Master in Planning and
Management of Tourism Systems

Social Media
& Community Management

Nicola Cortesi
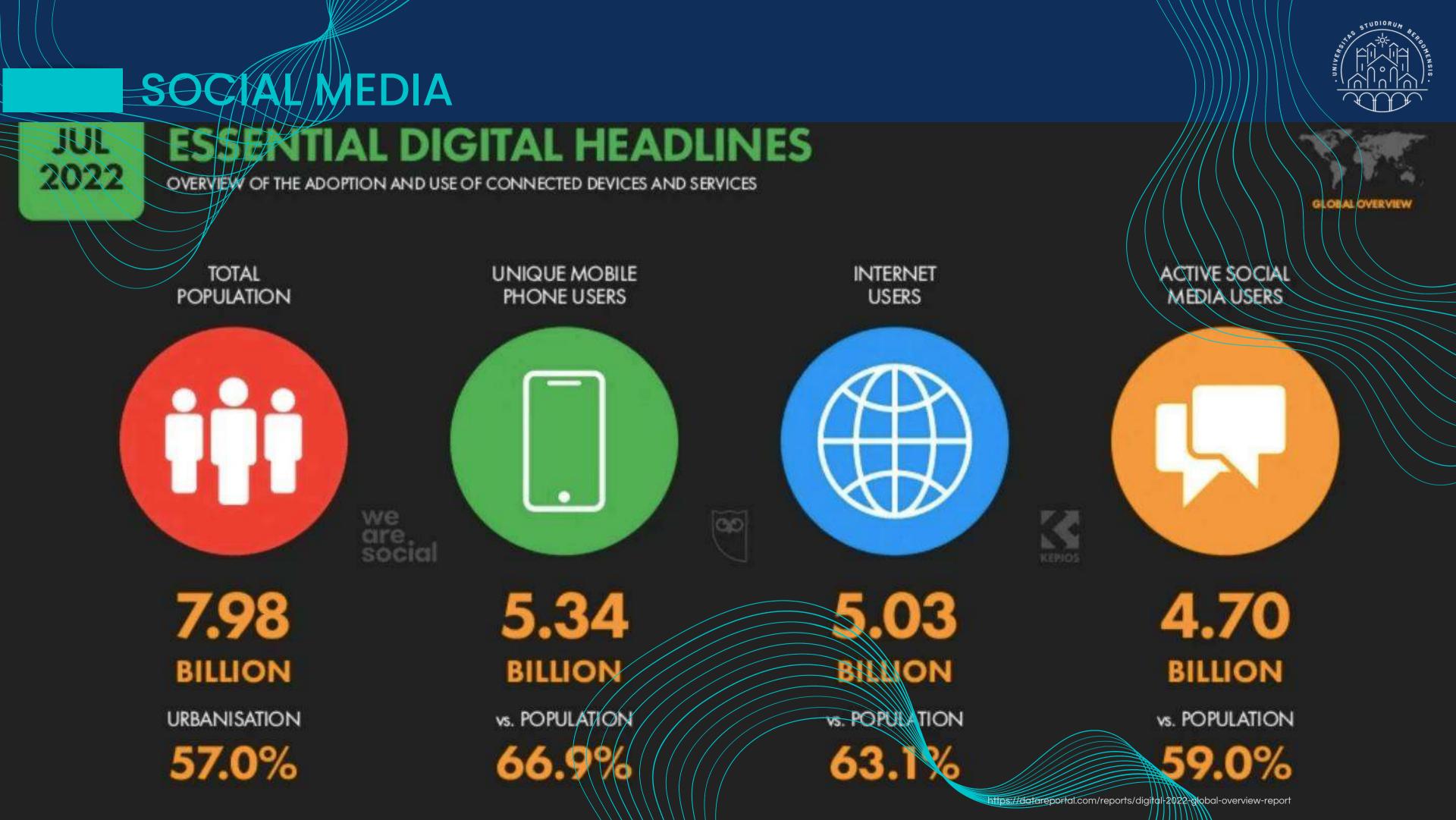
SOCIAL MEDIA

Definition:

Interactive Web 2.0 Internet-based technologies that enable the creation and sharing of user-generated content.

