



# Let's Get Social!

**Association for Child Development**

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Are you social?

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- Explain the importance and benefits of social media
- Discuss the most popular social media networks
- Help determine what your audience is
- Provide steps to social media success
- Give tools to make social media marketing easy

# Objectives

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**IT'S FREE!**



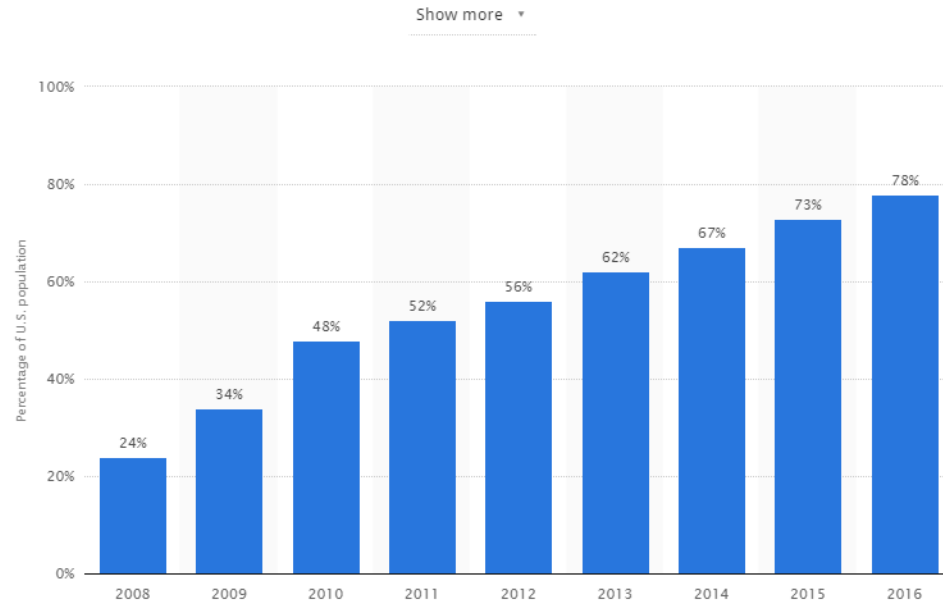
- “I don’t have time”
- “It’s not where my audience is”
- “I can’t see a clear return on the investment”
- “I don’t know what to say”
- “I don’t have anything unique to contribute”
- “I don’t understand it”
- “I am not comfortable with it”

## Reasons for not engaging in social media

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## Percentage of U.S. population with a social media profile from 2008 to 2016

This statistic shows the percentage of US population with a social media profile from 2008 to 2016. In 2016, 78 percent of U.S. Americans had a social media profile, representing a five percent growth compared to the previous year.



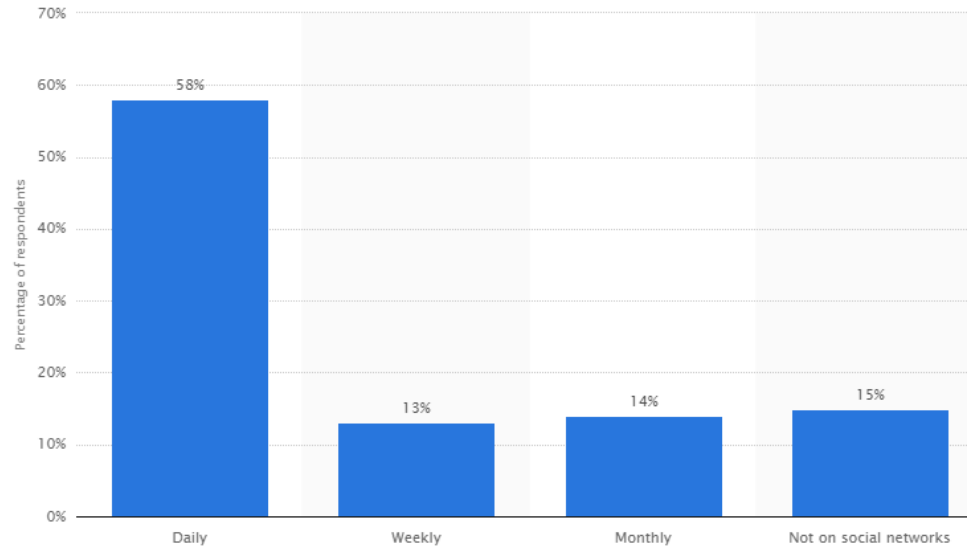
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# Why is social media important?

