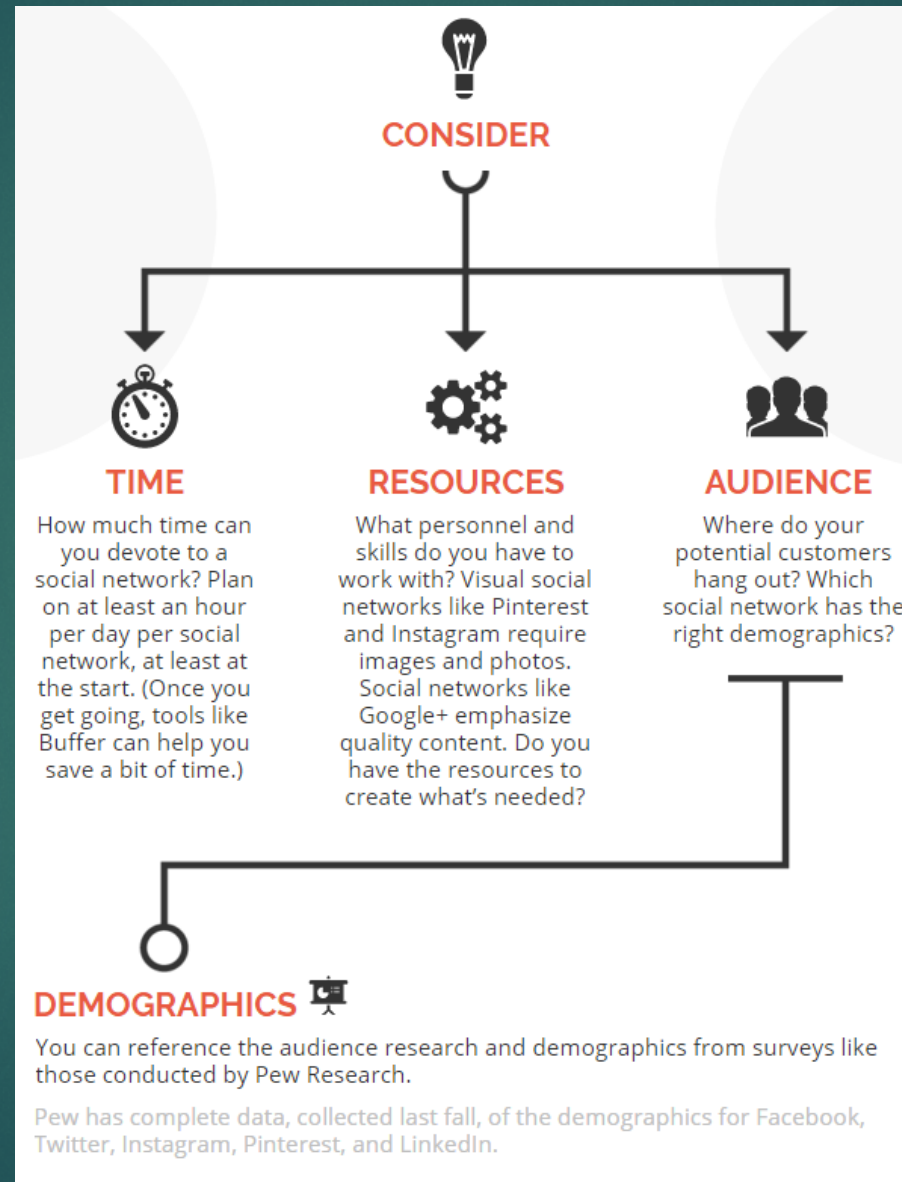




# Demographics in Social Media

WHO IS YOUR AUDIENCE AND WHERE ARE THEY?

# Before diving in...



# What do you ask yourself before getting a new puppy?

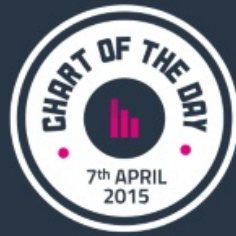
- Why do we want it?
- Who is in charge of it?



**It's a DAILY  
commitment.**

# Why do people use social media?





# Top 10 Reasons for Using Social Media

GlobalWebIndex – Know Your Audience™



## Top 10 Social Networking Motivations



[globalwebindex.net](http://globalwebindex.net) /// Question: What are your main reasons for using social networking services? /// Source: GlobalWebIndex Q3-Q4 2014 /// Base: Internet Users Aged 16-64

# Who are you trying to reach?



# WHO is YOUR audience?

- Age? Gender?
- How do they (or do they) use social media?
- Where are they getting their info now?



