

Social Media Guide - Main Blog

Social Media consists of two words 1. Social & 2. Media this means....

Wait but why I am explaining you the meaning of social media in first place!!

I think we all are aware of it that what is social media, right?

Wrong! We might know what social media is but do we really understand how to use it? How we could leverage it to grow our business? How we could use it to make a personal brand?

Don't worry if you are not aware of these things, I will tell you all this things and exactly how to use social media, what to take care of, some strategies and more in this whole social media series.

But why should you care about these things in first place?

The answer is because, social media is the fastest growing trend in the history of the world.

December, 1996	36 millions	0.9 %	IDC
December, 1997	70 millions	1.7 %	IDC
December, 1998	147 millions	3.6 %	C.I. Almanac
December, 1999	248 millions	4.1 %	Nua Ltd.
March, 2000	304 millions	5.0 %	Nua Ltd.
July, 2000	359 millions	5.9 %	Nua Ltd.
December, 2000	361 millions	5.8 %	Internet World Stats
March, 2001	458 millions	7.6 %	Nua Ltd.
June, 2001	479 millions	7.9 %	Nua Ltd.
August, 2001	513 millions	8.6 %	Nua Ltd.
April, 2002	558 millions	8.6 %	Internet World Stats
July, 2002	569 millions	9.1 %	Internet World Stats
September, 2002	511 millions	9.7 %	Internet World Stats
March, 2003	606 millions	9.7 %	Internet World Stats
September, 2003	677 millions	10.6 %	Internet World Stats
October, 2003	682 millions	10.7 %	Internet World Stats
December, 2003	719 millions	11.1 %	Internet World Stats
February, 2004	745 millions	11.5 %	Internet World Stats
May, 2004	757 millions	11.7 %	Internet World Stats
October, 2004	812 millions	12.7 %	Internet World Stats
December, 2004	817 millions	12.7 %	Internet World Stats
March, 2005	888 millions	13.9 %	Internet World Stats
June, 2005	938 millions	14.6 %	Internet World Stats
September, 2005	957 millions	14.9 %	Internet World Stats
November, 2005	972 millions	15.2 %	Internet World Stats
December, 2005	1,018 millions	15.7 %	Internet World Stats

1 billion in 10 years

Look at the charts upto the 2008, even if you are not too much surprised by this numbers, do you know how much the trend had grown in lockdown period?

From all the social media platforms Facebook & Instagram are taking over the world and twitter and LinkedIn are becoming the next big things.

So again coming to the existential part what exactly is social media?

According to wikipedia **social media** are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and **networks**.

So if now definition of social media is clear we could proceed towards, what we are going to cover in this social media complete guide.

Chapter to be covered in the Complete Social Media Guide :

1. Introduction to Social Media Marketing for Businesses in 2020
2. Social media marketing strategies (How to build strategy and how to plan things)
3. Types of Social Media
4. A complete guide to Instagram & Facebook Marketing
5. A complete guide to LinkedIn Marketing (Include both personal and company profile)
6. Upcoming social media trends and future of Social Media

So let's take a brief about them one by one and if you feel like reading any of that links will be easily made accessible for you below it.

Chapter 1 : Introduction to Social Media Marketing for Businesses in 2020

Introduction to Social Media? I could say that I am introducing you to something that introduce the world to you or you to the world.

Social Media is a place where you could connect, chat, network, share with people around the world no matter in which corner you are.

Social Media is the new society for you to socialise virtually with the world. Read the complete chapter to know what social media exactly is and probably you will not miss what everyone miss.

Chapter 2 : Social media marketing strategies (How to build strategy and how to plan things)

Warren Buffet said "An idiot with a plan could beat a genius without a plan" this shows how much important is to plan and strategy in any field of your life.

Specially for social media strategic formulations are very necessary. I mean even even a kid could post, use hashtags and make stories on social media right?

What makes you differs from other is you social media strategies and tactics to grow on social media. Know how you could make strategies for your growth on social media.

Chapter 3 : Types of Social Media

You know one is instagram, one is Facebook, one is twitter LinkedIn may be snapchat right? Thats all for social media, right? Wrong!

You don't know there exists major 10 types of social media, and yes they are not as common as Facebook and Instagram but are really worth using and specially knowing.

Find out what you are still missing in the social internet game.

Chapter 4 : A complete guide to Instagram & Facebook Marketing

Instagram and Facebook are vast, very vast, very very very vast. There is a lot more than posting and making stories.

There are some tactics and rules for which to follow are really needed to make your or your company's growth on social media!

This is why you should not miss this chapter If you are going to make personal brand or into a b2c business.

Chapter 5 : A complete guide to LinkedIn Marketing (Include both personal and company profile)

LinkedIn is not much popular but trust me, it is going to be the next big thing. Why?

Because Facebook & Instagram are now for passing time, and people are getting more and more conscious about the information they seek. This is why you should learn to use LinkedIn.

No matter you are a student, employee or a business owner you should get this chapter into your head. And yes if you are not doing any things currently ignore LinkedIn :)

Chapter 6 : Upcoming social media trends and future of Social Media

Ohh boy, this is the most controversial and trending question now a days. We don't have a perfect answer and 100% sure about this.

But we have done some research and could predict some of the future social media trends that are going to break the roof.

If you are a future looker and want to be ahead of everyone else, read the chapter and know about the future of social media. !

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Hey you, I KNOW THAT YOU HAVE BEEN SCROLLING THROUGH THE WHOLE BLOG.

Now go and start READING THE **CHAPTER 1 TO WIN THE SOCIAL MEDIA GAME**

And if you want to read any specific chapter the below are the links

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Read on: <https://digipple.com/complete-social-media-marketing-guide/>