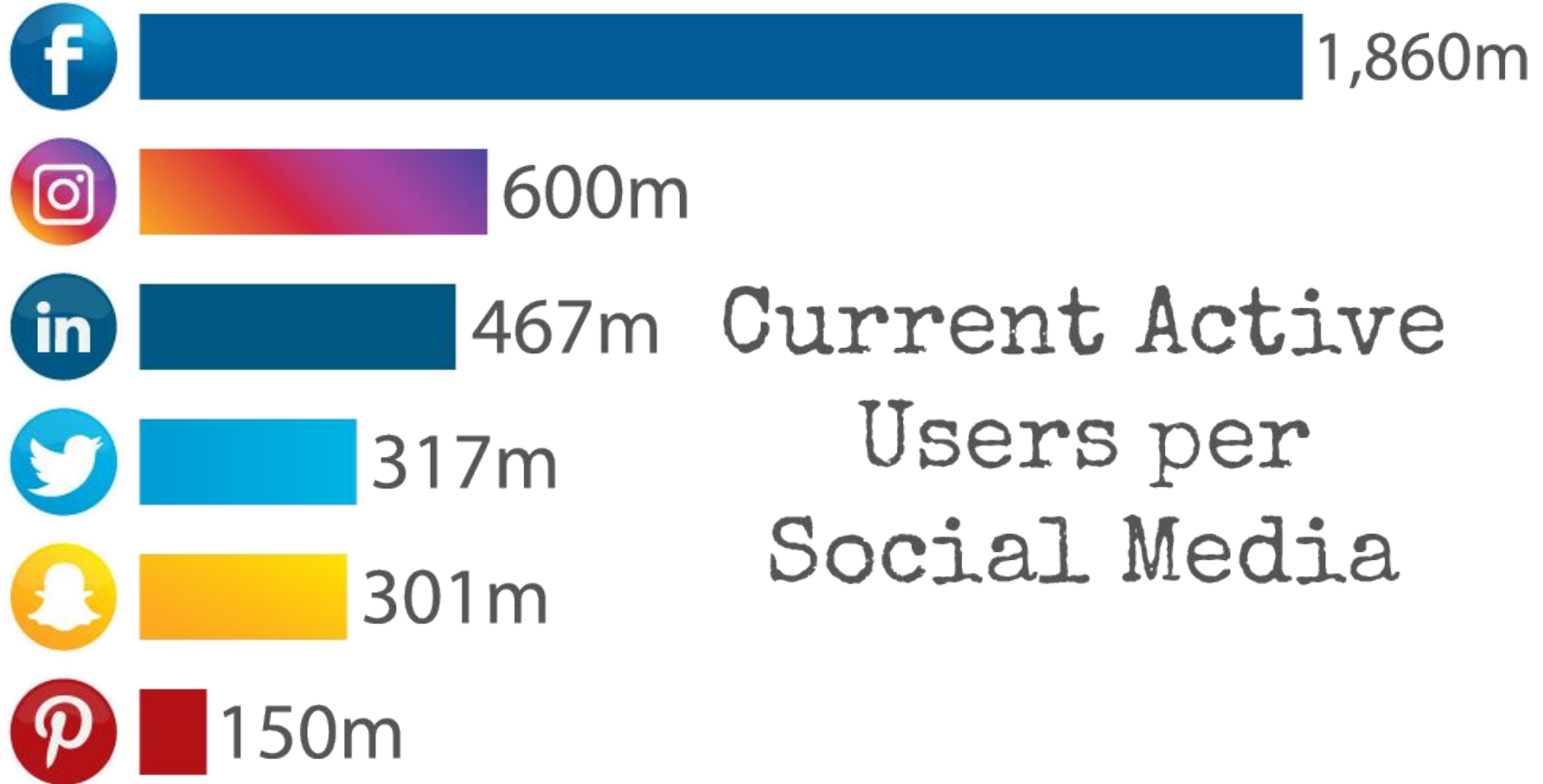




Tech
Edge 

Don't Take the Social
Out of Social Media

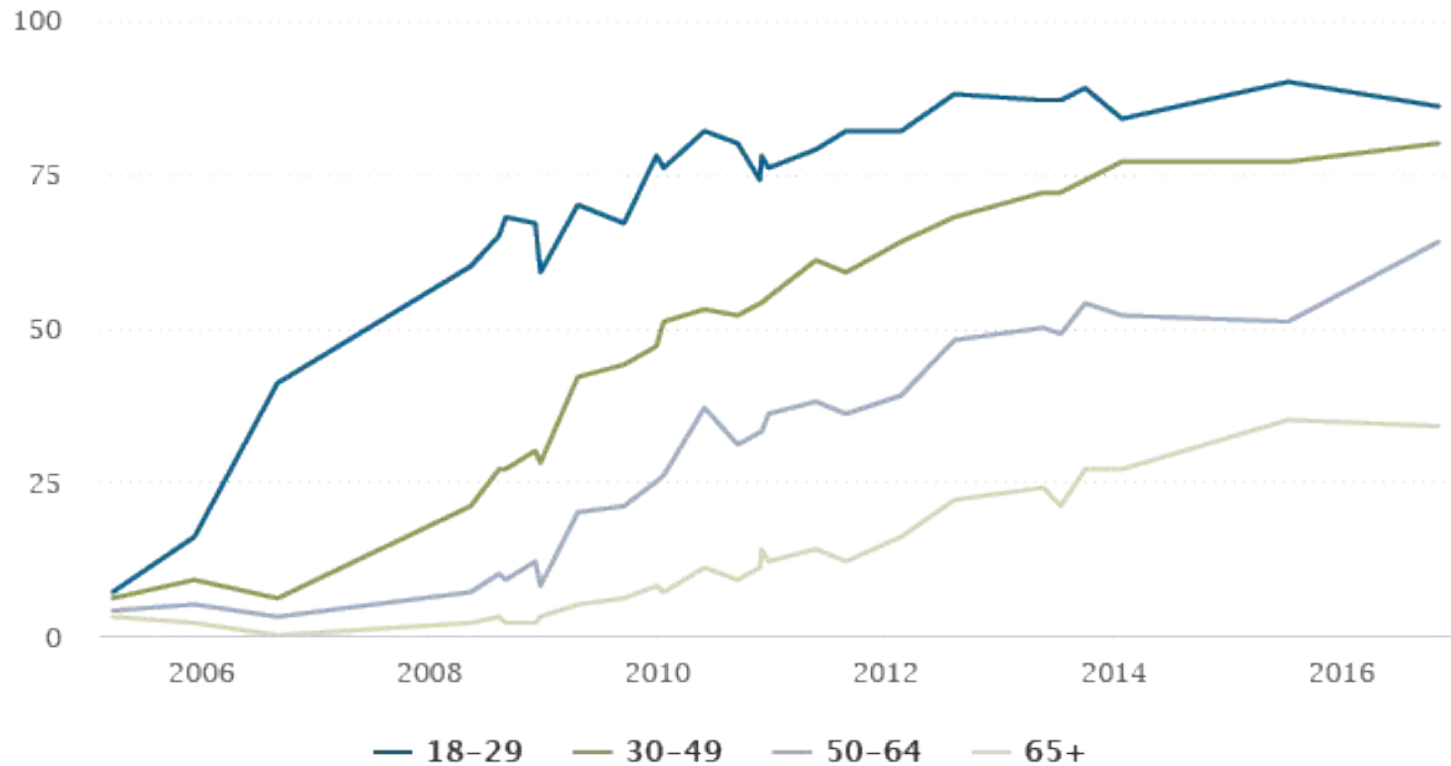
How Big Are The Networks?



Current Active
Users per
Social Media

At LEAST One?!

% of U.S. adults who use at least one social media site, by age



Social Media by Age Group

% of U.S. adults who use each social media platform

	Facebook	Instagram	Pinterest	LinkedIn	Twitter
Total	68%	28%	26%	25%	21%
Men	67%	23%	15%	28%	21%
Women	69%	32%	38%	23%	21%
Ages 18-29	88%	59%	36%	34%	36%
30-49	79%	31%	32%	31%	22%
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%

It's kind of a big deal...



What Do You Really Want To Know?

How do I get people to see my posts?

What should I be posting about?

To go LIVE or not to go LIVE...?

How powerful are Facebook ads anyway?



When Are We On Social Media?

- People are most active during certain times of the day
- To get noticed, you need to be posting when your followers are looking
- The algorithm will not always pick up your posts.



What should I post?

- Finding Content Can Be Tricky
- What do your followers want to see?
 - Relevant content
- What do the networks want to see?
 - Top Stories
 - Trending Hashtags



Let's let the networks answer...

