

Social Media Marketing Platforms

8 Social Media Marketing Apps Used By Businesses

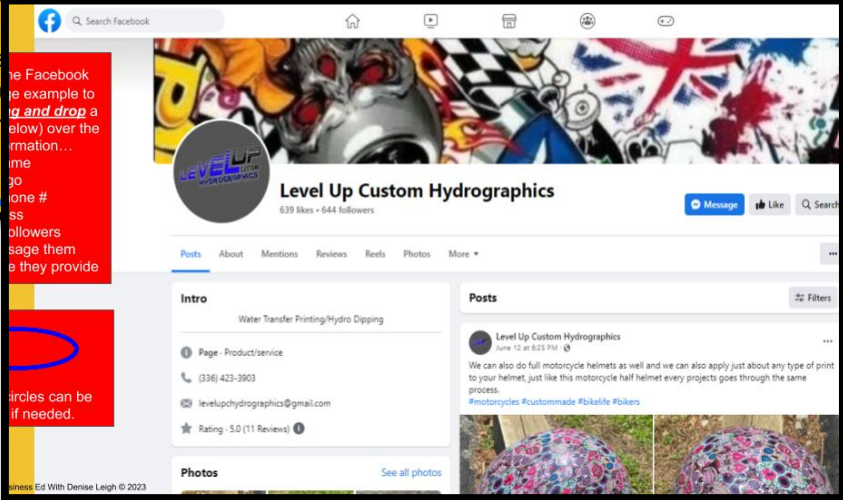


BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP SOCIAL MEDIA MARKETING INTRO UNIT

facebook is an extremely popular social media network with a varied audience of more than 2.9 billion active monthly users as of 2022. It's worthwhile for any business of any size to use Facebook's business tools and have a Facebook business page.

Use Facebook to share everything from photos to essential company updates. With a business account, you have access to powerful advertising tools, in-depth analytics. Business pages also offer customization options, highlighting your information, hours of operation, the products and services you offer, and much more.



facebook

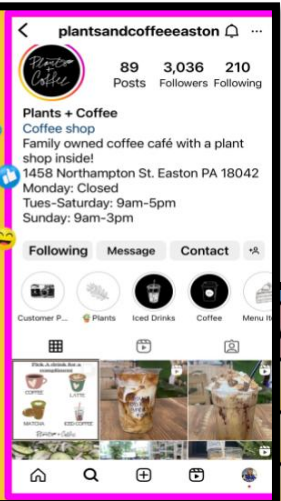
WHAT HAVE YOU LEARNED ABOUT facebook?

2, how many active users did you think Facebook had?	
3, how many businesses use the same type of account as an average Facebook user?	
4, how many businesses use the same type of account as an average Facebook user?	
5, how many businesses use the same type of account as an average Facebook user?	
6, how many businesses use the same type of account as an average Facebook user?	
7, how many businesses use the same type of account as an average Facebook user?	
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9, how many businesses use the same type of account as an average Facebook user?	
10, how many businesses use the same type of account as an average Facebook user?	

INSTAGRAM

Explore the Instagram business page example to the right. **Drag and drop** a yellow rectangle (below) over the following information...

- *Business name
- *Business logo
- *Types of products and services
- *Business address
- *Number of followers
- *Way to message them
- *Hours of operation
- *Content that is saved in the highlights



Instagram is also incredibly popular, with more than 1 billion active users in 2022. From Instagram Live to Instagram Stories, there is no shortage of Instagram business tools that help brands promote and sell their services and products. Instagram is a visual platform focused on photo and video posts, so it's an excellent tool for businesses with strong visual content to share. It's also almost entirely mobile, with tools and services optimized for mobile.

More artistic niches tend to excel on Instagram, but most businesses can benefit from the platform and its broad user base if you target your audience. Your Instagram account manager should have a good eye for detail and some photography skills, ensuring the photos and videos posted to your account are high quality.

What is unique about Instagram that makes it perfect for businesses with strong visual content?

What type of business excels on Instagram?

IF YOU HAD TO GUESS THE AGE RANGE AND GENDER OF INSTAGRAM'S TARGET USER, WHAT WOULD BE YOUR GUESS?

Instagram

While X (formerly twitter) is great for short updates, engaging with followers and sharing links to blog posts, the platform isn't ideal for all businesses.

