

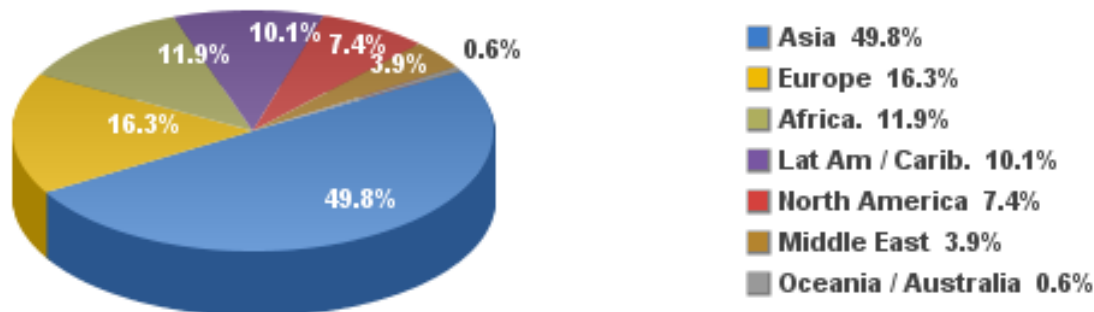


The Power of Social Media Marketing

Steven R. Van Hook, PhD

Where are the users?

Internet Users in the World by Regions - 2019 JUNE - Updated



[More World Internet Data](#)

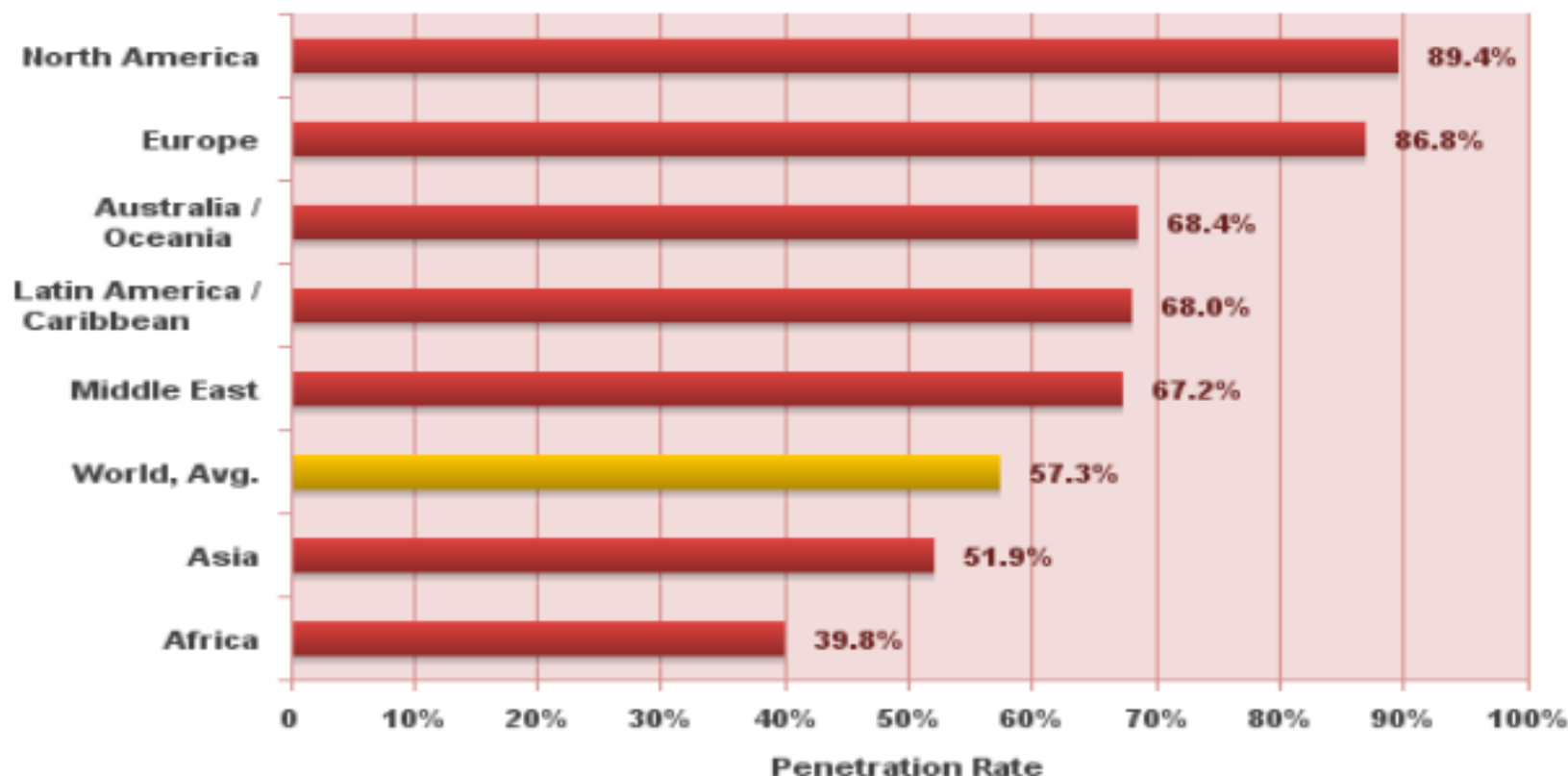
Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,422,494,622 Internet users in June 30, 2019

