

fashion entrepreneurs **OF HTX**

Social Media Summary

This is meant to be a basic summary to compliment the presentation given on Wednesday, May 15, 2019 titled “Social Media: DIY, Influencers, and Advertisements”. Additional resources including references to social media marketing tips are provided to help business owners with their social media strategy. It’s up to you the business owner to invest resources to research and learn about how to implement social media strategy. The aim of this summary is to help give you a place to start and possibly save you some time along your journey. Blog articles will be posted on the FEH website in the future to elaborate on the information provided below.

Statistics

Every year studies are conducted and information is published about the usage of social media. Top marketing firms publish this information to provide value for their customers and potential customers.

1. Hootsuite Article: *130+ Social Media Statistics that Matter to Marketers*
<https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>
2. Social Sprout Article: *65 Social Media Statistics to Bookmark in 2019*
<https://sproutsocial.com/insights/social-media-statistics/>

Data

Demographics, posting times, posting frequency, content topics, are all things to consider when posting on social media to get your message out to the largest possible audience of customers.

1. Ellering, Nathan. “How Often To Post On Social Media According To 14 Studies.” *CoSchedule Blog*, 8 Feb. 2018, coschedule.com/blog/how-often-to-post-on-social-media/.
2. Myers, Louise. “6 Social Media Content Categories To Delight Your Fans.” *Louise Myers Visual Social Media*, 18 Jan. 2017, louisem.com/110139/social-media-content-categories/.
3. Sailer, Ben. “The Best Times to Post on Social Media in 2018 Based on Research.” *CoSchedule Blog*, 13 Nov. 2018, coschedule.com/blog/best-times-to-post-on-social-media/.
4. West, Chloe. “Social Media Demographics in 2019.” *The Modern Connection*, 28 Jan. 2019, themodernconnection.com/2019/01/social-media-demographics-in-2019/.

Additional Resources

Blogs, podcasts, webinars, videos, books, and infographics are some of the free resources available to you to learn about social media. Lots of information can be found with a quick online search.

1. Social Media Examiner (<https://www.socialmediaexaminer.com/>)
2. Social Media Today (<https://www.socialmediatoday.com/>)
3. Hootsuite (<https://blog.hootsuite.com/>)

Beginner Tutorials

1. Coke, Di. “Instagram Guide for Beginners 2018.” *YouTube*, YouTube, 22 Aug. 2018, www.youtube.com/watch?v=79UwWEuUiVk.
2. Coke, Di. “Facebook Guide for Beginners 2018.” *YouTube*, YouTube, 14 May 2018, www.youtube.com/watch?v=hjbRBd-HbYY.

Tips

Once again, if you are willing to spend some time learning there are lots of tips, advice, hacks, etc. to help you get more followers online and improve your sales.

1. Mehta, Tejas. “44 Social Media Growth Hacks For Marketers in 2019.” *SocialPilot*, 1 Apr. 2019, www.socialpilot.co/blog/social-media-growth-hacks-for-marketers.
2. Patel, Neil. “How to STAND OUT on Social Media as a New Entrepreneur | Grow Your Brand with Social Media Marketing.” *YouTube*, YouTube, 13 Feb. 2018, www.youtube.com/watch?v=7CYQTg4_zQo&t=253s.
3. Patel, Neil. “How to Start Social Media Marketing (4 ESSENTIAL Tips for Beginners).” *YouTube*, YouTube, 18 Sept. 2018, www.youtube.com/watch?v=-tdFvJLw2UQ.
4. Andrew, and Pete. *33 Insane Algorithm Hacks to Dominate Social Media*. 2019, www.andrewandpete.com/wp-content/uploads/2017/07/33-Insane-Algorithm-Hacks-to-Dominate-Social-Media-by-Andrew-and-Pete.pdf.
5. Garst, Kim. “How to Create Insanely Shareable Content.” *Kim Garst | Marketing Strategies That WORK*, 21 July 2017, kimgarst.com/how-to-create-insanely-shareable-content/.

Tools

1. Canva – creating posts with pictures and text (<https://www.canva.com/>)
2. Pixabay – pictures (<https://pixabay.com/>)
3. YouTube– copyright free music (<https://www.youtube.com/audiolibrary/music>)

Advertising

1. “Ad Format Specs & Recommendations.” *Facebook Ads Guide*, www.facebook.com/business/ads-guide.
2. “The Beginner's Guide to Facebook Advertising 2019 By AdEspresso.” *AdEspresso*, adespresso.com/guides/facebook-ads-beginner/.