



Online Social Networking

October 2016

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1. Introduction

What is online social networking?

Social networking online is connecting and communicating with a community of people who have joined your network via the Internet.

What is online social media?

Social media online includes news, images, blogs, podcasts, videos and events with a strong participatory element through engagement – following, likes, sharing, comments, ratings, form completion, etc. Social media content is generated to encourage interaction with your network/community. Because it is on the Internet, it can be accessed by all from anywhere in the world.

Main Online Social Networking Platforms in Southern Africa include:

Facebook, Twitter, Google+, Instagram, LinkedIn, YouTube and Pinterest.



Online social networking enables a company to:

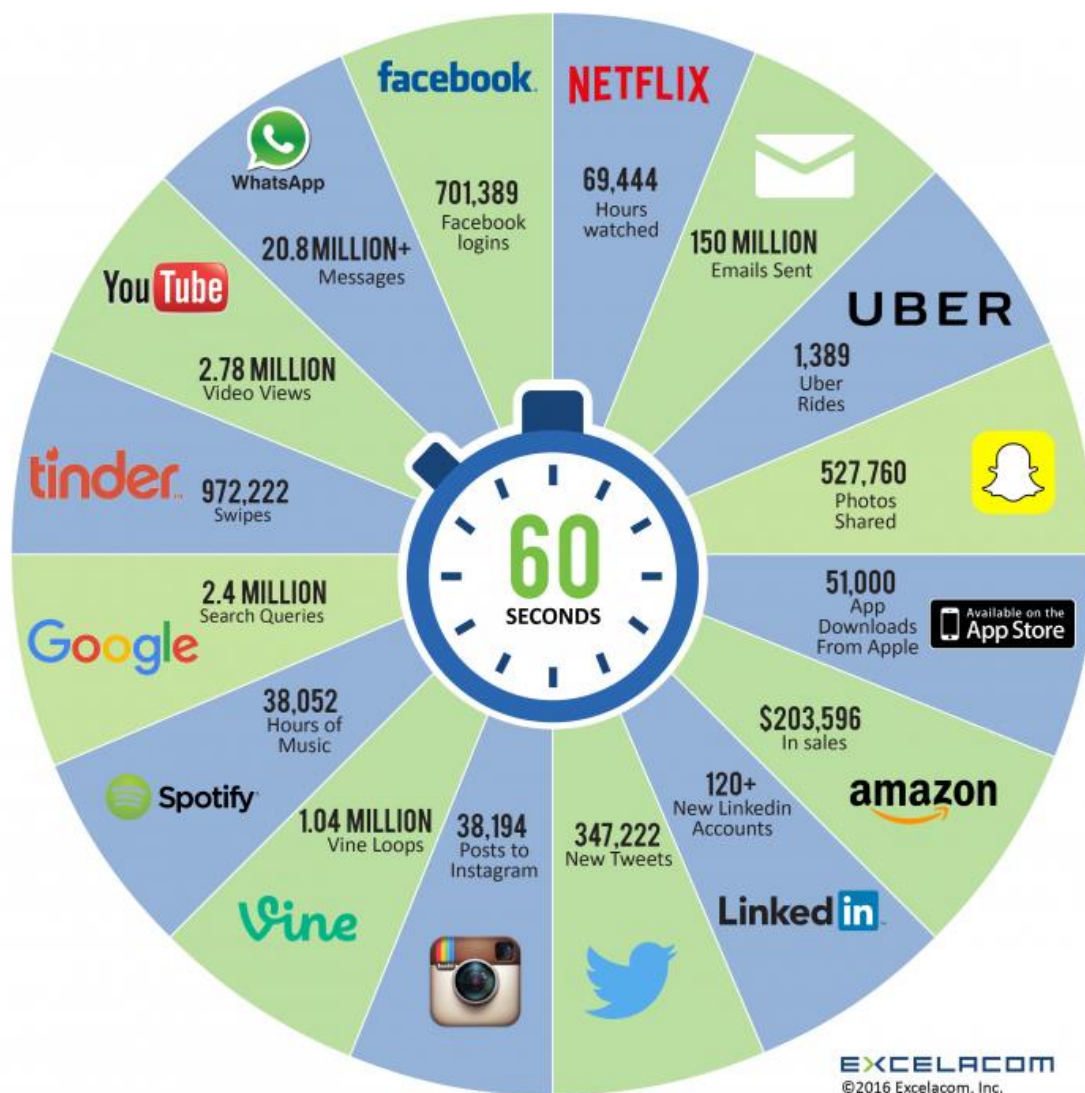
- Build an online community
- Drive consumers to interact with your community
- Create a loyal customer following
- Increase customer service levels
- Build and enhance your database
- Increase sales

Other benefits include:

- Cost effective distribution and advertising of product info and news, content, photos, videos, events, reviews and blogs, etc.
- Open communication between the company and consumers
- Enhance brand awareness via viral marketing through friends' news feeds: the average user has 130 followers/friends
- Targeting potential customer lead generation via competitions
- Gather real-time market intelligence

2. What Happens on the Internet Every Minute?

2016 What happens in an INTERNET MINUTE?



3. South African Statistics

The Big 5 Social Media 2016

- Facebook = 14 million users – 91% of connected users
- YouTube = 8.7 million users
- Twitter = 7.7 million users
- LinkedIn = 5.5 million users (biggest decrease on last year)
- Instagram – 3.5 million users (biggest increase on last year)