SOCIAL MEDIA

ESSENTIAL DIGITAL HEADLINES

JUL 2022

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

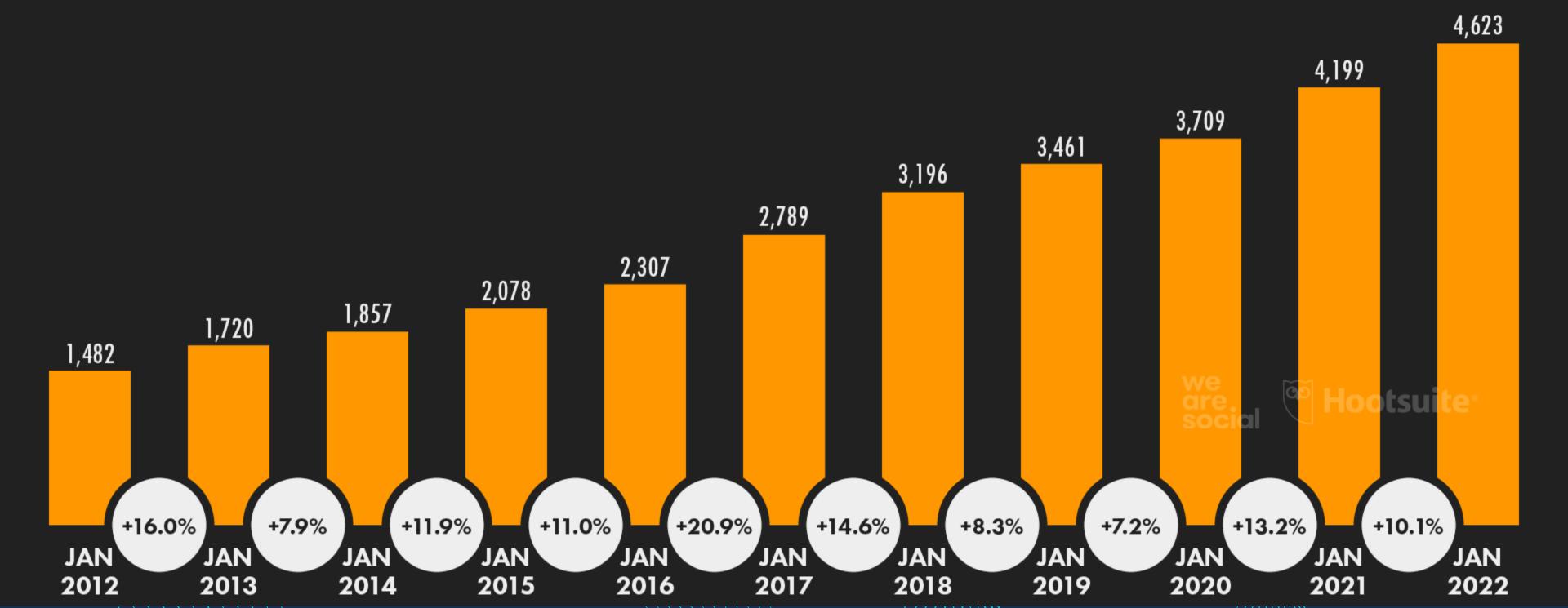| TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.98 BILLION	5.34 BILLION	5.03 BILLION	4.70 BILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
57.0%	66.9%	63.1%	59.0%

