RESUBMISSION ACHIEVED

Unit 3: Using Social Media in Business: Learning Aim A

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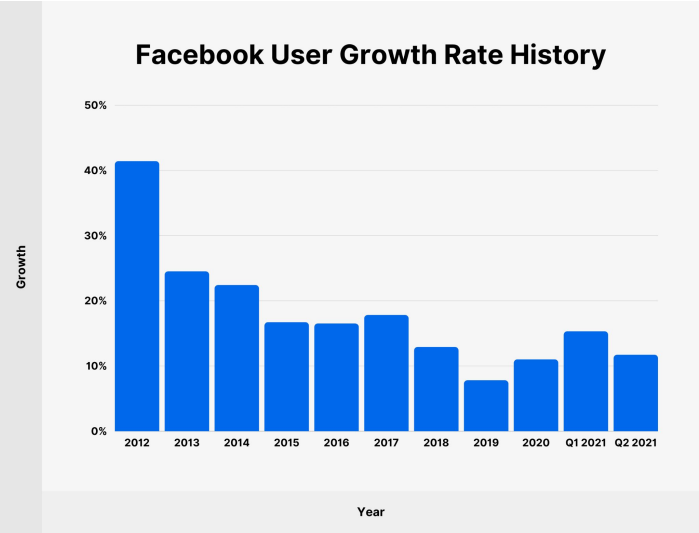
PARTIAL

Introduction

How businesses can utilise social media to their advantage

Social Media History – Facebook

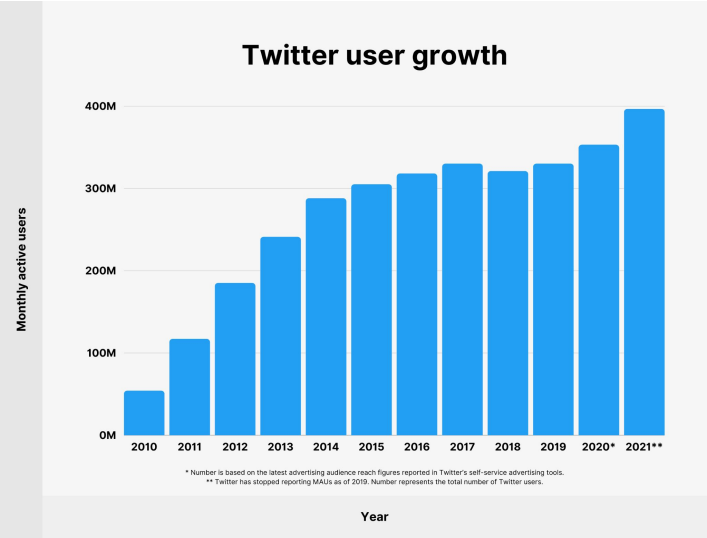


Graph showing the yearly percentage growth of users on Facebook from 2012-2021

Old Facebook Logo

New Facebook Logo

Social Media History – Twitter

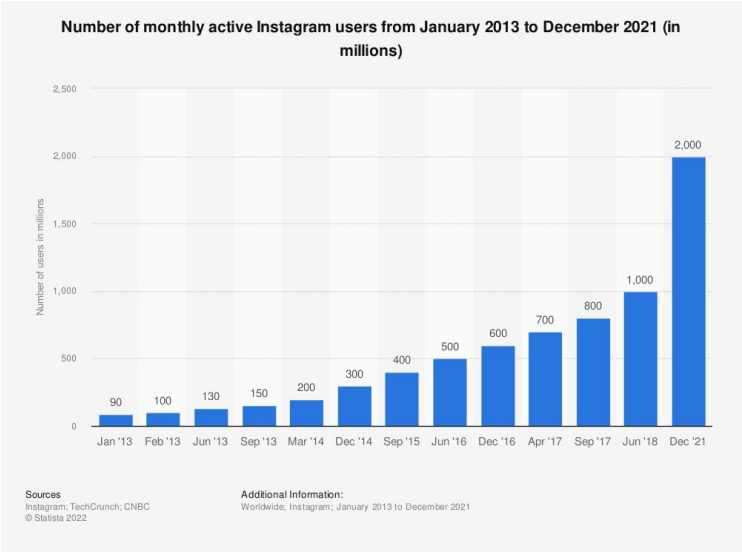


Graph showing the Yearly Active Users for Twitter from 2010-2021

Old Twitter Logo.

