



# SOCIAL MEDIA MANAGEMENT

## Facts and Figures 2014

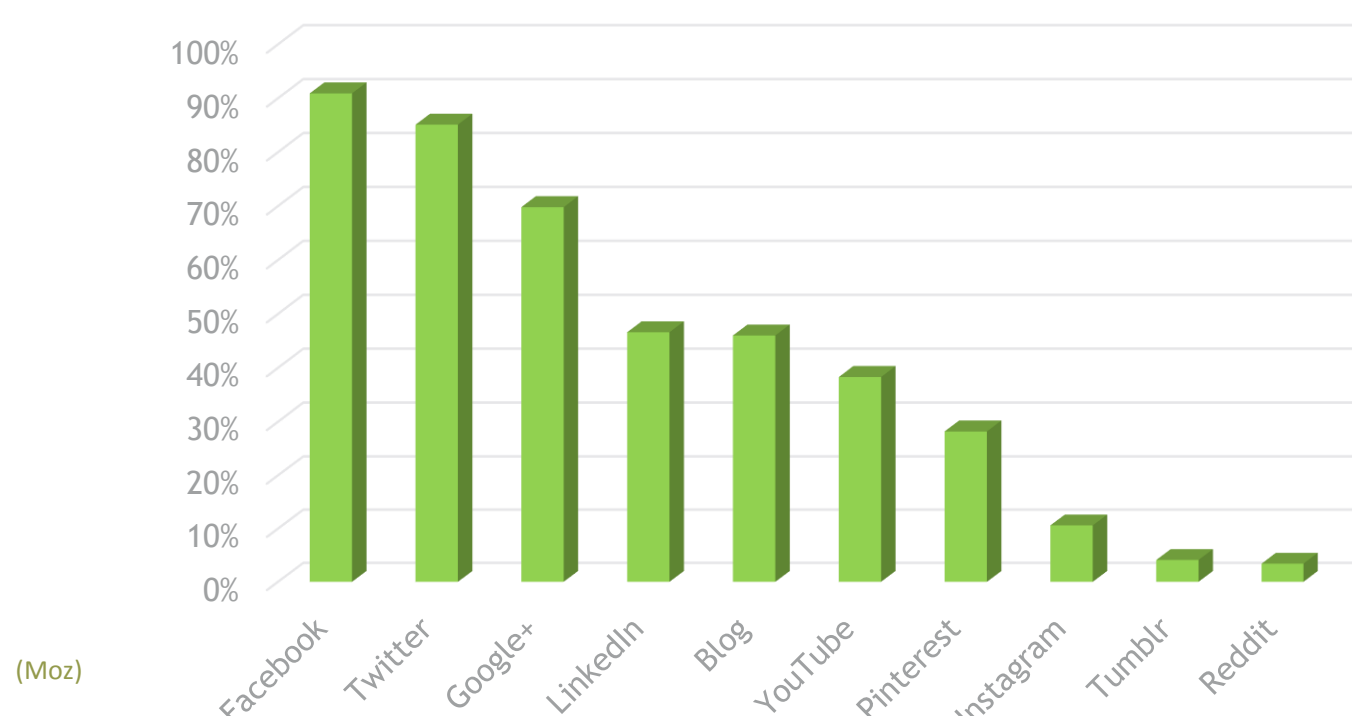
This infographic from Oak Consult brings together some of the latest figures from around the web to help inform your decisions around which Social Networks to engage with for your business and maybe dispel a myth or two along the way!

### UK SOCIAL MEDIA STATISTICS



### MARKETING STATISTICS

#### Top Social Platforms for Marketers



### SOCIAL BEHAVIOUR

**33%** of Consumers discover new brands, products and services via Social Media

(eMarketer)

**60%** of LinkedIn Users have clicked on Advertising on the site

(Lab42)

