

Social Media Marketing in 2021

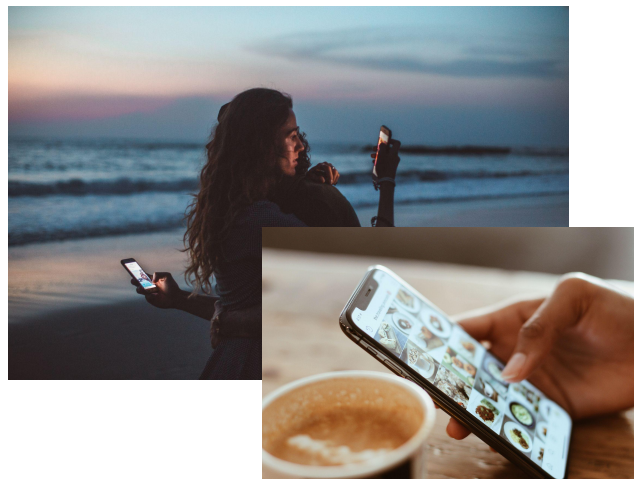
THE THREE (i) TOOLBOX



OVERVIEW

Social Media in 2021

48% of the world's population uses social media. If social media isn't one of your main platforms for communicating with your audiences in 2021, especially after the world went fully-virtual during the pandemic, you need to stop what you're doing right now and invest in an internal or external paid social media strategist position in your organization. The visibility potential from social media ads is high, but it takes [less than one second](#) for a bad ad to create a negative response from your audiences. So don't make the mistake of hoping for the best -- our first tip is to hire a professional.



Top Sites for Social Media Marketing

Facebook is still king. It's the most used social media network in the world.

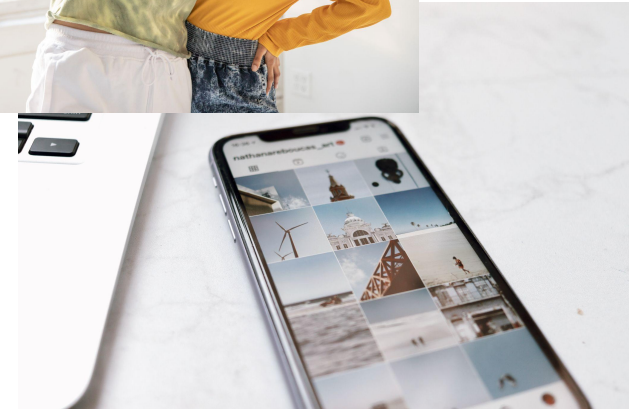
- Their largest demographic is 25-34 year olds, a key audience for most organizations.
- At a basic level, you can use it to target ads to very specific demographics, broadcast live events, and fundraise.
- If you've got those basics down already, try a strategy that includes outreach via the messenger app, use their new call to action button, host a Watch Party, or track competitor organizations.



Top Sites for Social Media Marketing

Instagram. Now that Facebook introduced a cross-platform with the messenger app, it's even easier to integrate your strategies.

- Instagram has 1 billion monthly active users, with a greater share of them using the Stories feature in 2021. Their demographics swing a little bit towards younger women, ages 18 to 24.
- Marketers have found this is the best place to use their influencer strategy. But the beauty of your influencer strategy is it doesn't have to star A-list celebrities. Micro-influencers can work even better to engage your audience.



Top Sites for Social Media Marketing

Twitter is where the discourse happens.

- If influencing the narrative on an issue, making your policy stance known, or ensuring journalists see your work is important to your communications strategy -- this is the platform for you.
- Twitter has increased their daily active users by 29% over last year.
- In the U.S., the largest audience is 18-29 year olds, followed by 30-49 year olds.



Top Sites for Social Media Marketing

LinkedIn. It's not just for job searches.

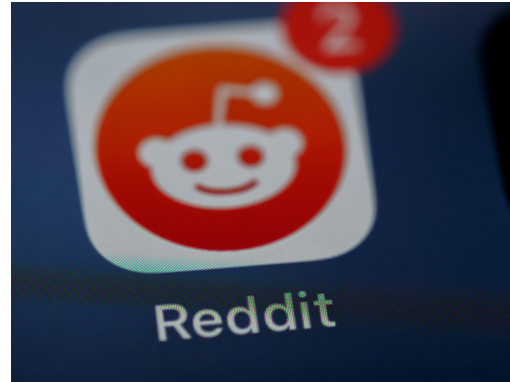
- It's actually the top most-used platform for both organic content distribution and paid social. And unlike other networks, longform content performs well here.
- If you're looking to make connections with other similar organizations or industry folks, this is the place to send that non-creepy DM.



Top Sites for Social Media Marketing

Reddit. This one may require a learning curve, but it's where content comes to go viral.

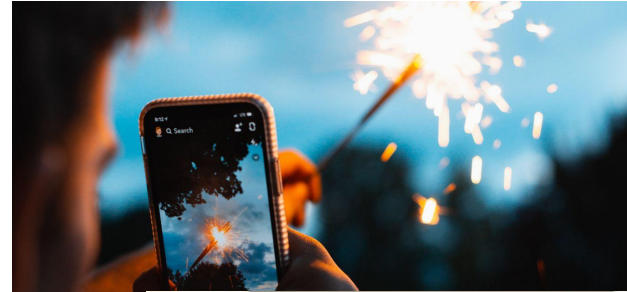
- If younger males are your target audience, this is the place for you. So read up on their upvote system, your internet acronyms, and subreddits.
- If you want your content to perform well on reddit, you'll have to have someone dedicated to becoming a part of the community your niche fills.
- Once you do your research, you might try dipping your toe into the water with an AMA - Ask Me Anything - thread.