New Twitter Logo

Social Media History – Instagram

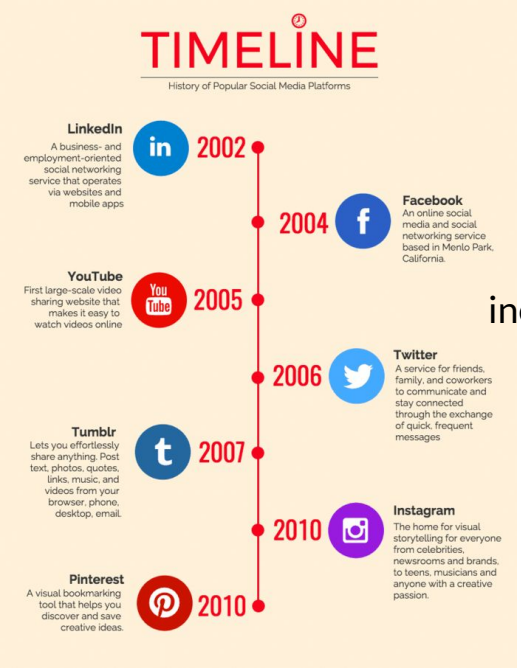


Graph showing monthly active users of Instagram from 2013-2021

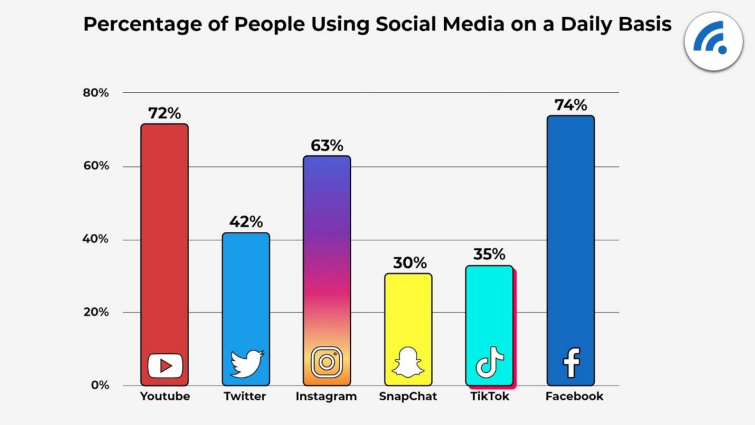
Old Instagram Logo

New Instagram Logo

Evaluation Social Media History

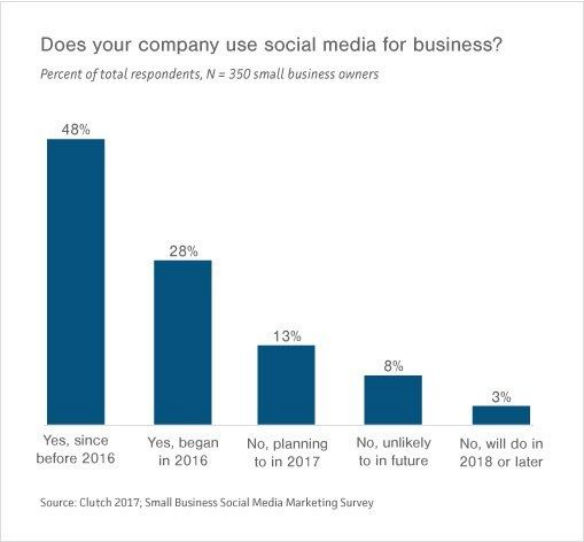


An overall timeline which includes the dates when social media sites were created.



Graph showing the percentage of people using the chosen social media networking sites

Different Ways a Business can use Social Media



Percentages of businesses which have been using social media or are planning to in the future.

Different Ways a Business can use Social Media Facebook

A list of 11 ways to increase the amount of growth your business account has on Facebook

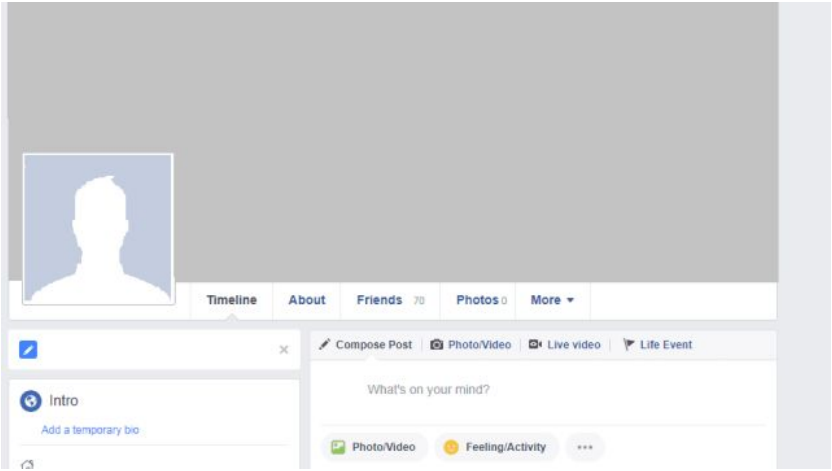
Different Ways a Business can use Social Media Twitter