Source: WorldWideWorx



Google Statistics

- Google is the world's largest search engine
- 80% of South Africans use Google
- Instantaneous, non-Invasive
- Consumers show intent to purchase
- Highly cost effective as Cost per Click (CPC) is used
- Ads only show to people looking for product/service
- **Its social networking platform is Google+**



Facebook Statistics

- SA's largest social media platform
- 13+ million South African active users - mass reach
- Interest and behaviour based targeting
- Geo-location targeting
- People are engaged
- Reach people in a personal space
- Ability to share & spread content



YouTube Statistics

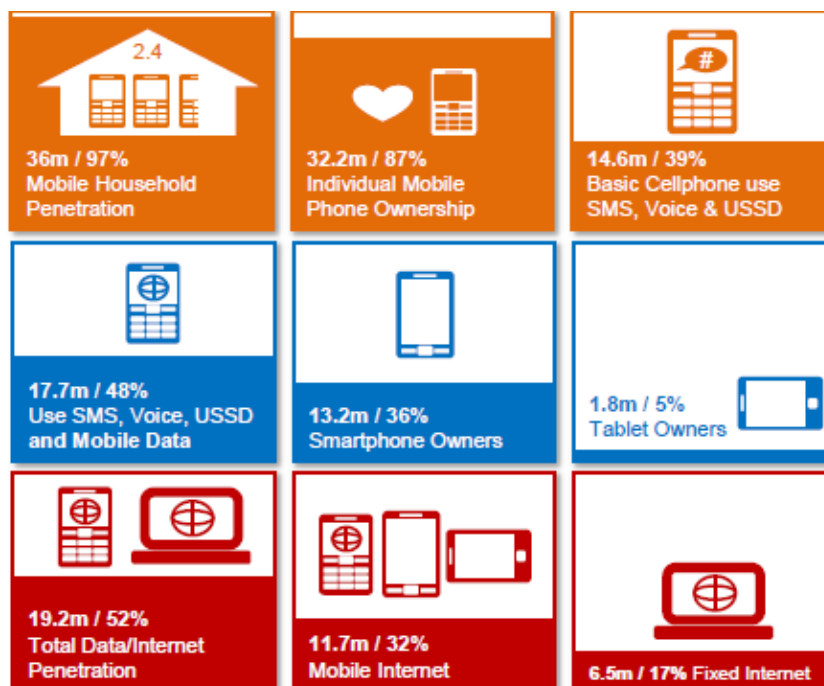
- 2nd largest Search Engine
- Intelligent targeting and delivery options
- Zero-in on audience, location and interests
- 1 billion unique users visit YouTube per month (globally)
- 100m people share, comment or like YouTube videos each week (globally)
- Precise targeting, lower cost, real time reporting



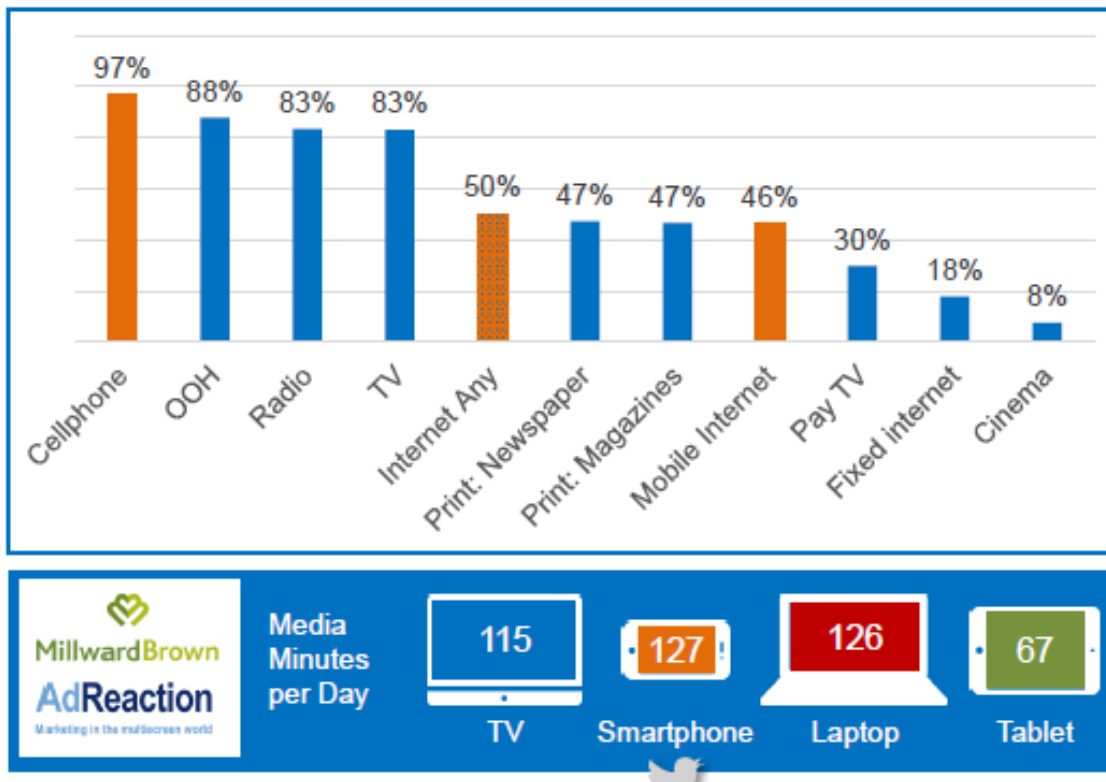
Instagram

- Increasing popularity amongst youths
- Allows individuals and brands to create international social networks through the use of hashtags
- Content of posts (for marketing purposes) should include: simple facts and information, link to the accompanying visual, encourage followers to investigate further “click link in bio” and relevant, popular hashtags (as indicated by the app)
- Photos and videos can be posted with or without being filtered (editing tools)