On X, you can share short tweets (240 characters or fewer), videos, images, links, polls and more. It's also easy to interact with your audience on this platform by mentioning users in your posts along with liking and retweeting tweets.

If you're a highly visual business or you don't have a strong brand voice, you may want to skip this social media network. However, many companies excel on X because they have a unique, on-brand voice they use to their advantage.

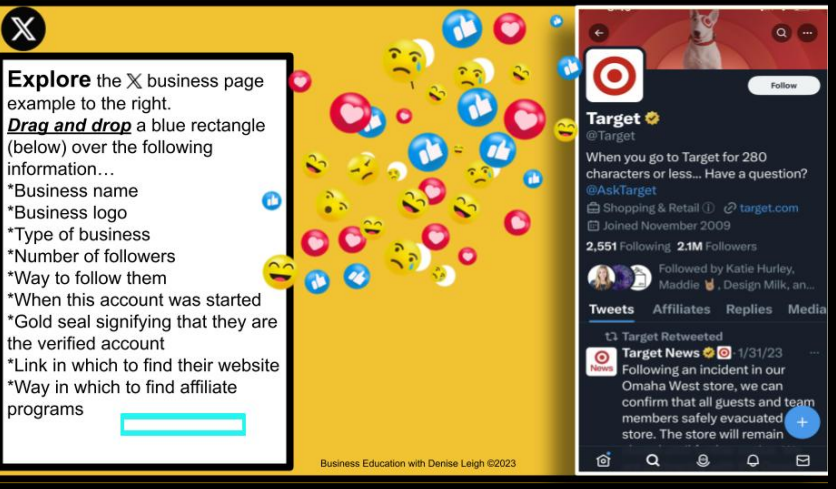
Other companies use X for business functions like handling customer service; active X-using customers will seek out companies to express concerns or share praise.

If you have interesting content and can engage with your audience, X can be a great platform. Hashtags help boost posts, and if a user with many followers retweets your post, it can reach a large audience.

It's essential to find balance with X. Don't just share content from other X users.

WHAT HAVE YOU LEARNED ABOUT X?

What are 3 things that X (twitter) is good for?	
What are 2 ways to interact with your audience?	
What types of businesses might not want to use X (twitter)?	
What can hashtags do?	
What does it take for your X (twitter) content to go viral?	



X (Twitter)

Each Social Media App has
3 SLIDES

25 SLIDES IN ALL!

TEACHING DURATION: 2 Hours

DISCOVERY, ANALYTICAL, & CRITICAL THINKING

Pinterest

This visually oriented platform allows users to save and display content by "pinning" digital bulletin boards, which can be organized by category. For example, a personal user might have a food board dedicated to pinning recipes, another board dedicated to photography and so on.

Pinterest uses for business include a series of special boards that brands can use to add specific information to their pins and location maps. Every pin on Pinterest includes an image and location maps. As such, Pinterest is not the purely visual platform. As such, Pinterest is not the platform for businesses in those areas.

Pinterest is great for niche businesses, but it may not be the best platform for businesses outside these categories on the site are DIY projects, fashion, exercise, food. That's not to say that businesses outside these categories can't use the platform, but it makes Pinterest an especially good platform for businesses in those areas.

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Pinterest

Explore the Pinterest business page example to the right. Drag and drop a red oval (below) over the following information...

- *Subject searched
- *How to find places to shop this search
- *How to find additional ideas
- *Circle one of the search results
- *Way to search another subject
- *Return to the Pinterest homepage

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Pinterest

WHAT HAVE YOU LEARNED ABOUT Pinterest?

What is it called to 'save and display' on Pinterest?	
Collections of pins are saved on digital what?	
What are pins called that contain specific information such as location and product details?	

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Snapchat

Snapchat is a mobile-only, visual social media network known for its disappearing content. Users can send videos and photos to each other or post content to their public Stories, which disappear after 24 hours. The app has expanded to include chat, messaging, image storage, events and media content. Now, content posted on Snapchat can easily be saved and uploaded elsewhere.

Because posts are temporary, there is less pressure to create super-polished content. You can also see how many and which specific users viewed your story. When it comes to Snapchat for business, a small business will most likely utilize the platform's Stories feature. However, keep in mind that only users who have added you can view your Stories content. Once you have an audience, Stories allows you to easily create story-driven and interactive content.

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WHAT HAVE YOU LEARNED ABOUT Snapchat?

