SME Workshop: Social Media tips for Micro and Small Businesses

KRyS GLOBAL

Cayman Islands
British Virgin Islands (EC)
Bermuda
Guernevy
New York
London
Cyprus (CIS/CEE)
- Social Media in Cayman Islands
- Social Media Marketing Strategy
  - Company
  - Audience
  - Engagement
  - Technology
- Social Media Security
MOBILE DRIVES OVER 50% OF ALL ECOMMERCE TRAFFIC
Social Media Worldwide

1.55 billion users
- 38.6% of world population
- Average user checks their account 5 times a day

400 million users
- every second 2 users join LinkedIn

396 million users
- 70 million photo uploads daily

316 million users
- 500 million tweets are sent per day
Cayman Social Media Usage

Cayman Islands – 56,000 population (Dec 2015)

Cayman Islands Facebook Utilisation

- 68% Facebook subscribers (38,000)
- 32% Unknown (18,092)

http://www.internetworldstats.com/carib.htm
Cayman Social Media Usage

Which one(s) of the following social media platforms are you an active user of?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>84%</td>
<td>16%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
<td>57%</td>
</tr>
<tr>
<td>Instagram</td>
<td>60%</td>
<td>25%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>16%</td>
<td>37%</td>
<td>26%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Cayman Social Media Usage

Do you "follow" or "like" business pages on social media?
- Yes: 36%
- No: 64%

Do you share interesting information/articles/photos posted by Cayman businesses on social media with your friends?
- Yes: 44%
- No: 56%

How important do you think social media is to keep you informed of products and services in Cayman?
- Very: 35%
- Somewhat Useful: 59%
- Not at all: 6%
Social Media Strategy

Company
- Time & Resource
- Goals

Posting Strategy
- Contents
- Timing
- Frequency

Technology
- TECH

Audience
- Profile
- Networks
Define Your Goals

- Brand Loyalty – followers, likes
- Brand Awareness
- Drive Sales
- Drive Traffic
- Relationship Building
- Customer Support
- Improve Customer Insights

S.M.A.R.T. Goals

- Specific
- Measureable
- Attainable
- Relevant
- Timely
Identify Your Audience

<table>
<thead>
<tr>
<th></th>
<th>Profile 1</th>
<th>Profile 2</th>
<th>Profile 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>All</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Age</td>
<td>24-35</td>
<td>24-35</td>
<td>18024</td>
</tr>
<tr>
<td>Location</td>
<td>SMB</td>
<td>West bay</td>
<td>George Town</td>
</tr>
<tr>
<td>Nationality</td>
<td>Caymanian</td>
<td>British</td>
<td>Canadian</td>
</tr>
<tr>
<td>Relationship Status</td>
<td>All</td>
<td>Single</td>
<td>Married</td>
</tr>
<tr>
<td>Interests</td>
<td>Fitness, Art</td>
<td>Food, Politics</td>
<td>....</td>
</tr>
</tbody>
</table>
Which Platform(s)?

- **Driven by visual content and a young audience**
  - Pinterest
  - Instagram

- **Ideal for B2B service providers with an older audience**
  - LinkedIn

- **Micro blogging site with 140 character limit**
  - Twitter

- **Everyone and their grandmas (literally)**
  - Facebook

**Age Distribution**

- **16-24**
- **25-34**
- **35-44**
- **45-54**
- **55-64**
Posting strategy

<table>
<thead>
<tr>
<th>Images</th>
<th>Videos</th>
<th>Links</th>
<th>Quotes</th>
<th>Updates</th>
<th>Re-shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content with relevant images gets <strong>94%</strong> more views than content without</td>
<td></td>
<td></td>
<td>Tweets with images receive <strong>150%</strong> retweets</td>
<td></td>
<td>Videos are shared <strong>12X</strong> more than links and texts posts combined on Facebook</td>
</tr>
<tr>
<td>Facebook posts with images see <strong>2.3X</strong> more engagement than those without images</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

80% Entertain, Educate, Inspire and Inform

20% Brand Promotion
Posting Ideas

Create Interaction

<Competition Post - interaction>

Coca-Cola
7 January at 12:00 ·

Nana Kwame you show us some of your moments you shared with Ohemaa, we love music too. Great image with the headphones, we love it. Congratulations and kindly send us your contact details.

