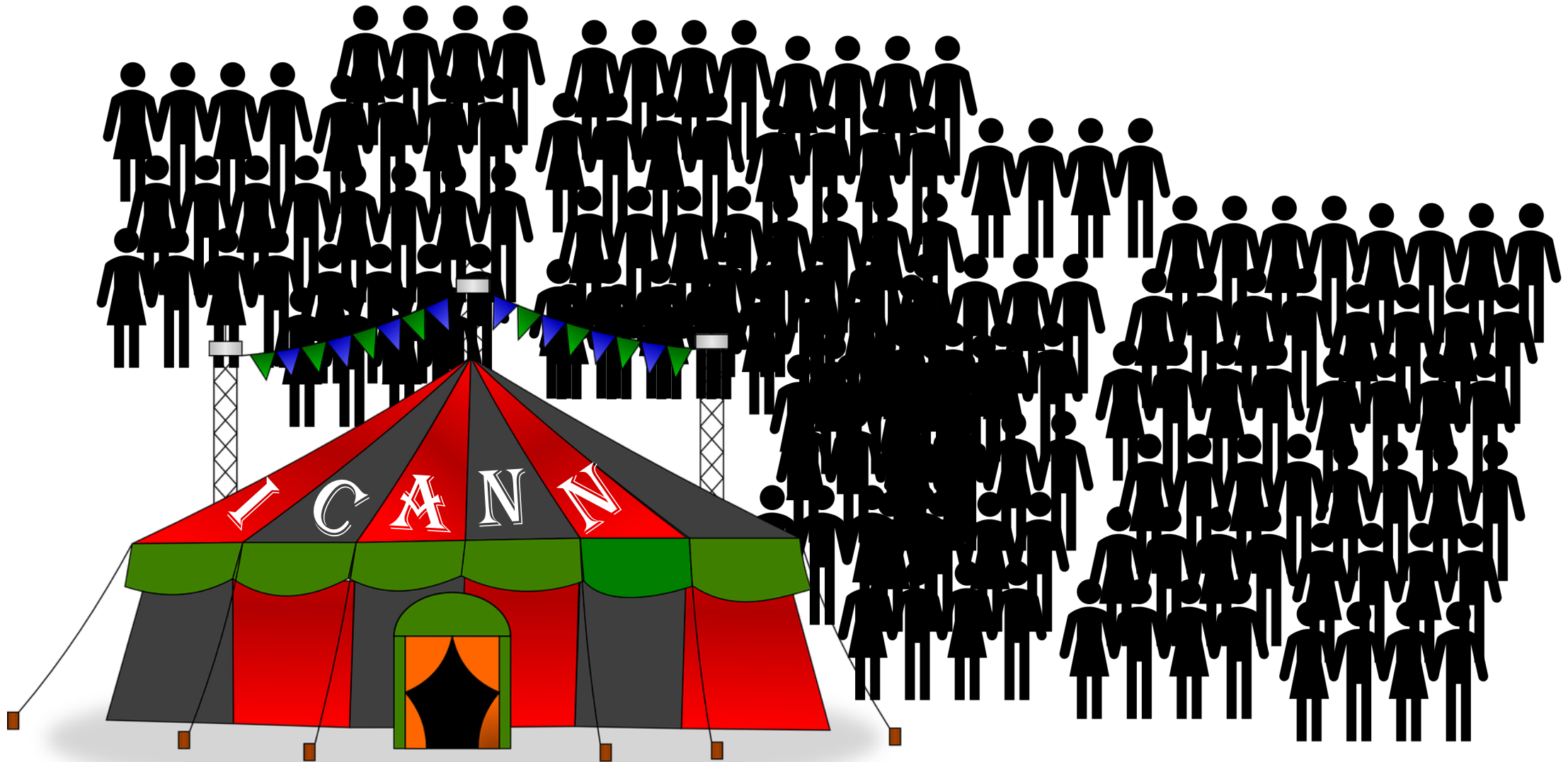


# A Few Social Media Tips

Jonathan Zuck

# Who's the Audience?!



Audience + Purpose

=

DESIGN

# Boost your #success through hashtag marketing

[Search Twitter Hashtags](#)
[Twitter Suggestions](#)
[Instagram](#)


Type Hashtag and click on Search

[Search](#)
[Track](#)

👁 Results for: #DNSabuse

## 1 FIND THE RIGHT HASHTAGS

- **Search** for any hashtag on Twitter and Instagram
- **Explore** popularity, correlations, trends and much more
- **Check** the top influencers
- **Pick** the hashtags that work best for you and set your campaign up

