

Know Your Social Networks

Social media is about conversations, community, connecting with the audience and building relationships. When it comes to social media, where you focus your activity depends entirely on where your customers and prospects expect to find you. Below is an overview of the social channels most relevant to IEEE, as well as links to additional training resources.



FACEBOOK: Facebook is the world's largest social network. Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages. With over 1 billion active users each month, it can be a challenge to get your brand noticed.



TWITTER: In 280 characters or less Twitter allows its users to send mass instant messages to their followers and to the world in general. It is a robust, real-time community that binds people of similar interests and a source many trust for the latest news. Users of this platform generally expect that brands will respond to tweets directed to them.



INSTAGRAM: Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share them with the people who follow them. Typically users will follow not only their personal connections, but also those of brands, institutions, celebrities, etc. Instagram does not allow for links to be placed directly in posts.



LINKEDIN: LinkedIn is a social network that focuses on businesses and professional networking. Users can connect with others in their industry, view company updates, publish articles and conduct conversations.



YOUTUBE: This video-sharing website hosts a wide variety of content, including music videos, TV clips, movie clips, educational content and video blogs.

ADDITIONAL RESOURCES

- › [Getting Started with Social Media Guide](#)
- › [Posting Best Practices](#)
- › [Additional Social Media Training Materials](#)