<Incentive>

CONGRATS!
NANA KWAME
KISSOHEMAA.COCOA-COLA.COM.GH

<Image>

<Fun>

Google
28 October 2015 ·

This year's Doodle 4 Google is open for imagination! If you know a budding artist, their artwork could be featured on the Google homepage. They could also win a $30,000 scholarship and $50,000 tech grant for their school. Learn more: http://goo.gl/eLxZ30

<Incentive>

<Fun>

<Video>

29k Views

Like Comment Share

1,278 people like this.

295 shares
Posting Ideas

Become a resource

The Protein-Filled Spicy Tuna 'Sushi' Roll You Can Make In 5 Minutes
Whip up this simple muscle snack to curb your sushi craving. Chopsticks optional

252 people like this.

68 shares
Posting Ideas

Customer Insight

Cayamazon shared a link.
7 July 2015

Do you like the Apple watch?
Your opinion matters!
APPS.FACEBOOK.COM

Cayamazon

Your opinion matters!

What do you think or the apple watch?*

- I would definitely wear it
- I like it, but only because I like apple
- My phone is enough, don't see the use of it
- I don't like it at all

Submit

Powered by Polis for Facebook

130 people like this.
5 shares

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## Timing & Frequency

<table>
<thead>
<tr>
<th>Platform</th>
<th>Optimal frequency per day</th>
<th>Optimal time</th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>1-2</td>
<td>2-3pm 8-9pm</td>
<td>Very low engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>1-2</td>
<td>1-4pm</td>
<td>32% Higher engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1</td>
<td>7:30 - 8:30am 5-6pm</td>
<td>Very low engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>3</td>
<td>12-1pm 5-6pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
More and more content is created and shared each day
- High competition in news feed
- News feed is designed to show selective posts
### Facebook – Insight Page

#### Page Likes
- **Total Page Likes**: 5,771
  - **Increase**: 6.4% from last week
  - **New Page Likes**: 22 (33.3%)

#### Post Reach
- **Total Reach**: 12,536
  - **Increase**: 11.3% from last week
  - **New Post Reach**: 12,087 (15.7%)

#### Engagement
- **People Engaged**: 1,005
  - **Decrease**: 6.4% from last week
- **Likes**: 268
- **Comments**: 67
- **Shares**: 66
- **Post Clicks**: 1,897

#### Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/22/2013 4:30 pm</td>
<td>It's Musicademy's 10th anniversary in September. What do you think we should do to celebrate?</td>
<td>📝</td>
<td>🗣️</td>
<td>2.2K</td>
<td>57</td>
</tr>
<tr>
<td>7/21/2013 4:31 pm</td>
<td>&quot;One of the greatest theological challenges of our time is to move our worship beyond self-absorption.&quot; Kelly M Kapic, Professor of Theological Studies, Cov</td>
<td>📝</td>
<td>🗣️</td>
<td>2.4K</td>
<td>41</td>
</tr>
<tr>
<td>7/20/2013 4:50 pm</td>
<td>This is very much referencing English culture so some non Brits may not get quite all the jokes. But I'm sure we've all met variants of Mrs Beam</td>
<td>📝</td>
<td>🙋</td>
<td>1.4K</td>
<td>47</td>
</tr>
<tr>
<td>7/19/2013 4:39 pm</td>
<td>Is this familiar to you at all?</td>
<td>📝</td>
<td>🙋</td>
<td>3.6K</td>
<td>571</td>
</tr>
</tbody>
</table>
Facebook – Insight Page

Learn about people who like and view your Page

The people who like your Page

**Women**
- 47% Your Fans
- 46% All Facebook

- 9% 13-17
- 11% 18-24
- 10% 25-34
- 7% 35-44
- 6% 45-54
- 2% 55-64
- 2% 65+

**Men**
- 53% Your Fans
- 54% All Facebook

- 12% 13-17
- 12% 18-24
- 6% 25-34
- 3% 35-44
- 3% 45-54
- 0.877% 55-64
- 0.779% 65+

**Country**
- United States of America: 1,239
- Brazil: 344
- India: 140

**City**
- San Francisco, CA: 94
- New York, NY: 41
- São Paulo, Brazil: 36

**Language**
- English (US): 1,708
- Portuguese (Brazil): 325
- French (France): 274
Functionality – Facebook Call to Action Button
Functionality – Facebook
Call to Action Button

Create a Call to Action button

Add a button to your Page that takes people directly to your website or app. Learn more.