Facebook Tips: What's the Difference between Top News and Most Recent?

By Matt Hicks on Friday, August 6, 2010 at 1:55pm

The following is part of our series, *Facebook Tips*, which answers some of the most commonly asked questions about using Facebook. While we hope these tips are informative, we are unable to answer individual questions on this blog. Visit the [Help Center](#) for more information about any topics we cover.

Last time I checked, I had 845 Facebook friends. That's a lot of people with news to share, but Facebook's home page can organize these stories for me into two easy-to-follow views of my News Feed: **Top News** and **Most Recent**.
all stories

Top News
If you ha

Top News
gained lo
an old fri
of your fr

Since To
comment
based on

Ne

What'

Sorting Top Updates and Recent Updates in Your Feed

You can control how updates in your network are displayed in your LinkedIn feed on the homepage.

The feed by default is set to display **Top Updates**, which are selected according to relevance, based on your activity.

On desktop, you can also view your feed by **Recent Updates**, which are organized chronologically. This setting must be manually selected for viewing.

What's the difference between top stories and most recent stories on News Feed?

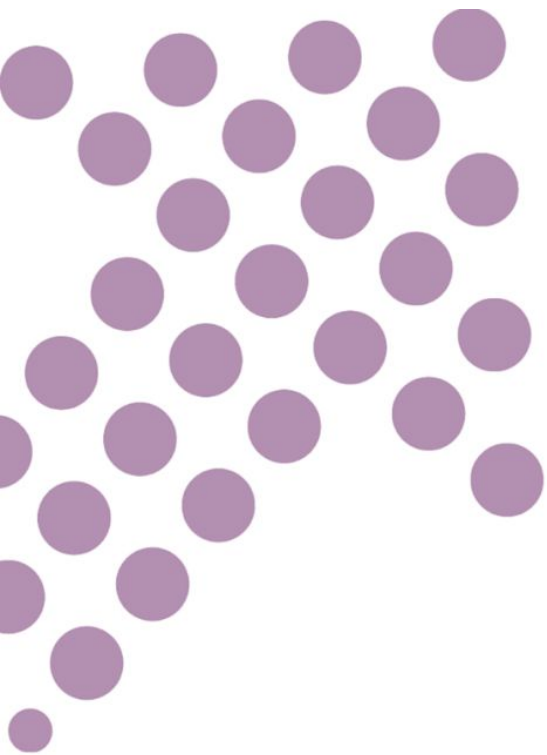
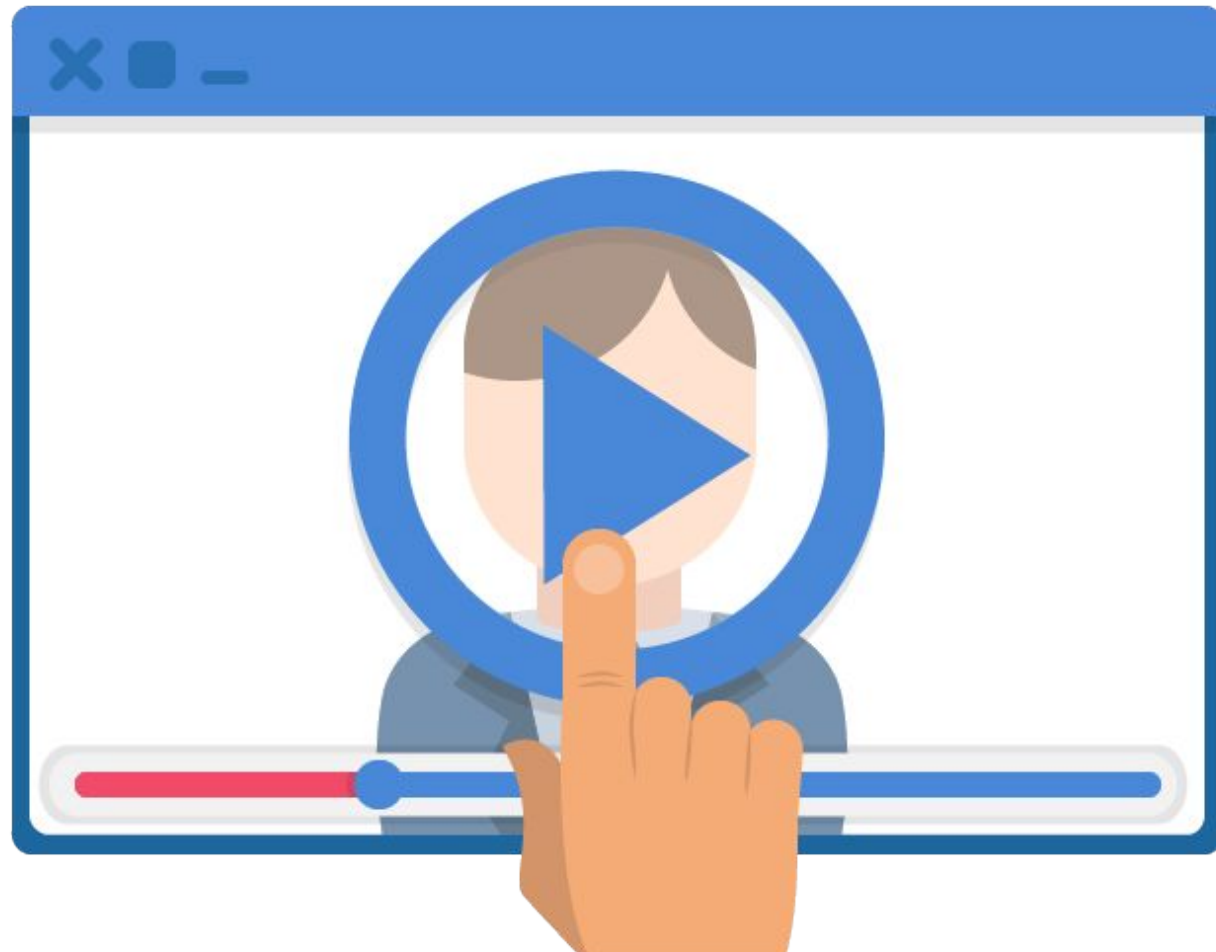