# People are on social media for...

# FUN



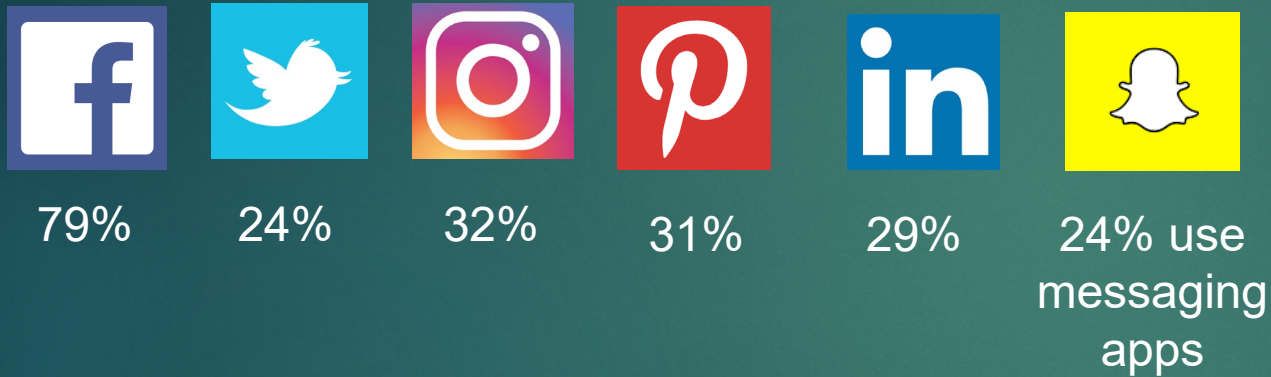
- What makes us unique?
- What questions can we answer?
- What SERVICE do we – and only we- provide for Arkansans?



## Just how many people use social media?



# Percentage of online adults who use social media as of April 2016:





# Breakdown of social media users

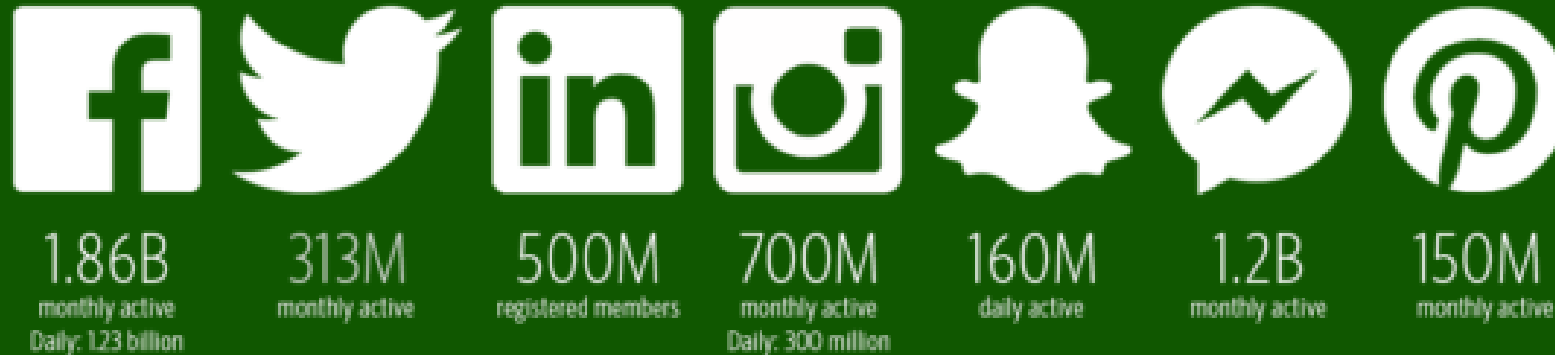
% of U.S. adults who use each social media platform

	Facebook	Instagram	Pinterest	LinkedIn	Twitter
Total	68%	28%	26%	25%	21%
Men	67%	23%	15%	28%	21%
Women	69%	32%	38%	23%	21%
Ages 18-29	88%	31%	36%	34%	36%
30-49	79%	31%	32%	31%	22%
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%
High school or less	56%	19%	18%	9%	14%
Some college	77%	35%	31%	25%	24%
College graduate	77%	32%	33%	49%	28%
Less than \$30,000	65%	29%	23%	16%	18%
\$30,000-\$49,999	68%	27%	27%	11%	16%
\$50,000-\$74,999	70%	30%	29%	30%	26%
\$75,000+	76%	30%	34%	45%	30%
Urban	70%	34%	26%	29%	22%
Suburban	68%	24%	29%	26%	21%
Rural	65%	25%	20%	15%	19%