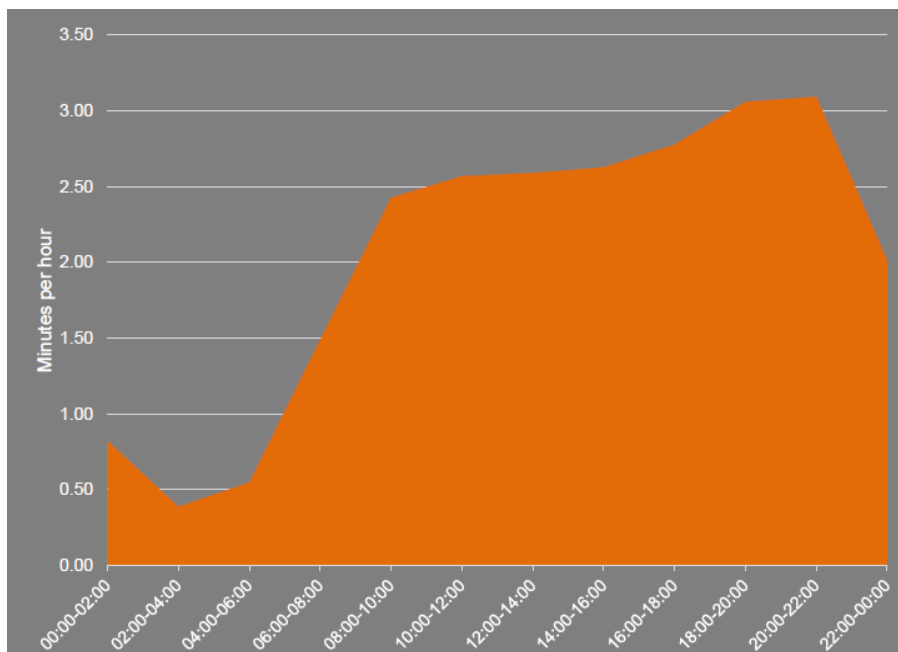
Mobile Phone Usage in SA



How Many Minutes are Spent on Media Per Day?



What Times of the Day are South African's on Mobile



4. H₂O International Social Media Usage Guidelines

This section highlights the requirements based on using social networking and social media as a **business networking opportunity** (not for personal use) **for your outlet** in the community as an **H₂O International SA Franchisee**.

Online Social Networking is perfect for the H₂O International brand in the following ways:

- It allows instant circulation of information to keep ahead of competitors.
- It reaches a large audience.
- It allows us to showcase, campaigns, products and franchisees.
- It generates leads.

Approach this media in the following ways:

- Use it as a business networking tool, not for sharing personal information.
- Sign up as the **H₂O International Franchisee** (not in your personal capacity).
- Make sure you communicate at the right time with the right information.
- Building credibility in your Area by sharing pertinent, valuable information about the industry, what is happening in your area and community.
- See this as a long term objective – think of it as farming for the future.

Best Practice – Dos

- Post a comment/share information at least every other day on Twitter and/or Facebook
- Your comments/information should have meaning to your audience
- Be happy, honest, **interesting** and unselfish
- Share pictures and links
- Watch your grammar and spelling
- Join and follow all the **H₂O International SA** social media sites
- **Maximise a post** by sharing it across/to social media accounts (eg an original Facebook post can be shared on your Twitter account)
- **Use no more than four appropriate** (popular: the tag usage should be in the millions) hashtags

Best Practice - What Not to Do – Don'ts

- Don't comment more than twice a day
- Don't post a comment that your Clients would find offensive
- Avoid at all times religious, political, racial and sexual topics
- Don't communicate/share anything private
- Don't publically welcome all your new followers - imagine reading pages of that
- It is OK to comment on your blog posts, but it turns people off if that's all you do
- Do not brag about how many followers you have - everyone can already see that and do not ask for more followers
- Don't reply to individuals in public – on Twitter.