Stories setting. Learn how to view

es from friends, Pages and groups at

d groups in the order that they were

To Go Live?!



In Stream Video Ads

- In-Stream Video Ads
- 15 Second Video
- Same Interest Breakdown
- Native and Audience Videos
- Will NOT be on Facebook Live

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

Platforms		
	Facebook	<input type="checkbox"/>
	Feeds	<input checked="" type="checkbox"/>
	In-Stream Videos	<input checked="" type="checkbox"/>
	Right Column	<input type="checkbox"/>
	Instagram	<input type="checkbox"/>
	Audience Network	<input type="checkbox"/>
	Messenger	Ineligible

ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

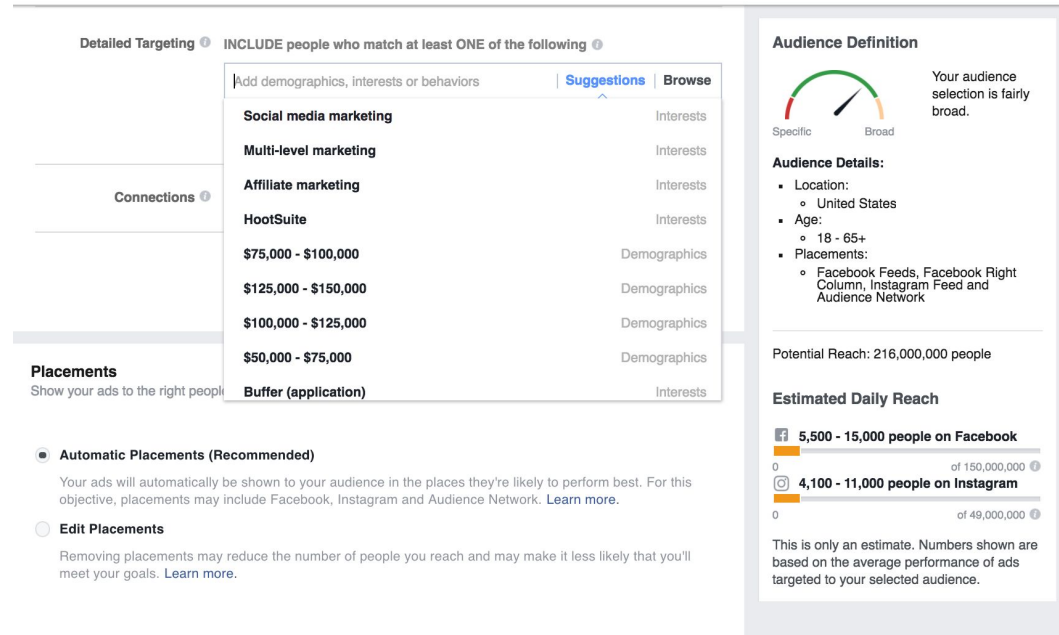
[Exclude Categories for In-Stream Videos](#)

