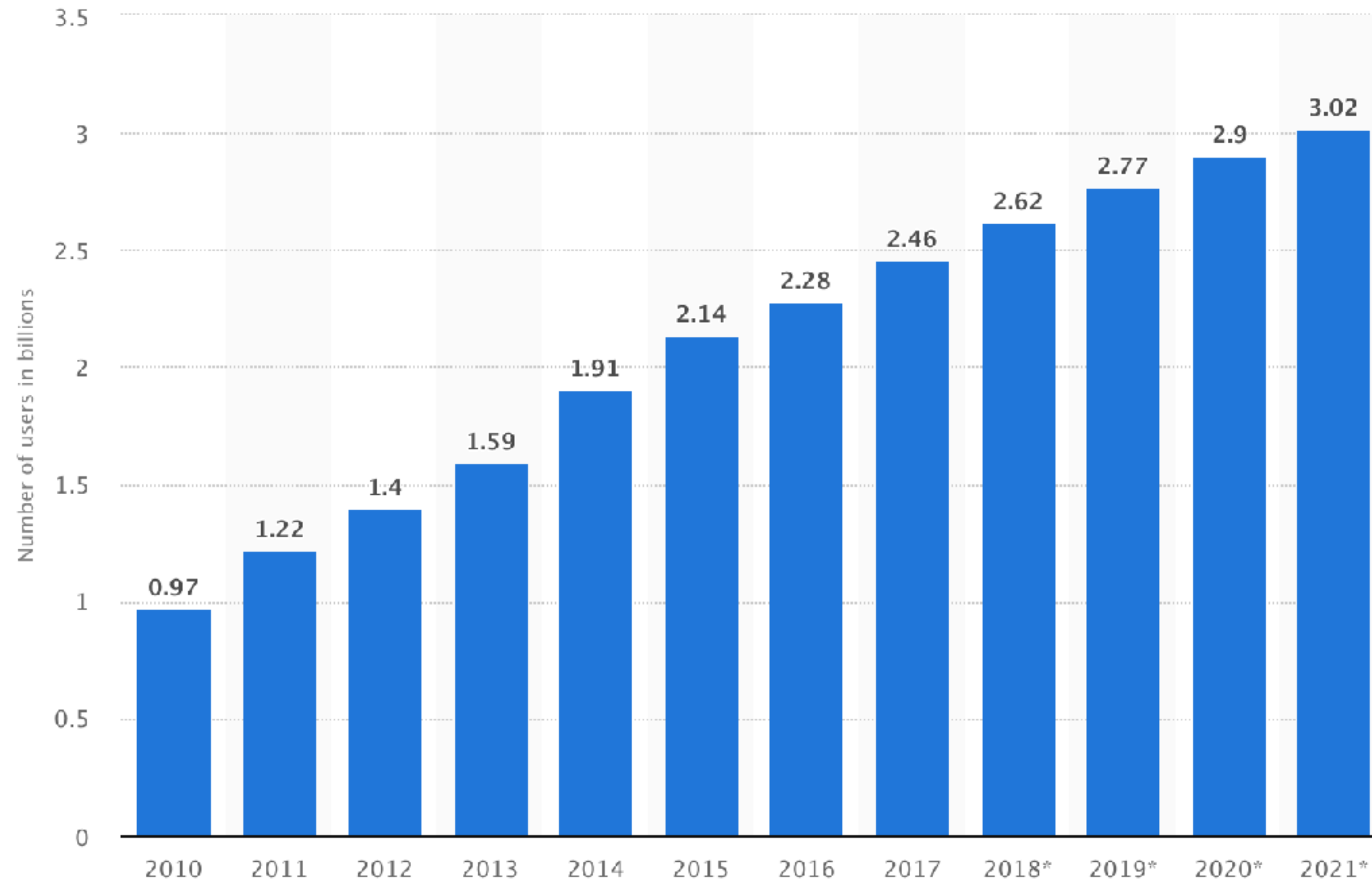


# social content

Building a Website 2018

social media has become a **robust**  
**industry** in and of itself

## Number of social media users worldwide from 2010 to 2021 (in billions)

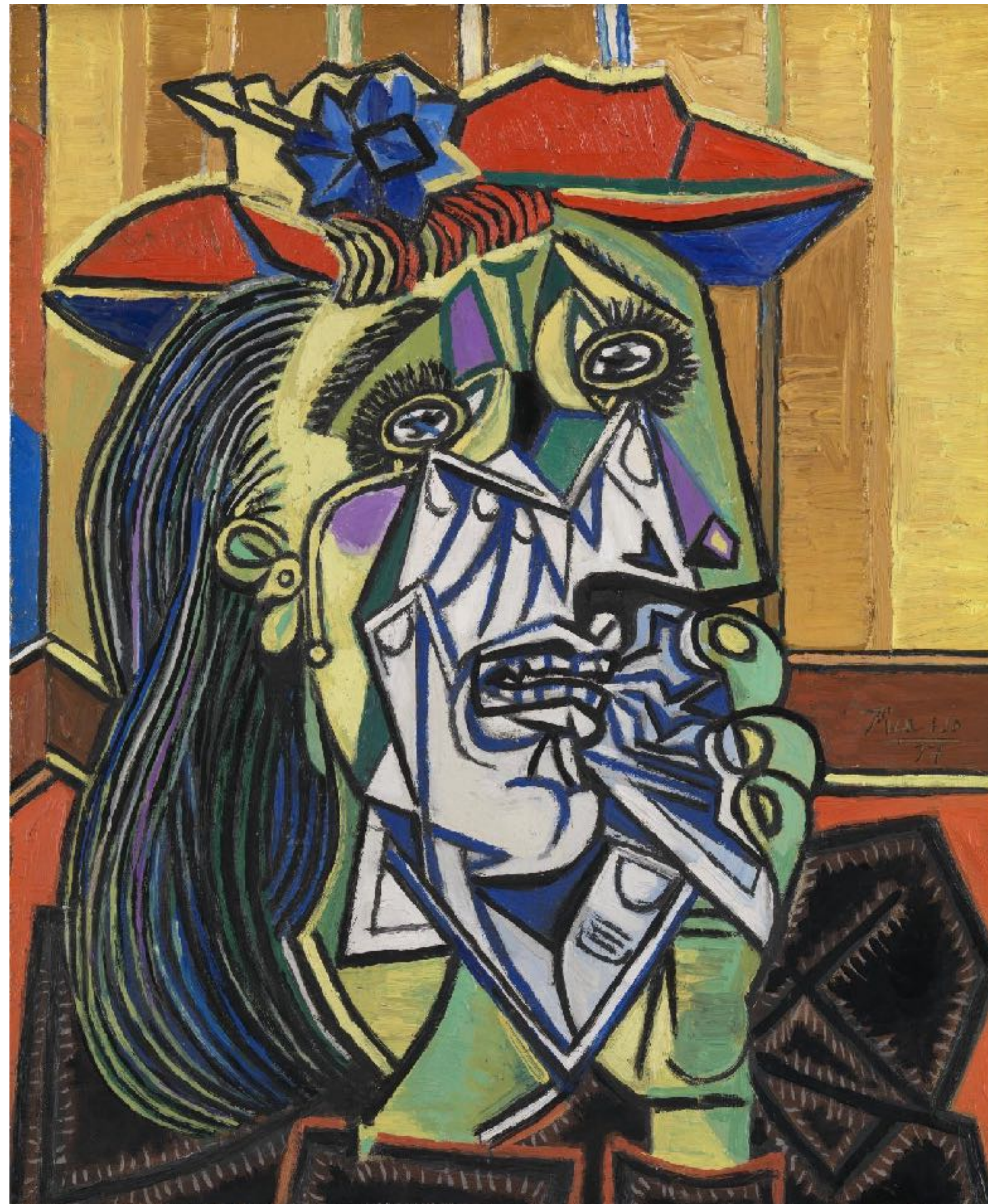


–statista.com



in order to **achieve business goals**  
through social media, you must create  
content that is **compelling**











what does **compelling content**  
look like to **you**?



study

research



[Internet](#) › [Social Media & User-Generated Content](#) › [Twitter](#)

