



Social Media - Why Bother?

Building community one click at a time

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Who am I & Welcome

Leanne O'Sullivan - Digital Sherpa

Founder & Digital Strategist - Adventure
Digital

20 years

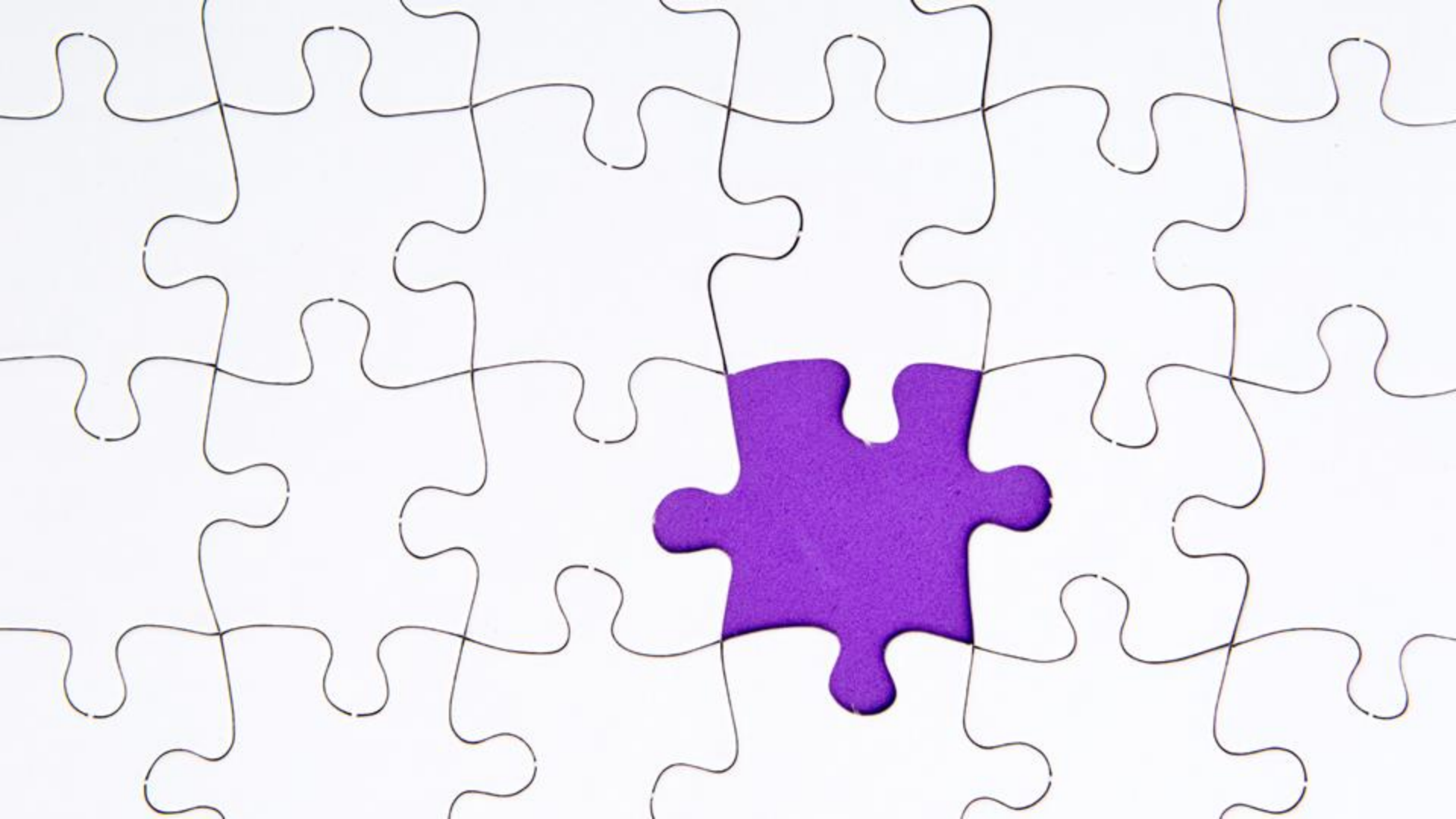
Founder & Digital Advocate - Summit School
with Leanne O



Social Media - Why Bother?