Copyright © 2019, Miniwatts Marketing Group

WORLD INTERNET USAGE AND POPULATION STATISTICS 2019 Mid-Year Estimates						
World Regions	Population (2019 Est.)	Population % of World	Internet Users 30 June 2019	Penetration Rate (% Pop.)	Growth 2000-2019	Internet World %
Africa	1,320,038,716	17.1 %	522,809,480	39.6 %	11,481 %	11.5 %
Asia	4,241,972,790	55.0 %	2,300,469,859	54.2 %	1,913 %	50.7 %
Europe	829,173,007	10.7 %	727,559,682	87.7 %	592 %	16.0 %
Latin America / Caribbean	658,345,826	8.5 %	453,702,292	68.9 %	2,411 %	10.0 %
Middle East	258,356,867	3.3 %	175,502,589	67.9 %	5,243 %	3.9 %
North America	366,496,802	4.7 %	327,568,628	89.4 %	203 %	7.2 %
Oceania / Australia	41,839,201	0.5 %	28,636,278	68.4 %	276 %	0.6 %
WORLD TOTAL	7,716,223,209	100.0 %	4,536,248,808	58.8 %	1,157 %	100.0 %

Internet World Penetration Rates by Geographic Regions - 2019 JUNE - Updated



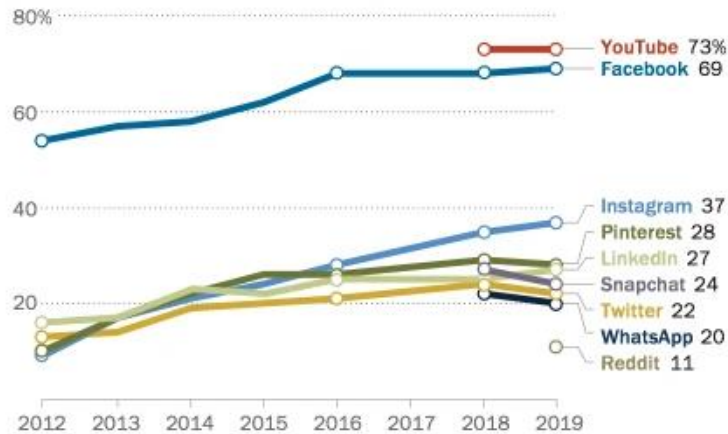
Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,716,223,209
and 4,422,494,622 estimated Internet users in June 30, 2019.
Copyright © 2019, Miniwatts Marketing Group

[More World Internet Data](#)

