

WE KNOW

# MARKETING

## WHAT IS SOCIAL MEDIA

QUICK GUIDE

### WHAT IS SOCIAL MEDIA?

There are many opinions and definitions of what social media is. Maybe the most accurate and easy to understand is the Oxford Dictionary definition, which is:

**social media**

*noun*

1. websites and applications that enable users to create and share content or to participate in social networking.

Social media takes on many different forms including:

- internet forums
- blogging
- micro-blogging i.e. [Twitter](#), [Tumblr](#)
- social networks i.e. [Facebook](#), [LinkedIn](#), [Google+](#)
- wikis i.e. [Wikipedia](#)
- podcasts
- photograph and picture sharing i.e. [Instagram](#), [Flickr](#), [Pinterest](#)
- video sharing i.e. [YouTube](#), [Vimeo](#)



### NEW ZEALAND SOCIAL MEDIA STATISTICS

Social media statistics from September 2013 by Adcorp, show that YouTube is the most popular social media site in New Zealand with over 2.4 million users, closely followed by Facebook.

Top 10 Social Media sites in New Zealand (September 2013)

1. YouTube	over 2.4 million users
2. Facebook	2.4 million users
3. WordPress (blogging platform)	900,000 users
4. Tumblr	740,000 users
5. LinkedIn	670,000 users
6. MySpace	395,000 users
7. Twitter	350,000 users
8. Pinterest	245,000 users
9. Instagram	215,000 users
10. TripAdvisor	155,213 users

### SOCIAL MEDIA MARKETING

Social media marketing is using online communication tools to promote your business, usually instantly.

You can use social media to promote particular products, team members, or your business as a whole.

Social media is a useful way to communicate openly and directly with customers. And your customers can use the same methods to publicly answer back.

Social media marketing benefits:

- Immediate communication
- Easy to use
- Engage with your customers for free
- Interactive
- Free online presence
- Increases search engine rankings
- Increases website traffic
- Generate leads
- Creates a personality for your business
- Promote special offers
- Receive customer feedback

Top tips to boost your company's social presence:

- Know your audience
- Quality not quantity
- Show personality
- Be consistent
- Be interesting
- Get people involved
- Monitor and respond
- Be realistic

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### Other resources available

- Developing a Social Media Strategy Quick Guide

For further information on Social Media, or other aspects of marketing, please contact The Chamber team, email [info@cecc.org.nz](mailto:info@cecc.org.nz) or phone 03 366 5096.

*Information sourced from:* [www.adcorp.co.nz](http://www.adcorp.co.nz) and [www.marketingdonut.co.uk](http://www.marketingdonut.co.uk)