[Apply Block Lists for Audience Network](#)

FB Ads: Secret #1

Target Your Demographics based on your competition:

- Real Estate
- Real Estate Company
- Likely to Move
- Any Interest



Detailed Targeting **INCLUDE** people who match at least ONE of the following

| [Suggestions](#) | [Browse](#)


Social media marketing	Interests
Multi-level marketing	Interests
Affiliate marketing	Interests
HootSuite	Interests
\$75,000 - \$100,000	Demographics
\$125,000 - \$150,000	Demographics
\$100,000 - \$125,000	Demographics
\$50,000 - \$75,000	Demographics
Buffer (application)	Interests

Connections

Placements
Show your ads to the right people

- Automatic Placements (Recommended)**
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)
- Edit Placements**
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Audience Definition

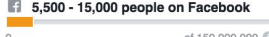
 Your audience selection is fairly broad.

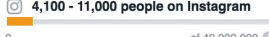
Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 216,000,000 people

Estimated Daily Reach

 **5,500 - 15,000 people on Facebook**
0 of 150,000,000

 **4,100 - 11,000 people on Instagram**
0 of 49,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.



Competitor #1...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

keller williams	Suggestions	Browse
Keller Williams		Interests
Keller Williams Realty		Interests
Keller Williams Realty		Employers
Keller Williams Realty		Employers
Keller Williams Luxury Homes		Interests
Keller Williams Realty Spokane		Interests
Keller Williams Realty, Inc.		Employers
Career With Keller Williams Realty		Interests

Audience Details:

- Location:
 - United States
- Age:

3,823,200 people

Interests > Additional Interests > Keller Williams Realty

Description: People who have expressed an interest in or like pages related to *Keller Williams Realty*

[Report this as inappropriate](#)

Connections ⓘ

ements
your ads to the right people

Competitor #2...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

century 21	Suggestions	Browse
Century 21 Real Estate	Interests	
Century 21	Employers	
Century21 France	Interests	
Century 21 (department store)	Interests	
21st century	Interests	
Century 21 Real Estate	Employers	
Century 21 Department Store	Employers	
Century 21 Action Plus Realty	Interests	
CENTURY 21 Profissionais do Imobiliário	Interests	

Additional Details

- Location:
 - United States
- Age:

3,630,690 people

Interests > Additional Interests > Century 21 Real Estate

Description: People who have expressed an interest in or like pages related to *Century 21 Real Estate*

[Report this as inappropriate](#)

Connections ⓘ

ments

our ads to the right people



Target Your Audience!

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Century 21 Real Estate

Add demographics, interests or behaviors | **Suggestions** | **Browse**

[Exclude People or Narrow Audience](#)

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Century 21 Real Estate

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and MUST ALSO match at least ONE of the following ⓘ x

Add demographics, interests or behaviors | **Suggestions** | **Browse**

EXCLUDE people who match at least ONE of the following ⓘ x

Add demographics, interests or behaviors | **Browse**

Narrow Your Ad Copy

Audience Definition



Your audience is defined.


Audience Details:

- Location:
 - United States: Huntington (+25 mi)
New York
- Age:
 - 18 - 65+
- Exclude:
 - Interests: Keller Williams Realty
- People Who Match:
 - Income: \$75,000 - \$100,000
- And Must Also Match:
 - Interests: Century 21 Real Estate
 - Behaviors: Likely to move
- Placements:
 - Facebook Feeds, Facebook Right Column and Audience Network

Potential Reach: 3,100 people

Estimated Daily Reach

 660 - 1,700 people on Facebook

0  of 2,000 

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Location Based
Age Based
Exclusions
Matches
Narrow Matches
Potential Reach

Recap: Be Social!

- Post at the right times
- Post great content
- Get on Facebook Live!
- Be smart with your advertising



Veronica McManus:
veronicam@narrpr.com

Alex Camelio:
alex@agentinnercircle.com