<http://www.pewinternet.org/fact-sheet/social-media/>

# Social Media Statistics



UPDATED APRIL 2017

Age differences:

**Today, 36% of all those 65 and older report using social media, compared with just 2% in 2005.**

Source: [http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19\\_social-media-update\\_07/](http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/)



**UAEX Hot Spring County - Family and Consumer Sciences/4-H**

Published by Kristal McDonald Draper [?] · April 26 at 2:39pm · 🌐

This is some of my Extension Get Fit Malvern group. These ladies definitely know how to put a smile on my face. Yesterday they sent me this picture! 😊 I missed you all yesterday and will miss you all tomorrow. I am out of town this week attending a Family & Consumer Sciences County Agent Conference.

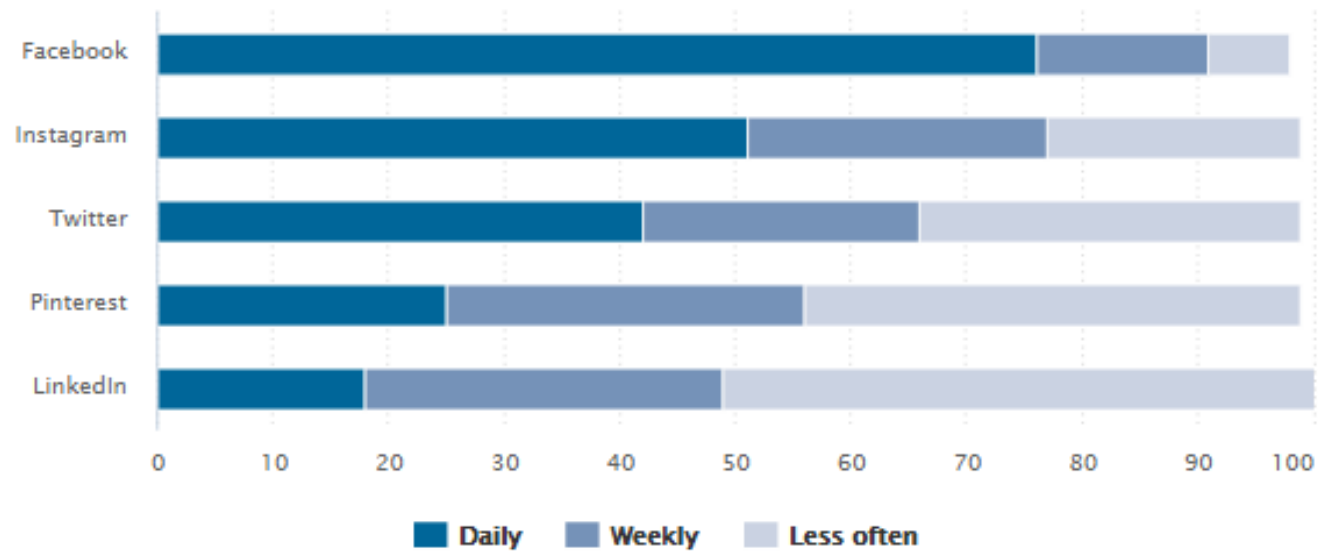


# How often Americans use social media



Chart Data Share Embed

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



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted March 7-April 4, 2016.

PEW RESEARCH CENTER



# Questions to ask when choosing a social network:



1. Does it make sense for my content? (see 7 types of networks at left)
2. Do potential followers spend time there? (see demographic info in earlier slides)
3. Does it make sense for me? (consider time, shared responsibility with co-workers).





## Questions to ask when choosing a social network:

If you've given it a go and it still doesn't make sense, weigh this when deciding whether or not to press on.



# Why should Extension use social media?

2016 Extension Social Media Contacts								
TOTAL	Adult Direct Facebook	Youth Direct Facebook	Adult InDirect Facebook	Youth InDirect Facebook	Adult Direct Twitter	Youth Direct Twitter	Adult InDirect Twitter	Youth InDirect Twitter
4,234,929	499,209	64,013	2,031,359	285,942	63,750	6,139	1,234,654	18,396
			Facebook Total	2,880,523			Twitter Total	1,322,939

