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Social networks: a snapshot



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Introduction

Want to find out more about social networks? Don't know the difference between Twitter and Instagram? We've put this snapshot together to explain everything you've ever wanted to know about social networks but were afraid to ask.

Whether you're reading a review on TripAdvisor or messaging a friend on WhatsApp, you are using a social network. Social media has been the fastest adopted technology in modern history, with almost one in four of the world's population having access to it.

Whether you are a little out of your depth when it comes to social networks or an active user, there is something in our snapshot for everyone.

Discover more about social networks. Ask Manpower.



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facebook

Launched: 2004

Active users: 1.3 billion

Fact: Facebook is the second most visited website in the world.

Top tip:

Be wary of your privacy settings. Check your personal information, posts and photographs. The general public or certain people (like your boss!) may be able to see things you don't want them to see.

LinkedIn

Launched: 2003

Users: 277 million

Fact: Barack Obama's profile received half a million views in 2012.

Top tip:

Follow the simple LinkedIn tips to obtain an 'All-Star' profile.

How can I use Facebook?



Business

Facebook pages for your company are a great way to keep your customers up to date and showcase your products or services. They can also be used as an effective way to talk directly to your customers and answer FAQs instantly.



Interest

Follow brands and famous people that interest you. You can be amongst the first to know of competitions and giveaways. Join groups that are relevant to you. For example, a group for people who went to the same school as you.

Play games and add applications to your profile - then challenge your friends.



Personal

Connect with friends worldwide by posting short updates or photos.

Create an event for a party or fundraiser, and keep your attendees informed with the latest details.

Have a question? Most companies have a Facebook page and respond quicker online than if you were to call and wait on hold.

How can I use LinkedIn?



Business

As the "professional network" LinkedIn is the place to be to connect with colleagues and clients.

Join LinkedIn groups to take part in conversations, learn more about your industry and further your career.

Spread the word about your business with a LinkedIn company page.



Interest

Follow companies that you are interested in, whether in a personal or professional capacity. It's a great way to keep in the loop with current affairs and news.

LinkedIn's Pulse app collates news and updates from across its network. Choose those relevant to you to customise your feed.



Personal

Stay in touch with past and current colleagues and share professional updates.

Follow LinkedIn influencers, entrepreneurs and business leaders who share their views and opinions on LinkedIn.

How can I use Twitter?



Business

Twitter can be used in an immediate and transparent way to answer questions and respond to comments from your customers and employees.

It is great for learning about your business, industry and profession. View conversations, join debates and pass on what you have learnt to colleagues.

Attract new customers and clients via Twitter advertising.



Interest

Create lists of top Twitter accounts relating to your interests. This will give you quick access to all tweets you want to see on these subjects.



Personal

Stay informed with news 24/7 – world events are often reported first on Twitter.

Follow friends, celebrities and your favourite brands. Stay up to date with their news and what they are sharing.

Join conversations around trending topics, for example during your favourite TV show.



Launched: 2006

Active users: 200 million

Fact: Over a billion tweets are sent every 48 hours.

Top tip:

Have you got something to say? Put a hash symbol in front of important keywords and your tweet may be seen by other people. For example: type #SocialMedia into Twitter and see all the tweets around this subject.

How can I use Google+?



Business

Create a Google+ page and get your business noticed. Keep in touch with other Google+ users.

Gain valuable information about your industry. Start a Google+ community of peers in your industry or profession.

For your marketing team: add a Google+ badge and button to your website. Linking them together will make your brand more visible online.



Interest

Communities are the main feature that differentiate Google+ from other networks. You can join communities of people that have similar interests.

Have face-to-face meetings with 'Hangouts' which are virtual conferences of up to ten people. You can also watch Hangouts live on air on any subject that interests you.



Personal

If your main email is Gmail, using Google+ is extremely easy – it syncs all your contacts to the network and you can add them to 'circles' you create (for example *family*, *friends* and *colleagues*).



