

SOCIAL MEDIA DATA MINING



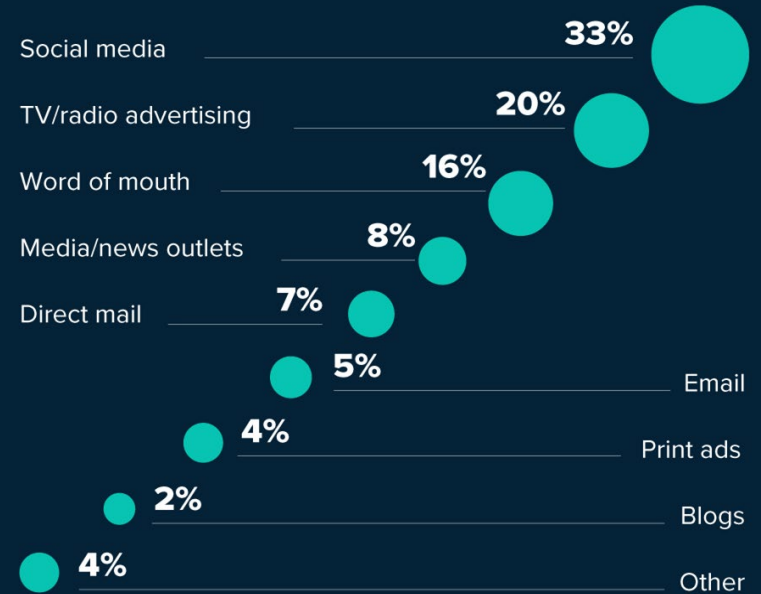
State of Social

54%

Of consumers say their use of social media
has grown over the past year

Social media is
the preferred way
consumers learn
about brands or
companies

Preferred way to learn about brands or companies (going forward)



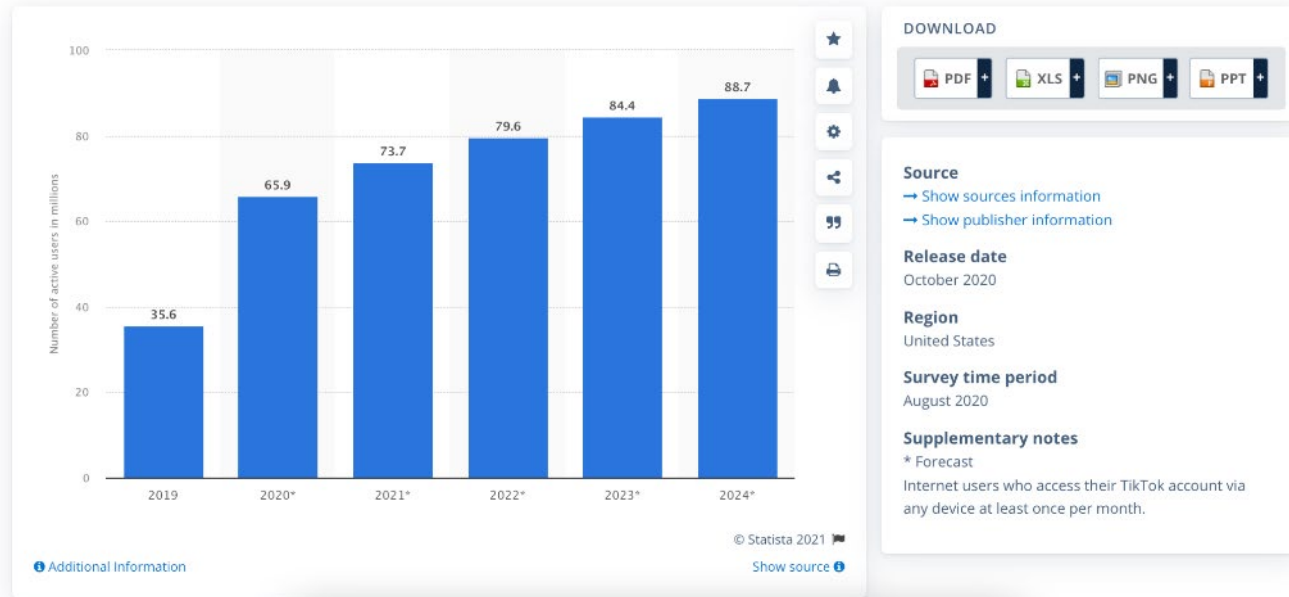
SOCIAL MEDIA TODAY: 2021

- Facebook: 200 Million
- Youtube: 210 Million
- Instagram: 170 Million
- Snapchat: 108 Million
- Pinterest: 89 Million
- Twitter: 73 Million
- TikTok: 73 Million

TikTok

Number of TikTok users in the United States from 2019 to 2024

(in millions)



Regulatory and Privacy Considerations



Special Ad Categories

- Restricted targeting options in Ads Manager for housing, credit and employment.
- Can no longer narrow your audience based on interests, pages liked, or other digital behavior. If you were used to boosting your posts, that will be the way to do it if your ad is under the special ad category.