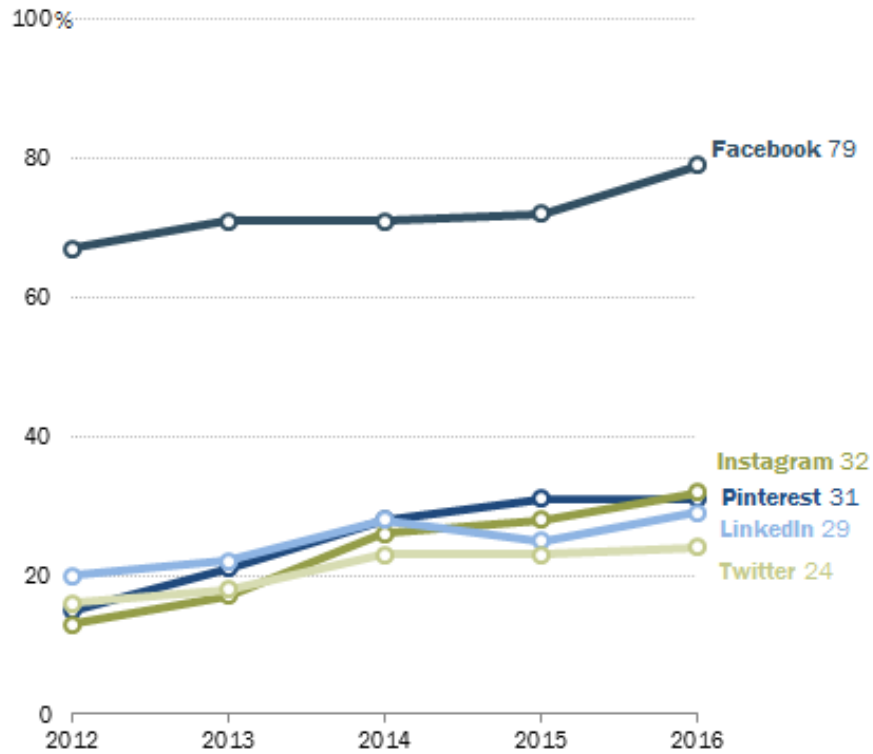
# Facebook Remains King





## Facebook remains the most popular social media platform

% of *online* adults who use ...



Note: 86% of Americans are currently internet users  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER



76% of Americans who use Facebook visit the site on a daily basis, up from 70% in 2015.



Community differences: **65%** of rural residents use Facebook as compared with 70% of urban citizens.



- Skews more heavily to women users
- Poorer people are slightly more likely to use Facebook than wealthier

<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

**79% of online adults (68% of all Americans) use Facebook**

*% of online adults who use Facebook*

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77





**Should you use Facebook to  
promote your programming?**





# Yes, if you don't mind the competition.

The News Feed is a crowded place for your program updates.



# How to get seen on Facebook



Tell stories.

Tag people.


People like to see people they know on Facebook.

Share business posts on personal page.



University of Arkansas Division of Agriculture - Extension (UAEX)  
Published by Amy Cole [?] · January 12 · 🌐

Occasionally in 2017 we will feature "People of Extension". Our first person to feature is Jon Zawislak, our resident honeybee expert. Here's what he had to say about his experience with Extension: "I love bees. They are the most fascinating group of animals I've ever looked into and I love being able to share that with other people. There's such an interest in bees and beekeeping right now. There's also a hunger for good, quality information. There's a lot of bad information... [See More](#)



6,075	People Reached	
414	Reactions, Comments & Shares	
300	104	196
Like	On Post	On Shares
13	1	12
Love	On Post	On Shares
1	0	1
Haha	On Post	On Shares
1	0	1
Wow	On Post	On Shares
43	13	30
Comments	On Post	On Shares
56	51	5
Shares	On Post	On Shares
755	Post Clicks	
164	0	591
Photo Views	Link Clicks	Other Clicks
NEGATIVE FEEDBACK		
0	Hide Post	0 Hide All Posts
0	Report as Spam	0 Unlike Page

6,075 people reached

Boost Post

Mary Simonson, Mike Wilson and 103 others 12 Comments 51 Shares

51 shares  
12 comments

# How to get seen on Facebook



facebook business

*“Our recommended posting frequency is 3-5 times per week. If you're posting more frequently and seeing that not all of your posts are appearing, it is likely that your posting is being limited to prevent spam to people on the platform.”*



<https://www.facebook.com/business/help/community/question/?id=10153757892401553>

# How to get seen on Facebook



TIMING matters.


Scheduling posts in off hours or weekends helps.