## 2 GET INSIGHTS TO PLAN AHEAD

- **Track** any hashtag on Twitter
- **Analyze** reach, popularity trends and best time to post
- **Discover** the top influencers and lay the foundations for a breakthrough influencer marketing strategy



## 3 DRIVE UP ENGAGEMENT

- **Track** your Twitter account to get dozens of insights and boost your performance
- **Get** custom suggestions for your next tweets and posts
- **Track** any influencer on Twitter to reap new ideas and inspiration
- **Monitor** your competitors' moves on Twitter



## 4 MARKET YOUR RESULTS

- **Build** and automate your own aggregated analytics
- **Set up** custom, intuitive reports in a few clicks
- **Examine** your hashtags performance and points of strenght



1



Popularity

0.5



Recent Popularity

1%



Month Trend

-1%



Week Trend



FULL ANALYSIS

# Boost your #success through hashtag marketing

[Search Twitter Hashtags](#)[Twitter Suggestions](#)[Instagram](#)[Search](#)[Track](#)

👁 Results for: #cybercrime

## 1 FIND THE RIGHT HASHTAGS

- **Search** for any hashtag on Twitter and Instagram
- **Explore** popularity, correlations, trends and much more
- **Check** the top influencers
- **Pick** the hashtags that work best for you and set your campaign up

## 2 GET INSIGHTS TO PLAN AHEAD

- **Track** any hashtag on Twitter
- **Analyze** reach, popularity trends and best time to post
- **Discover** the top influencers and lay the foundations for a breakthrough influencer marketing strategy



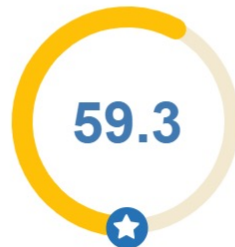
## 3 DRIVE UP ENGAGEMENT

- **Track** your Twitter account to get dozens of insights and boost your performance
- **Get** custom suggestions for your next tweets and posts
- **Track** any influencer on Twitter to reap new ideas and inspiration
- **Monitor** your competitors' moves on Twitter



## 4 MARKET YOUR RESULTS

- **Build** and automate your own aggregated analytics
- **Set up** custom, intuitive reports in a few clicks
- **Examine** your hashtags performance and points of strenght