Pew Data

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

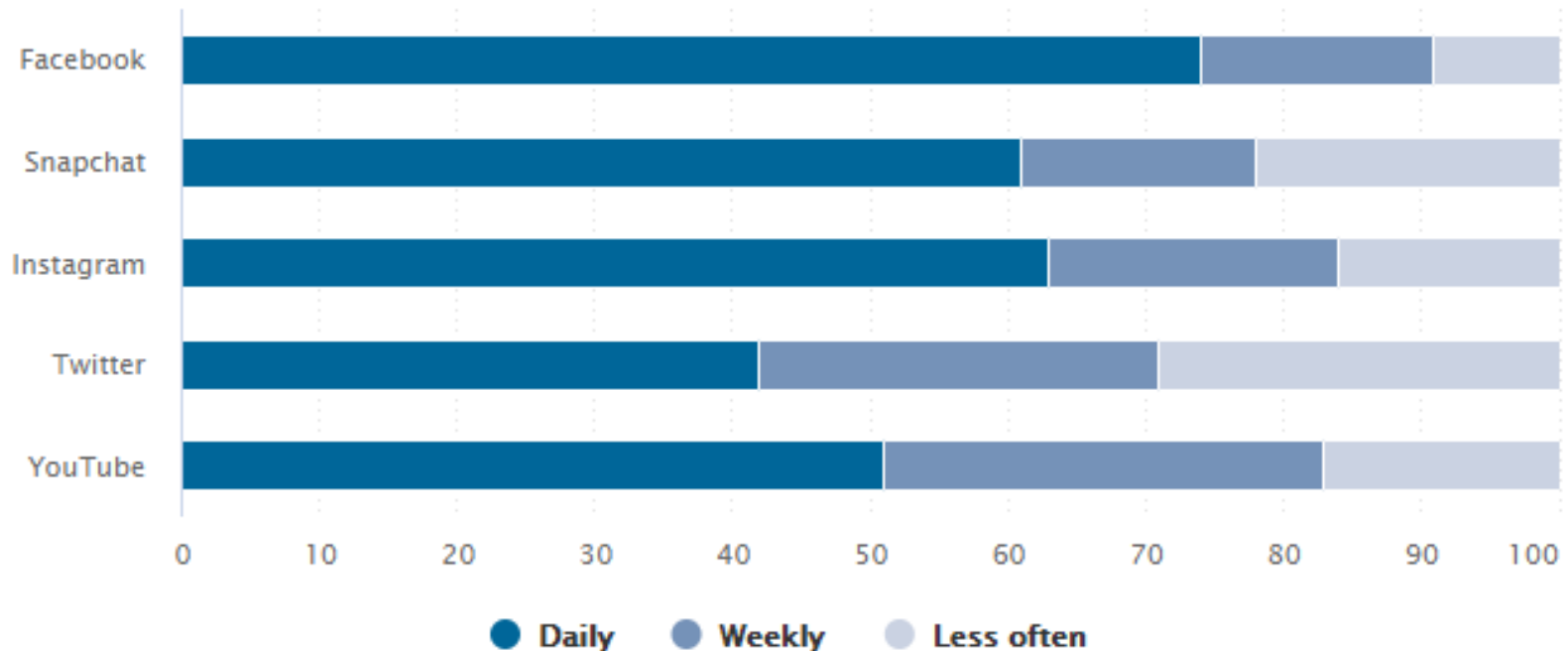
PEW RESEARCH CENTER

Pew Internet Report

	Facebook	Instagram	LinkedIn
Total	69%	37%	27%
Men	63%	31%	29%
Women	75%	43%	24%
Ages 18-29	79%	67%	28%
30-49	79%	47%	37%
50-64	68%	23%	24%
65+	46%	8%	11%
White	70%	33%	28%
Black	70%	40%	24%
Hispanic	69%	51%	16%
High school or less	61%	33%	9%
Some college	75%	37%	26%
College graduate	74%	43%	51%
Urban	73%	46%	33%
Suburban	69%	35%	30%
Rural	66%	21%	10%

Social Media Frequency

Among the users of each social media site, the % who use that site with the following frequencies



Social Media Marketing Cases

- **Safeway:** **VONS**
20,000+ Ingredients for life..
employees **SAFEWAY**
Ingredients for life..



- **Scarlett Belle:**
2 employees,
Channel Islands Harbor



Scarlett Belle Weddings

Andrew Macarthy



[Share your own customer images](#)

500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More! [Kindle Edition]

[Andrew Macarthy](#) (Author)

★★★★☆ (14 customer reviews) | Like (13)

Digital List Price: \$3.99 [What's this?](#)

Kindle Purchase Price: **\$3.99**

Prime Members: **\$0.00** (borrow for free from your Kindle)

- Includes free wireless delivery via **Amazon Whispernet**
- Length: 128 pages (estimated)



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[How sampling works](#)

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Facebook

- Founded 2004
- 350-million members
- Personal pages
- Company pages
- Photos / Videos
- Location updates
- Like / Comment / Shares
- Friend and Family Timelines
- ***“Facebook's mission is to give people the power to share and make the world more open and connected.”***



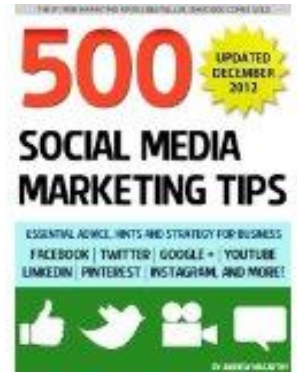
Use of different online platforms by demographic groups

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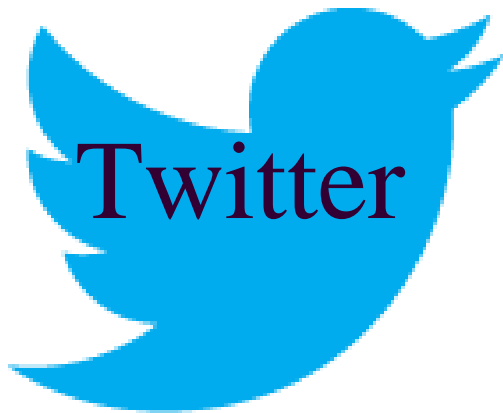
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Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
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Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race. Source: Survey conducted Jan. 8-Feb. 7, 2019.

Best Facebook Tips:



- Input all your business detail in the About section of your page (name, address, contact, and clickable URL)
- Link to your personal profile to soft-sell friends
- Promote your Facebook page on all your online and print materials
- Post and repost often & consistently
- Thank your followers, acknowledge posters
- **Obtain a custom *vanity* URL with 25 likes** (e.g., AboutPR on Facebook)



- 140 character tweets
- Short updates
- Quotes
- Jokes
- Tips
- Retweets
- #hashtags

[Twitter.com](https://twitter.com)

The screenshot displays the Twitter web interface. At the top, there's a navigation bar with the Twitter logo, a search icon, and a link to 'Have an account? Sign in'. Below this, the left sidebar contains links for 'Tweets', 'Following', 'Followers', 'Favorites', and 'Lists'. The main content area is divided into two columns. The left column features a 'Follow Twitter' section with input fields for 'Full name', 'Email', and 'Password', followed by a 'Sign up' button. Below this is a 'Globales Trends' section with a grid of trending topics and images. The right column shows the profile of the official Twitter account (@twitter), which includes a bio, location (San Francisco, CA), and statistics (1,548 tweets, 120 following, 16,686,088 followers). Below the profile is a list of tweets from @twitter, including links to articles and videos.