# Extension Audience Demographics



Demographics of

twitter 

- Skews more male and younger and more affluent
- More popular among highly educated
- More rural use recently

Source: <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

### 24% of online adults (21% of all Americans) use Twitter

*% of online adults who use Twitter*

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER















# Arkansas Legislators are on Twitter



twitter

<http://bit.ly/ark-social>

<p>State Representative District 28</p> <p><b>Kim David Hammer - R</b></p>  <p>Website f t W e <i>More information</i></p>	<p>State Representative District 29</p> <p><b>Fred Love - D</b></p>  <p>Website W e <i>More information</i></p>	<p>State Representative District 30</p> <p><b>Fred Allen - D</b></p>  <p>e <i>More information</i></p>
<p>State Representative District 31</p> <p><b>Andy Davis - R</b></p>  <p>Website f t W e <i>More information</i></p>	<p>State Representative District 32</p> <p><b>James J. Sorvillo - R</b></p>  <p>Website t <i>More information</i></p>	<p>State Representative District 33 (shares Boundary With 34)</p> <p><b>Warwick Sabin - D</b></p>  <p>Website y f t W e <i>More information</i></p>
<p>State Representative District 34 (shares Boundary With 33)</p> <p><b>John W. Walker - D</b></p>  <p>Website t W e <i>More information</i></p>	<p>State Representative District 35</p> <p><b>Clarke Tucker - D</b></p>  <p>Website f t <i>More information</i></p>	<p>State Representative District 36</p> <p><b>Charles Blake - D</b></p>  <p>t <i>More information</i></p>
<p>State Representative District 37</p> <p><b>Eddie L. Armstrong, III - D</b></p>  <p>Website W e <i>More information</i></p>	<p>State Representative District 38</p> <p><b>Carlton Wing - R</b></p>  <p>Website f t i e <i>More information</i></p>	<p>State Representative District 39</p> <p><b>Mark D. Lowery - R</b></p>  <p>Website f t W i e <i>More information</i></p>

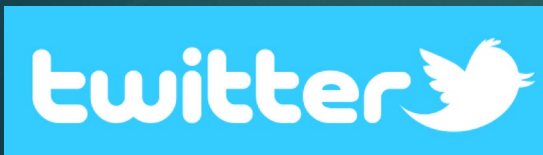


# Should you be on Twitter?

Yes, if your program area is **TOPICAL** and **TIMELY**.

Agriculture, politics, **WEATHER**, news.

All Ag agents and specialists **SHOULD** be on Twitter.



