

GET SOCIAL

Top 3 Key Takeaways for Social Media

1. Choose your platforms wisely. You can't be everything to everyone, so focus on social media channels that align with your target audience to maximize your efforts.
2. Engage with your audience. Social media is a two-way conversation, so respond to comments and messages, and use feedback to refine your strategy.
3. Don't be afraid to be transparent with your content. People connect with vulnerability, so share both successes and challenges to build a genuine connection with your audience and enhance your relatability.

YouTube is for your brand if:	Tiktok is for your brand if:	Instagram is for your brand if:
Objective Provide through evergreen content Audience Generation X / Millennials / Gen Z	Objective Awareness / Reach Audience Late Millennials, Gen Z	Objective Discovery / Consideration / Decision (Entire funnel) Audience Generation X / Millennials / Millennials / Gen Z
Facebook is for your brand if:	Twitch is for your brand if:	GBP is for your brand if you have a local business:
Objective Brand presence Audience Baby boomers / Generation X / Gen Z / Millennials	Objective Create community Audience Late Millennials, Gen Z	Objective Be found/social proof Audience All generations
LinkedIn is for your brand if:	Pinterest is for your brand if:	X/Twitter is for your brand if:
Objective Consideration / Engagement Audience Professionals of all generations	Objective Awareness / Discovery Audience Generation X / Millennials, Gen Z	Objective Consideration / Engagement Audience Generation X / Gen Z / Millennials

Metricool 2024 Social Media Study

There are *five* core elements to social media marketing:



1. STRATEGY

Your social media strategy will include your goals, target audiences, key platforms, and social-specific content strategy. Essentially, it dictates why, where, and what your company will post, as well as what metrics you'll track.



4. ADVERTISING

All social media posts can be classified as either paid or organic content. Organic content is free to post, and the extent of its reach depends on your follower counts and the specifics of the platform's algorithm. Paid content (or social media advertising) allows businesses to pay platforms to promote the posts to more people and provide the ability to target specific audiences.



2. PUBLISHING

Publishing is how you actually create your social content and get it in front of audiences. You'll decide how frequently to post, when to post, and what publishing and scheduling tools you'll need to support your process. There are lots of great free tools out there to help you plan, create, and schedule.



5. ANALYTICS

Social media analytics refers to tracking, looking at, and analysing metrics including your account or post's reach, views, engagements, clicks, and mentions. These analytics let you know if you're hitting your goals or if anything needs to be tweaked and refined for more success.



3. COMMUNITY MANAGEMENT

Social media marketing allows you to engage directly with audiences. You can like or respond to comments on your posts, monitor social media websites for mentions of your company, and receive and reply to direct messages from social media users.

Know when your audience is online and meet them where they are. We know people are scrolling during the morning commute, lunchtime, evening commute, and nighttime scroll, so tailor your content for those times - a funny video at lunch time, a longer read on the train home. If you're ever not sure, think about how YOU use social media and what you like to look at.

Elise Wright, Head of Social at Are Media



SOCIAL REACH



Social footprint of
17.8 million
across Are Media accounts



At Are Media we reach
4,944,000
people ages 14+ every month

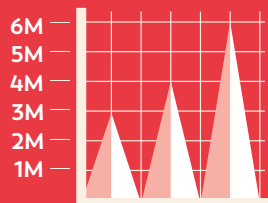


That is **23.4%**
of Australia's total
population!



Are Media's marketing team run a mix of organic content across social (**over 100 accounts and pages**) to engage and inspire and run multiple targeted social campaigns on Facebook and Instagram tracking against people that have interacted with certain content or have certain interests.

This year alone we have driven
6 million impressions
across social media



and will hit
over 10 million
before the end of the year