Ways businesses can use Twitter to increase brand awareness and growth

Different Ways a Business can use Social Media Instagram

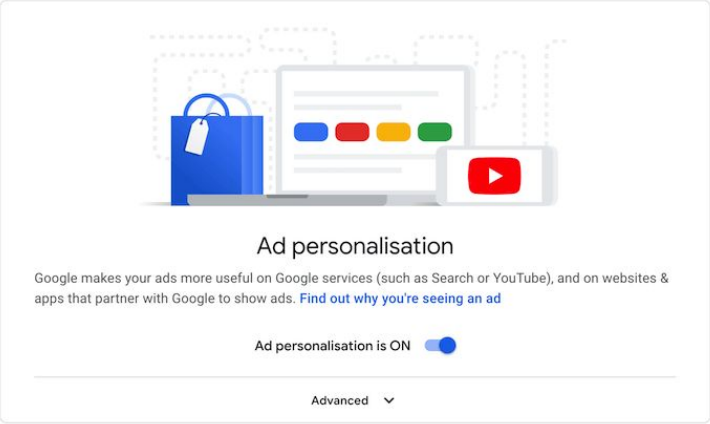
Ways businesses can use Instagram to promote products and grow their popularity

Features of Social Media Websites



A example of a profile system used on social media websites.
(Using Facebook to demonstrate)

A switch which users are able to toggle the use of personalised and search-related advertisements

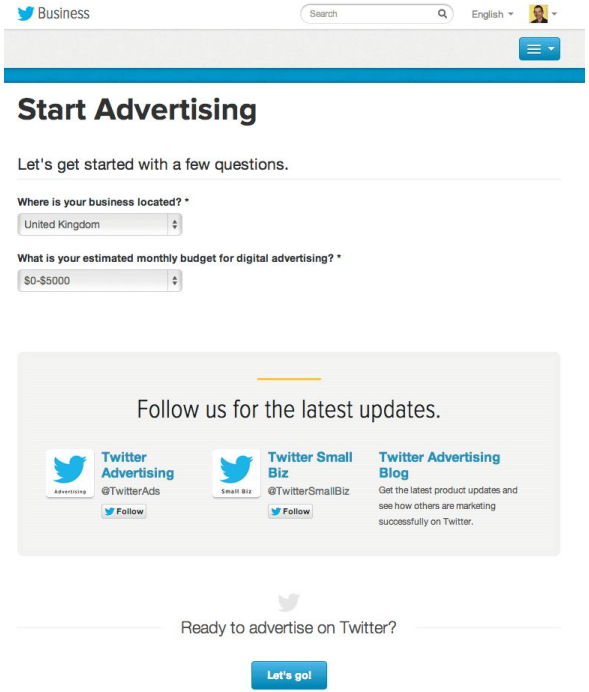


Features of Social Media Websites – Facebook

An image stating a list of features which Facebook have implemented to help Marketing and Businesses.

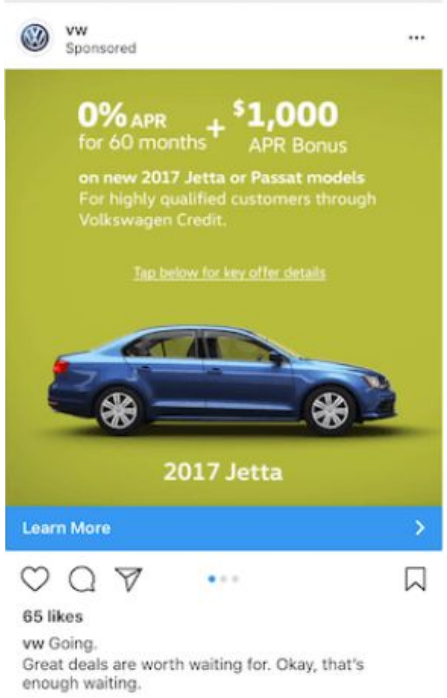
Features of Social Media Websites – Twitter

A screenshot showing the page which is used for Businesses to start promoting their products and services

