Social Networks

Here are some social network stats, and ways you can reach your target audiences!

WSAC

County leaders and those who hold public office must understand how and where to talk to their audience.

Did you know that 43% of adults on Facebook get their news from the social networking site, and that 88% of Facebook users access the site via mobile device?

Twitter, Linkedin and Instagram are some of the other largest social media networking sites, and they are used broadly across different demographics.

Did you know that Twitter has 326 monthly active users, and that those users send out 500 million tweets per day?

This is the reality of online networking in 2019: many Americans are using social networks to chat, find news, watch videos, and learn.

Facebook

Americans spend

58 minutes

per day, and

10 to 12 minutes per visit

on Facebook.

Twitter

21% of consumers

would rather send a message with questions or issues and

88% of social advertisers

use Twitter.

Instagram

The fastest-growing social network has a

1.73% engagement rate

which is much higher than Facebook.

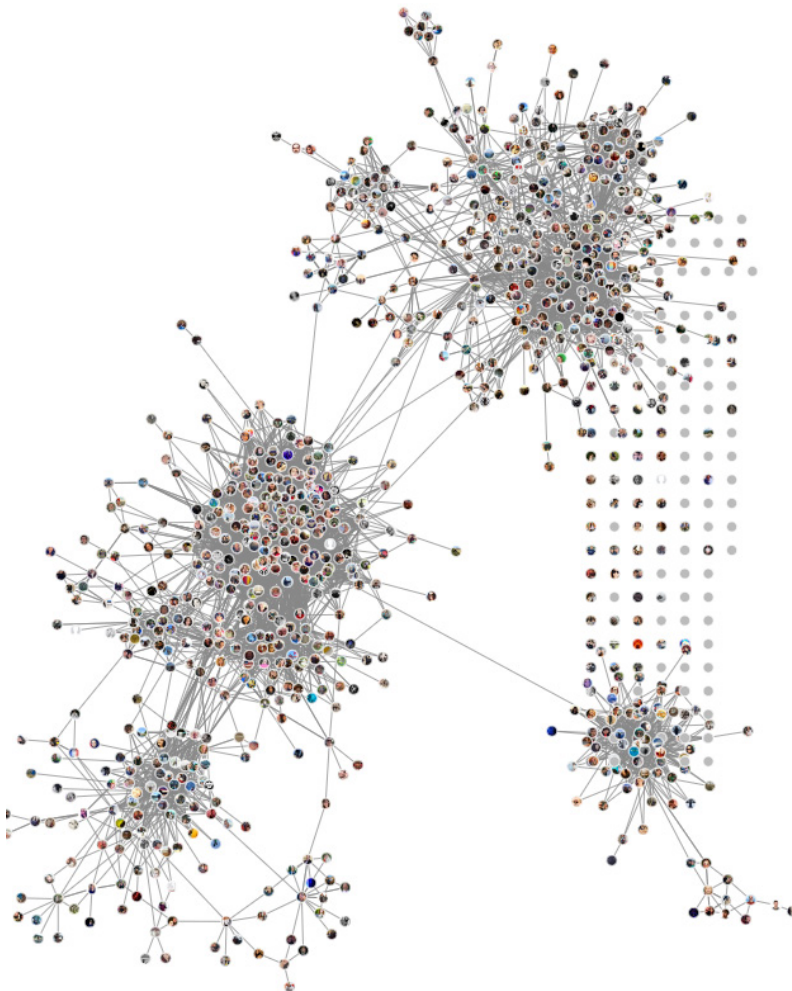ADRIENNE HARVEY Spry Digital Marketing   adrienne@thinkspry.com

What you can do

It is overwhelming to think of all the places you need to be online - but that's okay!

Listen Ask your constituents about where they get their news from! It is easiest to reach people when you go to their level.

Start Small If your constituents are in a couple spots - that's okay, pick one! Already have a Twitter account? Revisit it!

Put Some Strategy Into It To get anything out of social media, and make sure people turn to you as an influence within your network, you must be consistent, timely, and useful. Set up a calendar, mark important dates and remember to post something! Brainstorm ahead of time to get ideas ready the week before. Preparation is key!

WHY ARE SOCIAL NETWORKS SO POWERFUL

A Network

This is a visualization of a 1,000 person network on Facebook. Now, imagine 214 million US users, and all their networks. Networks are powerful!