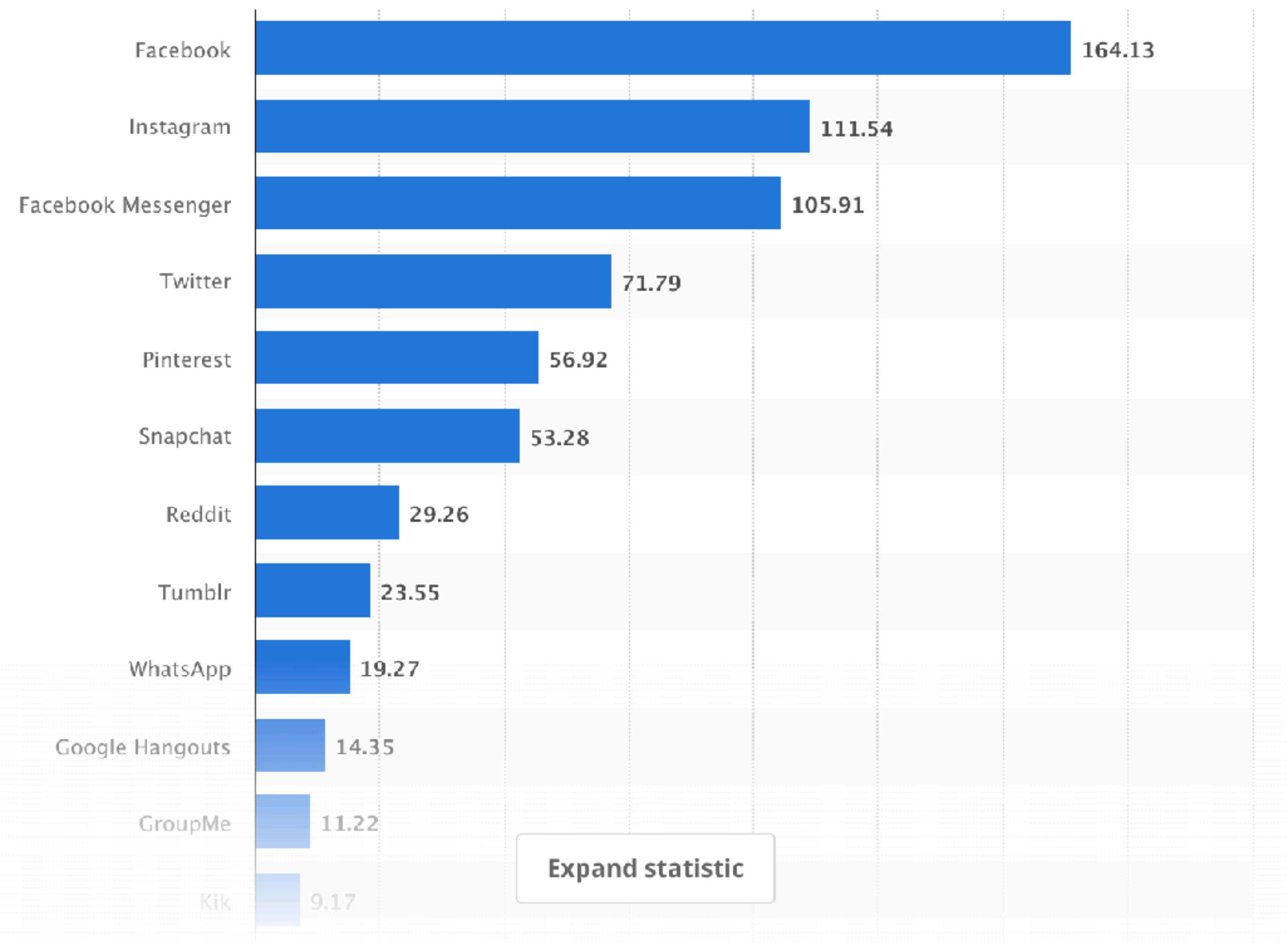
## Twitter - Statistics & Facts

Twitter is an online social networking service that enables users to send short 140-character messages called tweets. According to recent social media industry figures, Twitter currently ranks as one of the [leading social networks worldwide](#) based on active users. As of the first quarter of 2017, Twitter had [328 million monthly active users](#). Registered users can read and post tweets as well as follow other users via update feed. As of March 2017, Katy Perry was the [most-followed celebrity on Twitter](#) with more than 96 million followers.

[Read more](#) ▼



# Most popular mobile social networking apps in the United States as of May 2018, by monthly users (in millions)



DOWNLOAD   SETTINGS   SHARE

PNG +

PDF +

XLS +

PPT +

DESCRIPTION   SOURCE   MORE INFORMATION

This statistic gives information on the most popular social networking apps in the United States as of May 2018, ranked by monthly mobile users. During this month, 164.1 million mobile users accessed the Facebook app. Facebook's Messenger app had a monthly mobile audience reach of 105.91 million users.



# The Internet Is a Zoo

## The Ideal Length of Everything Online

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Every piece of content should be as long as it takes to convey the message, and no longer.