Tweets >

Following >

Followers >

Favorites >

Lists >

Follow Twitter

Full name

Email

Password

Sign up

Globales Trends · Change

#beausawhore

#ImThatTypeOfPersonWho

#FictionalCharactersIWannaMarry

#HowToMakeMeSmile

#InitialsOfSomeoneYouCareAbout

Beau

HIV

India

Australia

Kenya

Twitter @twitter

Your official source for news, updates and tips from Twitter, Inc.
San Francisco, CA · <http://blog.twitter.com/>

1,548 TWEETS

120 FOLLOWING

16,686,088 FOLLOWERS

Follow

Tweets All / No replies

Twitter @twitter 12 hrs
Reading @dkroy in @HarvardBiz: "Television's Future has a Social Soundtrack" s.hbr.org/XFb4Bd
Expand

Twitter @twitter Feb 28
Want to help make a fan-made Rockumentary? @FeedTheBeat has you covered. Check it out! - youtube.com/watch?v=3ID7W1...
View media

Twitter @twitter Feb 26
An update to Twitter for Windows Phone -- now with the Home, Discover, Connect and Me tabs, Live tiles, and more.
blog.twitter.com/2013/02/an-upd...
View summary

Twitter @twitter Feb 26
Twitter will be available in the Firefox Marketplace when Firefox OS devices ship. blog.twitter.com/2013/02/twitte...
Expand

Twitter TV @twittertv Feb 25
The world was buzzing about the #Oscars. Over 8.9MM Oscar-related Tweets were generated from the red carpet to the main show.
Retweeted by Twitter
Expand

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
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18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
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Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race. Source: Survey conducted Jan. 8-Feb. 7, 2019.

Twitter: *AboutPR*

- Links to blog articles
- Retweets
- Links to *FaceBook* posts
- #hashtags

<https://twitter.com/AboutPR>



First Place
All About Public Relations
WINNER
ExpertPR Award
"Most Useful to PR Pros"

AboutPublicRelations
@AboutPR
How-to public relations articles written by PR professionals. Steven R. Van Hook, Editor
California · <http://aboutpublicrelations.net>

470 TWEETS 2 FOLLOWING 143 FOLLOWERS

Tweets

AboutPublicRelations @AboutPR Feb 26
How small businesses can tap the PR side of guerilla marketing aboutpublicrelations.net/uccoates1.htm #pr #marketing #guerillamarketing
Expand

AboutPublicRelations @AboutPR Feb 25
How to repair a bad online reputation aboutpublicrelations.net/ucrep1.htm #pr #crisismanagement #onlinereputation
Expand

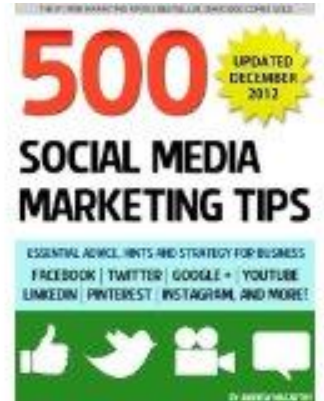
AboutPublicRelations @AboutPR Nov 12
How new rules of PR help face challenges aboutpublicrelations.net/ucmiller.htm #pr
Expand

AboutPublicRelations @AboutPR Oct 26
How PR can help entrepreneurs in seven simple steps aboutpublicrelations.net/uclublin1.htm #pr #entrepreneur
Expand

AboutPublicRelations @AboutPR Oct 24
How to ensure a PR investment payoff aboutpublicrelations.net/uckelly3a.htm #pr
Expand

AboutPublicRelations @AboutPR Oct 23
How to boost your time as a PR intern aboutpublicrelations.net/aa070801a.htm #pr #internships
Expand

Best Twitter Tips:

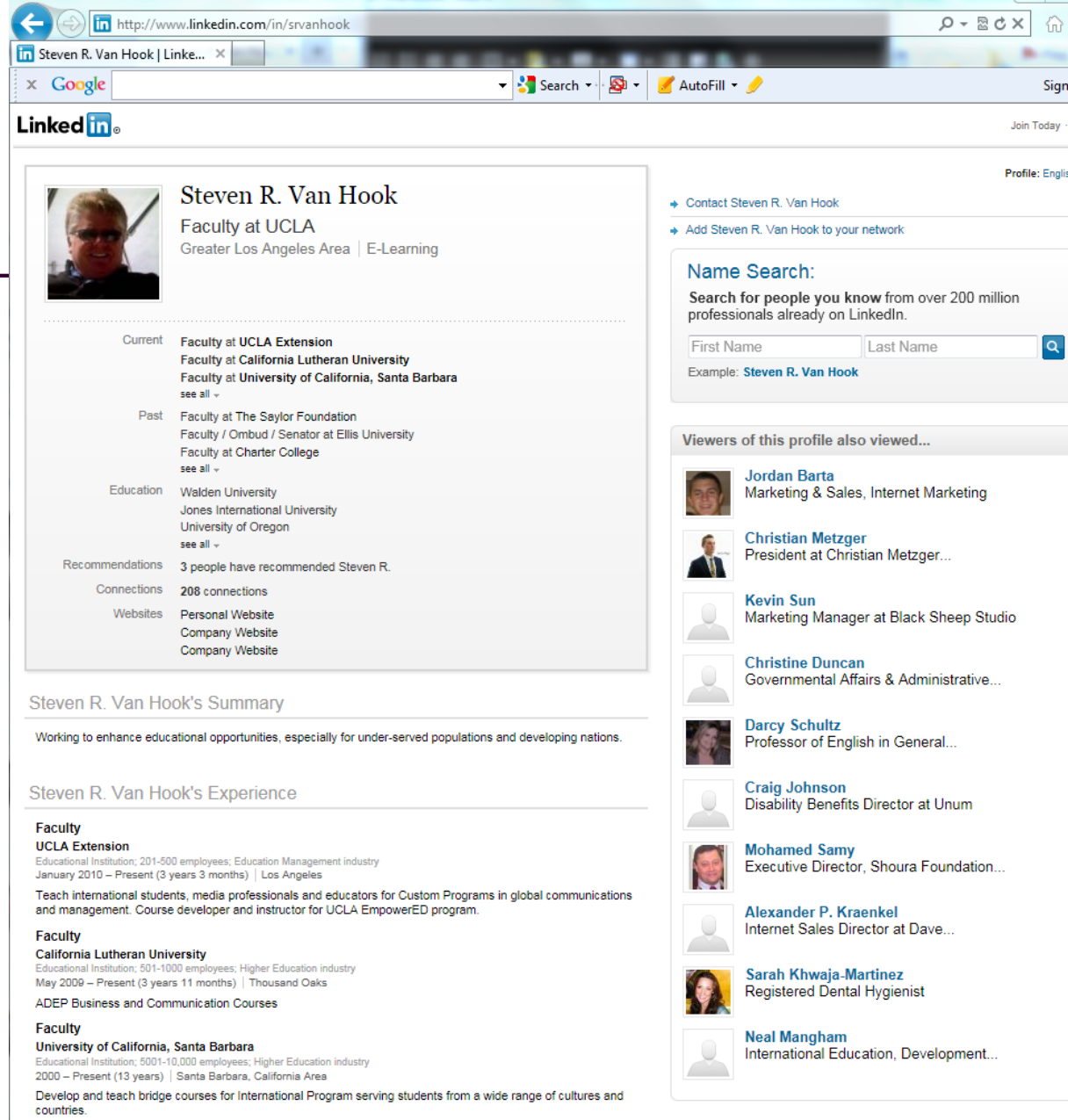


- Pick your Twitter username carefully, preferably using your brand name (<https://twitter.com/aboutpr>)
- Write a sparkling bio, and use a custom logo
- Put your Twitter address *everywhere*
- Leave extra characters for retweets (at least 20)
- Use #hashtags – only 1 or 2 per tweet
- Thank your followers; follow others
- **Shorten links with bit.ly to save characters**

LinkedIn

- Experience
- Portfolio samples
- Groups
- Networks
- Companies
- Recommendations
- Endorsements
- Article posts

Article: Why College Students Should be on LinkedIn



The screenshot shows a web browser window with the address bar displaying <http://www.linkedin.com/in/srvanhook>. The browser's search bar contains the text "Google". The LinkedIn profile page for Steven R. Van Hook is displayed. The profile includes a profile picture of a man with glasses, a header with his name and current position "Faculty at UCLA", and a list of work experiences under the "Experience" section. The "Current" position is "Faculty at UCLA Extension", and the "Past" position is "Faculty at The Saylor Foundation". The "Education" section lists "Walden University", "Jones International University", and "University of Oregon". The "Recommendations" section shows "3 people have recommended Steven R.". The "Connections" section shows "208 connections". The "Websites" section lists "Personal Website" and "Company Website". The "Summary" section states "Working to enhance educational opportunities, especially for under-served populations and developing nations." The "Experience" section lists "Faculty UCLA Extension" and "Faculty California Lutheran University". The "Right Sidebar" contains a "Name Search" box and a list of "Viewers of this profile also viewed..." including Jordan Barta, Christian Metzger, Kevin Sun, Christine Duncan, Darcy Schultz, Craig Johnson, Mohamed Samy, Alexander P. Kraenkel, Sarah Khwaja-Martinez, and Neal Mangham.

Steven R. Van Hook
Faculty at UCLA
Greater Los Angeles Area | E-Learning

Current Faculty at UCLA Extension
Faculty at California Lutheran University
Faculty at University of California, Santa Barbara
see all v

Past Faculty at The Saylor Foundation
Faculty / Ombud / Senator at Ellis University
Faculty at Charter College
see all v

Education Walden University
Jones International University
University of Oregon
see all v

Recommendations 3 people have recommended Steven R.

Connections 208 connections

Websites Personal Website
Company Website
Company Website

Steven R. Van Hook's Summary

Working to enhance educational opportunities, especially for under-served populations and developing nations.

Steven R. Van Hook's Experience

Faculty
UCLA Extension
Educational Institution; 201-500 employees; Education Management industry
January 2010 – Present (3 years 3 months) | Los Angeles
Teach international students, media professionals and educators for Custom Programs in global communications and management. Course developer and instructor for UCLA EmpowerED program.

Faculty
California Lutheran University
Educational Institution; 501-1000 employees; Higher Education industry
May 2009 – Present (3 years 11 months) | Thousand Oaks
ADEP Business and Communication Courses

Faculty
University of California, Santa Barbara
Educational Institution; 5001-10,000 employees; Higher Education industry
2000 – Present (13 years) | Santa Barbara, California Area
Develop and teach bridge courses for International Program serving students from a wide range of cultures and countries.

Right Sidebar:

Name Search:
Search for people you know from over 200 million professionals already on LinkedIn.
First Name Last Name
Example: Steven R. Van Hook

Viewers of this profile also viewed...

- Jordan Barta
Marketing & Sales, Internet Marketing
- Christian Metzger
President at Christian Metzger...
- Kevin Sun
Marketing Manager at Black Sheep Studio
- Christine Duncan
Governmental Affairs & Administrative...
- Darcy Schultz
Professor of English in General...
- Craig Johnson
Disability Benefits Director at Unum
- Mohamed Samy
Executive Director, Shoura Foundation...
- Alexander P. Kraenkel
Internet Sales Director at Dave...
- Sarah Khwaja-Martinez
Registered Dental Hygienist
- Neal Mangham
International Education, Development...

