




The social media guide

PART 1

In the UK, over 80% of the population uses social media. From Instagram and Facebook to WhatsApp, TikTok, Twitter and more, these platforms are used for an average of 102 minutes each day!

All this really does mean that social media is a must for any business that wants to thrive, not just survive. It's key to building your brand and boosting awareness with your target customers.

If you're new to social media, it can be quite daunting, but doesn't need to be! There are a lot of platforms to choose from and finding the right one can be a little tricky. In this five-part series, we're going to focus on four of the popular platforms that will suit an out of home business: Facebook, Instagram, Twitter and TikTok, breaking down the difference between them, sharing tips and tricks, and busting the myths. 

Sources: DataReportal-Digital 2022: The United Kingdom, Cybercrew UK Social Media Statistics and Facts [2022]




GDPR need to know

Generally you don't need to worry about GDPR on social media but if you're doing anything that collects data – such as running competitions – you must be aware of the correct protocols to follow. This can be as simple as having a page on your website about a customer's rights in relation to GDPR.

READY TO GET STARTED? TRY THESE TOP TIPS

- 1 Put together a social media strategy – your aims and what content and messages you want to post, and when. Put time aside each week to do a plan rather than trying to remember every day.
- 2 Your profile bio and 'about' page is important – customers will look here for your website and a link to book a table. Ensure your contact details and address is kept up to date.
- 3 Monitor your pages regularly. If you can't respond quickly to direct messages, set up an auto reply and give a contact email. Remember, this is customer service too. Don't just post – engage.
- 4 Post regularly – three to five times a week if you can. Don't just post for the sake of it, though. Think about what will make customers want to follow you and then visit your venue.
- 5 Consider using social media influencers to help boost your reach and spread the word. Some will charge a fee, others will be happy with a free meal or drink in exchange for posting about your business. More on this in a future issue...

WHICH CHANNEL IS BEST FOR WHAT?

 You don't have to use every social channel – some just won't be right for your customers. Answer the questions below to work out which ones to focus on. Download the guide here: brws.it/socialguide

Category	Question	Options	Facebook Status
GOAL	What do you want to achieve?	• Communicate more effectively with your customers	✓
		• Attract more customers	✓
MESSAGING	What type of message do you want to push?	• Events	✓
		• Information	✓
		• Special offers	✓
FORMAT	What content would you like to create?	• Photos	✓
		• Video	✗
		• Quizzes	✓
		• Questionnaires/polls	✓
AUDIENCE	Who is your audience?	• Gen Z	✗
		• Gen Y (Millennial)	✗
		• Gen X	✓
		• Baby Boomer	✓



FACEBOOK

THE LARGEST OF ALL SOCIAL MEDIA PLATFORMS

57m+ USERS IN THE UK

ONLY 1 IN 4 UK USERS ARE AGED 25-34

YOUR AUDIENCE WILL DICTATE THE CHANNEL YOU CHOOSE



First, you need to understand your target audience or, in simple terms, your customers: who are they? What do they use social media for?

An audience tends to be segmented into four main groups, split into age categories. This is because people's age has a huge influence on how they interact with social media and the platforms they use. You'll see these categories being used a lot, so it's good to understand what they mean.



GEN Z

Born 1995-2010
Age 12-27



INSTAGRAM

THE SECOND LARGEST PLATFORM

34m+ USERS IN THE UK



TWITTER

OFTEN USED AS A CUSTOMER SERVICE TOOL

19m+ USERS IN THE UK



TIKTOK

WAS THE MOST DOWNLOADED APP IN 2021

24% OF USERS ARE AGED 15-24

✓
✓
✗
✗
✓
✓
✓
✗
✓
✓
✓
✗

30% OF USERS ARE 25-34 (MIX OF GEN Z AND GEN Y) AND 26.1% ARE 18-24 (GEN Z)

✓
✗
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✓
✓
✗
✗
✗
✗
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✗
✗
✗

33% OF USERS ARE 15-24 AND OVER HALF OF UK'S USERS ARE 35 OR OLDER

✗
✓
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✗
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✗
✗
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✗

MOSTLY USED FOR ENTERTAINMENT AND SHARING VIDEOS



GEN Y (MILLENNIAL)
Born 1980-1994
Age 28-42



GEN X
Born 1960-1979
Age 43-62



BABY BOOMER
Born 1940-1959
Age 63-82

IN THE NEXT ISSUE
We'll be taking a deeper dive into TikTok and the opportunities it offers