

SOCIAL MEDIA MEADOWS

This is the last region, and for good reason: Brands often think about social media last and forget to provide adequate attention to their social media presence. Social media meadows isn't just a fun place to escape; it plays an importance role in the success of your brand.

By the numbers:*

STATS

Social users among U.S. population aged 13+

75.5%

Social users among total internet users (world)

93.6%

Female vs male social users

45.7% female

54.3% male



Number of social media users:

4.70 Billion



Average time spent daily on social media:

2H 29M



Social media share of total online time:

36.4%



Year-over year growth in social media users:

+227 Million

*Source: Hootsuite, July 2022





Social Media Mini
CHECKLIST



Are **profile and banner graphics** for all social media platforms properly set up and branded?

Are the graphics used in your **posts** **consistently branded**?

Are your social **bios updated**, consistent, and accurate? Do they include services?

Do you use a **social media reference landing page** in your bio (e.g., Linktree) to help direct your audience?

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Do you utilize a **social posting strategy** with content that is geared towards your target audience?

Do you **avoid cross-posting** and make sure content is formatted for each unique social media platform.

**SOCIAL MEDIA
RULES OF THUMB**

Every social media adventure is different but these are the **4 most important rules of thumb**:

- 1 **Video** Video is king, followed by images. Make sure your content includes good video.
- 2 **Plan** No content plan is a plan to fail. Sit down and think through what kind of content you can create regularly.
- 3 **Assign** Be bold, but be careful. Don't give your TikTok to the new intern. Your social is a major company asset.
- 4 **Review** Measure and adjust continually. Review content performance at least once per month.

Engagement Rate Calculator



Is Your Content Effective?

The best way to determine if your content is resonating with your audience is to calculate its engagement rate. If you fall below healthcare industry averages, then consider revising your content strategy.

Calculate your engagement rate:

Divide the number of public interactions with a post by the number of account followers and multiply by 100. Do this for your 10-20 most recent organic posts and enter the average number below.

		Industry Average*	Your Rate
	Facebook	0.02%	
	Instagram	0.32%	
	LinkedIn	1.10%	
	Twitter	0.033%	
	TikTok**	5.96%	

* Source: Social Insider and Rival IQ (2022)

** TikTok engagement rate based on average across all industries.