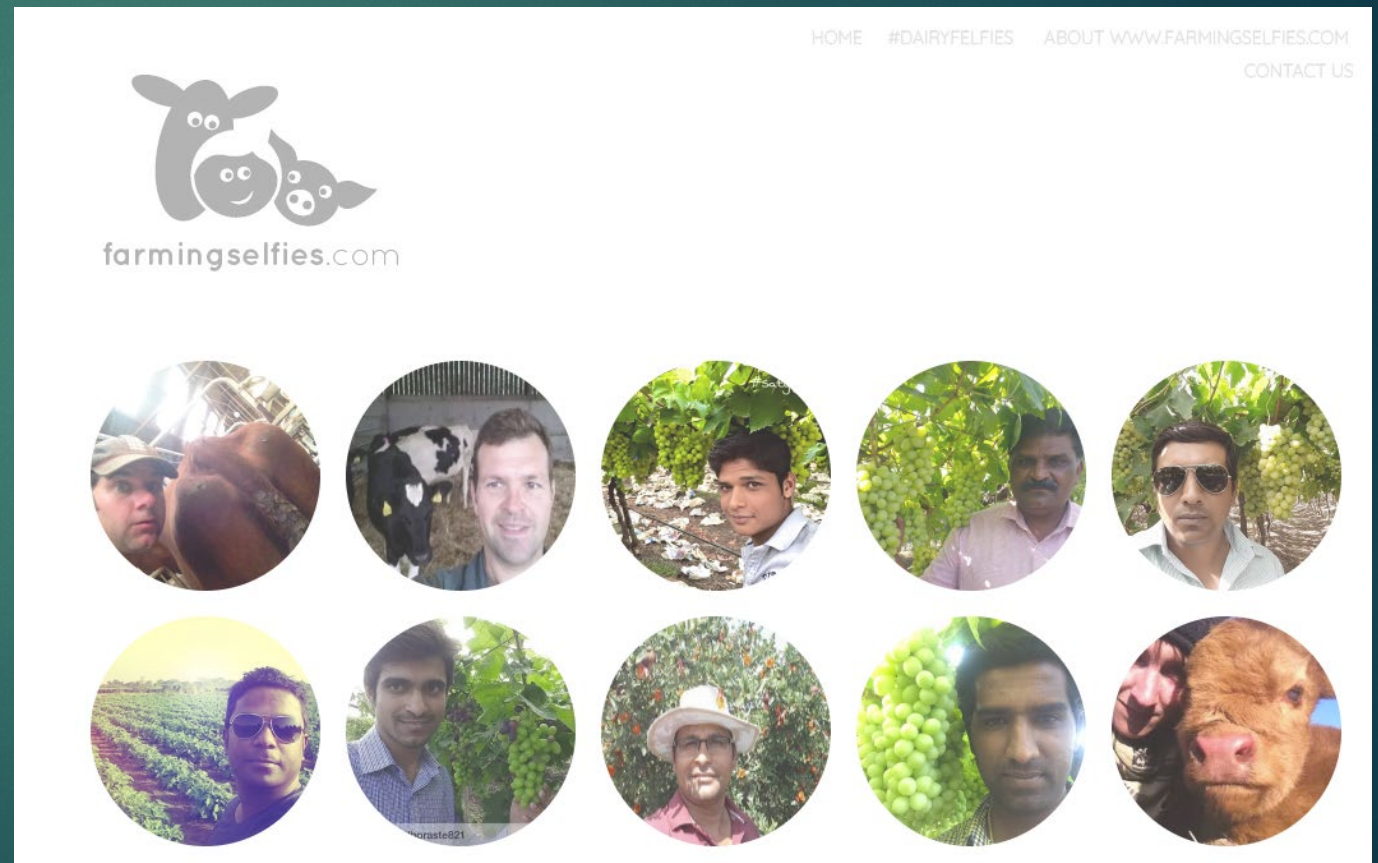
# Social Media: A Lifeline



Social media is a lifeline for people in a lonely profession.

Farming is a visual industry.

<http://bit.ly/farm-selfie>



# Demographics for Instagram



# Instagram Audience Demographics



Over 90% of people who use Instagram are under the age of 35.

Instagram has 700 million active users four months after reaching 600 million.

More and more users join every day.



- High use among young adults – 6 in 10 use it.
- More women than men

<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

### 32% of online adults (28% of all Americans) use Instagram

*% of online adults who use Instagram*

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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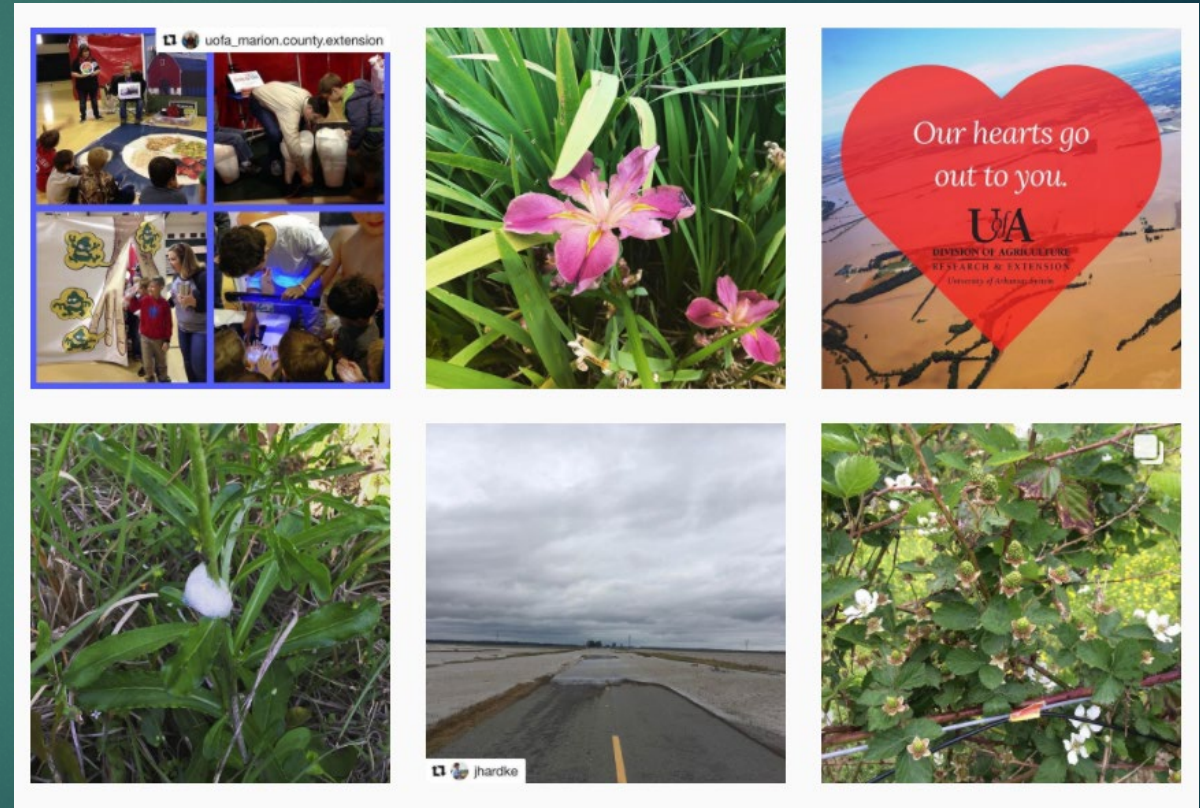
# Should you be on Instagram?