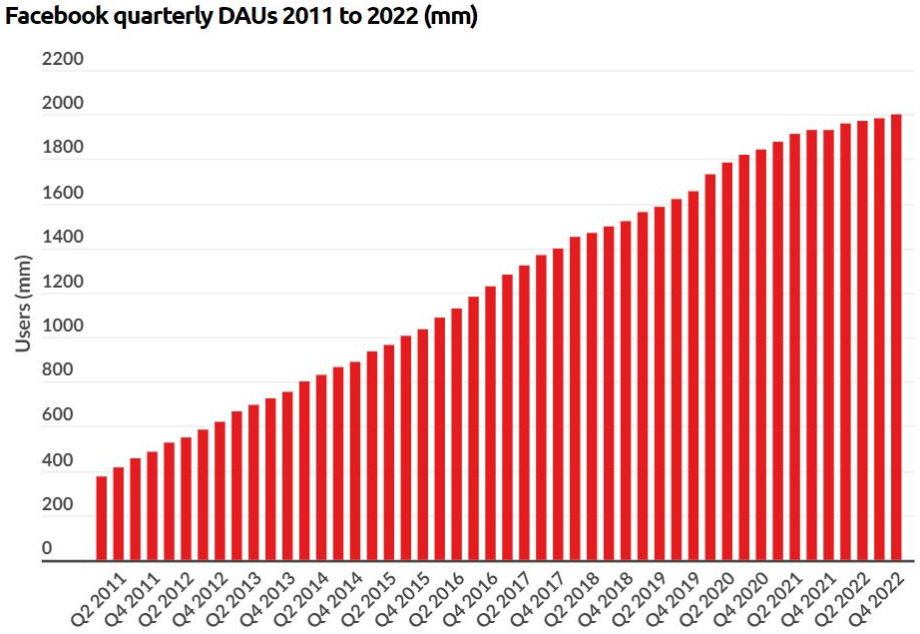


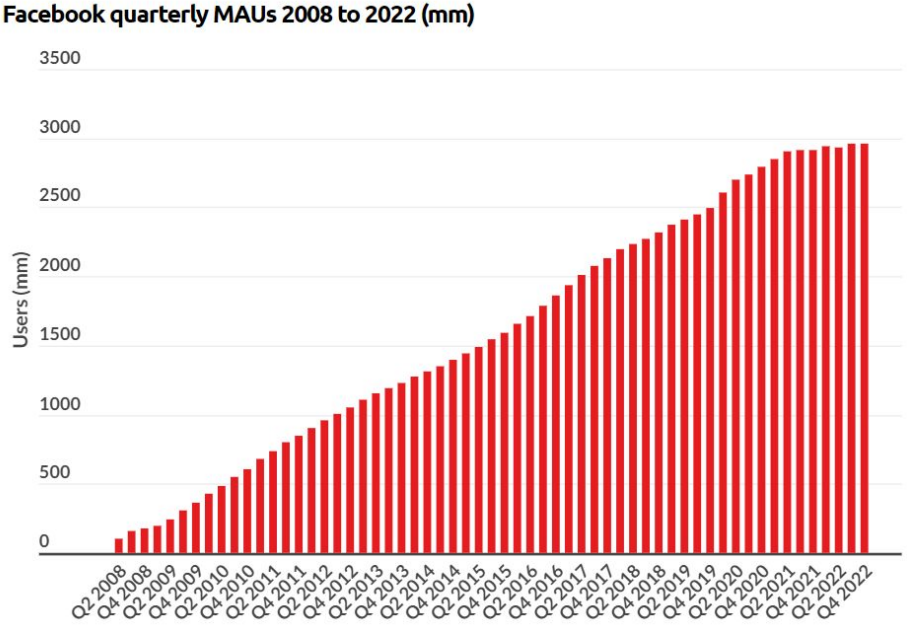
Features of Social Media Websites – Instagram

A screenshot showing an Instagram profile which can be used by businesses online. It has a website link and a information section.



