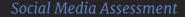
## SOCIAL MEDIA MEADOWS

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:\*

Socia	l users ar	nong L	I.S. po	pulatio	on ageo	d 13+				
1							%			
						75.5				
Socia	l users ar	nong to	otal in	ternet	users (	world)				
								93	.6%	,
Fema	le vs mal	e socia	luser	S						
	45 <b>.</b> 7 <sup>%</sup>	<b>'</b> fema	le			54.	<b>3</b> %	ma	le	
	(						ſ			
	Numbe medi	r of soc a users			A	verage on s	time ocial			ly
	4.70	Billi	on			2]	H 2	91	Λ	
		5								
	Social m				Year	-over y				socia
	of total c		me:				edia (			
	30	.4%				+227	/ 10.	ΜŲ	11011	F
			*Sour	ce: Hoot	suite. July	2022				
							/			



Media Mini

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?

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

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**:



🕂 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
	f	Facebook	0.02%	
	0	Instagram	0.32%	
	in	LinkedIn	1.10%	
	y	Twitter	0.033%	
	ዓ	TikTok**	5.96%	

\* Source: Social Insider and Rival IQ (2022)

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

Let's start this journey together! atrainmarketing.com