Top Sites for Social Media Marketing

Snapchat is great if you want to reach younger audiences.

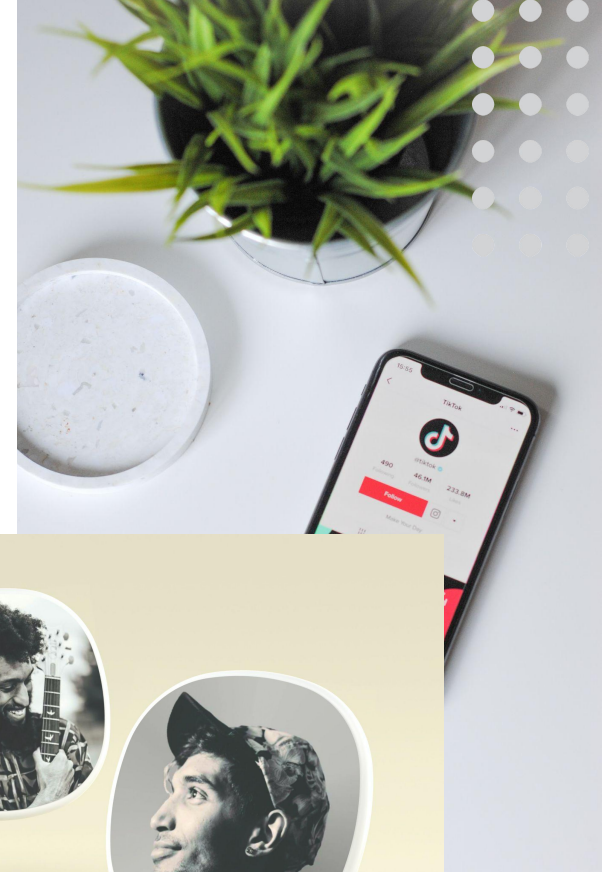
- Snapchat is where you'll find the under 35 crowd. And more than a third of users aren't on Instagram.
- This is the platform to try out less-polished content or add a bit of humor.



Emerging Platforms

If you've already explored the OG social media platforms, if you're looking to reach a different audience, you might consider trying out one of these emerging platforms.

- TikTok - this app blew up during the pandemic and has 800 million active users. Creators have used the platform to break down complex social and political issues and take part in viral challenges. Here, teens and influencers rule.
- Clubhouse - this is an audio-only chatroom that's great for networking, exclusive events, and building community. You can learn more from our Toolbox on Four Ways to Maximize Clubhouse.
- IRL - as the name suggests, this app encourages people to meet up in real life, and can be a great tool for online to offline campaigns.
- AltspaceVR - this is a virtual reality social network. Think virtual press conferences, rallies, and roundtables. This is truly the future of social networking.



Emerging Trends



Once you get familiar with the range of platforms out there and find the right fits for your organization, you'll also want to stay up-to-date on and work around emerging trends. Here are some to know for 2021:

- **Images and video crush other content.** 68% of social media users prefer engaging with images and 50% with video.
- **Privacy takes precedence.** Social media savvy users are wary of their data being shared. Build trust by being transparent about the information you're collecting and how you plan to use it.
- **Many users are taking a digital detox.** They may stop using their social media accounts for a few weeks or months at a time to improve their mental health. So make sure your content is always welcome to new users and folks who may not have engaged in a while

Managing Your Accounts



Many organizations will find that it makes sense to have a presence on multiple platforms to reach all of their target audiences. You'll want to use tools to help manage all of your accounts. Here are some of the most-used:

- Tools for monitoring what's engaging trends: BuzzSumo, SEMRush
- Scheduling tools: MeetEdgar, PostPlanner
- Data-driven analytics tools: Sprout Social, TweetReach
- For orgs that need to reach multiple local markets; SOCi
- All-in-one tools: Hootsuite, Crowdfire (free plan offered)

Case Study: CBC PAC



Over three months, we worked to enhance a digital campaign for the Congressional Black Caucus PAC, an organization dedicated to getting African Americans and non-black allies elected to the highest positions in Congress and activated at the polls. Our digital work used targeted outreach and engagement, compelling content, and real-time listening and reporting to encourage key stakeholders to get mobilized in support of CBC candidates. We worked on design and content development for cbcpac.org, developed and managed social media content and events, and provided graphic design and video support.

RESULTS

700%

Increase in Twitter
Engagement

2,800%

Increase in Facebook
Engagement

1,100%

Increase in Instagram
Engagement



3 Things to Remember

Don't get overwhelmed. The world of social media is fast-changing, but easily adaptable to your organization's communications goals. If you take away three things from this toolbox, they should be:

1. Hire an internal or external position dedicated to social media marketing strategy. It'll be worth the investment.
2. Do your research on the audiences you want to reach to help you decide which platforms to invest your time and money into.
3. Stay true to your brand, regardless of what everyone else is doing on social media. Authenticity resonates with everyone. Have fun and get creative.

An engagement agency for A better tomorrow

Three(i) Creative Communications is a social-impact marketing agency that helps do-good brands, campaigns and organizations maximize engagement, build community relationships, and craft winning messages to make change. We are a small-but-mighty team of creatives, strategists, thinkers and doers with locations in Memphis, Tennessee and Washington, D.C.

Let's face it, there would be no Batman without Robin or Chuck D without Flava Flav. You need a sidekick that understands your industry, meets measurable goals, and will amplify your impact. Since our founding in 2017, we've helped more than 100 superheroes like you win elections, build their brands, and ignite important conversations.

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