Explain the different audience profiles of Social Media Sites - Facebook





Explain the different audience profiles of Social Media Sites - Twitter

Twitter annual users 2017 to 2022 (mm)

Year	Users (mm)
2010	40
2011	85
2012	151
2013	218
2014	271
2015	304
2016	313
2017	310
2018	298
2019	312
2020	347
2021	362
2022	401

Twitter gender demographics 2022 (%)

Gender	Percentage of users
Male	56.4
Female	43.6

Twitter age demographics 2022 (%)

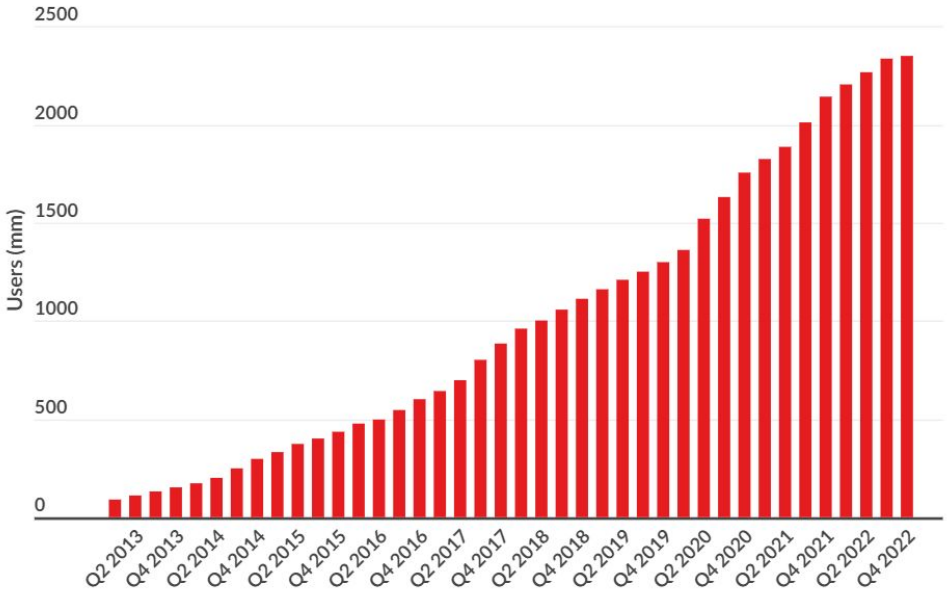
Age bracket	Percentage of Users
13-17	7.8
18-24	25.2
25-34	26.6
35-44	28.4
45+	12

Explain the different audience profiles of Social Media Sites - Instagram

Instagram age demographics 2022 (%)

Age	Percentage of Users
13-17	7
18-24	30
25-34	33
35-44	16
45-54	8
55-64	4
65+	2

Instagram quarterly users 2013 to 2022 (mm)



Explain the different audience profiles of Social Media Sites - Summary

Number of Instagram monthly active users

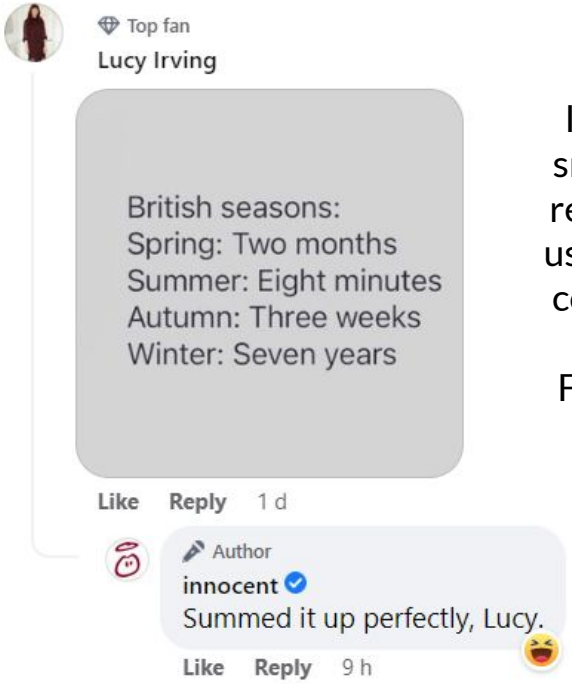
Year	Number of monthly users (In millions)
2013	150
2014	300
2015	400
2016	600
2017	800
2018	1000
2019	1000*
2020	1000*
2021	1074
2022	2000

Two charts displaying the drastic differences between the amount of active users on both Twitter and Instagram. Instagram having approximately 850 million more active users.