—[buffer.com](https://buffer.com)

# good places to look for social media research

- Buffer
- Hootsuite
- Sprout Social
- searches!

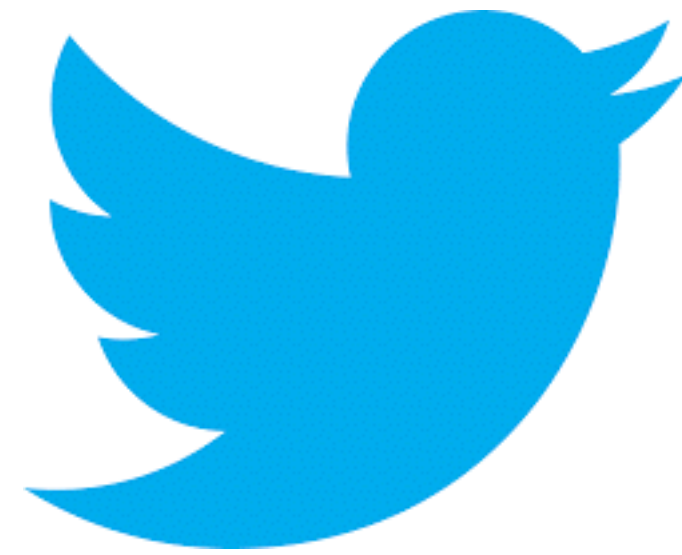


what is compelling to your  
**target audience?**

where does that audience **hang out**?



artists  
art directors



media/tech



fans



people who hire



moms?



what are the **affordances** of each channel?

# Affordance

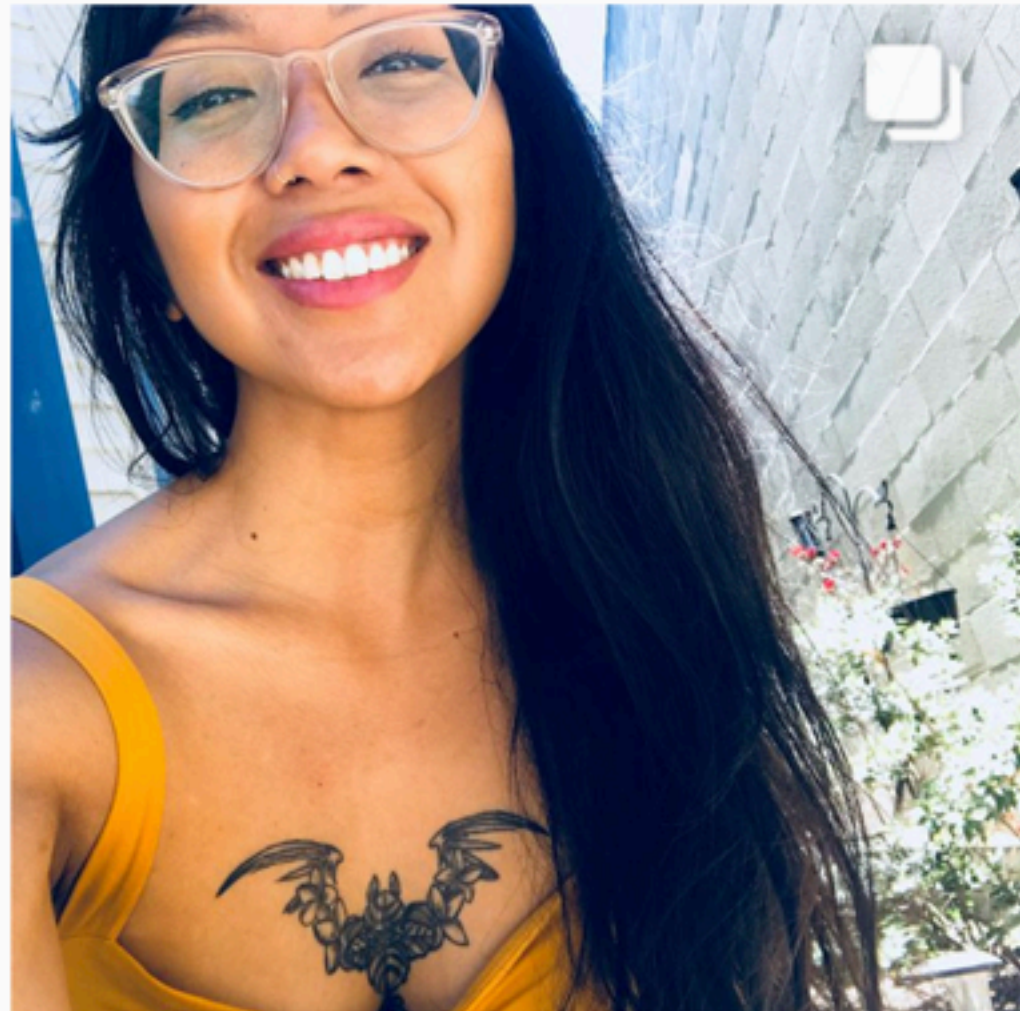
The affordances of the environment are what it offers the animal, what it provides or furnishes, either for good or ill

