

# 2019 Social Media Cheat Sheet

Social Media requirements and user behavior can change so quickly, it's hard to keep up. [#thestruggleisreal](#). Our cheat sheet takes the guess work out of day to day social media activities.

## Things to know +

UNDERSTAND  
+ UTILIZE

**Augmented Reality (AR)** blurs the line between the real and virtual (computer-generated) world. AR takes a real subject, captured on video/camera and the technology 'augments' (= adds to) that real-world image with extra layers of digital information...like Snapchat's facial filters.

**Chatbots** are computer programs designed to simulate conversation with human users, especially over the internet.

**Ephemeral Content** is short lived, fleeting, novel, and disappears. It has a FOMO effect or "fear of missing out" so users are more inclined to tune in at a certain time.

**Geotag** is a location tag added to a photo on Instagram. They basically pin your location to that photo and allows it to be found anytime a user clicks the same geotag. They are great for growing your following and boosting engagement.

**Handle** is the term used to describe someone's @username on social media. Like @valleycfdc.

**Hashtags** are words or phrases preceded by a #, like #valleycfdc. They categorize information and are both searchable and clickable so they help users find and engage with your content.

**Influencers** are social media users with an established credibility in a specific industry or topic. They have a large following and can 'influence' others through their posts, authenticity and reach.

**Micro-influencers** are more deeply engaged with a niche audience. They generally have between 1,000 and 10,000 followers, and are deeply trusted by their like-minded followers.

**Omnichannel** is a multi-channel sales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, via phone, or in a brick-and-mortar store, and the experience will be seamless.

**Tagging** lets users link back to the profile of the person shown in the photo. Tagging can increase post reach and shares.

**Trendjacking** is when you tap into a big social trend, exploiting the buzz to get users to engage with your brand.

**User-Generated Content** is created by consumers. Photos, reviews, and blog posts promoting your products or services.

## Trends TAKING OVER 2019

**Chatbots** will pretty much become mainstream in 2019, as 56% of people would rather message than call customer service. By the end of 2018, there will be 33,000 chatbots active on Facebook alone!

**Instagram Shopping...**over 800,000 shoppers use Instagram monthly + we are impulsive when making purchases. The more engaged we are, the more we purchase. Engaged users make an average purchase of \$65 when shopping through Instagram.

In the world of 'fake news' **Social CEOs** are becoming the new norm....82% of people are more likely to trust a company whose leadership team engages with social media, so it's important for CEOs and other top executives to be social.

**A new breed of consumer:** Generation Z. Born mid-1990s - early 2000s, they will start entering the workforce and will account for a huge consumer base by 2020. The average Gen Z consumer has seen 200,000 marketing messages before they turn 15, so to grab their attention, you need to understand them.

- 'Fear of Missing Out' is a motivator so limited-time offers can be extremely effective.
- These people are tech-savvy and don't have time to tolerate marketing fluff or nonsense.
- Authenticity matters. Don't try too hard to be trendy, it will come off desperate and unauthentic.

# Trends OF 2018

## More Engagement of Brands + Consumers

1 in 3 customers mention a brand in a post

41% of millennials mention brands in milestone posts

## Ephemeral Or Short-lived Content

Instagram Stories increased use by 28min a day

1-5 short lived posts result in a direct message

## Social Call Out

81% of consumers agreed social media increased accountability for businesses

3 in 5 will call out a brand for dishonesty

## Micro-influencer = 1,000 - 10,000 followers

They have 60% higher engagement than celebs

82% of consumers follow micro-influencers

## User-generated Content

42% of consumers trust reviews from other users vs branded content

43% of millennials rank authenticity above content itself

# Timing Is Everything

## WHEN POSTING

### PINTEREST

Saturday = best day  
8 - 11pm = best times

### LINKEDIN

Tuesday - Thursday = best days  
12pm & 5 - 6pm = best times

### FACEBOOK

Wednesday: 3pm = peak time  
Thursday + Friday 1 - 4pm = 18% higher engagement  
Saturday + Sunday 12 - 1pm = 32% higher engagement

### TWITTER

Wednesday: best day + Weekdays = good for B2B  
Friday - Sunday = higher # of users who click on links  
12pm + 6pm = highest # of users who click on links  
5pm = higher retweets

### INSTAGRAM

Monday = most effective + Thursday = most popular  
8 - 9am = most effective + 1 - 2 & 5pm = most popular

# POST Frequency

### FACEBOOK

Daily

### TWITTER

3 - 5 x a day

### INSTAGRAM

Daily

### PINTEREST

Go Crazy

### LINKEDIN

2 - 3 x a week

# Posting ACROSS NETWORKS + CHOOSING CONTENT

First, let's talk cross-posting...this is when you post the 'same content' across multiple networks.

Sure you can do it, but do it right. Take the time to tailor the text to suit the network and it's audience. Small tweaks can have BIG impact on engagement. Second, make sure you understand what kind of content is best suited for each network. Below is an example of how you can carry one topic across multiple networks.

### FACEBOOK

"I like sleep" and share every post about sleep

### TWITTER

"Dreaming of sleep" .... 5 minutes later "Can't sleep" #nosleep

### INSTAGRAM

No make-up, pj's and a cup of tea selfie #nofilter #nomakeup #bedtime

### PINTEREST

A link to a blog about 5 DIY sleep remedies

### LINKEDIN

Skills include: surviving on little to no sleep

# PIXEL Size Matters

### FACEBOOK

Post: 940 x 788  
Profile: 340 x 340  
Cover: 1200 x 675

### TWITTER

Post: 1200 x 675  
Profile: 400 x 400  
Header: 1500 x 500

### INSTAGRAM

Post: 1080 x 1080  
Profile: 180 x 180

### PINTEREST

Pins: 600 x 900  
Profile: 600 x 600  
Cover: 600 x 600

### LINKEDIN

Banner: 1584 x 396  
Cover: 1536 x 768

    Let's get *social* follow us @valleycfdc #valleycfdc

Source: Sprout Social Index