<http://www.linkedin.com/in/srvanhook>

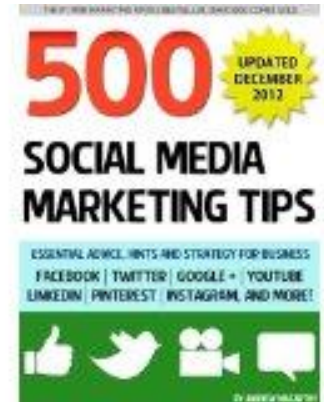
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Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

Best LinkedIn Tips:



- Create a company page
- Complete 100% of your profile and company pages
- Create a custom URL (through profile settings)
- Send invites, accept invites, expand network
- Start your own LinkedIn Group (e.g., homecare)
- Feature videos, fresh materials, useful content
- **Have your employees and clients link to your company on their profiles**



- Create video channel
- Post promotional, educational, how-to videos
- Viewable across multiple operating systems and programs
- Comprehensive report data (views, likes, subscriptions)
- Google Ads

<http://youtube.com>

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YouTube: *Educational*

- How-to videos
- Course materials
- Lectures
- Illustrations
- Demo clips
- GoogleAds

<http://www.youtube.com/srvanhook>

The screenshot shows the YouTube channel page for Steven Van Hook. At the top, the channel name 'Steven Van Hook' is displayed next to a profile picture of a boat. To the right, it shows '905 subscribers' and '422,019 video views'. Below the header, there are tabs for 'Featured' and 'Browse videos', and a search bar labeled 'Search Channel'. A blue bar with a plus icon and the text 'Add a featured video' is visible. The main content area is titled 'Uploaded videos 1-10 of 31' and includes a 'Play all' button. Ten video thumbnails are listed, each with a title, description, view count, and upload time. The videos cover topics like 'Communication Appeals & Tactics', 'The Greatest Evil: Self Doubt', 'Transcultural Teaching', 'Social Marketing', and 'Publics & Demographics'. On the right side, there is a section for 'Steven Van Hook' with a bio, 'Date Joined' (Aug 7, 2008), and 'Country' (United States). Below this is a 'Featured Playlists' section with a thumbnail for 'Uploaded videos by Steven Van Hook' showing 31 videos. At the bottom of the right sidebar is a blue button labeled 'Other Channels'.

Steven Van Hook

905 subscribers 422,019 video views

Featured Browse videos Search Channel

+ Add a featured video

Uploaded videos 1-10 of 31 Play all Edit

Appeals

1. Socially
2. Emotionally
3. Unique Culture
4. Good Health
5. Social and Economic Issues
6. Creativity

8:27

Communication Appeals & Tactics (edit)

Steven Van Hook 73 views 1 month ago

Key appeals for connecting with target audience. More free marketing resources for students & instructors at <http://howtomarketing.us>

We're Big Too

"There are 100 billion neurons in the adult human brain, and each neuron makes something like 1,000 to 10,000 contacts with other neurons in the brain. Based on this, people have calculated that the number of permutations and combinations of brain activity exceeds the number of elementary particles in the universe."
— Neuroscientist Vilayanur Ramachandran on TED.com

7:58

The Greatest Evil: Self Doubt

Steven Van Hook 206 views 5 months ago

Overcome debilitating self-doubt by changing a perspective on your place in the universe.

Sports Group

Group Classification: Post vs. Preseason
 $x = 143$
 $\bar{x} = 14.5$
 $\text{Median} = 6.0$
 $\text{VAD} = 1.8$
 $Q = 1.08$
 $p = .001$

"Hottest"
 $x = 47$
 $\bar{x} = 5.2$
 $\text{VAD} = 1.8$

16:56

Transcultural Teaching

Steven Van Hook 50 views 6 months ago

Themes and images that transcend cultural differences help build bridges in international classrooms.

Marketing Clean Hands

■ The Center for Disease Control (CDC) launched a 'clean hands' campaign to stem the spread of influenza.
■ Children were encouraged to wash their hands through two verses of "Happy Birthday to You."
■ The campaign proved anecdotally successful as even adults were overheard humming "happy birthday" in public bathrooms.

7:15

Social Marketing

Steven Van Hook 1,144 views 6 months ago

Most of the tools for promoting commercial projects can be applied to advancing social causes and programs. This video considers four additional Ps of social marketing, an...

Demographics and Target Audience

■ Gender
■ Age

5:39

Publics & Demographics

Steven Van Hook 382 views 6 months ago

Among the most important aspects of a communication campaign is forming a clear picture of just who the targeted audience is. This video helps describe key publics.

