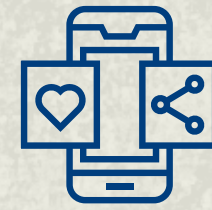




USING SOCIAL MEDIA TO REACH YOUR CLIENTELE



Outline



Why Social Media?



Who's Using It?



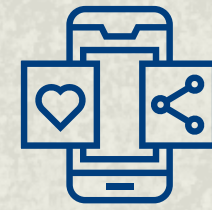
General Tips



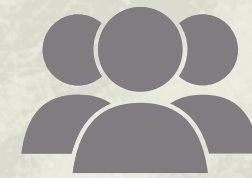
TikTok



Outline



Why Social Media?



Who's Using It?



General Tips



TikTok

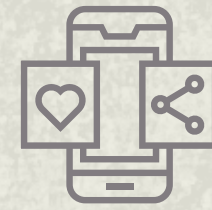


Why Social Media?

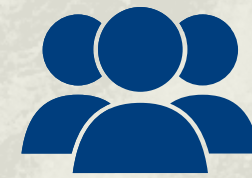
- It doesn't matter how good the feed is, if the cows aren't eating it
- 223 million Americans use some form of social media



Outline



Why Social Media?



Who's Using It?

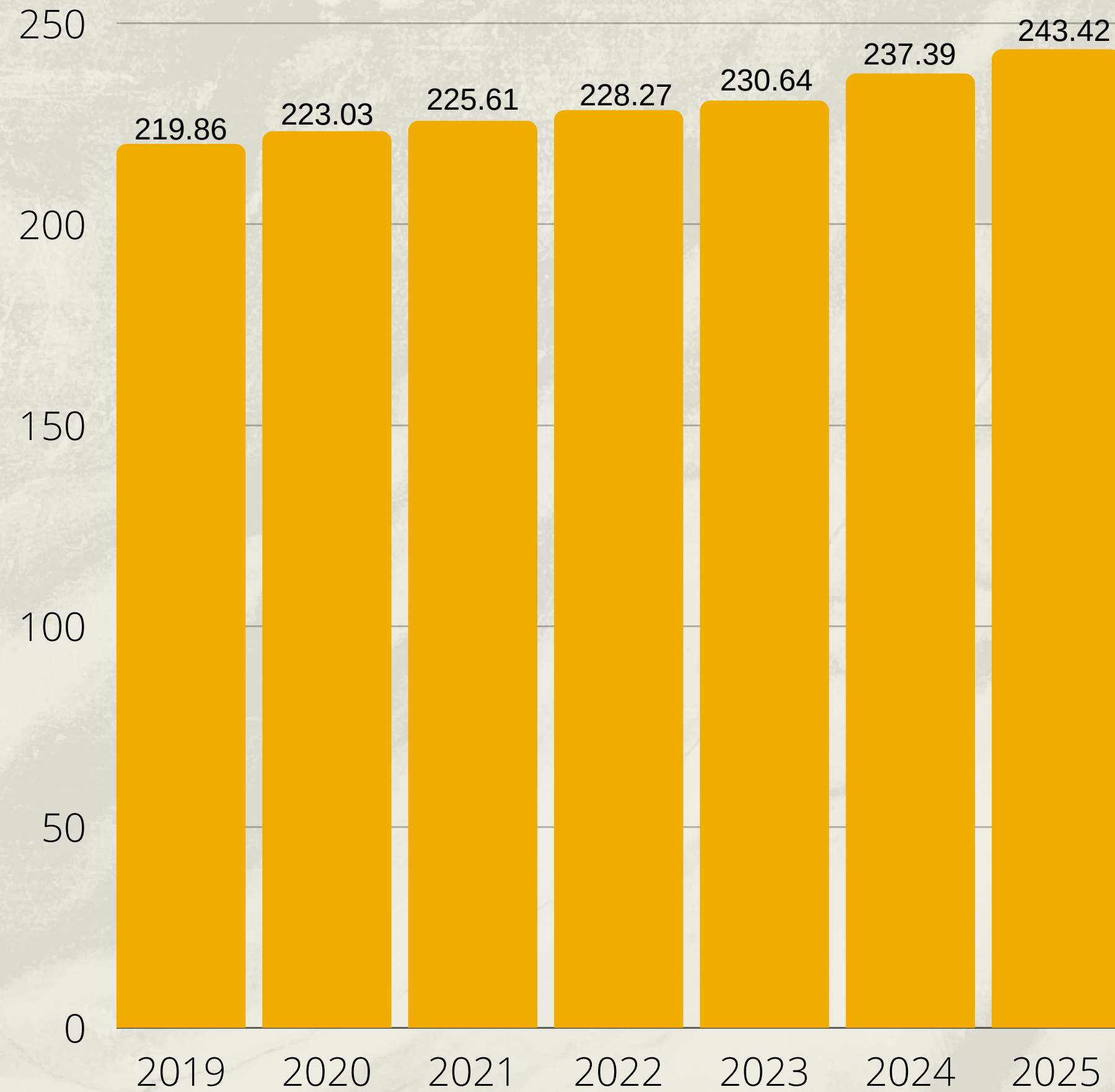


General Tips

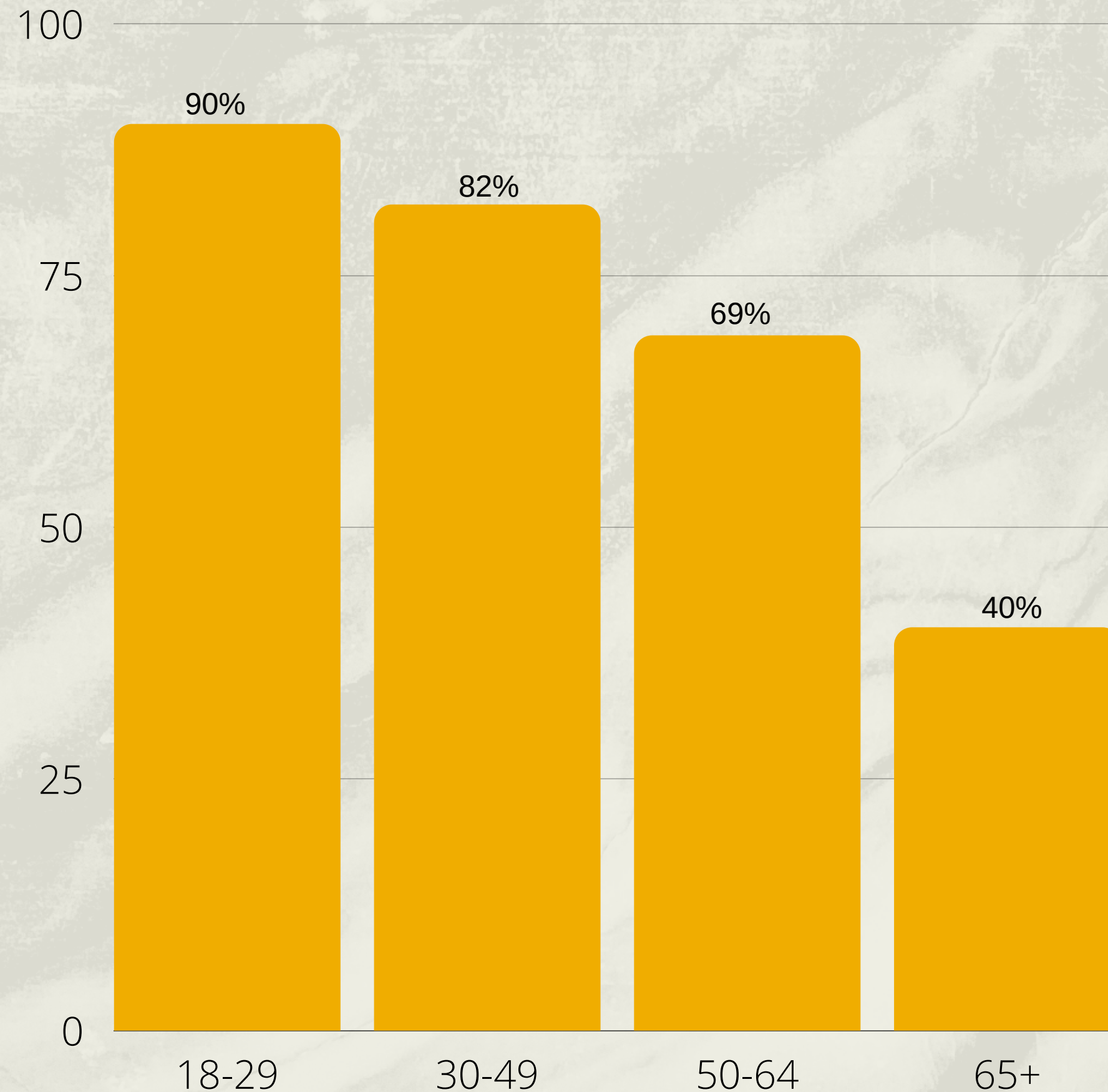


TikTok

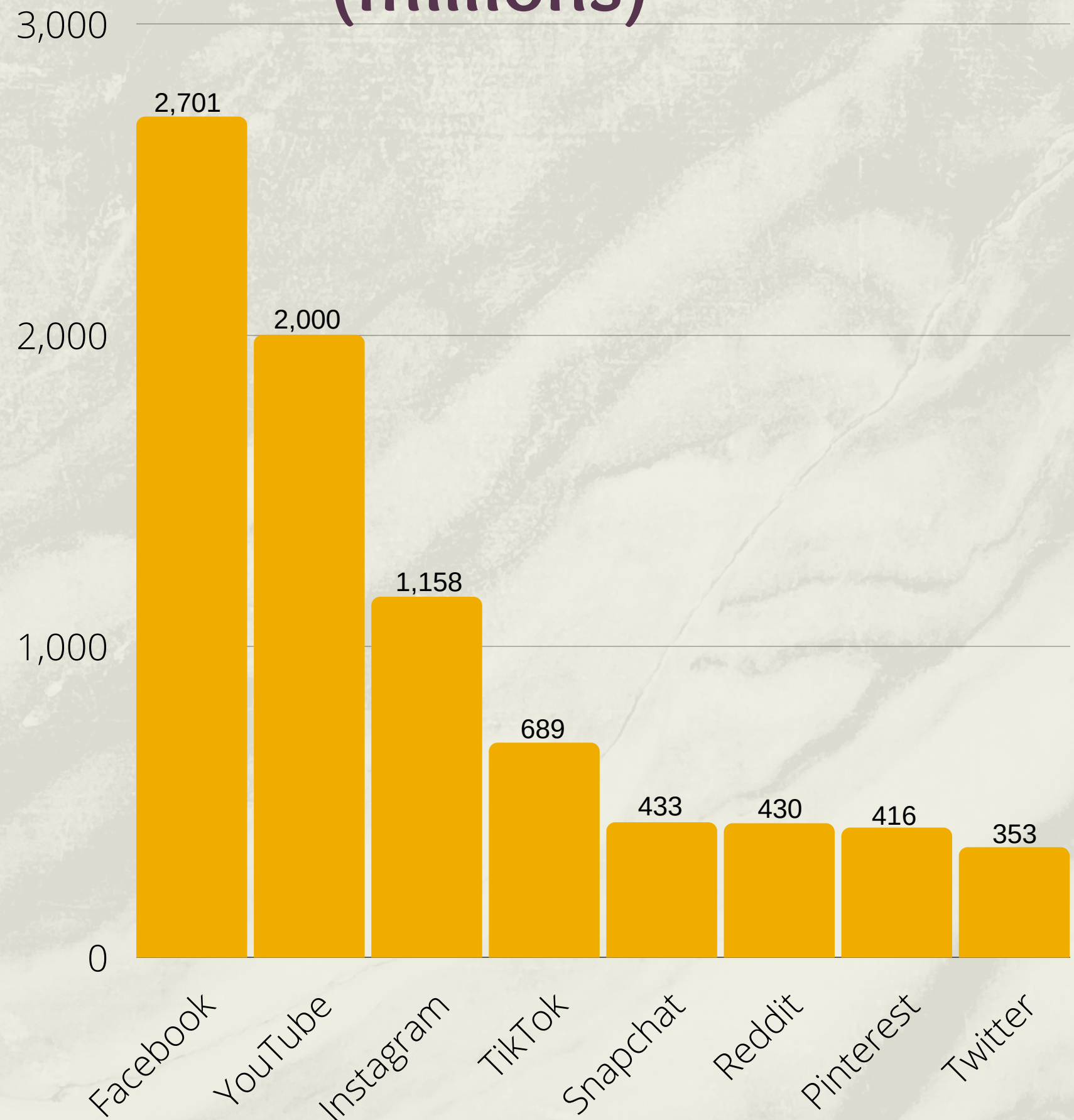
Number of social network users in the US from 2019 to 2025 (in millions)



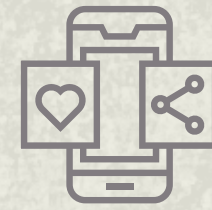
Percentage of adults in the US who use social networks, by age group



Most popular social networks worldwide, by number of active users (millions)



Outline



Why Social Media?



Who's Using It?



General Tips



TikTok

Entertainment is key!