Yes, if photography is your forte.

Hashtags are KEY.

Interaction is important. Tell stories!

Pair it with Facebook or Twitter (or both).



# Blind people are on Instagram!



<http://bit.ly/blind-instagram>

A YouTube video player showing a man with his eyes closed, wearing a red shirt. A black caption box at the bottom of the video reads "You may be saying, 'A blind guy using Instagram?'". The video title is "How Blind People Use Instagram" and the channel is "The Tommy Edison Experience". The video has 434,974 views.

You may be saying, "A blind guy using Instagram?"

THE TOMMY EDISON EXPERIENCE TOMMY EDISON

How Blind People Use Instagram

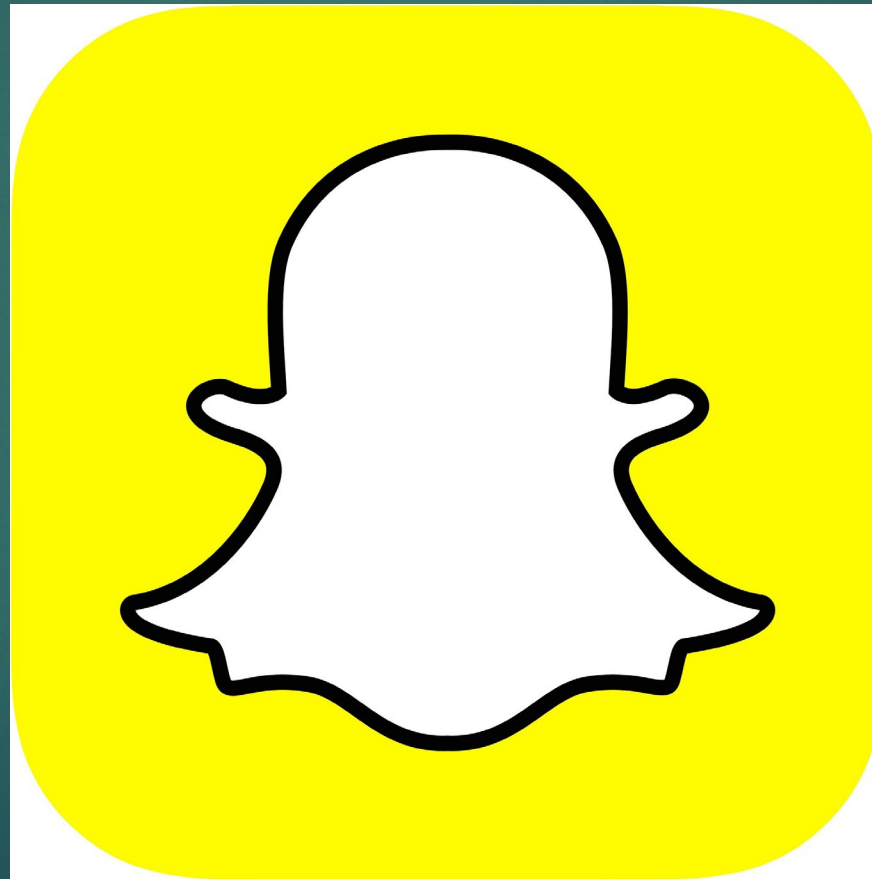
The Tommy Edison Experience

Subscribed 515,883

434,974 views



# Demographics for Snapchat

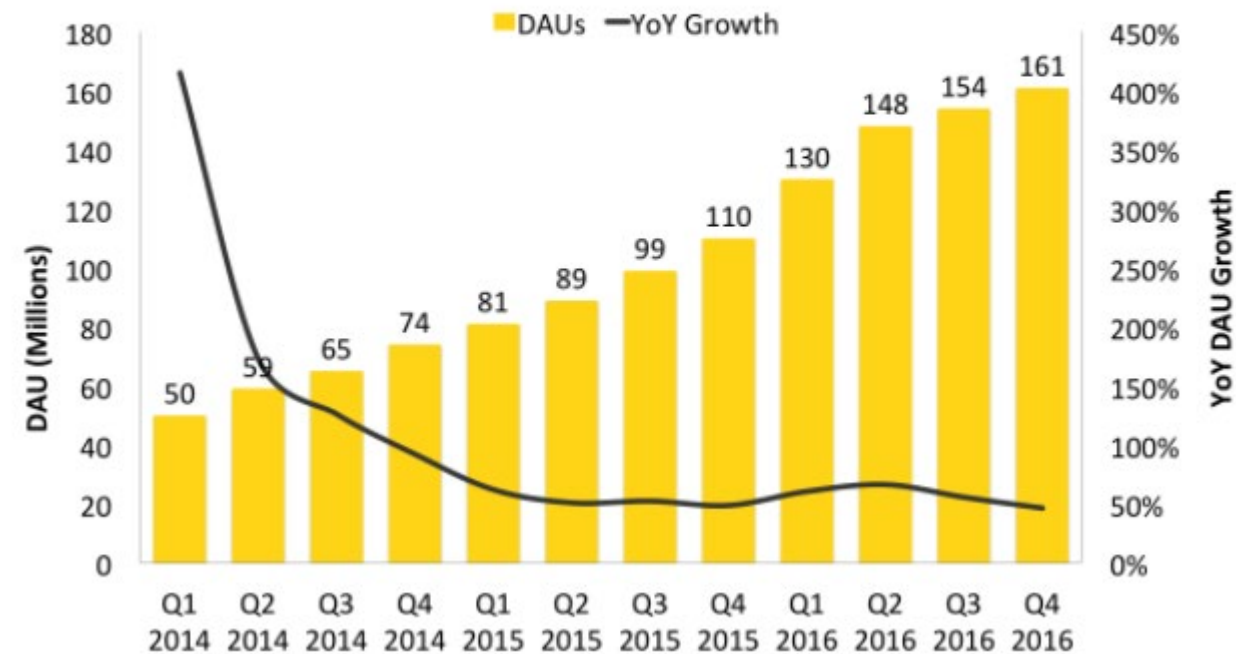




# Snapchat Growth

### Snapchat Daily Active Users And Year-Over-Year Growth

Global



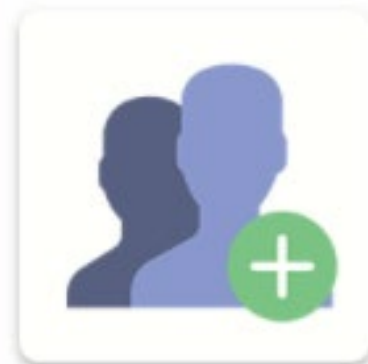
## SNAPCHAT'S USER EVOLUTION



The number of users aged 25+ is growing

**2X**

faster than users under 25



**50%**

of new users are over the age of 25