Popularity



Recent Popularity



Month Trend



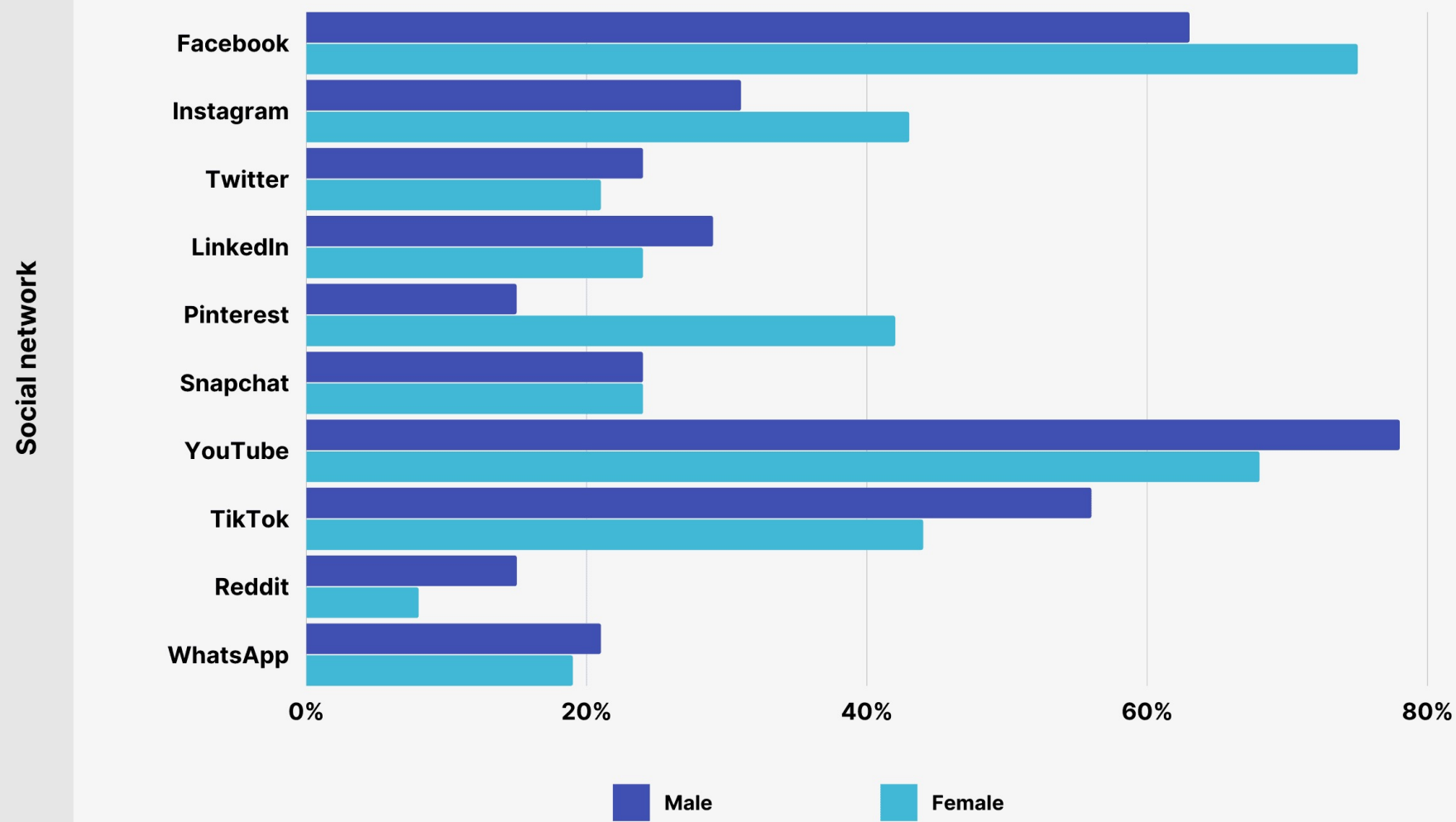
Week Trend



FULL ANALYSIS

**<https://www.all-hashtag.com/>**

# Which gender uses social media more by platform?



Percentage of people



## Popular Social Media Platforms by Continent

NORTH AMERICA



AFRICA



ASIA



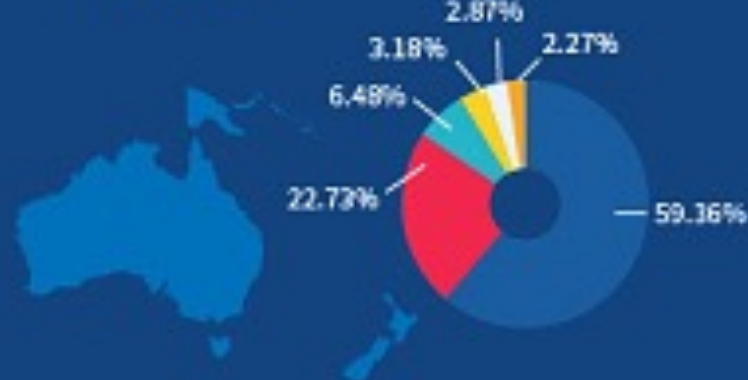
SOUTH AMERICA



EUROPE

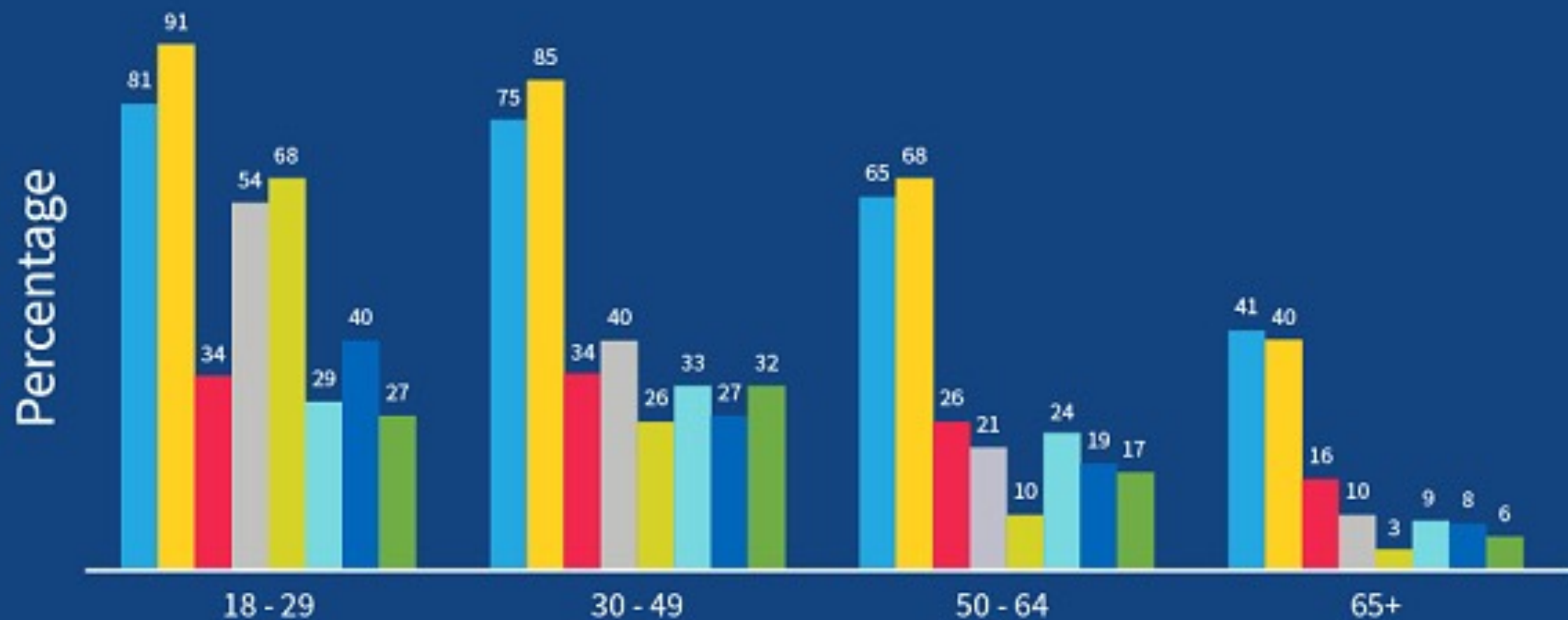


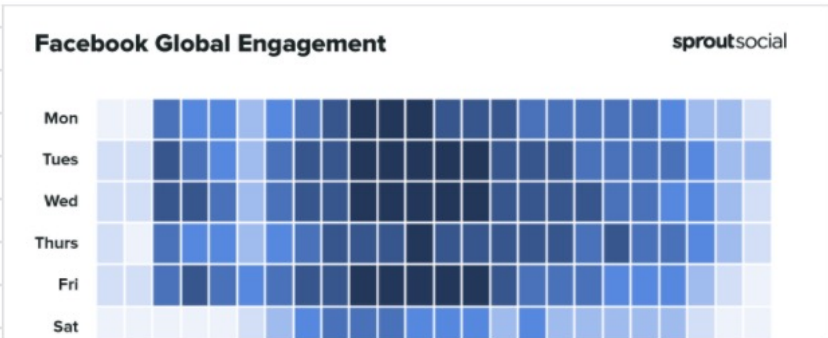
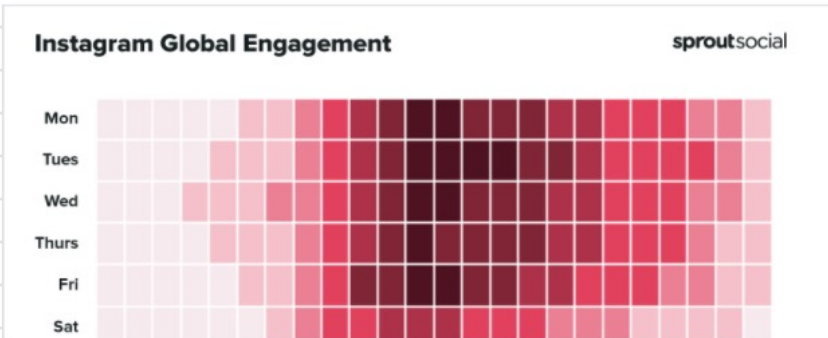

OCEANIA





## Social Media Use by Age (US)



Social Network	Time Zone	Time Zone	
Facebook	PT	CT	ET
Best Time to Post	Tuesday, Wednesday and Friday 7 a.m.–11 a.m.	Tuesday, Wednesday and Friday 9 a.m.–1 p.m.	Tuesday, We
Best Day to Post	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	Tuesday, We
Worst Day to Post	Saturday	Saturday	Saturday
Twitter			
Best Time to Post	Wednesday 7 a.m.– 1 p.m., Tuesday through Thursday 7–9 a.m.	Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.	Wednesday
Best Day to Post	Wednesday	Wednesday	Wednesday
Worst Day to Post	Saturday	Saturday	Saturday
Instagram			
Best Time to Post	Tuesday 9 a.m.–noon, Monday through Friday 9 a.m.	Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.	Tuesday noon
Best Day to Post	Tuesday	Tuesday	Tuesday
Worst Day to Post	Sunday	Sunday	Sunday
LinkedIn			
Best Time to Post	Tuesday and Thursday 7 a.m.–10 a.m., Wednesday 7 a.m.–noon	Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.	Tuesday and
Best Day to Post	Tuesday and Wednesday	Tuesday and Wednesday	Tuesday and
Worst Day to Post	Sunday	Sunday	Sunday
			