- Where does social fit?
- Why use social media?
- Who users and what platforms are they using?
- What do you say? & How do you say it?

Social Media and the Digital World



Social fits into an overarching Digital Ecosystem

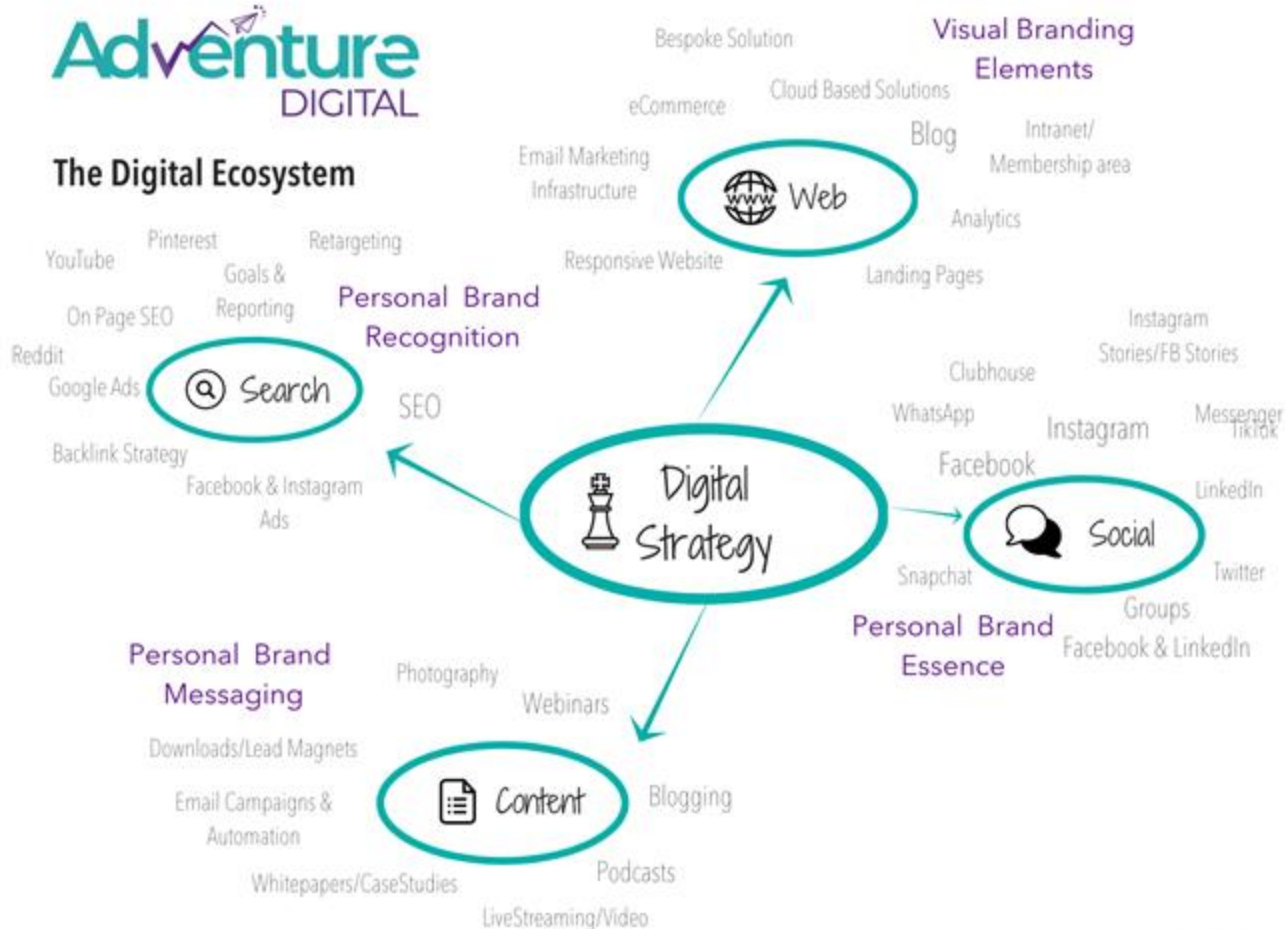
It is all the digital elements that a business uses, creates, has or owns that supports the nature of what you are looking to do as a business.