— psychologist James J. Gibson





Search



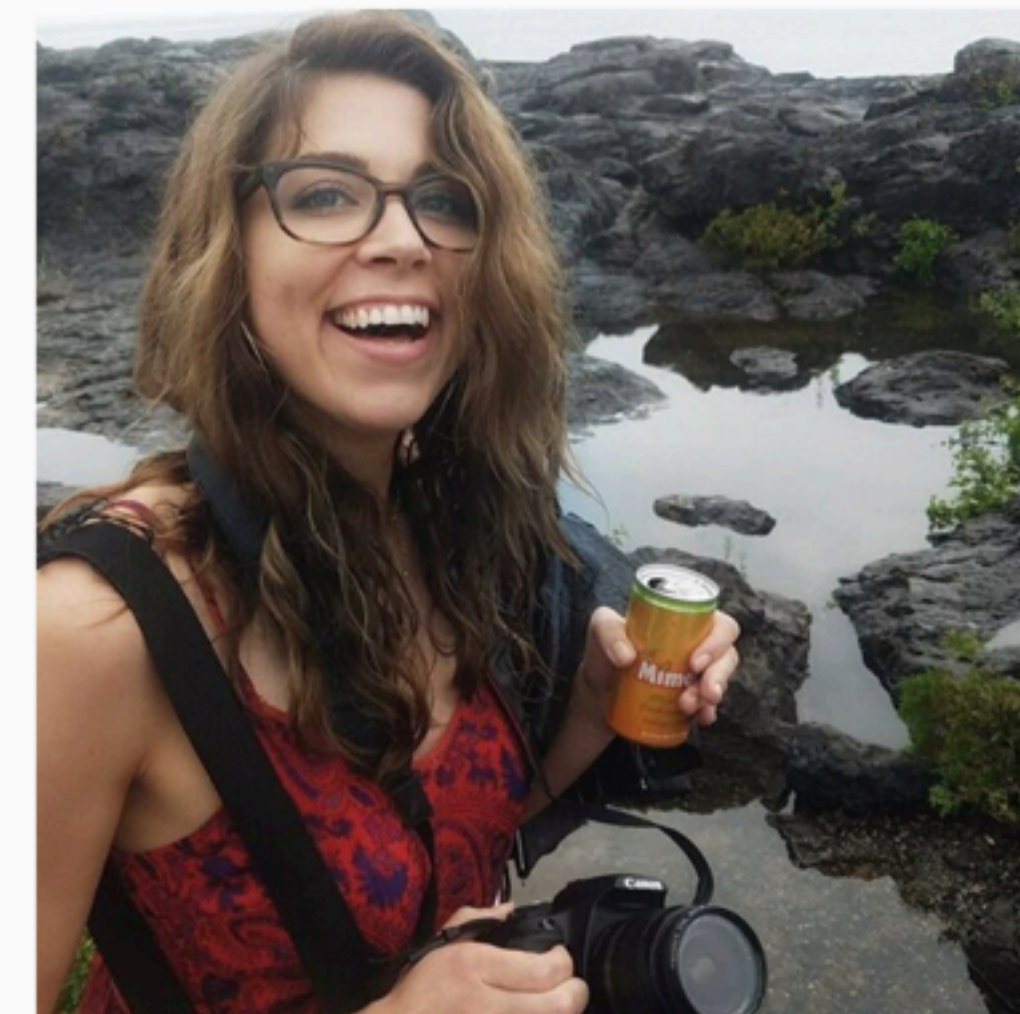
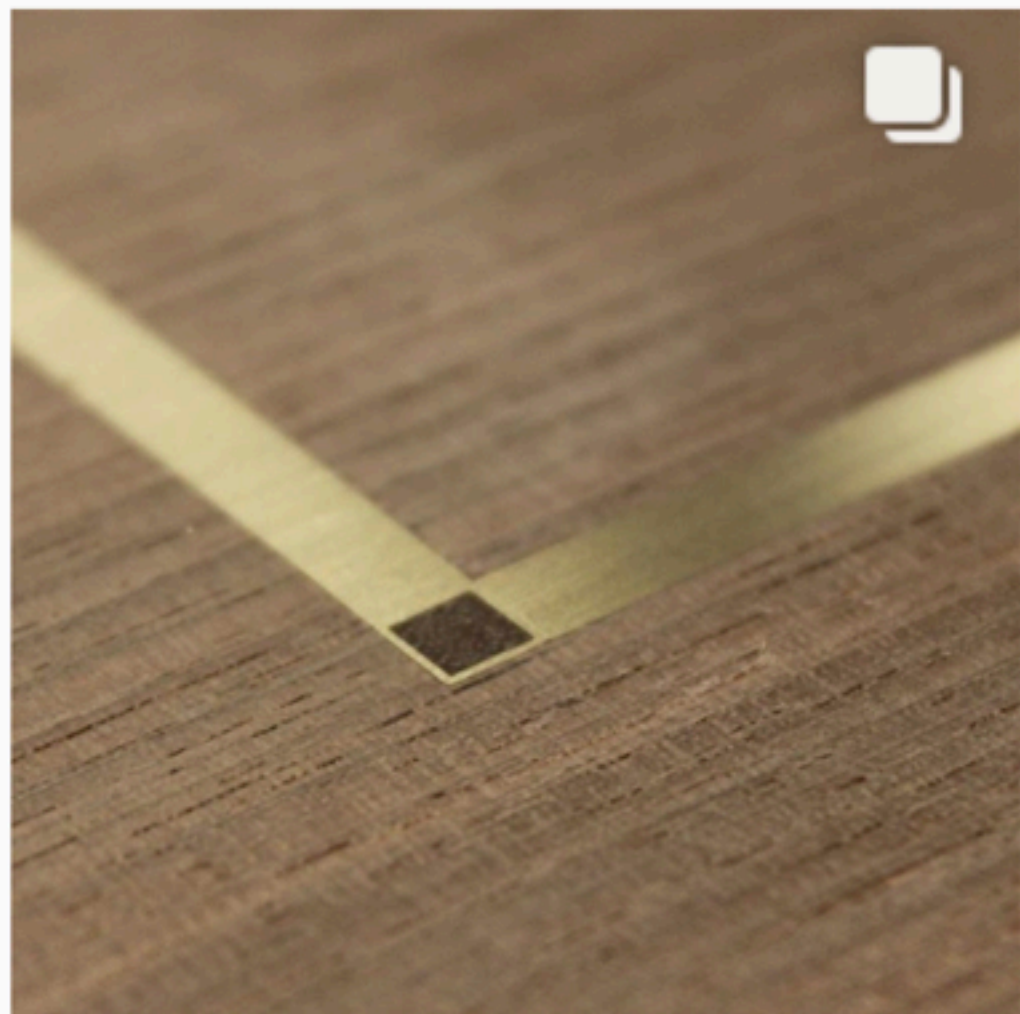
So you're telling me neither one of these people are Justin Bieber

Pop Crave @PopCrave

Machine Gun Kelly posted a picture with Halsey on Instagram.



JULY 2, 2018





remember to make **smart** goals

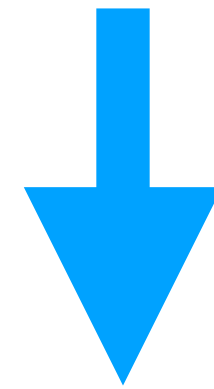
- **Specific:** Your goals should be clear, simple and defined.
- **Measurable:** This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable:** Is it achievable or is it not possible within your resources?
- **Realistic:** With your current resources of time and money, is it possible to achieve your goals?
- **Time sensitive:** Every goal needs a time frame, whether it's one year or several months.



what is your **goal**  
who is your **audience**

what is your **goal**

who is your **audience**



**where** do you post

**what** do you post

how do you achieve **reach**?



you have to **engage with your  
community** as well

# social media content plan

- study
  - what is your **goal**
  - who is your **audience**
- **where** will you post (which channel)
- **what** will you post (links, images, ideas, research)