

# 2018 Social Media Cheat Sheet

## How big are the social networks

Facebook	2.13 billion monthly and 1.40 billion daily
Twitter	330 million monthly
LinkedIn	530 million registered users
Instagram	800 million monthly and 500 million daily
Instagram Stories	300 million daily
Pinterest	200 million monthly users as of Sept. 2017
Snapchat	187 million daily users
YouTube	1 billion users
FB Messenger	1.3 billion monthly active users

## Overall social media tips

1. Use an image
2. Use a video
3. Put text on that video
4. Use live video – live video gets more interaction
5. Don't be too promotional
6. Use hashtags – 2 on Twitter, 11+ on Instagram, none on Facebook
7. Share what makes you unique
8. Show real people
9. Be useful
10. Assume people are not going to click the link, so give them enough info without clicking the link.

## How to succeed on FB in '18

- Post better content less frequently
- Create content that stimulates conversation (but don't ask for conversation – that's baiting)
- Use Live Video (it gets 6x the engagement on FB)
- Master Facebook ads – and use the Facebook pixel
- Learn Messenger Chatbots
- Participate in Facebook groups – and bring value
- Use Facebook Stories

## Why we share

**Entertainment:** To bring valuable and entertaining content to others.

**Define ourselves:** To give people a better sense of who we are and what we care about.

**Build relationships:** Keeps us connected to people they might not otherwise stay in touch with.

**Self-fulfillment:** Allows us to feel more involved in the world.

**Support a cause:** Supports causes or issues we care about.

**BOTTOM LINE:** Likelihood of your content being shared has more to do with your readers' relationship to others than to you.

## Alternatives to FB in 2018

**Instagram** – already uses the friends/family algorithm

**Instagram Stories** – use location tag and hashtags to get into those stories grow reach

**Messenger** – use for customer service, create bots

**LinkedIn** – use your company page and have employees post

**Email newsletters and Podcasting**  
**Influencer marketing**

## Creating great content

**Native content** – content that looks and feels like what real people post on that network. It doesn't look like advertising, and ideally it is something people want to share.

### Jabs and Right Hooks:

**Job** – Lightweight piece of content that benefits your followers by making them laugh, snicker, ponder, play a game, feel appreciated or escape.

**Right hook** – Call to action that benefits your business.

**How to use:** Throw enough jabs to make your customers like you and appreciate you and love you. (And more importantly click on your content on Facebook). Then come with the right hook when you need something from your customers.

### Ann Handley's recipe for great content:

*Utility x Inspiration x Empathy = Great Content*

**Utility** – It's useful, beneficial. A reader can take action based on that content.

**Inspiration** – It inspires us to do or feel something.

**Empathy** – It shows that the company understands the reader.

**The reward** – people love, trust and believe in you.

### Gary Vaynerchuk's recipe for great

**content:** *Passion + Experience creates great content*

### How to get people to take action:

1. Sell that click – tell me why this matters
2. Appeal to someone's feelings
3. Show you understand pop culture and nostalgia
4. Inject curiosity in the reader
5. Don't be afraid to make bold claims