What is Snapchat known for?	
What can be sent through Snapchat?	
Do snaps need to be polished? Explain...	
What feature will a small business most likely use on this platform?	
Who are your limited audience for views?	

If you had to guess the age range and gender of Snapchat's target user, what would be your guess?

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(below) over the following information...

- *Circle each of the products promoted
- *Company Logo

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Snapchat

YouTube

Google-owned YouTube is a video-sharing platform where people can view, upload, rate, share and comment on content. The site is a massive hub for news and entertainment.

Many businesses on YouTube have a creative, visual or educational component. The platform is heavily creative, so it's essential to have a dedicated video editor producing content. However, your business doesn't need a channel to market on the platform; there's a subculture of YouTube influencers who publish frequent videos and often maintain large audiences.

Often, businesses partner with YouTubers for product placement because these users already have engaged audiences. Using YouTube influencers can be an easier way of marketing your business on the platform since you don't have to put in the time and effort to create content and build a following, which can take a long time.

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YouTube

Explore the YouTube business page example to the right. Drag and drop a red rectangle (below) over the following information...

- *Name of business
- *Number of subscribers
- *Way to subscribe
- *Number of views
- *Items that they sell
- *Searchable content
- *How to leave a comment

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WHAT HAVE YOU LEARNED ABOUT YouTube?

Who owns YouTube?	
What can people do on this platform?	
Businesses on YouTube most likely have what type of content?	
If your business doesn't have a channel, what is a way that they can promote using YouTube?	
What is the benefit of partnering with an influencer?	

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YouTube

Use in your Marketing, Entrepreneurship, Intro to Business classes!

LinkedIn has 260 million monthly users and is the best platform for professional networking. As far as LinkedIn business uses, it's an excellent place to find top talent, position yourself as an industry leader and promote your business.

LinkedIn is designed to be more professional than other social media platforms and is geared toward businesses and professionals. Users create profiles similar to resumes, and companies can create pages that showcase their business. Because LinkedIn is a professional platform, it's the best place to post job openings and information about your company culture.

You can join industry-specific LinkedIn Groups to ask and answer questions, which can help you establish brand recognition and bring users to your company page and website. Like on Twitter, it is best to have a mix of original and shared content on your page, so commit to creating polished, professional content related to your business.



WHAT HAVE YOU LEARNED ABOUT **LinkedIn** ?

How many monthly users does LinkedIn have?	
What type of platform is it?	
List 3 uses for LinkedIn as a business...	
LinkedIn is geared toward who?	
What type of content make up the pages on LinkedIn?	
How can you establish brand recognition on this platform?	

LinkedIn

Explore the **LinkedIn** business page example to the right.
Drag and drop a red rectangle (below) over the following information...

*Name of user

*Name of their company

*Name of schools they attended

*Number of connections they made

*Number of notifications

*Number of profile views

Debra Stokes

Education Director at Crown Co.
Sims High School-Robert Morris University
Morgan, Pennsylvania, United States
487 connections

Open to Add section


Analytics
Private to you
6 profile views
Discover who's viewed your profile.

4 search appearances
See how often you appear in

LinkedIn

TikTok, the relatively new hit platform where users create and share short videos, can be an immensely effective option for businesses, but only if used properly. Because TikTok is primarily popular with the infamously discerning Generation Z, it can be challenging to strike the right tone for business success on the platform.

To use TikTok for business, you need a keen understanding of your brand and how that translates to TikTok specifically. Examine how other businesses are tackling TikTok before trying it yourself.



TIKTOK

Explore the **TikTok** business page example to the right.
Drag and drop a red rectangle (below) over the following information...

*What is being sold

*Where you will find the link to buy

*Way to search another subject

*Way to add a comment


handmade bracelets

link in insta bio all purchases come with a free bracelet

HowYaWantDaDoubleCBurNoChan

WHAT HAVE YOU LEARNED ABOUT **TIKTOK**?

What is shared on TikTok for business use?	
Who is the target audience for TikTok?	
What must a business owner do if they plan to use TikTok as a social media tool to promote their business?	
Do you follow any businesses on TikTok? If so, what business?	



TikTok

Use your Students Work to make an
EASY PEASY Bulletin Board
EVERYTHING IS INCLUDED!

BONUS FILE!

After students complete the introductory file, they reflect by creating a student-created bulletin board!



This is a mock-up of a student-created bulletin board.
All clipart is included!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