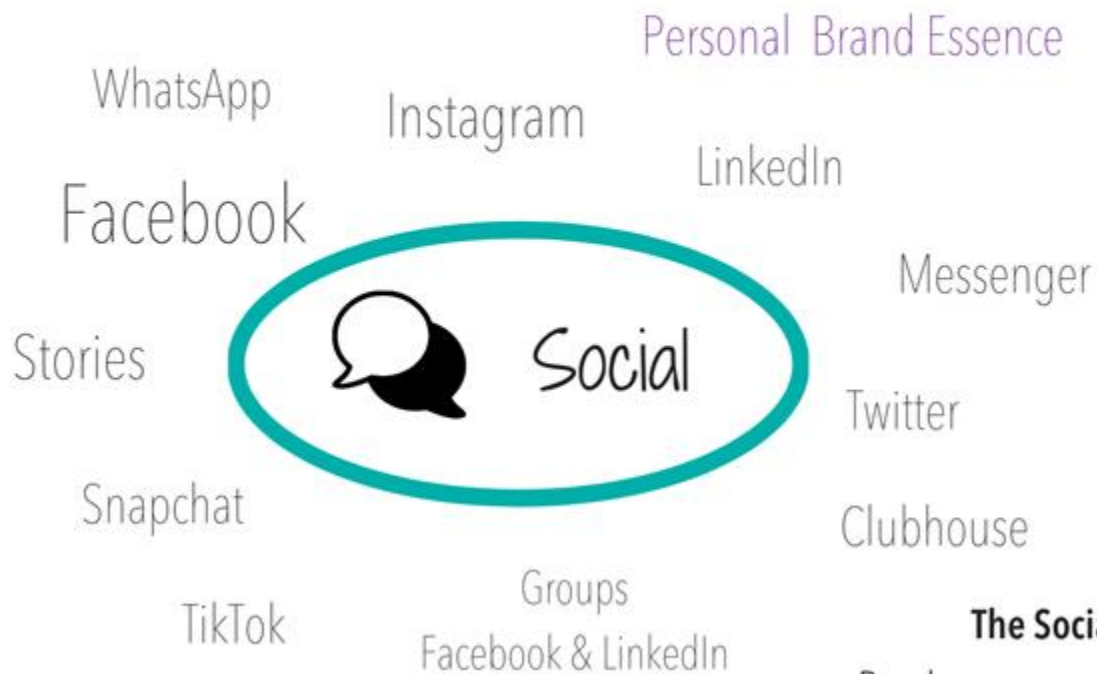
The 4 areas are WEB, SOCIAL, CONTENT & SEARCH

These items meet to create a Digital Strategy.

Social Media is a key part of that.