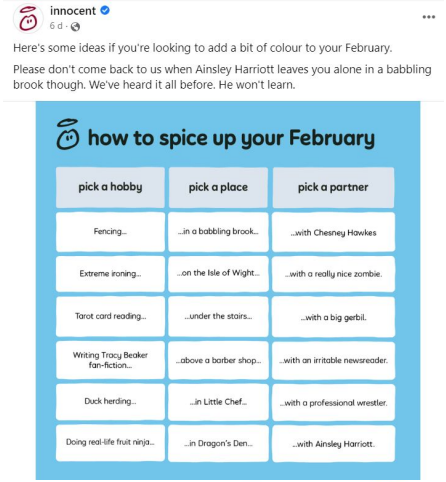
Number of annual Twitter total users

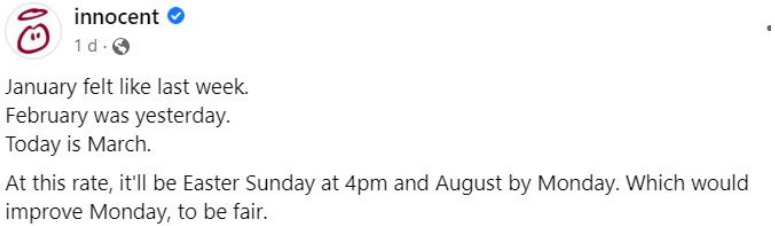
Year	Number of users (In millions)
2017	110
2018	112
2019	139
2020	186
2021	217

Assess the different ways in which a business can use Social Media – Innocent Smoothies on Facebook



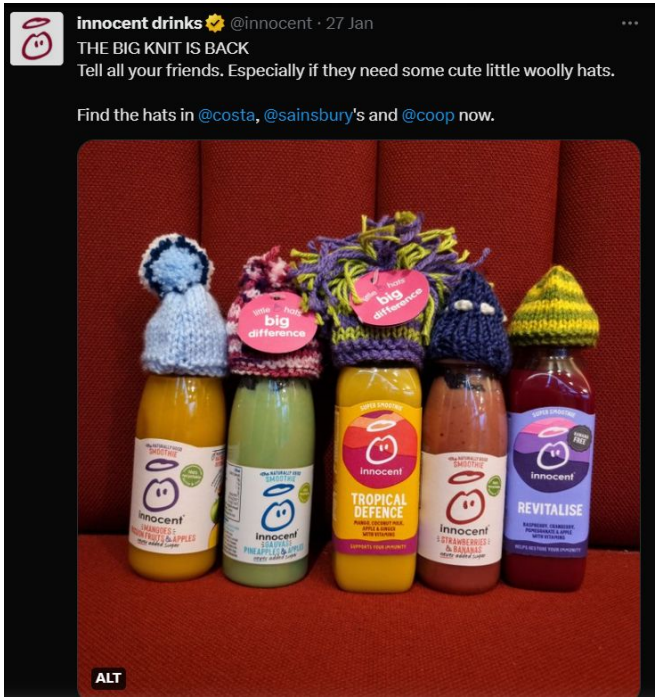
Innocent smoothies replying to users in the comments of a Facebook post.





Innocent Smoothies using both Images and Text content formats to provide humour and/or activities which users can interact with and reply to.

Assess the different ways in which a business can use Social Media – Innocent Smoothies on Twitter



An image posted on the Innocent Smoothie Twitter account which promotes a special offer currently available.

Two images which both highlight that the Business' primary focus is to humour an audience.

innocent drinks @innocent · 26 Feb
So apparently we can post even more characters now. In that case,
pppppppppppppppppppplllllllllllllllseeeeeeeeeeeeeaaaaaaaaaaaaseeeeeeeeee buuuuuuuuuuuuuuuuyyyyy
ssssssssssssmmmmmmmmmmmmmmmoooooooooooottttttttttttttthhhhhhhhhhhhhhhhhhhiiiiiiiiiiiiiiiiiiiiiiiiiiiieeeeeeeeeeeee

Assess the different ways in which a business can use Social Media – Innocent Smoothies on Instagram

Two different uses of an image content format.
(Left: Humour)
(Right: Promotion / Giveaway)

A reply to a customer comment providing interaction and humour.

A colourful video which indirectly advertises a special promotion available.

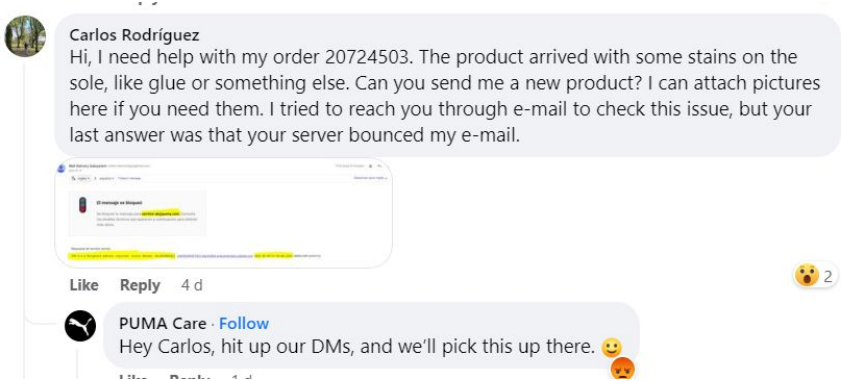
Assess the different ways in which a business can use Social Media – Puma on Facebook

Forever O Rei.