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### How often do you update or check your profile or social network?

This statistic shows the frequency of social networking site usage in the United States. During the November 2015 survey period, it was found that 58 percent of respondents accessed social networking sites and services on a daily basis.



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# Why is social media important?

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# Eating Through Meal Patterns

## ONE BITE AT A TIME

Using Social Media to Help with the  
Meal Pattern Changes

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[https://www.youtube.com/watch?v=57dzaMaouXA&list=PLN\\_c\\_Rh9mSEeXdGAIB0NmohvX0MeGynp-](https://www.youtube.com/watch?v=57dzaMaouXA&list=PLN_c_Rh9mSEeXdGAIB0NmohvX0MeGynp-)

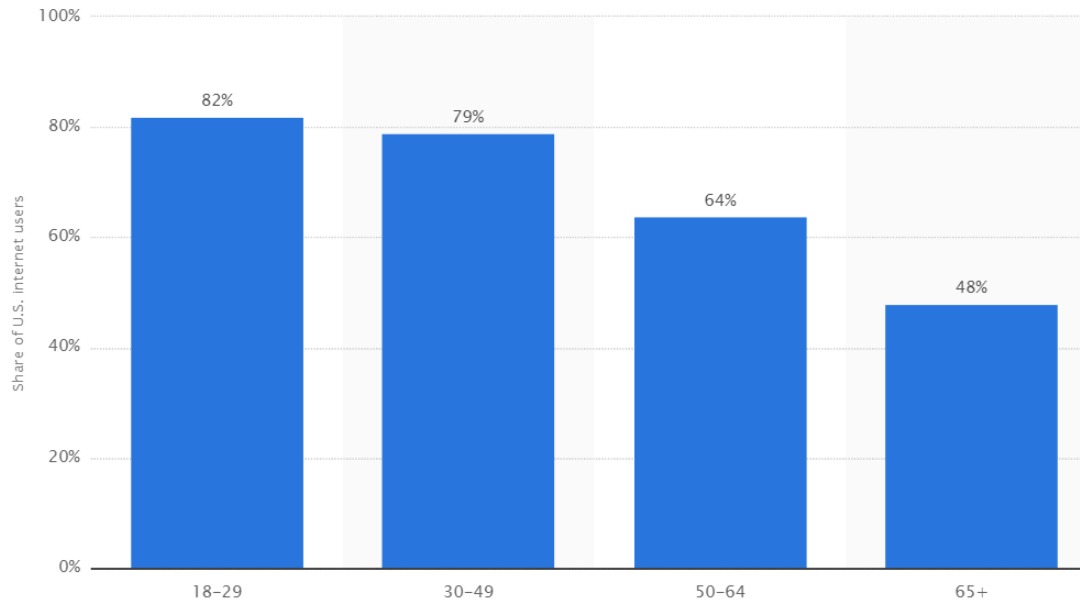


# Top Social Media Sites

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## Percentage of U.S. internet users who use Facebook in April 2015, by age group

This statistic shows the share of internet users in the United States who were using Facebook as of April 2015, sorted by age group. During that period of time, 79 percent of internet users between 30 and 49 years used the social networking site.



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# Facebook

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Find your Audience

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- Lists
- Quizzes
- Images
- Videos
- Quotes

# Deliver Quality Content

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- Consider time of day
- Use visuals
- Engage in conversations
- Get creative

# Facilitate Engagement

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## Facebook

- Suggested to post 5-10 times a week.



## Twitter

- Suggested to post 5 posts or more per day.