we are social

SOCIAL MEDIA

JAN 2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

https://datareportal.com/reports/digital-2022-global-overview-report

GLOBAL OVERVIEW

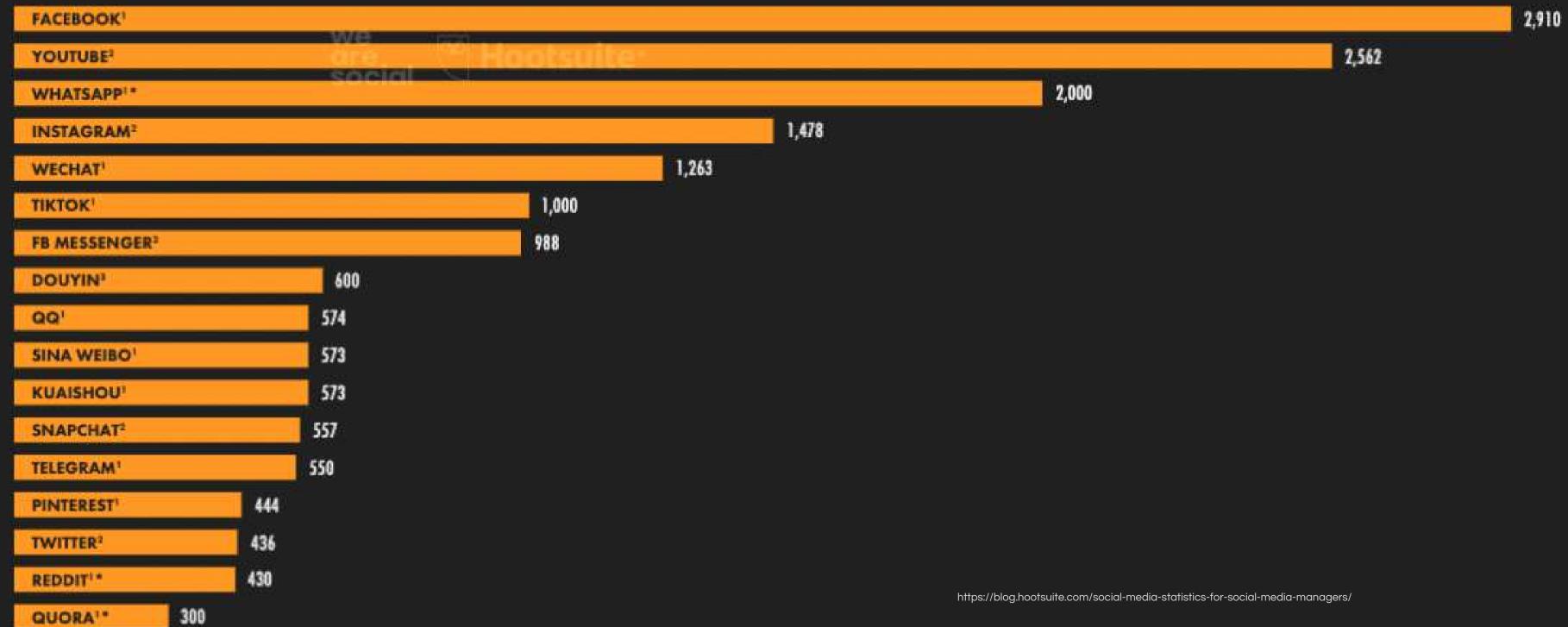| JAN 2012	JAN 2013	JAN 2014	JAN 2015	JAN 2016	JAN 2017	JAN 2018	JAN 2019	JAN 2020	JAN 2021	JAN 2022
1,482	1,720	1,857	2,078	2,307	2,789	3,196	3,461	3,709	4,199	4,623
+16.0%	+7.9%	+11.9%	+11.0%	+20.9%	+14.6%	+8.3%	+7.2%	+13.2%	+10.1%	

we are social

Hootsuite

THE WORLD'S MOST-USED SOCIAL PLATFORMS

JAN 2022

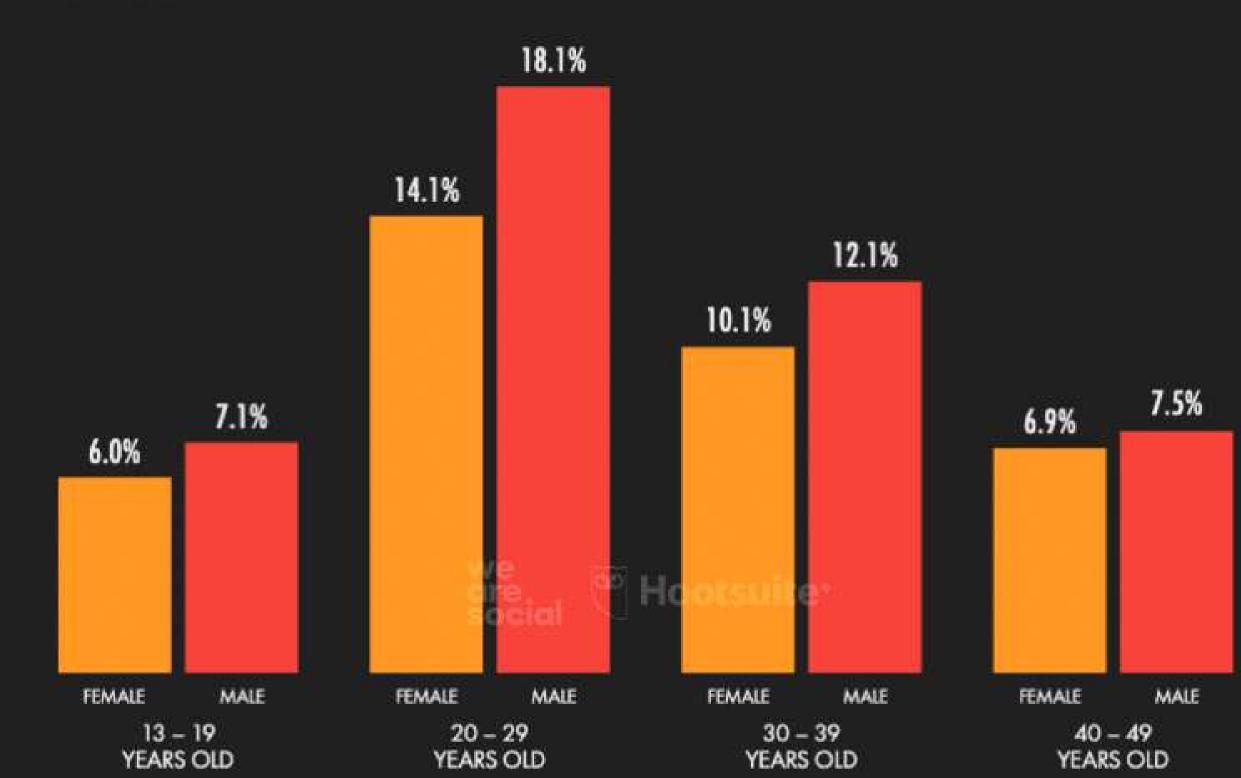RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