Ads Manager - Manage Ads - C x

https://www.facebook.com/adsmanager

Search

Jasper's Market

Campaign

Special Ad Category

Objective

Ad Set

Audience

Placements

Budget & Schedule

Ad

Format

Media

Additional Creative

Close

Create New Campaign

Use Existing Campaign

Campaign: Choose your objective.

Switch to Quick Creation

New! Category Required for Credit, Employment and Housing Ads

If you're creating a campaign that includes ads that relate to credit, employment or housing, you must choose the category that describes your ads. If you're not running ads in one of these special categories, you may skip this step.

Learn More

Special Ad Category

Help: Choosing a Special Ad Category

☐ I'm creating a campaign for ads in a Special Ad Category.
Ads related to credit, employment or housing.

What's your marketing objective?

Help: Choosing an Objective

Auction

Reach and Frequency

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions

App Tracking Transparency (ATT)

- Apple released the new iOS 14.5 update earlier this year, which was projected to directly impact Facebook tracking and conversions due to privacy changes for Apple users.

Facebook Takes the Gloves Off in Feud With Apple

The social network said it opposed changes that Apple was making to the tracking of apps and would provide information for an antitrust complaint against the iPhone maker.



Early next year, Apple plans to start requiring iPhone owners to choose whether to allow companies to track them across different apps to better target their ads — a practice that Facebook relies on. Wu Hong/EPA, via Shutterstock



By [Jack Nicas](#) and [Mike Isaac](#)

Published Dec. 16, 2020 Updated April 26, 2021

We're standing up to Apple for small businesses everywhere

At Facebook, small business is at the core of our business. More than 10 million businesses use our advertising tools each month to find new customers, hire employees and engage with their communities.

Many in the small business community have shared concerns about Apple's forced software update, which will **limit businesses' ability to run personalized ads and reach their customers effectively.**

Forty-four percent of small to medium businesses started or increased their usage of personalized ads on social media during the pandemic, according to a new Deloitte study. Without personalized ads, Facebook data shows that the **average small business advertiser stands to see a cut of over 60% in their sales for every dollar they spend.**

While limiting how personalized ads can be used does impact larger companies like us, these changes will be devastating to small businesses, adding to the many challenges they face right now.

Small businesses deserve to be heard.
We hear your concerns, and we stand with you.

Join us at fb.com/SpeakUpForSmall

Facebook took out full-page ads in The New York Times, The Wall Street Journal and The Financial Times to declare that it was "standing up to Apple."

FACEBOOK



Social is on the Rise
Across All Aspects of
Customer Experience

Native Platforms



Google Ads



Third Party Platforms





- HOME
- PROFILE
- ORGANIC SOCIAL
 - FACEBOOK
 - INSTAGRAM
- DIGITAL ADS
 - FACEBOOK
 - INSTAGRAM
 - GOOGLE ADS
- ENHANCEMENTS
- ANALYTICS
- RESOURCES
- REPORTS
- LEADS
- SUBMIT
- SETTINGS

SOCIAL MEDIA

Choose Date Range: From 09/10/21 To 10/10/21

Summary



1,195

FOLLOWERS



227

FOLLOWER GROWTH



100,150

IMPRESSIONS



2,396

TOTAL ENGAGEMENT



66,297

TOTAL REACH

Insights By Week



We Recommend

Facebook Boosts

Promote selected posts to reach more people.



Top Facebook Posts

View More >



Top Instagram Posts

View More >

Social media is on the rise across all aspects of the customer lifecycle

Use of social media increased compared to a year ago for...

(% Significantly/Slightly increased)

43%

Discovering new products, services, brands

42%

Learning about products, services, brands

36%

Purchasing products, services, brands

Use of social media expected to increase in next 3 years for...

(% Significantly/Slightly increased)

40%

Discovering new products, services, brands

38%

Learning about products, services, brands

36%

Purchasing products, services, brands

58%

Of consumers find it more engaging to
connect with a brand on social media than to
visit a physical location

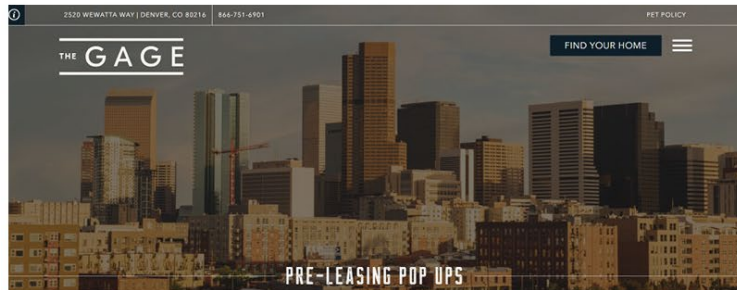
Anticipated primary external communications channel (next three years)



Businesses anticipate social media will be their primary external communications channel in the next three years

