

WHY USE SOCIAL MEDIA?

Companies today are at a huge disadvantage if they are not using social media. Social media can create influence in a way that traditional media cannot.

2.3 BILLION

people worldwide use social media

76%

of online adults use social networking sites

Social media gives you the opportunity to connect with customers and monitor your competition. In fact, **82 per cent** of businesses find social media to be effective for lead generation.

74%

of consumers rely on social media to make purchasing decisions

SOCIAL MEDIA CAN INCREASE:



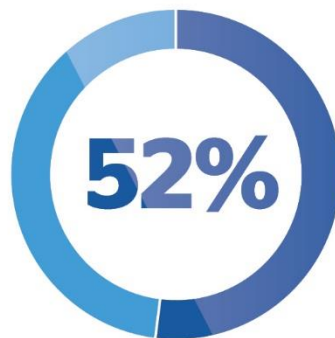
Interested in launching a social media programme? Follow this list of social media do's and don'ts.

DO

- Provide valuable content.
- Be a good listener.
- Be genuine and personal.
- Use contests and polls to engage your audience.
- Share regularly, but don't overdo it.

DON'T

- Be too sales-focused.
- Share too much.
- Delete negative comments.
- Neglect your site or ignore customer feedback.
- Talk about politics or other controversial news topics.



stop following when content is boring or repetitive



Best:

1 pm - 4 pm

Worst:

12 am - 8 am

Saturdays and Sundays are not optimal



Best:

1 pm - 3 pm

Worst:

8 pm - 8 am

Saturdays and Sundays are not optimal



**Crendon
Insurance
Brokers**