GLOBAL OVERVIEW

Platform	Users (millions)
FACEBOOK[1]	2,910
YOUTUBE[2]	2,562
WHATSAPP[1]*	2,000
INSTAGRAM[2]	1,478
WECHAT[1]	1,263
TIKTOK[1]	1,000
FB MESSENGER[2]	988
DOUYIN[3]	600
QQ[1]	574
SINA WEIBO[1]	573
KUAISHOU[1]	573
SNAPCHAT[2]	557
TELEGRAM[1]	550
PINTEREST[1]	444
TWITTER[2]	436
REDDIT[1]*	430
QUORA[1]*	300

https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/
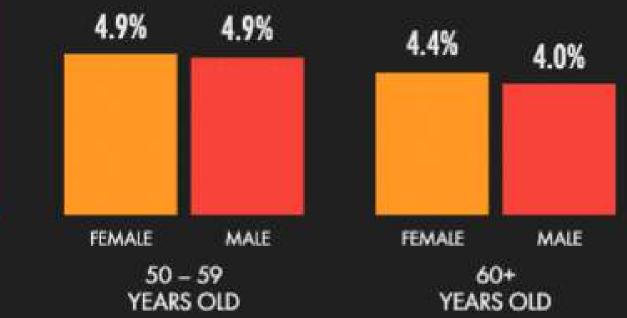
SOCIAL MEDIA

JAN 2022

DEMOGRAPHIC PROFILE OF SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH DEMOGRAPHIC AS A PERCENTAGE OF TOTAL ACTIVE SOCIAL MEDIA USERS

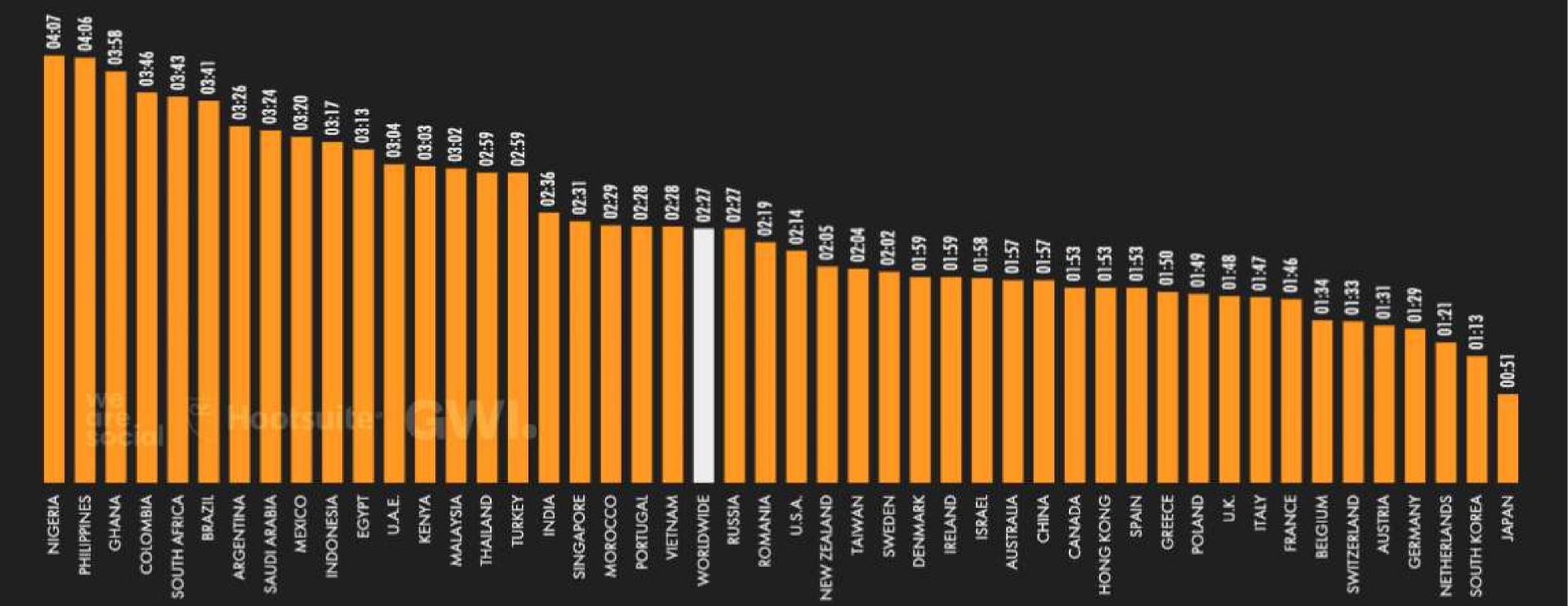https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/