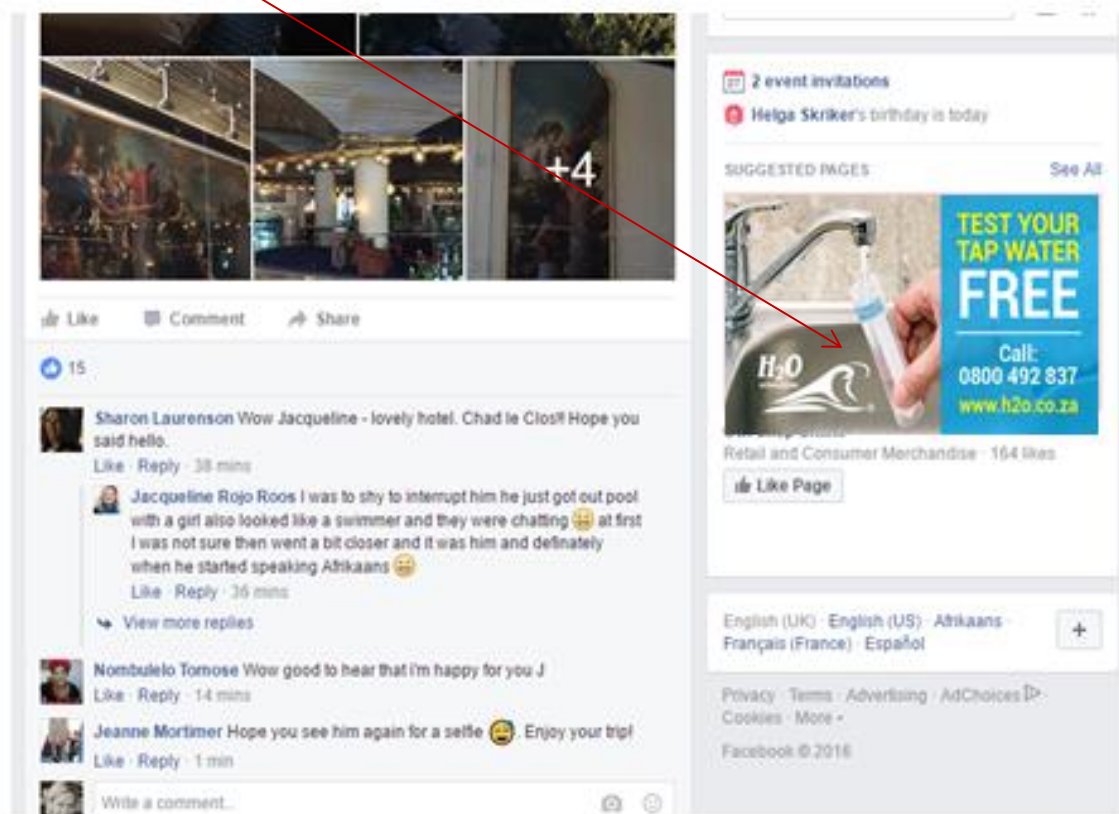
What Should You Comment About?

- New installations you have just completed
- Client testimonials
- Point out and share interesting and useful things in your community
- Industry news in your area
- Events in your area
- Share links to new businesses in your area/community (new shops or restaurants that have opened)
- Invite people to your shop
- Ask questions
- Give advice
- Share photos, videos
- Create Polls
- Link to your Landing page on the H2O International website when relevant
- Prepare a monthly prize draw and share.

5. Facebook Advertising - Setting Up

This section shows you how to set up a Facebook Advert for your Franchise outlet.

Create Adverts for FB – Side Column or On Page



Create Advert

Jacqueline Rojo Roos added 8 new photos 46 mins · 👤

Checked in at the hotel in Rome beautiful hotel with lovely views. I walked around a bit took pics and of pool I did not notice who was in the Pool until he came out our own Gold medalist Chad Le Clos. 😊👏

13 Post Reach | 0 People Engaged

Recent Posts

- As professional #engineers with over 20 ye... **Boost Post**
- Predicting project risk improves success. R... **See more**

+ Create Ad

2 event invitations
Helga Skriker's birthday is today

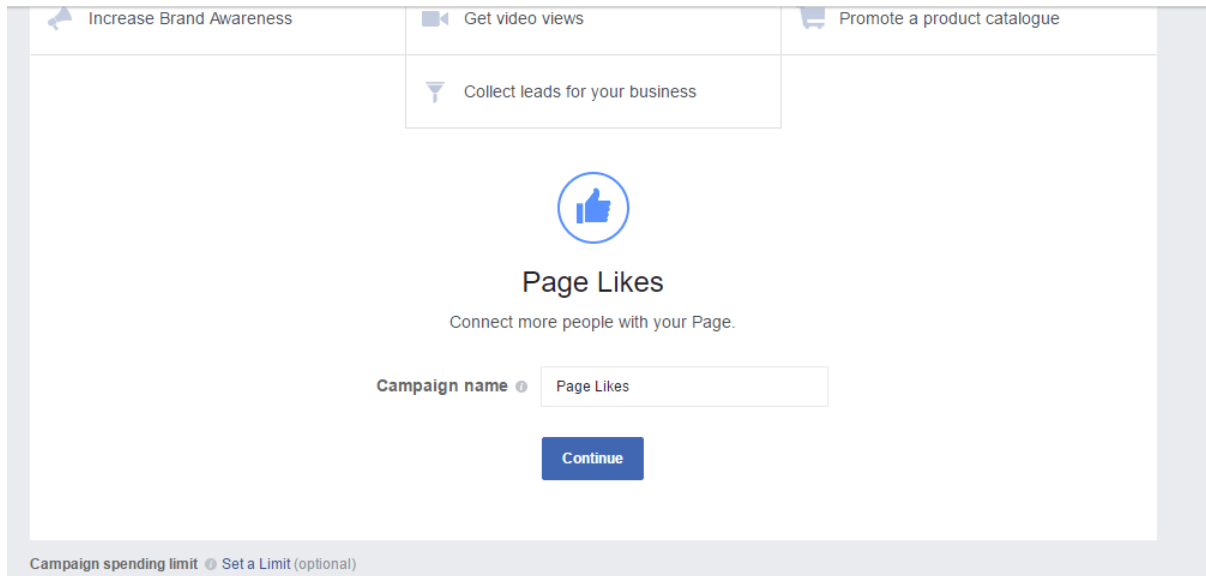
Choose Objective of Advert

CAMPAIGN: Choose your objective Help: Choosing an objective | Use existing campaign

What's your marketing objective?

