

A&A OPTICAL

Social Media Tips & Tricks



The Importance of Social

6 out of every 10 people worldwide have some sort of social media account, with an average daily usage of 2 hours and 27 minutes.

Social media has become a permanent fixture of our culture. Consumers of all different markets flock to these platforms to feel connected to the brands that they love and trust.

The Importance of Hashtags

For Instagram profiles with 1,000 or less followers, content interaction increases by approximately 29% when a post includes 1 hashtag. This number jumps to 79.5% when 11 or more hashtags are used.

Hashtags are a great way to facilitate the filtering of your content. By using hashtags pertaining to targeted topics, you increase your chances of users that are searching the same hashtags being exposed to and interacting with your brand's content.

The Importance of Stories

Over 500 thousand Instagram members use the Stories feature on a daily basis.

Brands on social media have observed an average of a 75% completion rate of their stories. This means that users are remaining engaged for the entire duration of the story. In addition, stories present a great opportunity to interact with your audience in fun ways, such as polls, stickers, and quizzes.

The Importance of Consistency

Consistency pertains to a number of elements when it comes to promoting your brand on socials: scheduled posting, aesthetics and content are a few examples.

By establishing consistency on social media, you are ensuring that your audience is receiving exposure to your brand at a steady rate. Consistency aids in building a cohesive brand identity across all platforms and is a key factor in increasing audience engagement.

Social Media Vocab

Some essential media vocabulary that will help you better understand socials and how to optimize your brand's presence on various platforms.

Insights

Actionable takeaways that can be obtained by analyzing your social media data.

Examples of how to obtain insights:

- identifying your top-performing posts
- analyzing interaction with your email lists

Engagement

Often known as various social media interactions (ex. "likes" on Instagram, "shares" on Facebook)

Engagements are a great way to gauge how your customers are resonating with your content.

By analyzing these insights, you can understand the best way to optimize your future content.

Reach

An analytic that measures the number of social media users that happen to see your content on various platforms.

Content Interactions

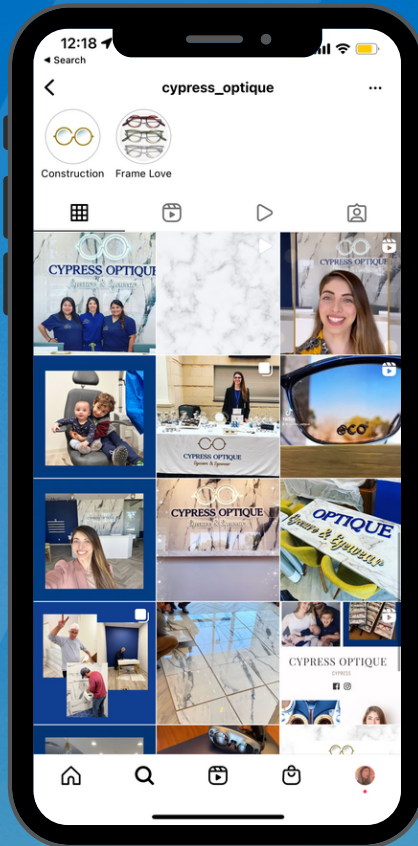
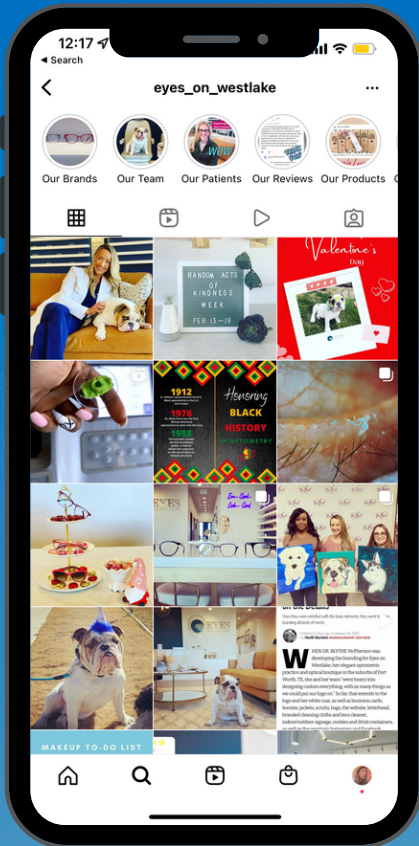
Similar to engagement; this refers to the two-way engagement between you and your consumers (ex. liking a tagged post)

Highlight Reels

A great place to keep some of your top-performing story posts on your brand's Instagram page. Stories typically expire after 24 hours, but Highlights allow you to permanently keep them on your page. Think of them as "collections" or "folders" where your followers can go to view your story posts anytime they want.

Social In Action

A few optical offices that are taking social seriously and showing off their office life as well as the brands they carry!



Social Cheat Sheet

Twitter

Global audience is composed of 38.5 percent of users aged between 25 and 34 years old and has 250 characters to engage users



Instagram

25-34-year-olds represent the largest advertising audience on Instagram, followed closely by the 18-24-year old age group using pictures and videos for engagement.



LinkedIn

Nearly 800 million people and 57 million companies have LinkedIn profiles. Their current estimated growth rate is about 2 new members per second.



Facebook

Currently has 2.74 billion active users, reaching about 59% of the world social networking population. It's the second most downloaded app worldwide.



Tik Tok

Boasts over 1 billion monthly active users and 3 billion installations. 167 Tik Toks are watched in an internet minute.



Pinterest

Over 478 million monthly users, about 77% of which are females. 50-64 year olds make up the largest age group on Pinterest.

Posting Cadence

Posting consistently by scheduling both the date and time of your posts is crucial for optimized engagement and exposure. Each social media platform has different optimal days and times that are most ideal for posting. On average, businesses release 1.56 posts to their Instagram feeds daily.

A&A OPTICAL

Put It Into Practice

SOCIAL MEDIA TIPS AND TRICKS

800.492.4465 | aaopticalco.com

   /aaopticalco