GLOBAL OVERVIEW

	FEMALE	MALE
13 – 19 YEARS OLD	6.0%	7.1%
20 – 29 YEARS OLD	14.1%	18.1%
30 – 39 YEARS OLD	10.1%	12.1%
40 – 49 YEARS OLD	6.9%	7.5%
50 – 59 YEARS OLD	4.9%	4.9%
60+ YEARS OLD	4.4%	4.0%

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JAN 2022

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

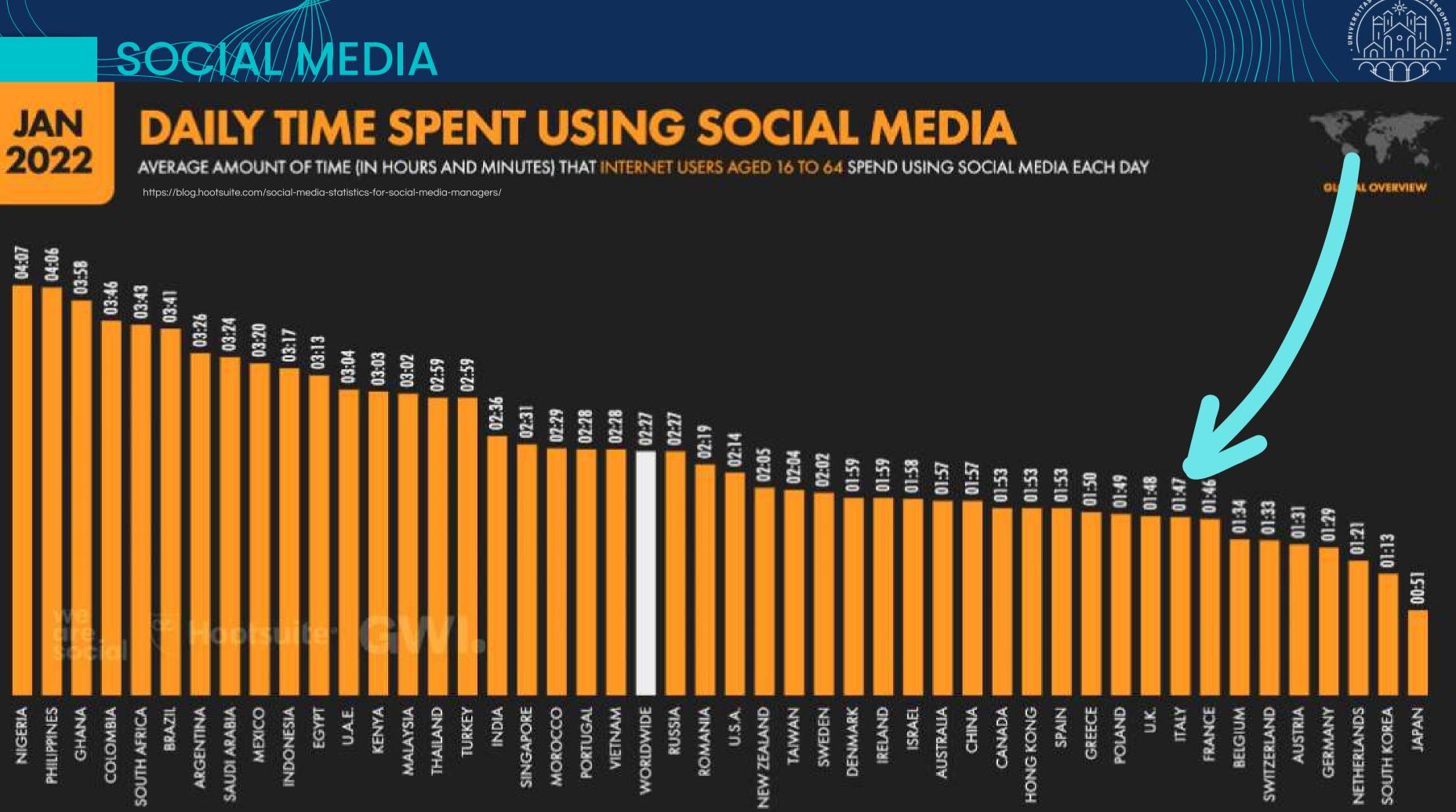https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/