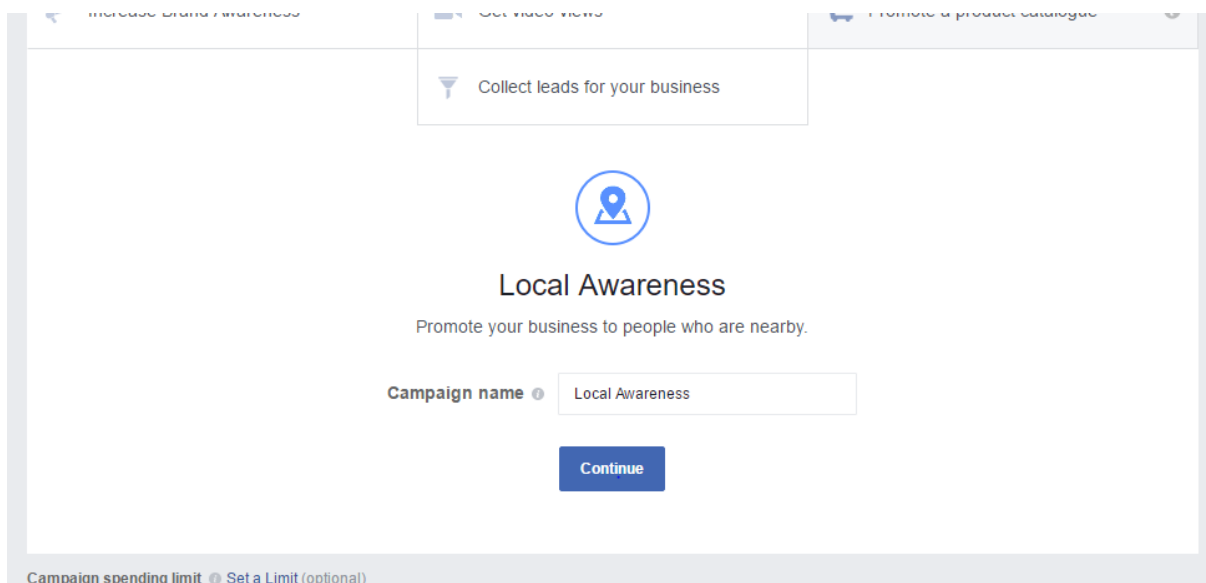
Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase Brand Awareness	Get video views	Promote a product catalogue
	Collect leads for your business	

For a new Facebook Page – Increasing Page Likes is first step



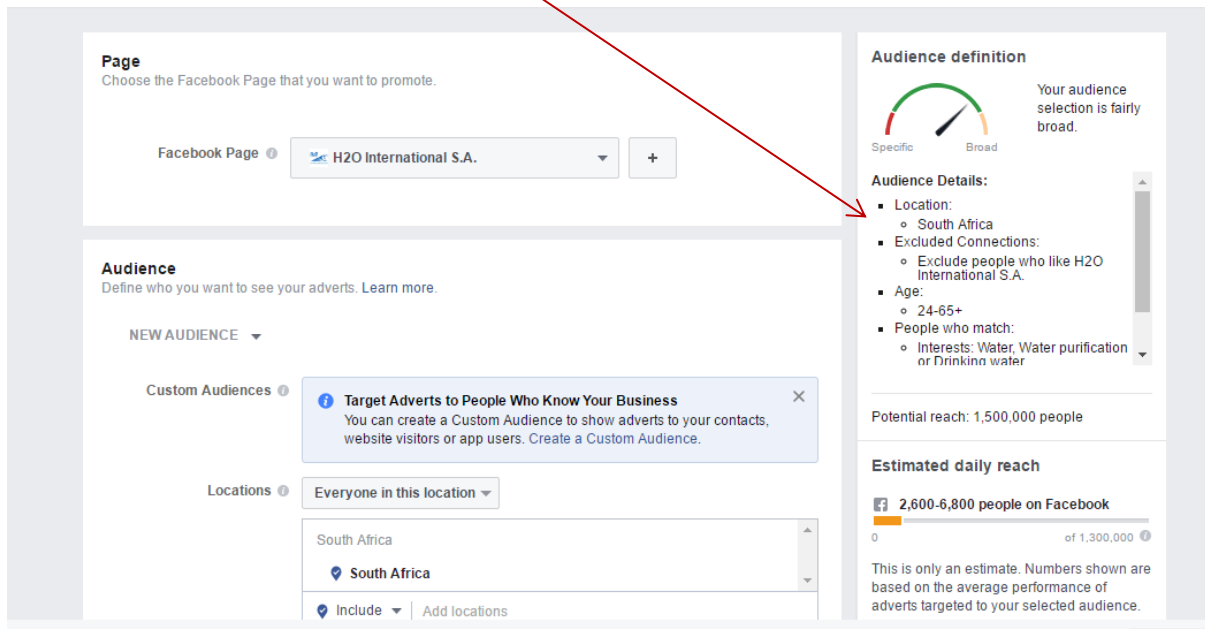
The screenshot shows the Facebook campaign setup interface. At the top, there are three tabs: "Increase Brand Awareness", "Get video views", and "Promote a product catalogue". Below these, a dropdown menu is open, showing "Collect leads for your business". The main content area features a blue thumbs-up icon in a circle, followed by the text "Page Likes" and "Connect more people with your Page." Below this, there is a "Campaign name" field with the text "Page Likes" and a blue "Continue" button. At the bottom, there is a link for "Campaign spending limit" with the text "Set a Limit (optional)".

