



Beginners & Basics

SOCIAL MEDIA 101

Whip COMMUNICATIONS



What is Instagram?

The photo and video-sharing social media network heavily focuses on photos, videos, and visual communications, and boasts its own brand of “influencers.” With over 1 billion monthly active users, Instagram is a place to check out what brands are doing next. The newsfeed is super user-friendly, allowing people to interact with other users by liking (double tapping) photos, and following other users.

Instagram Features

- Instagram Stories: temporary posts (photos or videos) that live on a user’s account for 24 hours and is accessed by clicking their profile photo
- Highlights: categorized collections of stories on a user’s profile
- Instagram Live: videos streamed in real time that disappear after they are ended
- Instagram Reels: 15-second videos with audio and effects. Reels can be shared privately or publicly to reach a wider audience.
- Filters: allow for editing photos in the app
- Location tagging: the ability to tag restaurants, shops, cities & other locations in posts
- Direct messaging: also known as “DMs,” you can chat via Instagram

Who Uses It?

Of Instagram’s 1 billion users, 11% of users are located in the US. Instagram has been known as a channel that appeals to younger generations, with almost 70% of users being 18-29 years old. Among U.S. teens, Instagram is one of the most popular social networks.

Why is it helpful?

Instagram is one of the best platforms for marketing. Instagram makes it easy and entertaining to follow brands and discover new ones. With a business profile, Instagram provides users with additional features such as the shopping feature, which allows them to tag products and send users to different sites. Analytics allows users to analyze performance with posts and note what works or doesn’t. Posting Reels publicly also makes accounts more discoverable.

Brands that are killing the Instagram game





What is Facebook?

It's hard to remember a time before Facebook. While it began as a college-based network in 2004, the company has now grown to dominate social networking. Facebook allows users to share photos and videos, post links to news articles, comment, and chat live.

Facebook is able to appeal to both individuals and businesses, which is the reason for its rapid success and growth. It is user-friendly, appealing to any and every type of person or business around the world.

Who Uses It?

More like "who doesn't use it?" Facebook takes the lead as a social media platform reaching over 60% of internet users. In 2019, Facebook had almost 2.5 billion monthly active users and 1.6 billion users daily.

With billions of users monthly and daily, its users consist of a wide variety. Young adults continue to incorporate social media into their everyday routines, with Facebook being a continuous, dominant platform within the demographic.

Brands that are killing the Facebook game



161M



108M



87M



81M

Why is it helpful?

With user-friendly features and prominence in our culture, Facebook will almost certainly reach your target audience. Whether your audience is younger or older, male or female, from a different part of the world, chances are they're on Facebook.

A Facebook page is a great place to engage with customers, share messages, and build your brand. A business Facebook page is similar to a website and serves as a resource for people who want to learn more about what you do. A Facebook page will not only increase your business' online presence, it will also be key to reaching your target audience and connecting them to your purpose.



What is LinkedIn?

Unlike more personal forms of social media (think Facebook and Instagram), LinkedIn is focused on professional connections. The social media channel allows users to build their careers and professional networks by connecting with others and sharing content.

Who Uses It?

LinkedIn has over 600 million users in more than 200 countries. There are 46 million students and recent college grads on LinkedIn using the channel to build resumes for future employers. LinkedIn is also full of recruiters that use the platform as part of their recruitment process.

Why is it helpful?

There's no better way to share your brand than through a platform that allows for interaction between professionals and consumers.

LinkedIn allows you to present what your company is all about, share the people who work there, and engage with relevant content. Plus, it can bring in some incredible talent if you use its hiring features.

Brands that are killing the LinkedIn game



Business Profile

A business profile on LinkedIn is similar to a business page on Facebook — it's where companies share updates, articles, posts, and other information relevant to their audiences.

LinkedIn is a great social media tool for many types of businesses.

Personal Profile

Your personal profile serves as a virtual resume, which is the key to building trust! Your LinkedIn profile has features that you won't see on other social media channels.

You can include your experience, a summary of your work history, contact information, a portfolio, skills, recommendations, and more.



What is Twitter?

Twitter is technically a “micro-blogging service,” allowing users to post and share comments, photos, videos, and more. So what does that actually mean? Because it has a 280 character limit (recently bumped up from 140), it’s a place to share brief posts – not paragraphs.

Twitter has some unique terminology when referring to specific features. It may be confusing to newbies, so we broke down the basics for you:

Twitter Lingo

- Tweet: to post
- Retweet: to repost another user’s post
- Reply: using the @ to respond to someone’s post
- Direct Message: private chat
- Hashtag: a symbol (the # sign) that categorizes tweets

Brands that are killing the Twitter game



28M



13.5M



11.1M



12.5M

Who Uses It?

With over 330 million monthly active users and 145 million daily active users, Twitter has a huge influence. Many users are younger, but Twitter’s reach is not just millennials and Gen-Z.

63% of Twitter users are between the ages of 35 and 65. While other social media platforms like Snapchat and TikTok are famous for catering to younger generations, it’s clear that Twitter appeals to a more mature audience as well.

Why is it helpful?

With such an impressive number of active users, Twitter is one of the best digital marketing tools for businesses. Twitter allows for brands and businesses to engage personally with their consumers. It allows for conversation and brands to practice transparent communication.

However, not all brands need a Twitter account. It’s often hard to decide what social media is helpful and what’s overkill. We’re here to help you figure out who your audience is and how to reach them. Twitter may or may not be the answer!