**AtLarge.news/SMTiming**





=



pixabay.com

New

My Drive

Shared with me

Recent

Starred

Trash

Storage (83% full)

12.5 GB of 15 GB used


Buy storage

Files


Last modified ↑




rule-1752625\_1280.png




business-3240283\_1920.jpg



gdpr-3285252\_1920.jpg




regulation-1773920\_1920.jpg



hammer-1675156\_1280.png



europe-3246346\_1920.jpg



success-2081168\_1280.jpg



people-2727790\_1280.png




survival-3580200\_1280.png




diploma-152024\_1280.png




contract-2098011\_1920.jpg




contract-4085336\_1920.jpg



AppSupport.jpg



NIS2.jpg



DNSAbuse.jpg



[atlarge.wiki/resources](https://atlarge.wiki/resources)





Join the #ICANN70 #ALAC / At-Large Social Media Webinar, today, Tuesday, 16 March at 16:30 UTC, for an overview of At-Large social media activities during ICANN70 and social media best practices. Registration is require...

ICANN At-Large (@ICANNatLarge)  
58 minutes ago



C'est l'annonce du Groupe de travail sur la politique générale consolidée (CPWG), le 17 mars à 17 UTC avec interprétation en français. #AFRALO #APRALO #EURALO #LACRALO #NARALO #ALAC #ICANN

ICANN At-Large (@ICANNatLarge)  
16 hours ago



Este es el anuncio del Grupo de Trabajo de Política General Consolidado (CPWG), 17 de marzo a las 17 UTC con interpretación en español. #AFRALO #APRALO #EURALO #LACRALO #NARALO #ALAC #ICANN #ALAC

ICANN At-Large (@ICANNatLarge)  
16 hours ago



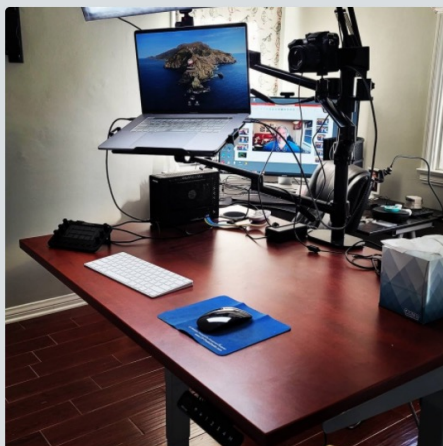
Join the At-Large Consolidated Policy Working Group call on Wednesday, 17 March @17 UTC with discussion of #ALAC / At-Large policy activity, including ALAC Advice on SubPro, the EU NIS2 and #ICANN Public ...

ICANN At-Large (@ICANNatLarge)  
16 hours ago



Join the Monthly Round Table 3 by #EURALO: "Internet Governance EUROPE vs the rest of the world", on Tues, 16 March @19 UTC, featuring guest speakers Wolfgang Kleinwächter, Fiona Alexander, Richard Hi...

ICANN At-Large (@ICANNatLarge)  
17 hours ago



Ready for #icann70! Talking #cybercrine #ldc and Registry Voluntary Commitments. Come on out! #atlarge70 #atlarge #askatlarge

Instagram User  
18 hours ago



Join the #ICANN70 #ALAC / At-Large: What to Expect Webinar, today, Monday, 15 March at 15 UTC, for an overview of what to expect day-by-day and presentations by the At-Large Leadership Team. Registrati...

ICANN At-Large (@ICANNatLarge)  
a day ago



Please find the list of #ALAC / At-Large and GNSO WG meetings in which At-Large members are participants for the week of 15-19 March 2021 here: conta.cc/3cx0usO #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO

ICANN At-Large (@ICANNatLarge)  
a day ago



Join the #ICANN70 #ALAC / At-Large Social Media Webinar, tomorrow, Tuesday, 16 March at 16:30 UTC, for an overview of At-Large social media activities during ICANN70 and social media best practices. Registration is req...

ICANN At-Large (@ICANNatLarge)  
a day ago



atlarge.wiki/wall