Next would be increasing local awareness



The screenshot shows the Facebook campaign setup interface. At the top, there are three tabs: "Increase Brand Awareness", "Get video views", and "Promote a product catalogue". Below these, a dropdown menu is open, showing "Collect leads for your business". The main content area features a blue location pin icon in a circle, followed by the text "Local Awareness" and "Promote your business to people who are nearby." Below this, there is a "Campaign name" field with the text "Local Awareness" and a blue "Continue" button. At the bottom, there is a link for "Campaign spending limit" with the text "Set a Limit (optional)".

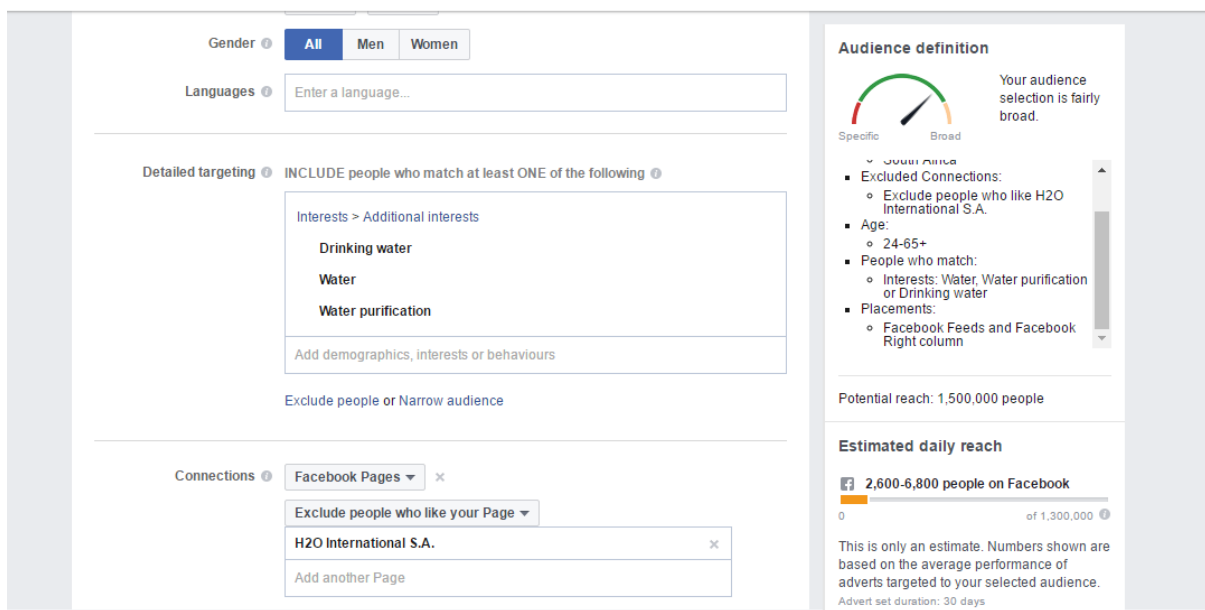
Choosing your target audience



The screenshot shows the Facebook Ads targeting interface. A red arrow points from the title 'Choosing your target audience' to the 'Audience definition' section on the right. The interface is divided into three main sections: 'Page', 'Audience', and 'Audience definition'.

- Page:** 'Choose the Facebook Page that you want to promote.' The selected page is 'H2O International S.A.'.
- Audience:** 'Define who you want to see your adverts. Learn more.' It includes a 'NEW AUDIENCE' dropdown, 'Custom Audiences' (with a tip for 'Target Adverts to People Who Know Your Business'), and 'Locations' (set to 'Everyone in this location' with 'South Africa' selected).
- Audience definition:** Features a gauge showing 'Your audience selection is fairly broad.' It lists 'Audience Details' such as Location (South Africa), Excluded Connections (Exclude people who like H2O International S.A.), Age (24-65+), and People who match (Interests: Water, Water purification or Drinking water). It also shows 'Potential reach: 1,500,000 people' and 'Estimated daily reach: 2,600-6,800 people on Facebook'.

ADVERT SET: Define your audience, budget and schedule



The screenshot shows the 'ADVERT SET' configuration page. It includes sections for 'Gender' (All, Men, Women), 'Languages' (Enter a language...), 'Detailed targeting' (INCLUDE people who match at least ONE of the following), and 'Connections' (Facebook Pages). The 'Audience definition' section on the right is identical to the one in the previous screenshot, showing a 'fairly broad' audience selection and an estimated daily reach of 2,600-6,800 people on Facebook. The 'Advert set duration' is set to 30 days.

