

# 6 SOCIAL MEDIA MYTHS DEBUNKED



It's nearly impossible to escape social media today. Everyone from your 10-year-old neighbor to the Pope has their hands in the online world—tweeting, snapping, streaming and posting photos. Yet with the influx of people and platforms, there will inevitably be a few myths causing confusion. Let's take a look at 6 social media myths and, once and for all, set the truth free.

## 1 MYTH – MY CUSTOMERS AREN'T ON SOCIAL MEDIA

**TRUTH** – Let's bust this myth once and for all. It's 2017, your customers ARE on social media. Current stats show there are 1.8 billion people on Facebook, 500 million on Instagram and 317 million on Twitter. While it's true that a very small percentage of the general population is not active on social, it's more likely that you just haven't done your audience research yet.

## 2 MYTH – I NEED TO BE ON EVERY SOCIAL CHANNEL ALL THE TIME

**TRUTH** – No you don't. You go to your customers. Period. If your target audience thinks Snapchat's logo is a reference to Halloween, then being active on Snapchat is not a smart use of your time. However, if that same audience is very engaged on Facebook, creating a targeted campaign there will generate a much greater ROI. Selective and strategic always wins.

## 3 MYTH – DON'T SHOW EMOTIONS—THEY'RE FOR WIMPS

**TRUTH** – Are you marketing to robots? If not, it's time to add some emotion to your content. Your brand needs to have a distinctive personality that not only separates itself from your competitors, but also effectively conveys your message. We're not saying to go all Notebook on them, but start writing copy as if you were speaking to an actual person (because you are).

## 4 MYTH – IT'S NOT MEASURABLE

**TRUTH** – Maybe 10 years ago, but we're in the big leagues now. From qualitative metrics such as engagement and brand awareness to quantitative metrics like follower count, CTR and conversion, there are more tangible metrics for social than traditional TV and print media. Take a look at our client Weight Watchers: Since working with WW, we've developed a strategic approach that's customized for the Weight Watchers Licensed and Endorsed product line and increased total page reach by 80% YoY and engagements by 96%. Numbers never lie.

## 5 MYTH – SOCIAL MEDIA IS JUST A FAD

**TRUTH** – Hate to break it to you—not only is social media here to stay, but its growth has only just begun. Whether or not the individual channels stick around for the long haul (although we can bet on a few), the idea of digital connectedness and exchange of information will never go away. Your best bet is to hop on now and enjoy the ride.

## 6 MYTH – ANYONE CAN RUN A SOCIAL MEDIA ACCOUNT

**TRUTH** – Maybe, but it takes a dedicated strategist (or team of strategists) to run it well. At Sparxoo, we'll work with you to find your social niche and devise a plan to keep your audience engaged.