Launched: 2011

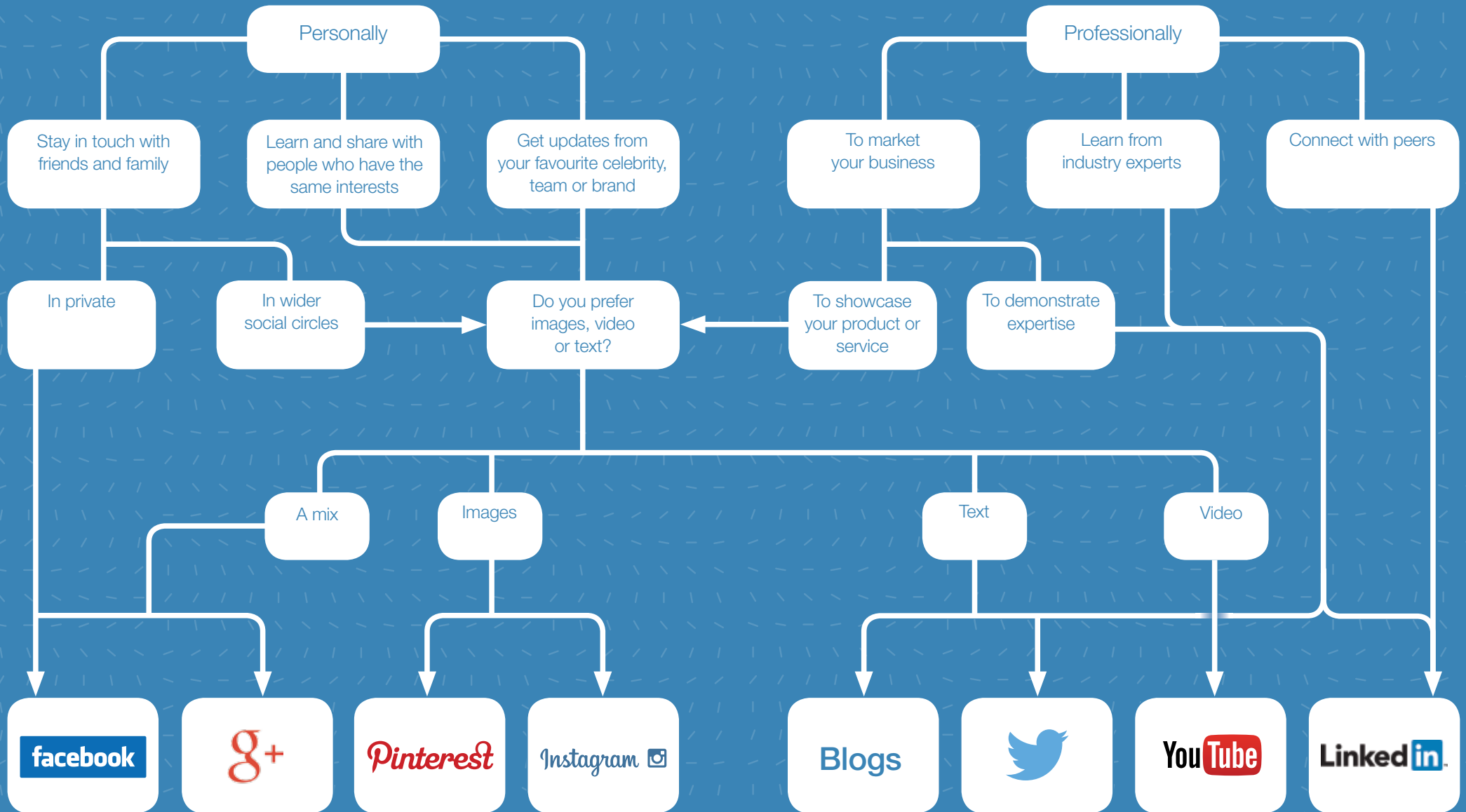
Active users: 540 million

Fact: Google+ is the 4th most used app on mobile.

Top tip:

Google+ integrates seamlessly with your Gmail account and you can even post directly to the network without leaving your inbox. Just click on 'Share' at the top right next to your picture.

Which social network should I be on?





Launched: 2005

Active visitors: 1 billion

Fact: Psy's 'Gangnam Style' topped the worldwide chart with a whopping 1.9 billion views.

Top tip:

Tag your videos with relevant keywords - this makes them more relevant and appear higher in search results.

Blogs

Launched: Term coined in the 1990's

Number of blogs: Over 152 million

Fact: Companies that blog have 55% more website visitors.

Top tip:

The morning is the best time to post blogs: most are read, shared and commented on before 11am.

How can I use YouTube?

 **Business**

YouTube is a mine of information on any subject you can think of. Search for content about your industry and profession.

Why not share videos of interest with your colleagues and post on your company Intranet or LinkedIn profile?

Organise filming of company events, however informal. Video is four times more likely to be shared on social networks than just text.

 **Interest**

Use YouTube's 'What To Watch' dashboard to find popular videos around the world and in your region.

You can stream your own video live and for free. It's an amazing launch pad for business and entertainment.

 **Personal**

Sign up for a free account to watch videos, create playlists and follow the channels you love.