> Forever The King.
> · Hide Original · Rate this translation

A Puma memorial post for a famous football player, who helped Puma become the brand it is today. This post is not promoting anything, yet used as a way to say thank you for the help they had been given.

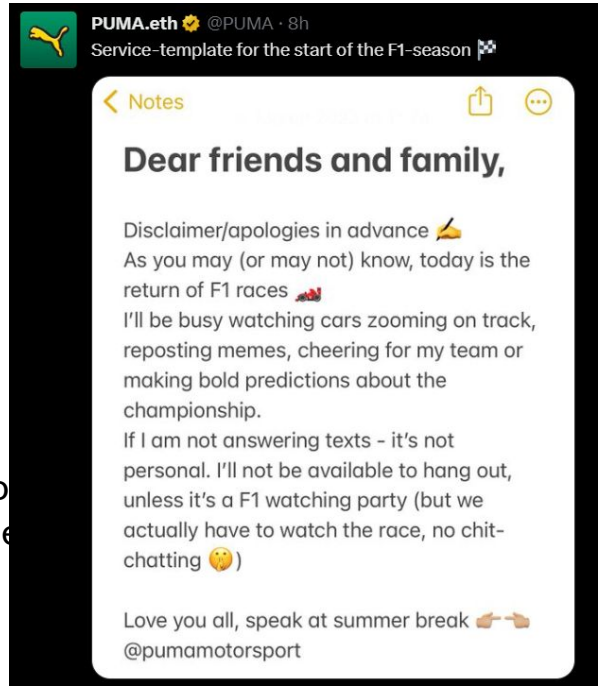
A comment where Puma responds as customer service, offering to help the user who has asked for their issue to be resolved



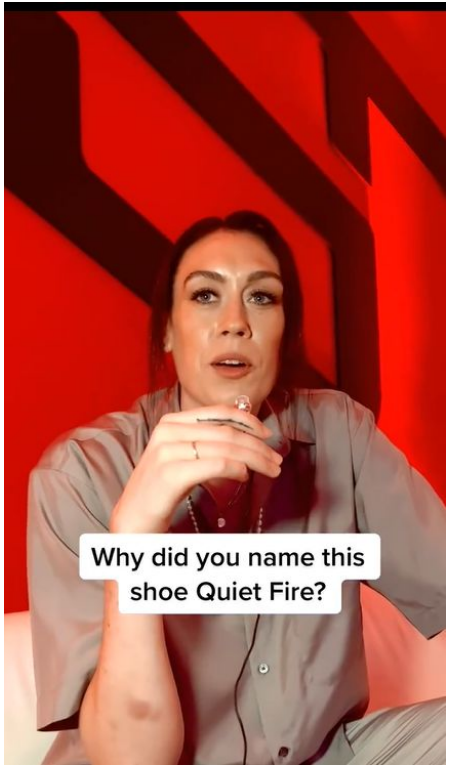
Assess the different ways in which a business can use Social Media – Puma on Twitter

On the left is a issue of Super Puma, which is a comic strip which is posted on occasion to give users a piece of content which is not promotion.

On the right is an example o
humour which is used on the
Puma Twitter account.

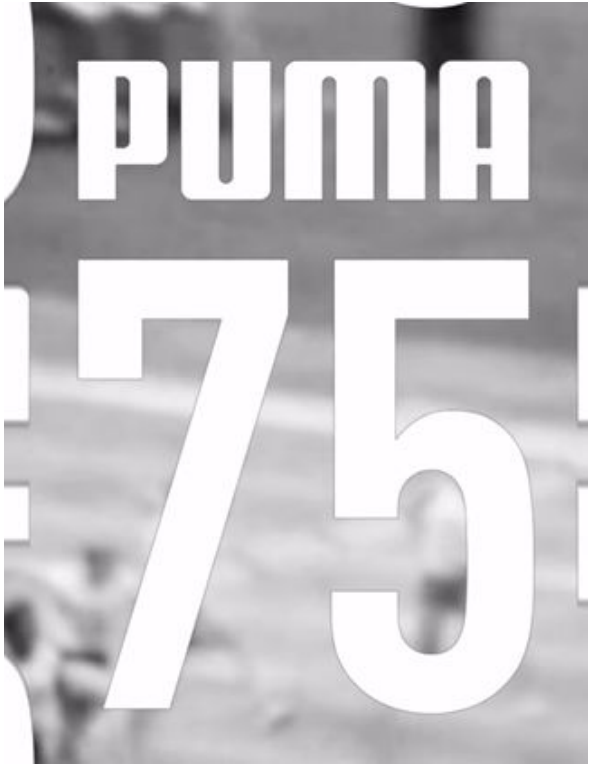


Assess the different ways in which a business can use Social Media – Puma on Instagram