Match the content to the platform

83% of site visits are on mobile devices

(<https://www.statista.com/topics/3196/social-media-usage-in-the-united-states>)

Be concise!



Make It Easier On Yourself!

Use the platform(s) you are comfortable with.

Use tools to help you manage your pages.

Use Hashtags!



You Mean the Pound Key?

Hashtags relate your content to other content
with the same subject

#CapitalizeEachWord





brodsimages



Brodie Pierson

@brodsimages

Story/IGTV views put into perspective ↓

🏠 IF you have 25 views, you filled up a classroom.

🎬 IF you have 150-300 views, you filled up a movie theatre.

👏 IF you have 500+ views, you filled up a auditorium.

Never stop creating.

People are watching.

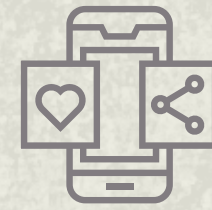
One person turns into hundreds.

Hundreds turn into thousands.

You got this. ✨



Outline



Why Social Media?



Who's Using It?



General Tips

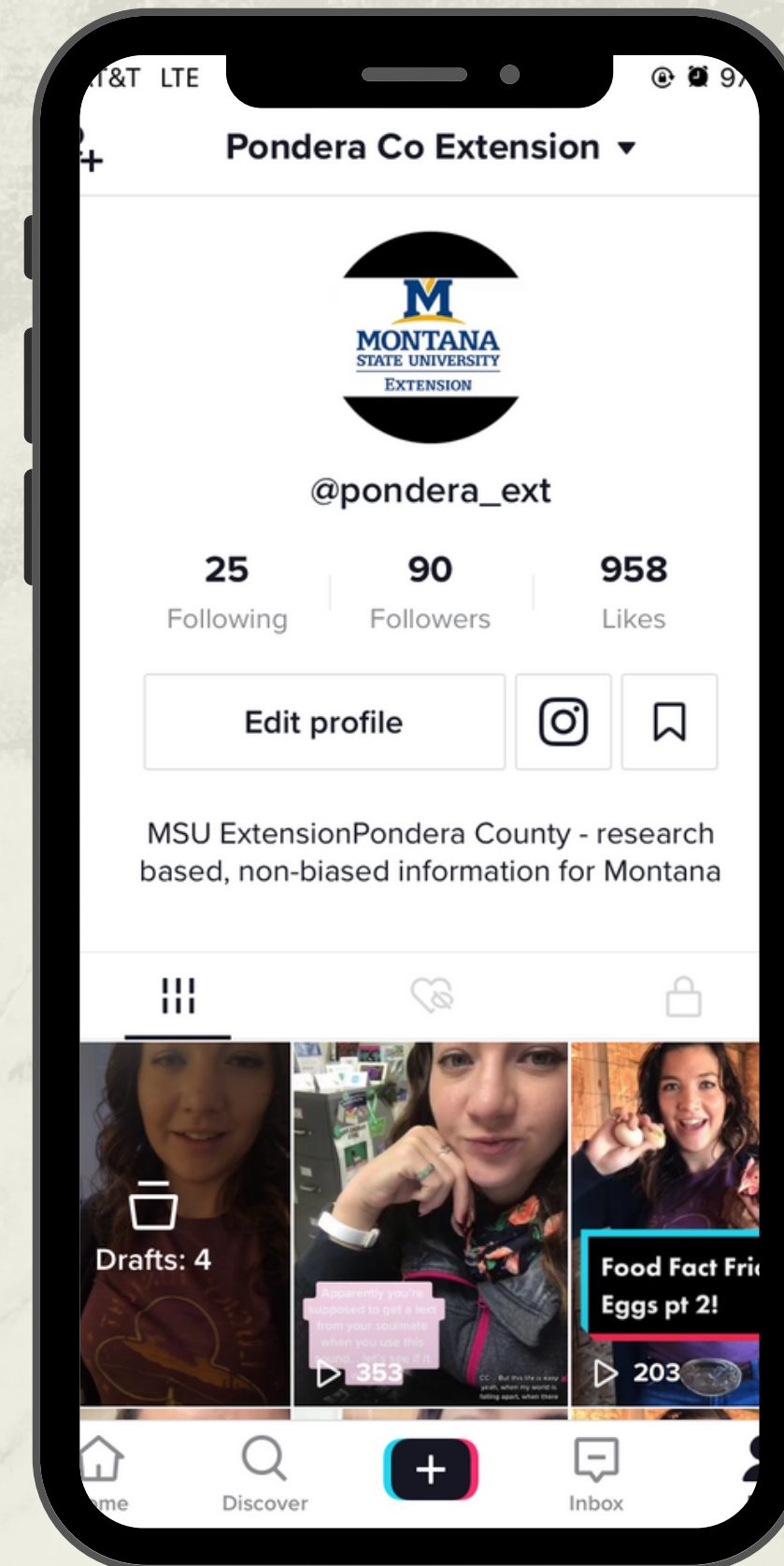


TikTok

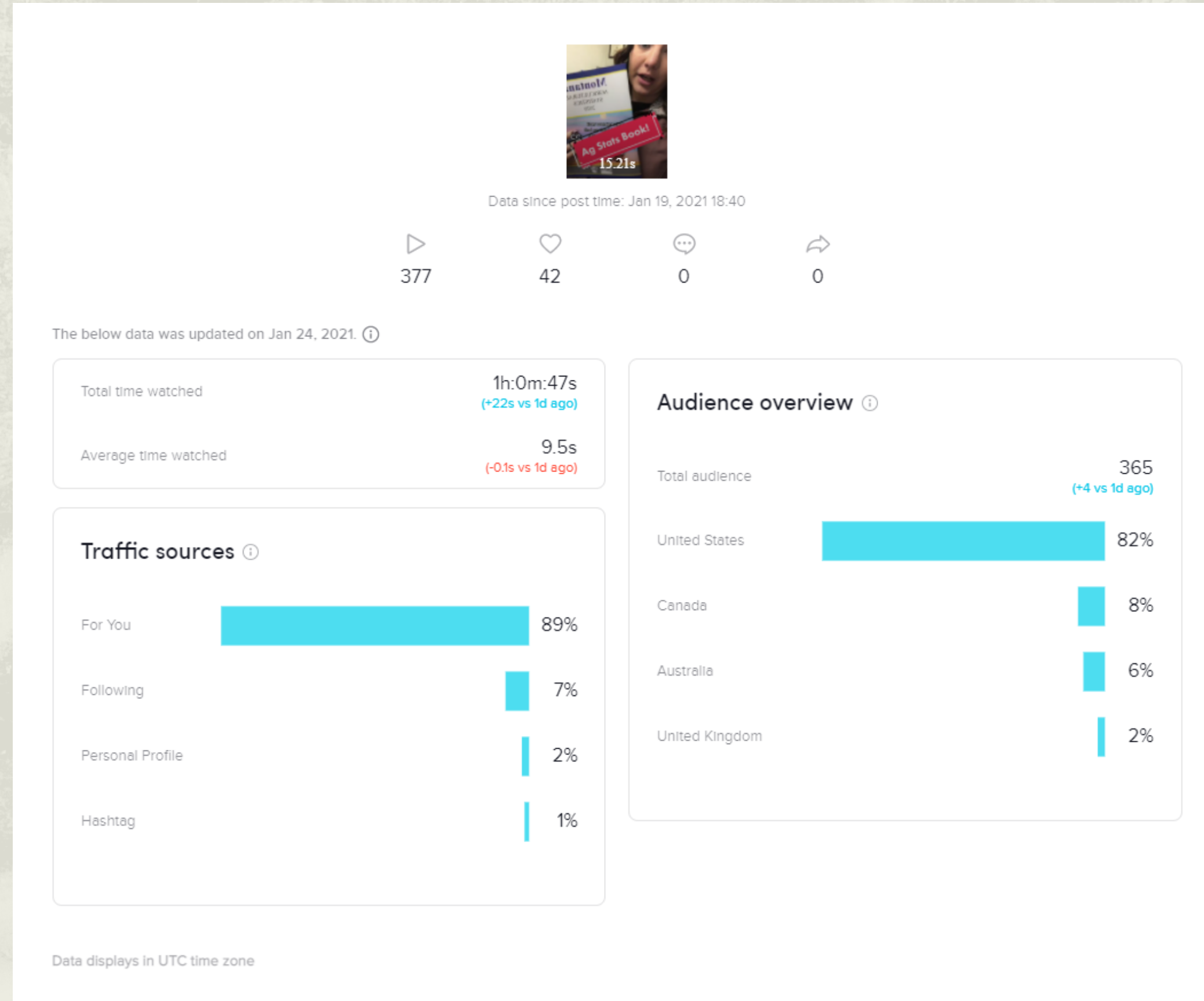


Tik Tok

- Short videos (<60 seconds) - you **HAVE** to be concise!
- Displays videos that it thinks would interest you



Tik Tok



**Questions?
Discussion?**