Do you have a talent? Fancy yourself as a filmmaker, musician or comedian? Why not upload your own content and share it with friends, family and the rest of the world?

How can I use blogs?

 **Business**

If you're a service-based business, having a blog is a great way to position your company as a thought leader.

Impress your boss by starting your own blog on your specialist subject area.

 **Interest**

Blogging is a great way to talk about your interests. You can use video, audio, images and text to bring your thoughts and ideas to life.

To attract visitors to your blog, use social networks such as Twitter to spread your blog posts and get noticed.


 **Personal**

A blog is like a diary of thoughts that can't get lost and can always be shared.

Blogging is easy with popular platforms such as Wordpress, Blogger and Tumblr.

From everyday life to your hobbies and interests, a blog can keep friends, family and followers up to date on what you're doing.

How can I use Pinterest?

 **Business**

Pinterest is a great place to share rich, visual content from your business.

Pinterest has a strong impact on retail, so sharing your products on Pinterest is a great way to increase sales.

Why not search for an infographic about your industry?

 **Interest**

Follow the boards of brands, friends and companies that interest you. Retail brands have a strong presence on the platform so if you're a fan of the latest fashions, Pinterest is for you.

Planning a group event? Why not create a group board so that people can also contribute and pin their ideas.

 **Personal**

Create visual pinboards of your interests and hobbies using your own photos or those from the Internet.

Use it to plan your wedding, a new kitchen or a garden redesign. Bookmark things you like and share them with friends and family.

How can I use Instagram?

 **Business**

Instagram is a great platform to bring products and services to life using images and video, complete with the perfect 'vintage' filter.

Create communities of fans with giveaways and insider information. Have you got a campaign running? Why not encourage your Instagram fans to join in by uploading their own images with your hashtag.

 **Interest**

Celebrities and public figures can't get enough of Instagram. Whether it's musicians or reality TV stars, you can follow them to get the inside scoop on their everyday lives.

Whatever your interest – from football to photography – search hashtags to browse and view inspiring images.

 **Personal**

Are you going on holiday? Why not take beautiful Instagram photos or videos from your smartphone and share them with friends and the wider Instagram community.



Launched: 2010

Active users: 70 million

Fact: Pinterest is generating more referral traffic to websites than YouTube, Google+ and LinkedIn combined.

Top tip:

If you don't want others to see your board, make it secret so that only you can view it. Handy if you're planning a surprise or just don't want people to steal your holiday ideas.



Launched: 2010

Active users: 150 million

Fact: Facebook purchased Instagram in 2012 for \$1 billion in cash and stock.

Top tip:

Instagram works beautifully with Facebook and offers an easy way to share your content across the two platforms. If you share your photos on Twitter, however, only a link to them will appear in your tweet.

Checklist: Getting started with social media

Your profile

- Google your name
- Use the flow chart on pages 4 and 5 to determine which platform is right for you
- Consider the purpose of your profile on each platform
- Examine any profiles you may have created in the past and decide which to keep and which to delete
- Be authentic, don't say anything you wouldn't in real life
- Check your privacy settings to ensure that only those you want to can see your updates
- Find and connect with relevant people
- Consider what you post. Is it appropriate for the audience on each platform?

At work

- Connect with colleagues and peers in your industry and profession
- Learn. Use groups or forums to stay informed of the latest developments in your sector
- Many participants are willing to answer questions and share their knowledge – just ask
- Impress your boss and colleagues; share what you've discovered
- Post relevant content regularly – this will build your visibility
- If you work in sales, search for customers and prospects across social networks and connect with them. What starts out as an online relationship can lead to sales offline
- If you work in marketing or customer service, search social platforms for customers talking about your brand.

About Manpower

Manpower is the global leader in contingent and permanent recruitment workforce solutions. It is part of ManpowerGroup, the world leader in innovative workforce solutions, which creates and delivers high-impact solutions that enable clients to achieve their business goals and enhance their competitiveness.

With a network of offices in cities across the country, Manpower has provided organisations in the UK with a continuum of staffing solutions from the incidental to the strategic for 55 years, working with businesses such as BT, IBM, Royal Mail and Xerox to help them win.

In the Human Age, where talent has replaced access to capital as the key competitive differentiator, Manpower UK leverages its trusted brand to develop a deep talent pool, providing clients with access to the people they need, fast.

Manpower UK creates powerful connections between organisations and the talent they need to enhance their competitiveness and unleash their workforce potential. By creating these powerful connections, we help everybody achieve more than they imagined, and power the world of work.

For more information, see manpower.co.uk



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