An instagram reel in where an athlete is interviewed, and is involved in indirect advertising for the business.

A celebratory post, which highlights the 75th anniversary for the business.



Assess the different ways in which a business can use Social Media – Red Bull on Facebook

Red Bull
12 February at 19:01 ·

oh to be on a swing hanging from hot air balloon at sunset 🌞

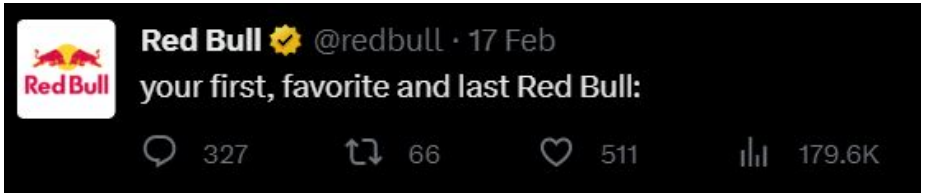
#givesyouwings

One of the many videos which host indirect advertising, Then red bull also have a designated hashtag to spread their content. They also have a website where all content is posted also.

http://www.redbull.com/

Assess the different ways in which a business can use Social Media – Red Bull on Twitter

Indirect advertising, ways which Red Bull communicates with the audience to be more welcoming to users on Twitter.



Assess the different ways in which a business can use Social Media – Red Bull on Instagram

A post which has been copied over from Twitter, yet changed to match Instagrams content formats.

A humour post which shows a funny video from the Red Bull soap box racing

Evaluate the use of social media for Innocent smoothies

innocent drinks
@innocent

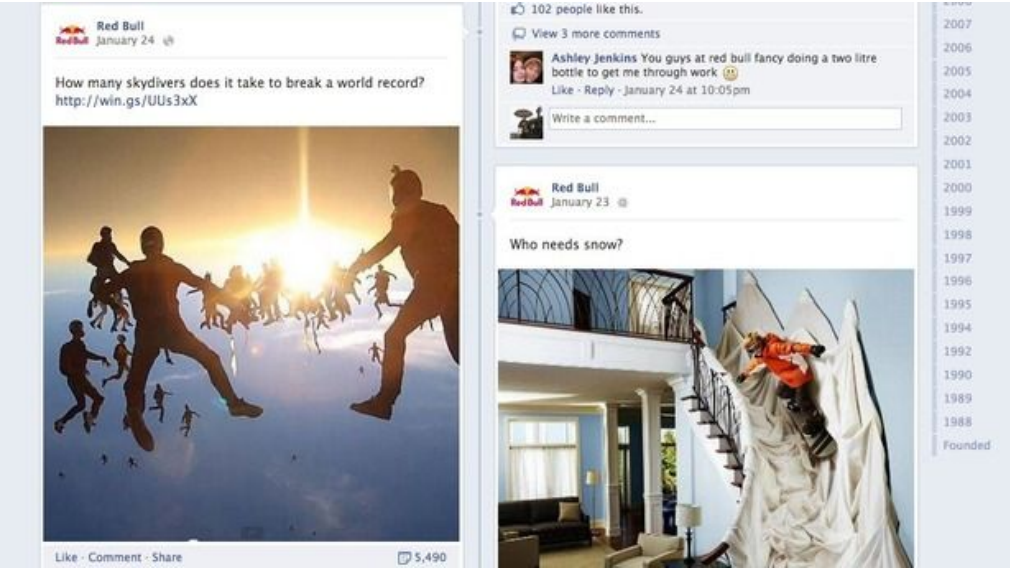
LAST WEEK:
"It's too hot"
"Can't cope in this heat"
"I'm melting"
"I haven't stopped sweating in four days"
"I am 90% sun cream"
"If anyone wants me, I'll be in the freezer"

THIS WEEK:
"Rain? Typical."

innocent

Evaluate the use of social media for Puma

Evaluate the use of social media for Red Bull



References