Steven Van Hook Edit

wwmr.us

by Steven Van Hook

Date Joined Aug 7, 2008

Country United States

Featured Playlists Edit

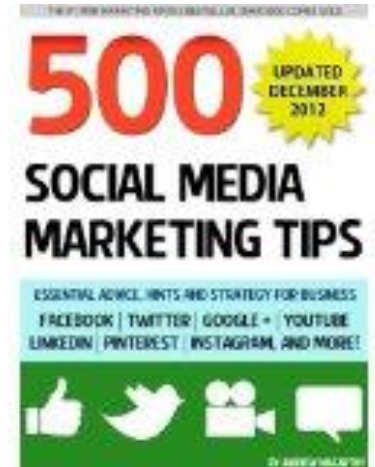
Uploaded videos by Steven Van Hook 31 videos

view all

+ Other Channels

Best YouTube Tips:

- Choose a short but descriptive user name (<http://www.youtube.com/srvanhook>)
- Complete your Channel tags
- Complete your video tags and keywords
- Aim for Google rankings (e.g., 'marketing principles' using SEO tactics)
- Keep videos relevant and short (3-4 minutes max unless warranted)
- Write tempting descriptions and calls-to-action (e.g., lose 15 pounds in 2 months)
- **Choose good thumbnails, allow embedding, use ads**



Website Domains & Hosting

- **Domain Names**
(.com, .net, .org, .us, .biz)
- **Websites Hosting**
(storage, bandwidth, support)
- **Website Building** (interface, architecture, graphics, media)
- **Web Tools** (email, SSL data security, online stores, stopping carts, site manager, SEO)





Domain Days Are Here!

Now
on Sale!

Get your business online for less with up to
80% OFF our most popular domains!

Name your
website

Search for a new domain

.com ▾

Search



Attract new customers



Increase your visibility



Protect your name or brand

All Domain pricing | Bulk Search | Risk-free domain transfers | Why Get a Domain?



Put your new domain to work

Build your site.

Create an amazing website in minutes.

Host your site.

Powerful hosting you can count on.

20% We can give you better deals if we know a bit about you. [Finish personalizing](#)

GROUPON Featured Deal All Deals Getaways Goods Gifts Sign In Sign Up

All Deals Food & Drink Events & Activities Beauty & Spa Fitness Health Home & Auto Shopping Education

Ventura County

A Serene Clean Ca – Redeem from Home

Two or Four Man-Hours of Housecleaning (Up to 53% Off)

from **\$49** **Buy!**

Value	Discount	You Save
\$100	51%	\$51

Buy it for a friend!

Time left to buy
4 days 11:00:19

7 bought
Limited quantity available

The deal is on!

Twitter Email Pin it Switch

Switch



Want more deals like this? Click the hearts below.

♥ Nester

In a Nutshell

Detailed dusting, vacuuming, mopping, and general housecleaning services

Redeem from Home

The Fine Print

Expires 180 days after purchase. Limit 1 per person, may buy 1 additional as a gift. Limit 1 per household. Valid only for option purchased. Appointment required; subject to availability. Valid only within Ventura County.
[See the rules](#) that apply to all deals.

Refer Friends. Get \$10*

New Year's Deals

See the deals now →

More Great Deals [See All](#)

Round of Golf for One, Two, or Four with Cart Rental, Range Balls, and Beer at Ojai Valley Inn & Spa (Up to 52% Off)
Ojai
✔ 5 bought

\$99
\$186 value
[View It!](#)



[View](#) Online Deal
2b. RYCH Dress (Up to 90% Off). Multiple Styles and Sizes Available. Free Shipping and Free Returns.
✔ Over 420 bought

[View](#) Online Deal
\$39 for a BeautyMint Four-Piece Skincare Set (\$119 List Price). Free Shipping.
✔ Over 170 bought

- 50-80% off regular price offer
- 50/50 split between Groupon and seller
- Problem converting discount customers to regular ones
- Payment issues

Ventura County

All Deals

Featured Deal

Subscribe to local deals in **Ventura County**

Subscribe

All Deals (153)

Restaurants, Bars & Pubs (8)

Entertainment & Travel (32)

Shopping & Services (49)

Health & Beauty (64)



Island Massage

Hot- and Cold-Stone or
Deep-Tissue Massage**\$40** (Save 58%)

Ventura County



Ambush Paintball Park

Paintball Package for Six with
Equipment Rental**\$30** (Save 83%)