The Digital Ecosystem



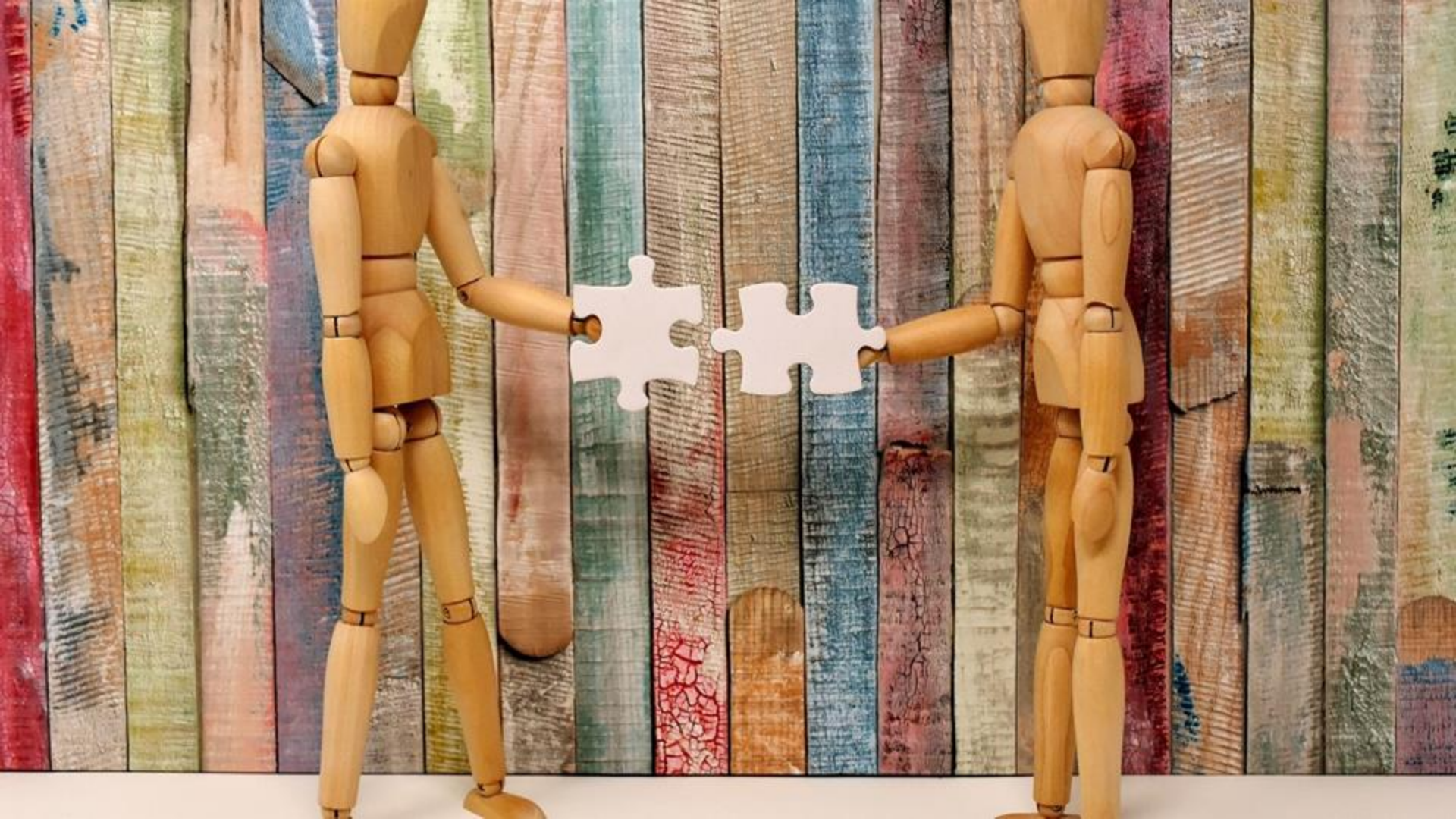


Personal Brand Essence

The Social Facet

Be where your people are online

Social Media - Why?



The Social Element

Social Media is all about connection.

- Connection to people you care about.
- Connection to people who need to understand what you do.
- Connection to your business goals.

So why should you be using it?

Social Media - Who?



How often are we doing it?

- 56% of Australians use the Internet more than 10 times a day.
- We own 3.3 internet enabled devices (computer, phone, tablet, fitbits, watches etc)
- 31% of us say we have INCREASED our social use in the last year
- With 13% of us decreasing
- Metro use is higher than Regional use

Who is using it?

