2019.

⁶ "Social Media Statistics Australia – January 2019." 1 Feb. 2019, <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2019/>. Accessed 6 Oct. 2019.

⁷ "Twitter by the Numbers - Omnicore Agency." 5 Sep. 2019, <https://www.omnicoreagency.com/twitter-statistics/>. Accessed 6 Oct. 2019.

No control over negative comments

You can't delete other peoples' replies to your tweets. You can block users from your feed so they won't be notified of new tweets.

LinkedIn

LinkedIn is a professional networking platform. It is used to gain professional contacts, for job recruiting and job hunting. To make a connection with someone you must make a 'connection request' with them. This is very similar to Facebook 'friend requests'. These connections will then appear in your 'network' list. It has a newsfeed where users can post content such as text, images and videos.

Advantages

Affluent user base

LinkedIn has a high percentage (44%) of users earning above average wages⁸. 49% of LinkedIn users earn more than \$75,000 a year⁹. This makes it easier to target the 'potential investor' audience.

Popular

As of August 2019 LinkedIn has over 575 million users with more than 9 million users in Australia¹⁰. It is the fourteenth most popular social networking platform in the world¹¹.

⁸ "Mind-Blowing LinkedIn Statistics and Facts (2019) - Kinsta." 12 Aug. 2019, <https://kinsta.com/blog/linkedin-statistics/>. Accessed 7 Oct. 2019.

⁹ "Share of U.S. adults using social media, including Facebook" 10 Apr. 2019, <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>. Accessed 1 Nov. 2019.

¹⁰ "Mind-Blowing LinkedIn Statistics and Facts (2019) - Kinsta." 12 Aug. 2019, <https://kinsta.com/blog/linkedin-statistics/>. Accessed 7 Oct. 2019.

¹¹ "Global social networks ranked by number of" <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Accessed 8 Oct. 2019.

Superior lead generation

LinkedIn is popular with marketers, with good reason as it is an especially good platform for lead generation. It beats its rivals Twitter and Facebook by a whopping 277% when it comes to effective lead generation¹².

Professional networking

Professional networking is the primary purpose of the LinkedIn platform. This makes LinkedIn the best platform to network with professionals working in the irrigation and horticulture industries, as well as a great place to look for talent to expand the development team.

Disadvantages

Not many retirees

As it is primarily a professional networking site, there is little to attract those who are retired. This makes it harder to target the 'home gardener' audience.

Younger user base

LinkedIn has a high proportion of young users, with millennials making up 38% of its user base¹³. Again this makes it harder to target the 'home gardener' audience.

Measuring success of social media implementation

To measure the relative success or failure of your efforts in social media you should monitor and analyse certain metrics. Metrics are measurements of data collected over time. It may be worth investing in social media management software such as [Hootsuite](#) to help track and analyse social media metrics.

¹² "LinkedIn 277% More Effective for Lead Generation Than" 30 Jan. 2012, <https://blog.hubspot.com/blog/tabid/6307/bid/30030/linkedin-277-more-effective-for-lead-generation-than-facebook-twitter-new-data.aspx>. Accessed 8 Oct. 2019.

¹³ "Mind-Blowing LinkedIn Statistics and Facts (2019) - Kinsta." 12 Aug. 2019, <https://kinsta.com/blog/linkedin-statistics/>. Accessed 7 Oct. 2019.

Follower growth¹⁴

This is simply the number of followers or connections you have for a particular social media profile. Keep track of how many followers you gain for each platform in the first month after the launch of the application on social media. Then monitor the increase or decrease of followers each month. You should aim to beat the average follower growth rate for each platform (average 2 - 3%¹⁵). Facebook provides analytical tools for tracking various social media metrics including follower growth.

Post engagement¹⁶

Post engagement is a measurement of how many likes (or reactions) and comments on each post gets divided . To calculate the engagement rate of a particular post:

1. Select a post to analyse
2. Record how many reactions and comments that post received and add the two numbers together
3. Divide this number by the number of followers that profile has and multiply the result by 100. This gives you a percentage figure which is the engagement rate for that particular post.
4. To get your average engagement rate over your whole profile you will need to add together the engagement rate for all your posts and divide the figure by the total amount of posts that profile has

Again you should aim to have a greater average engagement rate than the total average for that particular platform (3.75% for Facebook¹⁷).

¹⁴ "10 Metrics to Track for Social Media Success : Social Media" 8 Nov. 2016, <https://www.socialmediaexaminer.com/10-metrics-to-track-for-social-media-success/>. Accessed 6 Oct. 2019.

¹⁵ "How Do I Calculate My Engagement Rate on Instagram? - Plann." <https://www.plannthat.com/calculate-engagement-rate-on-instagram/>. Accessed 1 Nov. 2019.

¹⁶ "4 Metrics You Must Measure for Social Media Success - Mention." 13 Sep. 2017, <https://mention.com/blog/social-media-success/>. Accessed 6 Oct. 2019.

¹⁷ "Global social media research summary 2019 | Smart Insights." 12 Feb. 2019, <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>. Accessed 1 Nov. 2019.

Content reach

This is a measure of how many total people view a particular post divided by the number of followers that profile or page has (multiplied by 100 to get a percentage figure). Content reach can be divided into:

1. Organic reach: The number of people who viewed a post 'naturally', not through paid advertising
2. Viral reach: The number of people who viewed a post as a result of it being shared or published by one of their social media connections.
3. Paid reach: The number of people who viewed a post through paid advertising

The average reach for Facebook is 1% to 6% which serves as the benchmark to beat.