Ventura County



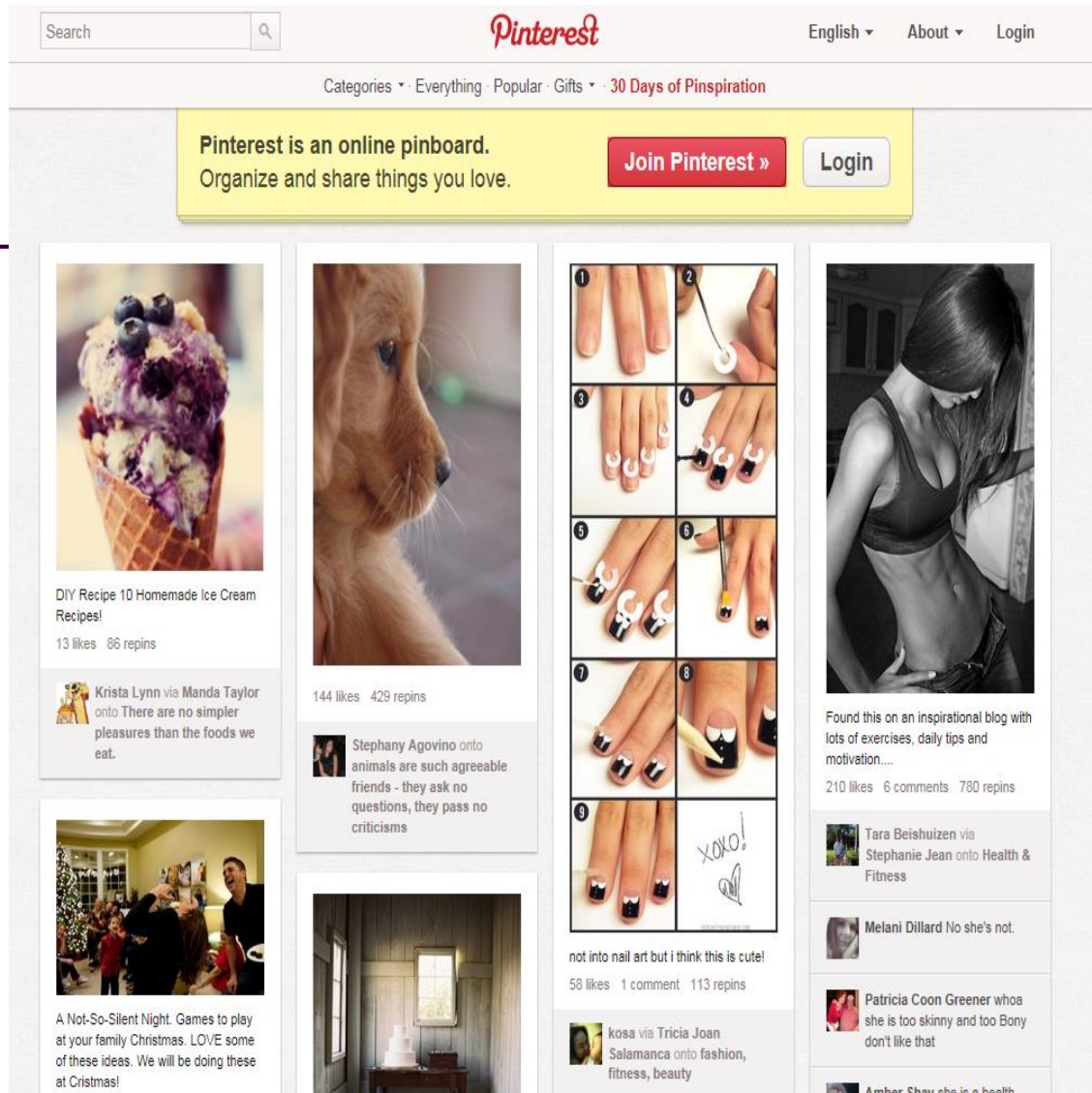
Printerpix

Custom Hardcover Leather
Photo Book with Free Ship...**FROM**
\$12 (Save 72%)

Ventura County



- Create theme-based image collections ('Pins')
- Business
- Events
- Hobbies
- 11-million visits per week
- Good for visual business, how-to's (e.g., fingernails)



<http://pinterest.com/>



Use of different online platforms by demographic groups

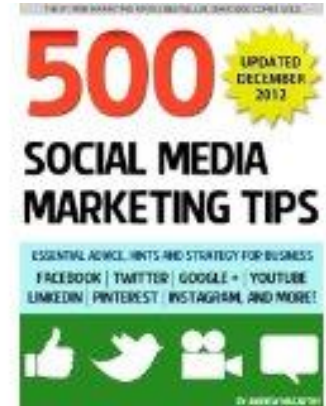
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race. Source: Survey conducted Jan. 8-Feb. 7, 2019.

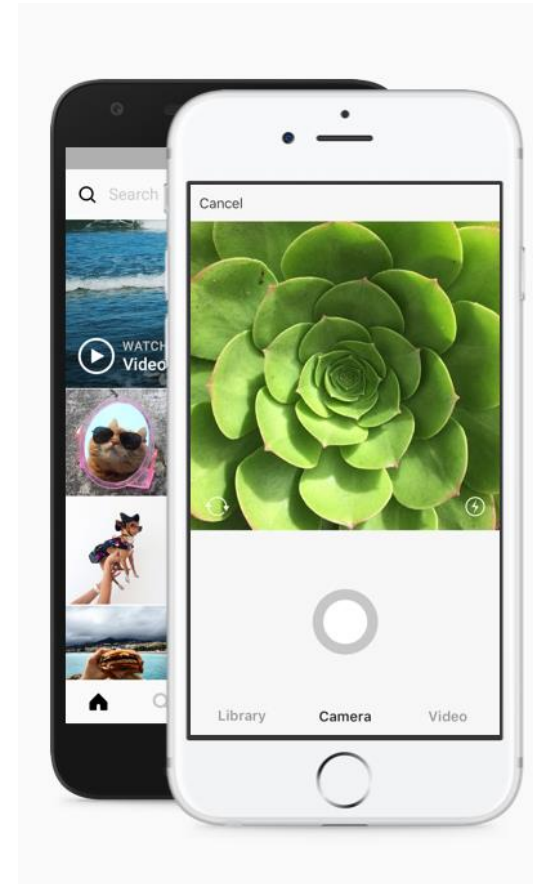
Best Pinterest Tips:

- Sign up as a business rather than an individual for special support
- Use your business name in your user name (pinterest.com/bizname)
- Add a Pinterest button to your website
- Taller images get more pins (skyscrapers)
- Use 'killer' image tags and descriptions
- Post videos too (YouTube & Vimeo embeds)
- **Tutorials and how-to's are popular**



Instagram

- Photo & video sharing service owned by Facebook
- 1- billion+ users
- 40-billion photos uploaded
- Users 'like' photos and follow other users



<https://www.instagram.com/>

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Google AdSense

- Place key-worded ads
- Run key-worded ads
- Pay per click
- Get paid per click
- Get paid monthly

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