



## Narrowing your social media focus

Stop stretching your social media energy too thin, focus your marketing attention to what's accomplishing your business goals

**2023 Social Media Trend for Small Businesses:** Find the social media platform that's working BEST for your audience/customers

**Minimize your social media exhaustion:** Rather than trying to have a presence on all social media platforms, and perfecting your presence, try limiting your presence to 1-2 platforms that make the most sense for your business

**Write a social media job description:** What do you want your social media manager to accomplish and how do you expect them to do that?

**Assess your top-performing social media posts:** Find commonalities, and work more of those common threads into future social media plans

**When assessing your social media posts, ask yourself these questions:**

- Where does my business have the most meaningful interactions?
- Where is my business seeing the most social growth?
- Which platform is most tied to my business goals?

**Consider these social media platform demographics when thinking about aligning your business goals to a platform:**

- **Facebook:**
  - Number of monthly active users: **2.963 billion**
  - Largest age group: **25-34 (29.9%)**
  - Gender: 44% female, 56% male (no data on other genders)
  - Time spent per day: **30 minutes**
- **Instagram:**
  - Number of monthly active users: **2 billion** (self-reported), other reports cite **1.35 billion**
  - Largest age group: **18-24 (30.8%)**
  - Gender: **48.2% female, 51.8% male** (no data on other genders)
  - Time spent per day: **30.1 minutes**
- **TikTok:**
  - Number of monthly active users: **834.3 million**, other reports cite 1+ billion
  - Largest age group: **18-24 (21%)**
  - Gender: **54% female, 46% male** (no data on other genders)
  - Time spent per day: **45.8 minutes**
- **Twitter:**
  - Number of daily active users: **237.8 million**

- Largest age group: **18-29 (42%)**
- Gender: **34.1% female, 61.29% male** (no data on other genders)
- Time spent per day: 34.8 minutes
- **LinkedIn:**
  - Number of members: **930 million**
  - Largest age group: **30-39 (31%)**
  - Gender: **43% female, 57% male** (no data on other genders)
  - 63% of **LinkedIn users access** the network weekly, 22% daily (in 2020)

**Focus on quality instead of quantity:** Instead of getting something up to get something up, produce something of high quality worthy of shares from your audience, creating brand credibility in the long run

**2023 Small Business Marketing Trends:**

<https://www.uschamber.com/co/grow/marketing/small-business-social-media-trends>