Women win

- 99% of all people aged between the ages of 18-29 use it
- 96% 30-39 years
- 86% 40-49 years
- 66% 50-64 years
- 47% 65+

*Sensis Report 2018

Social Media - Where?



Think about where your people hang out?

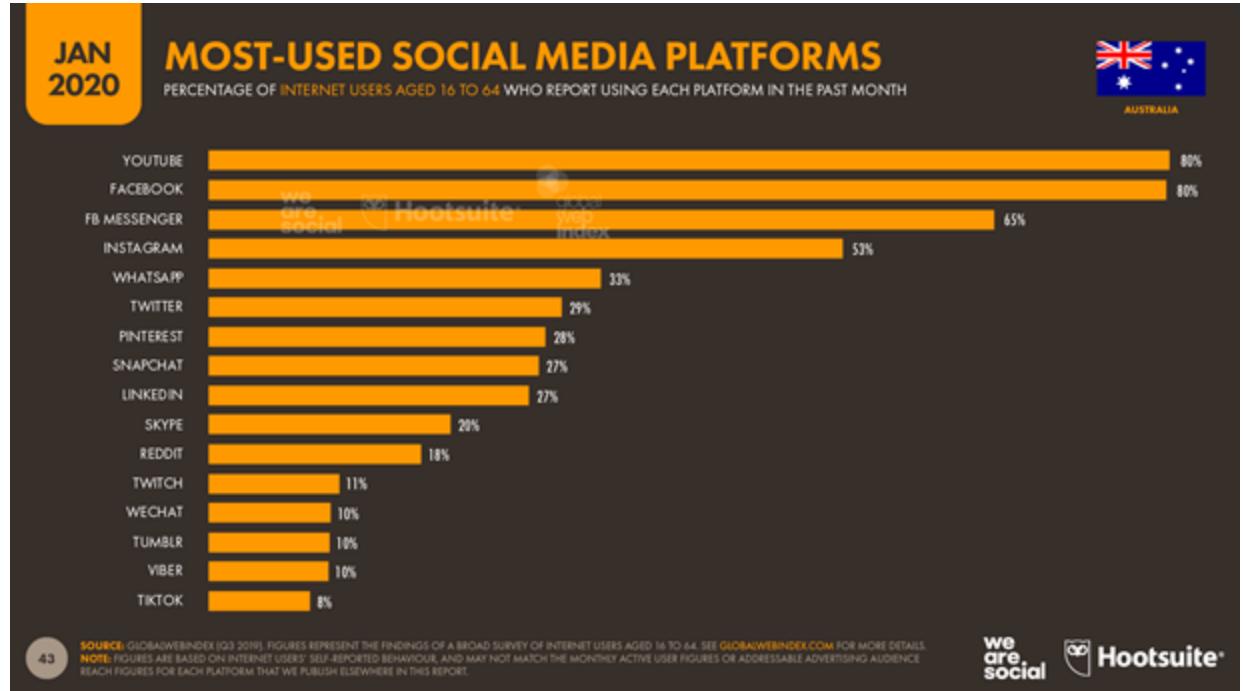
The biggest item that should drive your social media activity - apart from wanting to build genuine connections with people is that you need to embrace the platforms of choice of your people.

You need to be on the platform where your people are active - but you also need to be mindful of moving to the platform that your people are moving to.

Unsure - ask and watch

Where are Australian's active?

Facebook wins!



Social Media - What?



Algorithms and Eyeballs

Algorithms drive visibility.

So you need make sure that you post content that resonates with people.

- Be personable & genuine
- Think before you post - plan your content
- Use all the tools - groups/messenger/stories/events
- Show pictures of dogs!



Engagement

I need to **Know** what you do

I need to **Like** how you do it

Then I will **Trust you** with my business

Your social channels are places to build this rapport, a community.

It is a place to simply talk to people in a natural and real way



It's not rocket science...



Q&A