



Lesson 1 Workbook

Why social media is important





Social Media Stats

The top ten social media platforms in Australia as at Jan 2020

1. Facebook 16,000,000 monthly active users
2. Youtube 15,000,000 unique visitors per month
3. Instagram 9,000,000 monthly active users
4. WhatsApp 7,000,000 active users
5. Snapchat 6,400,000 monthly active users
6. WordPress 5,800,000 users
7. LinkedIn 5,500,000 monthly active users
8. Twitter 5,300,000 monthly active users
9. Tumblr 3,700,000 users
10. Tinder 3,000,000 users

Statistics compiled by SocialMediaNews.com.au for January 2020. Source: Viva Social – Social Media Agency. Figures correct as of 31/01/2020

Social Media Stats

The top ten social media platforms in globally as at Jan 2020

1. Facebook approx. 2 ½ billion
2. Youtube 2 billion
3. WhatsApp 1.6 billion
4. FB Messenger 1.3 billion
5. WeChat approx. 1.1 billion
6. Instagram 1 billion
7. TikTok 800 million
8. QQ 731million
9. QZone 517 million
10. Weibo 497million

Source: smartinsights.com



Social media benefits



- Adds credibility to your business
- Makes it easy for people to find you
- Allows people to connect directly with you
- Increases the likelihood of purchase
- Offers measurability of your marketing activities

Your social media why

EXAMPLE REASONS

- Demonstrate skill, knowledge and expertise
- Share values
- Reaching new customers
- Building brand awareness
- Drive sales
- Increase the know, like and trust factor
- Research and insights
- Engage with existing customers
- Just for fun

MY REASONS

Reason 1

Reason 2

Reason 3

SMART Goals



Specific

Does your goal specifically state what you are trying to achieve on social media? Is it clear?

Hint

If your goal is too big, try breaking it down into smaller, specific SMART goals. For example goals by social channel or social metric.

Measurable

How will you know if you achieve your goal, or if progress is being made towards it?

Hint

Make sure you can quantify or put numbers to your outcome.

Achievable

Is there anything that would stop you from achieving your goal?

Hint

Think about who else needs to be involved in achieving your goal and make sure they are on-board. What tools do you need. Are there external factors that will influence the outcome?

Realistic

Is your goal realistic

Hint

Make sure you have the resources, tools, budget, skills, time, etc to achieve your goal.

Time-specific

When do you want to achieve your goal?

Hint

Every goal needs a timeframe. Otherwise when will you know if you've achieved your goal. Set a specific date to have your goal completed by.

Your SMART social media goal 1

Specific	
Measurable	
Achievable	
Realistic	
Time-sensitive	

Your SMART social media goal 2

Specific

Measurable

Achievable

Realistic

Time-sensitive

Your SMART social media goal 3

Specific

Measurable

Achievable

Realistic

Time-sensitive

Your social media goals summary

EXAMPLE GOALS

To increase the number of my target market followers to 10,000 by 31 December 2020

To generate 10% of total sales through Instagram by 30 June 2020

To drive 30% of website visitation through Facebook organic posts



MY SOCIAL MEDIA GOALS

Goal 1

Goal 2

Goal 3

starfish



www.starfishm.com.au
hello@starfishm.com.au