Choose a Button

- Contact Us
  - Book Now
  - Call Now
  - Send Message
  - Use App
  - Play Game
  - Shop Now
  - Sign Up
  - Watch Video
Functionality - Facebook Scheduling Tool
Social Media Threats

**Social Media — A hacker’s favourite target**

Estimated 2 million social media accounts were hacked in 2014 (Facebook, Google, Yahoo, Linkedin ...)

- **Malware**
  - Worms, Viruses, Trojans, Adware, Spyware, Spam

- **Clickjacking**
  - Like-jacking, Link-jacking

- **Social Engineering**
  - Targeted Threats

- **Phishing**
  - Identify theft
Social Media Threats
- Attack Examples

I lost all respect for Emma Watson when I seen this video! Outrageous!
emmarespect.com

Please Watch this video only if you are 16 years or older
Social Media Threats
- Attack Examples
Social Media Security Do’s
- As Individuals

- Limit the amount of personal information
- Privacy settings
- Strong password
- Different passwords for different accounts before accepting
- Verify friend/follower requests
- Verify links, attachments, downloads, emails, etc - hover over the link
### Social Media Security – Privacy Settings

#### General
- Messaging
- Page Info
- Post Attribution
- Notifications
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Apps
- Instagram Adverts
- Featured
- Page Support

#### Table of Privacy Settings

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favourites</td>
<td>Page is added to Favourites</td>
<td></td>
</tr>
<tr>
<td>Page visibility</td>
<td>Page published</td>
<td></td>
</tr>
<tr>
<td>Visitor posts</td>
<td>Anyone can publish to the Page</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anyone can add photos and videos to the Page</td>
<td></td>
</tr>
<tr>
<td>News Feed audience and visibility for posts</td>
<td>The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off</td>
<td></td>
</tr>
<tr>
<td>Expiring posts</td>
<td>Ability to set posts that expire is turned off for my Page</td>
<td></td>
</tr>
<tr>
<td>Messages</td>
<td>People can contact my Page privately.</td>
<td></td>
</tr>
<tr>
<td>Tagging ability</td>
<td>Only people who help manage my Page can tag photos posted on it.</td>
<td></td>
</tr>
<tr>
<td>Country restrictions</td>
<td>Page is visible to everyone.</td>
<td></td>
</tr>
<tr>
<td>Age restrictions</td>
<td>Page is shown to everyone.</td>
<td></td>
</tr>
<tr>
<td>Page moderation</td>
<td>No words are being blocked from the Page.</td>
<td></td>
</tr>
<tr>
<td>Profanity filter</td>
<td>Turned off</td>
<td></td>
</tr>
<tr>
<td>Similar Page Suggestions</td>
<td>Choose whether your Page is recommended to others</td>
<td></td>
</tr>
<tr>
<td>Comment ranking</td>
<td>Most recent comments are shown for my Page by default.</td>
<td></td>
</tr>
<tr>
<td>Download Page</td>
<td>Download Page</td>
<td></td>
</tr>
<tr>
<td>Merge Pages</td>
<td>Merge duplicate Pages</td>
<td></td>
</tr>
</tbody>
</table>

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Social Media Security
- Business Threats

- False accounts
- Hijacked accounts
- Piracy / counterfeit sales
- Fake customer service
- Executive impersonation
- Stolen data, including personal information
- Compromised relationships with partners, customers, suppliers ...

.. all leading to reputational damage, lost customer loyalty, lost sales, remediation costs, etc.
Social Media Security – For Businesses

Employee Social Media usage policy
- Personal account access
- Information sharing protocols
- Threat awareness training
- Disciplinary procedures

Business accounts
- Access protection (robust passwords, 2-factor authentication, centralised email address for login, access register)
- Anti-virus, firewall protection
- Continual threat monitoring program i.e for false / hijacked accounts
- Employee suspicious incident reporting
- Employee attack simulation testing
- Incident response plan