Users 25+ access Snapchat

**12 TIMES**

and 20 minutes every day



## SNAPCHAT IN AMERICA

60%

of U.S. smartphone users between 13 and 34 are Snapchatters

60%

of Americans between the ages of 13 and 38 are Snapchat users

60 MILLION

people in North America use Snapchat

85%

of daily U.S. users are between 13 and 34

### SNAPCHAT MONTHLY U.S. USERS



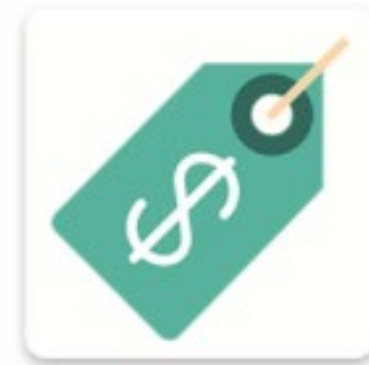
## SNAPCHAT FOR TEENS / MILLENNIALS / COLLEGE



**30%**  
**OF TEENS**  
rank Snapchat as their  
most important  
social network

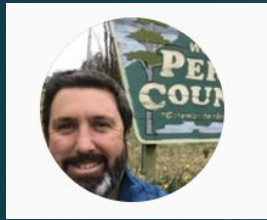


Users 25 and under  
visit Snapchat over  
**20 TIMES**  
**PER DAY**



**60%**  
**OF COLLEGE STUDENTS**  
would purchase  
from a brand if sent  
a coupon on Snapchat





# ZOOMing with Kevin Lawson!

Employee	Adult InDirect Facebook	Adult Direct Twitter	Adult InDirect Twitter	Adult Direct Pinterest	TOTAL
Lawson, Kevin	50,955	2,076	459,521	1,379	513,931

How he manages his social media (time, strategy, impact).

Experience with legislators on Twitter

Differences of statewide vs. county accounts



UAEX Perry County Agriculture - Kevin Lawson, Agent