## LinkedIn

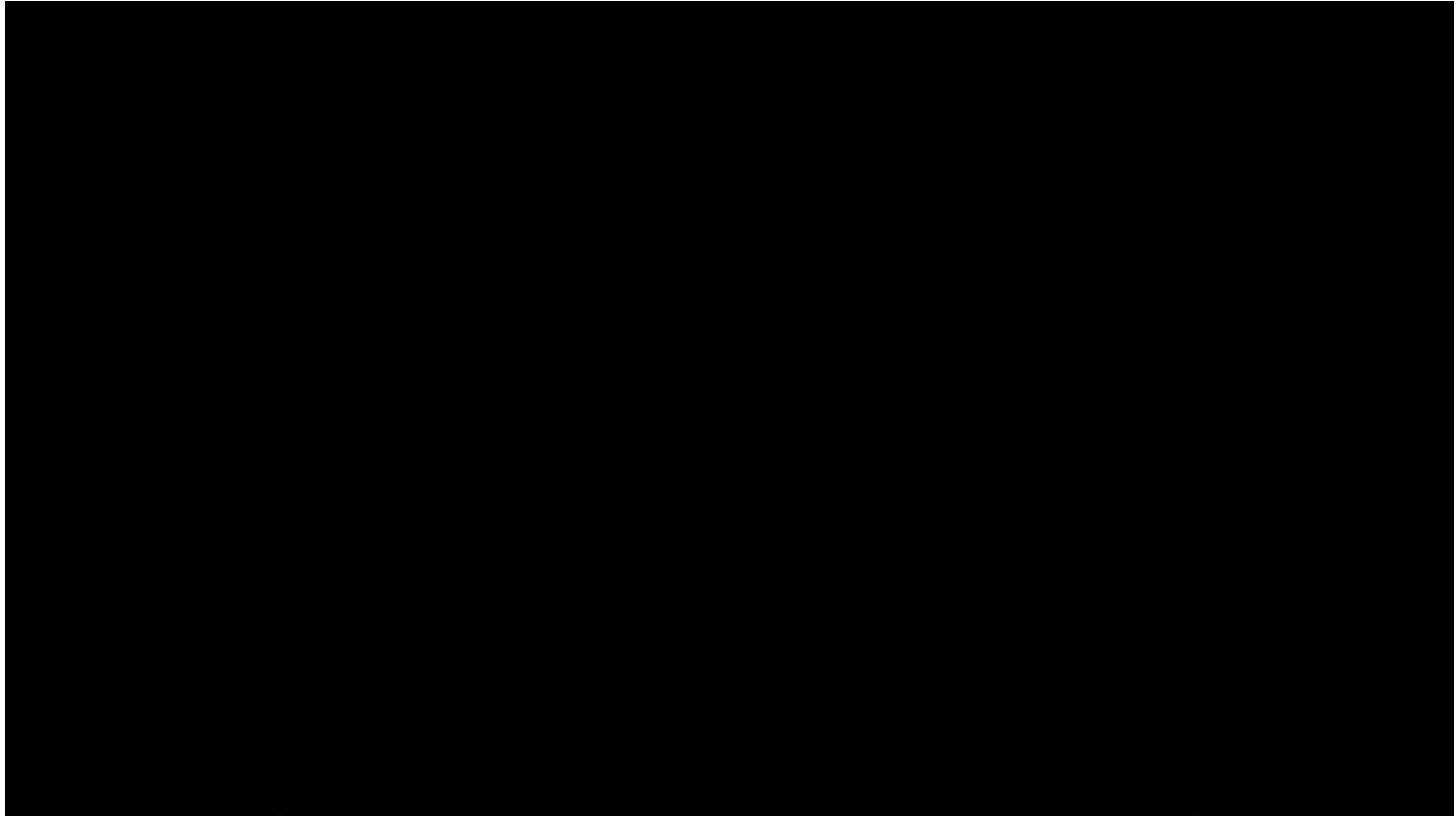
- Suggested to post 1 time per day, not including weekends.



Discover the Magic  
Number

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[https://www.youtube.com/watch?v=57dzaMaouXA&list=PLN\\_c\\_Rh9mSEeXdGAIB0NmohvX0MeGynp-](https://www.youtube.com/watch?v=57dzaMaouXA&list=PLN_c_Rh9mSEeXdGAIB0NmohvX0MeGynp-)



# The Power of a Hashtag

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