- Gender:** All, Men, Women
- Languages:** Enter a language...
- Detailed targeting:** INCLUDE people who match at least ONE of the following:
 - Interests > Additional interests
 - Drinking water
 - Water
 - Water purification
 - Add demographics, interests or behaviours
 - Exclude people or Narrow audience
- Connections:** Facebook Pages
 - Exclude people who like your Page
 - H2O International S.A.
 - Add another Page
- Audience definition:** Gauge shows 'Your audience selection is fairly broad.' Audience Details include Location (South Africa), Excluded Connections (Exclude people who like H2O International S.A.), Age (24-65+), and People who match (Interests: Water, Water purification or Drinking water). Placements include Facebook Feeds and Facebook Right column. Potential reach: 1,500,000 people. Estimated daily reach: 2,600-6,800 people on Facebook. Advert set duration: 30 days.

Choosing your placement – Side Column, In News Feed

Placements
Show your adverts to the right people in the right places.

New! Automatic Placements
We'll optimise delivery to show your adverts to your audience in the best-performing places. This can help you reach your objectives at a lower cost.

Automatic Placements (recommended)
Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook. [Learn more.](#)

Edit Placements

- Excluded Connections:
 - Exclude people who like H2O International S.A.
- Age:
 - 24-65+
- People who match:
 - Interests: Water, Water purification or Drinking water
- Placements:
 - Facebook Feeds and Facebook Right column

Potential reach: 1,500,000 people

Estimated daily reach

2,600-6,800 people on Facebook

0 of 1,300,000

Choosing your budget and timing of the campaign – very NB to do this carefully

Show your adverts to the right people in the right places.

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Edit Placements

Budget & schedule
Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

Budget
\$25.00 USD

Actual amount spent per day may vary.

Schedule

Run my advert set continuously starting today

Set a start and end date

Start

Audience definition

Your audience selection is fairly broad.

Specific Broad

- Excluded Connections:
 - Exclude people who like H2O International S.A.
- Age:
 - 24-65+
- People who match:
 - Interests: Water, Water purification or Drinking water
- Placements:
 - Facebook Feeds and Facebook Right column

Potential reach: 1,500,000 people

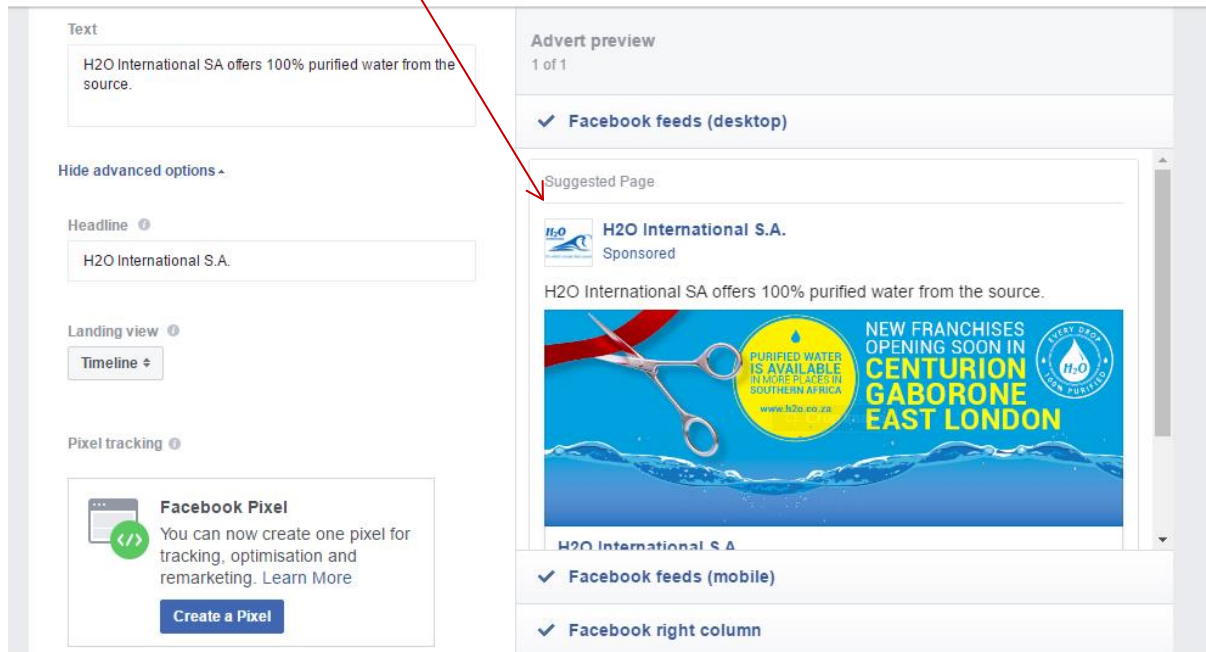
Estimated daily reach

2,600-6,800 people on Facebook

0 of 1,300,000

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.
Advert set duration: 30 days

Choosing images/ad creative & desktop and/or mobile display



The screenshot displays the Facebook Ads Manager interface. On the left, the 'Text' field contains the message: 'H2O International SA offers 100% purified water from the source.' Below this, there are sections for 'Headline' (set to 'H2O International S.A.'), 'Landing view' (set to 'Timeline'), and 'Pixel tracking' (with a 'Create a Pixel' button). On the right, the 'Advert preview' section shows a 'Suggested Page' for 'H2O International S.A.' with a 'Sponsored' label. The preview includes the same text and a large image of a pair of scissors cutting through water, with text that reads: 'NEW FRANCHISES OPENING SOON IN CENTURION GABORONE EAST LONDON'. Below the preview, there are checkboxes for 'Facebook feeds (desktop)', 'Facebook feeds (mobile)', and 'Facebook right column', all of which are checked.