Effective Campaigns





OCTOBER 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 IMPROPER CITY 12 PM - 3 PM	2	3
4	5 THE DENVER CENTRAL MARKET 12 PM - 3 PM	6 THE WILD 12 PM - 3 PM	7 BENTON 3 PM - 5 PM	8	9	10
11 BLUE SPARROW CAFE 11 AM - 2 PM	12 DENVER MILK MARKET 12 PM - 3 PM	13 ZEPPELIN STATION 12 PM - 3 PM	14 PORT SIDE 11 AM - 11 AM	15 GREAT DIVIDE DANIEL BAR 12 PM - 3 PM	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 122 Followers
- One Month





79%

of consumers say their purchasing
decisions are highly influenced by UGC



3:36



Jenna Palek



@jennapalek

321

Following

325.1K

Followers

18.1M

Likes

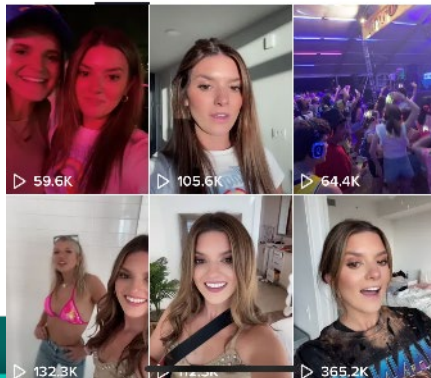
Follow



24 • ATX 🏠

@funonweekdays host

📧 Jennapalekcollab@gmail.com

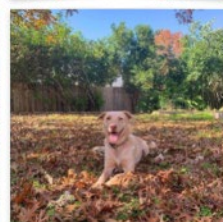
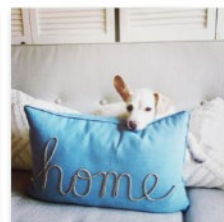
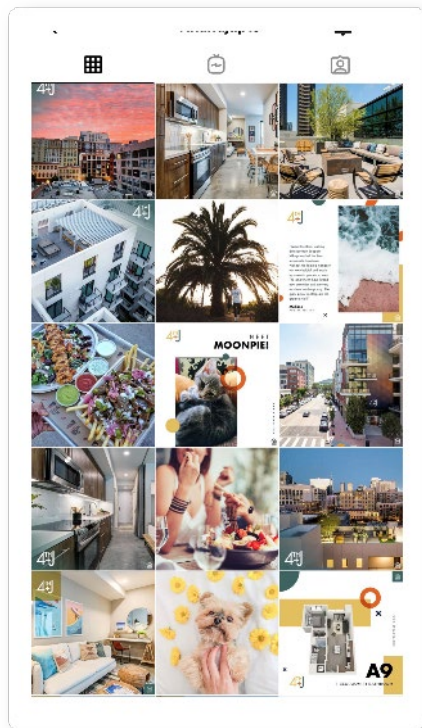


3:46



Add comment...





Influence

CASE STUDY



FeedPost

Stories



Caitlin Bea
@caitlinbea

1,248
POSTS

134K
FOLLOWERS

CHALLENGE

To expand brand awareness and drive traffic as a new lease-up in a highly competitive market.

SOLUTION

Partner with local lifestyle influencers to broaden Cobalt's reach while generating dynamic traction across their Instagram and website.

INFLUENCER RESULTS

3,212+

ENGAGEMENT

95,801+

IMPRESSIONS

2,833+

TOTAL LIKES

248+

WEBSITE CLICKS

839+

PROFILE VISITS

PROPERTY RESULTS

54.2% ↑

WEBSITE CLICKS

140% ↑

ENGAGEMENT

192% ↑

IMPRESSIONS





thekatydallas • Follow
The Katy

thekatydallas WE LOVE SEEING ALL OF THESE BEAUTIFUL PETS! ❤️

Details for our Pet of the Month.. Prize 🏆 Winner will have a spotlight in our social media and will be receiving 3 months of free Pet Rent!

Voting starts today and continues till Friday, October 2nd!

257 likes
SEPTEMBER 24, 2020

Add a comment... Post



thekatydallas • Follow
The Katy

thekatydallas Congratulations to @winstonwants, our Pet of the Month winner!

Winston is a 1 year old Blue Italian Greyhound! Not only is he a part of the amazing Katy community, he is also a fashion icon himself with outfits ranging from gold chains and shades, to turtle necks and cozy pijamas. Click on his @ name and you'll see what we're talking about.

Thank you to everyone who voted and was a part of this super fun contest. We can't wait for the next one!

52w

69 likes
OCTOBER 2, 2020

Add a comment... Post



Page Stats

- 636 Posts
- 4,402 Followers
- 312 Following

Post Performance

- 2,328 Impressions
- 248 Likes
- 960 Comments
- 502 Shares
- 1 Save
- 17 Website visits
- 7 Follows
- 288 Profile visits



**Pets are
Influencers
too!**

Top Takeaways



2 0 2 1

aim

REIMAGINE

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