



Making Social Media Work for Your Organization



Connecting with Your Consumers Through Social Media

Social media is a cost-effective and instantaneous way to connect with consumers. With [70% of Americans](#) now actively using social media networks, your posts have the ability to garner a huge reach with relatively little spend.

However, many organizations still feel intimidated by social media. Either they don't know how to get started, or they are concerned about the potential exposure and risks that can come with social marketing efforts.

Finding the right channels for your organization and then developing content that will help you best engage with the right audience can be tricky. That's why we've developed this useful guide discussing the benefits of each social channel. We hope it provides you the vital information you need to leverage social media to better connect with your consumers.



Which Social Media Platforms are Best for Your Organization?

There is certainly a variety of social media platforms to choose from. Some have risen above, however, and these are where companies should focus their efforts. Each is geared to a specific audience with specific expectations.

Facebook

Consider Facebook the standard of all social media channels, especially when it comes to reaching the general consumer market. This can benefit almost any business and industry.

With about 68% of American adults actively using Facebook, it is a good place to start building out a business profile. By utilizing this network, your organization can reach a huge volume and variety of people, giving you the opportunity to create meaningful conversations with new and existing consumers.

LinkedIn

The basis of LinkedIn is to provide a channel where working professionals can network, share content and ideas, and promote (or seek) career opportunities. LinkedIn is a great platform to engage with your consumers on a more professional level, giving them information about your products and services and building brand awareness.

Today, [30 million B2B and B2C companies are utilizing LinkedIn to build relationships, create brand awareness, and share meaningful content](#). 80% of leads that are generated on social media come from LinkedIn. Also, LinkedIn's inmail feature has a 300% higher open rate than email, which makes it a GREAT place to connect with your consumers.



Instagram

Instagram is an app specifically designed to share photos and visuals. [200 million Instagrammers actively visit the profile of a business every day](#), with users actively making purchases based off of Instagram advertisements, business images, and user profiles.

[71% of Instagram's user base is under 35](#). This makes Instagram a great platform to utilize if your organization is trying to connect with a younger consumer base.

While it is good practice to have an active Instagram account for brand awareness, considering using the platform to show the more human side of your business. For example, what are consumers able to do because of the services your organization provides? Who are the people who work there? What are you trying to do for your consumers? These types of posts can build goodwill and awareness, which can lead to business down the road.

TikTok & Snapchat

These are youthful platforms that attract a younger audience than other channels, with [78% of its user base between the ages of 18-24 years old](#).

TikTok and Snapchat will likely not be an active platform for your organization to initially utilize, but snappy, quick-hit educational content could be a good fit for these channels. "Day in the life" stories of consumers and employees could also be effective. We recommend keeping an open mind and be prepared to take advantage of communication opportunities when they arise.



Conclusion

Social media is personal, and how your organization chooses to participate in these channels should be a thoughtful and meaningful engagement with your consumers.

By gathering honest, real-time feedback and insights from your consumers, you'll learn what it is they want from your business relationship. This will help drive product innovation, service improvements, and ultimately deliver a better experience for your consumers and your employees.

To explore other methods to improve your bottom line, we encourage you to reach out to your ConServe representative today. We strive to bring the same level of commitment and innovation to our Clients that you do for your consumers.

We look forward to showing you how we can empower your consumers and optimize collection results.

Be Social With Us!

ConServe is dedicated to ensuring we provide our business partners with the most relevant and useful news and topics, in real time.

Follow us on [Twitter](#) and [LinkedIn](#)
or visit us at www.conserve-arm.com/meet-conserve