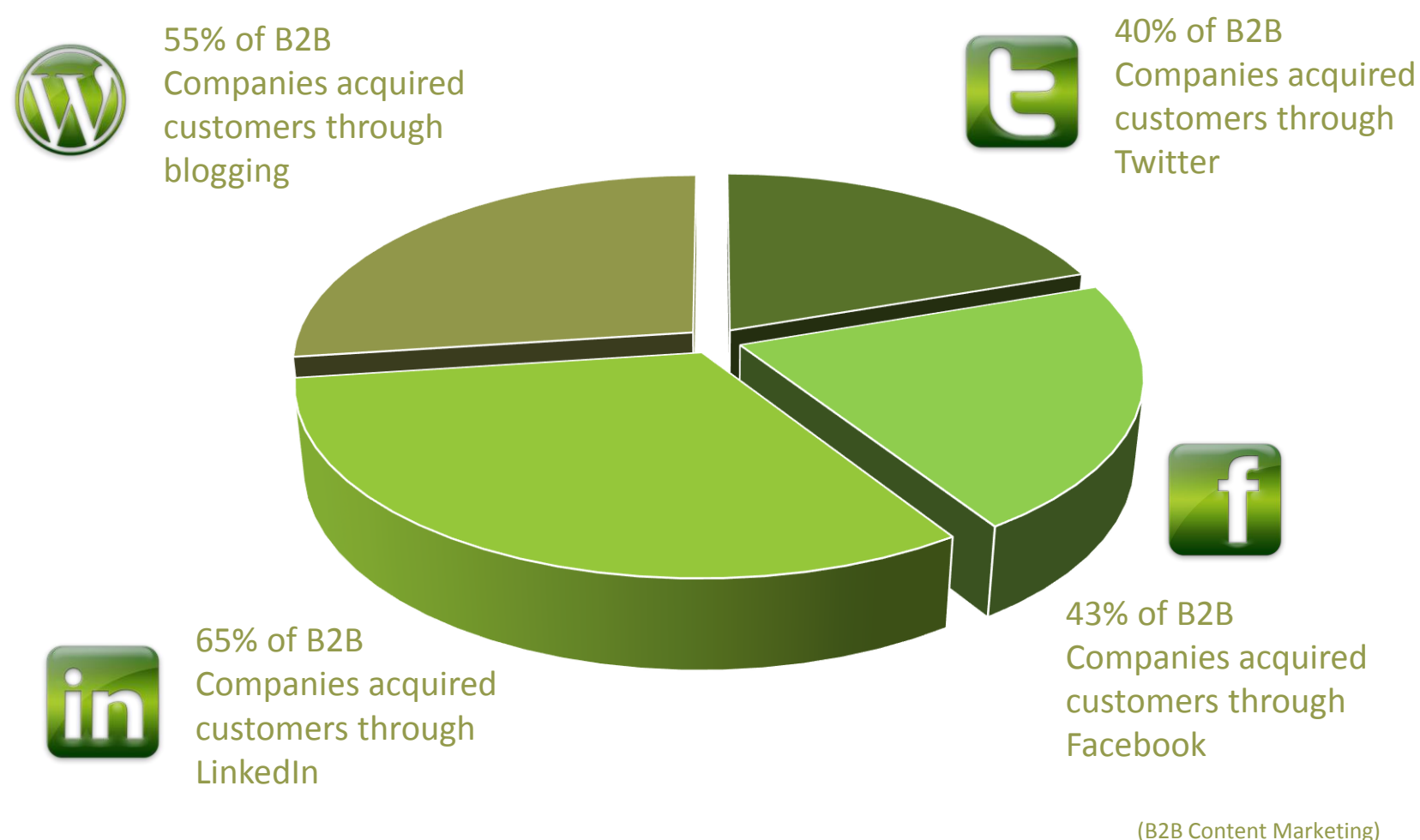
**71%** of all online adults are Facebook Users  
**45%** of online adults over 65 have a Facebook account

(Pew Research)

**52%** of Marketers found consumer customers via Facebook in 2013

(Pew Research)

### BUSINESS TO BUSINESS STATISTICS



### TOP TIPS FOR USING SOCIAL MEDIA

- 🌱 Know your target audience and which platforms they use
- 🌱 It's not all about you – Show interest in others and your community
- 🌱 Do unto others – Your followers like mentions as much as you
- 🌱 Ensure that you're active - Don't go months without posting content
- 🌱 Stay consistent. Maintain consistency with your brand and message, and try to post at regular times each day and each week.
- 🌱 Measure success. Based on your goals, use analytics tools to measure your ROI and see what approaches are producing the best results.
- 🌱 Get help if you're struggling! Visit [Oak Consult](http://www.oakconsult.co.uk) to see how we can help you.