Final Step is to then:

Confirm order – checking through everything before hitting submit.

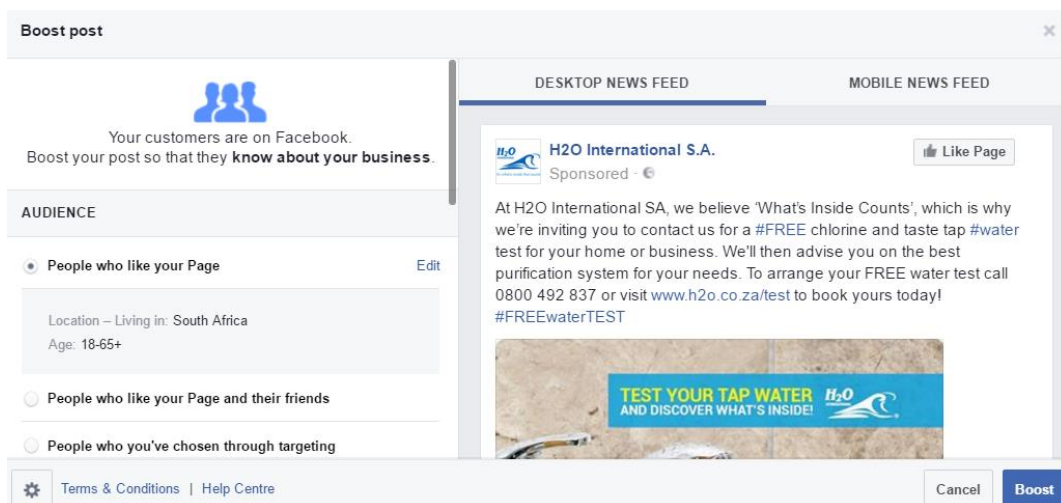
Facebook will approve the advert before it can go live.

There are specific guidelines on what can be advertised and the design of the advert. **Please see guides for advertisers here:**

<https://www.facebook.com/business/help/980593475366490>

You can also “Boost” a post on your page:

Click on the Boost button and follow the prompts – similar to the above.



6. Contact Details & Help

For more information and assistance, please contact:



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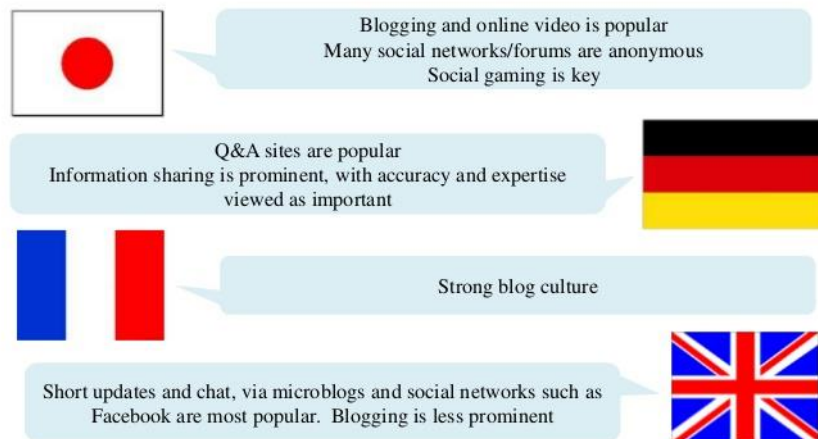
8. Global Trends

For interest, we have included some statistics on global trends.

Social Media Trends Across Territories

SOCIAL MEDIA TRENDS: GEOGRAPHY

How does the use of social media differ by culture?



These are the amalgamated figures for the top ten sites for each country by number of unique users



Messaging Platforms – Global Usage

- Viber users - over 200 million
- 639 million users - Qzone (China)
- 600 million users – WhatsApp
- Facebook Messenger users - 500 million
- WeChat users – over 470 million
- Snapchat users – 100 million

- Russia’s “VKontakte” - 100 million users
- US\$ 8.3 billion generated from advertising in 2015



Mobile Usage Statistics – Technology Future	
Projected global mobile data traffic for 2018 (exabytes)	16.1 EB/pm
Global mobile video traffic per month (terabytes)	1,377,497 TB
Mobile phone Internet user penetration	52.7%
Percentage of peak period aggregate traffic of YouTube	19.22%
Mobile-only unique visitors to Apple Inc.	65.36m
Percentage of time spent on gaming apps on iOS and Android devices	15%
Mobile device usage for product search	34%
Mobile conversion rate of Amazon.com	7%

-ends-