GLOBAL OVERVIEW

Country	Time
NIGERIA	04:07
PHILIPPINES	04:06
GHANA	03:58
COLOMBIA	03:46
SOUTH AFRICA	03:43
BRAZIL	03:41
ARGENTINA	03:26
SAUDI ARABIA	03:24
MEXICO	03:20
INDONESIA	03:17
EGYPT	03:13
U.A.E.	03:04
KENYA	03:03
MALAYSIA	03:02
THAILAND	02:59
TURKEY	02:59
INDIA	02:36
SINGAPORE	02:31
MOROCCO	02:29
PORTUGAL	02:28
VIETNAM	02:28
WORLDWIDE	02:27
RUSSIA	02:27
ROMANIA	02:19
U.S.A.	02:14
NEW ZEALAND	02:05
TAIWAN	02:04
SWEDEN	02:02
DENMARK	01:59
IRELAND	01:59
ISRAEL	01:58
AUSTRALIA	01:57
CHINA	01:57
CANADA	01:53
HONG KONG	01:53
SPAIN	01:53
GREECE	01:50
POLAND	01:49
U.K.	01:48
ITALY	01:47
FRANCE	01:46
BELGIUM	01:34
SWITZERLAND	01:33
AUSTRIA	01:31
GERMANY	01:29
NETHERLANDS	01:21
SOUTH KOREA	01:13
JAPAN	00:51

SOCIAL MEDIA

JAN 2022

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

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AUSTRALIA	01:57
CHINA	01:57
CANADA	01:53
HONG KONG	01:53
SPAIN	01:53
GREECE	01:50
POLAND	01:49
U.K.	01:48
ITALY	01:47
FRANCE	01:46
BELGIUM	01:34
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AUSTRIA	01:31
GERMANY	01:29
NETHERLANDS	01:21
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JAPAN	00:51

JUL 2022

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/

GLOBAL OVERVIEW

Reason	Percentage
KEEPING IN TOUCH WITH FRIENDS AND FAMILY	47.6%
FILLING SPARE TIME	36.3%
READING NEWS STORIES	34.8%
FINDING CONTENT (E.G. ARTICLES, VIDEOS)	30.9%
SEEING WHAT'S BEING TALKED ABOUT	29.1%
FINDING INSPIRATION FOR THINGS TO DO AND BUY	27.9%
FINDING PRODUCTS TO PURCHASE	26.5%
SHARING AND DISCUSSING OPINIONS WITH OTHERS	24.0%
WATCHING LIVE STREAMS	23.7%
MAKING NEW CONTACTS	23.3%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS	23.0%
WORK-RELATED NETWORKING OR RESEARCH	22.5%
WATCHING OR FOLLOWING SPORTS	22.0%
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS	21.8%
POSTING ABOUT YOUR LIFE	21.6%
FOLLOWING CELEBRITIES OR INFLUENCERS	21.3%

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SOCIAL MEDIA

Who is your audience? | How can you reach them? | What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	Google+
DEMOGRAPHICS	1.3+ Billion users; Ages 25-54; 60% Female	600 Million users; Ages 18-29	70 Million users; Ages 18-35; 80% Female	1 Billion users; All ages	600 Million users; Ages 30-49	200 Million users; Ages 18-29	200 Million users; Ages 25-34; 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

https://180dc.org/marketingandengagement/attachment/14420/

- Facebook [Meta]
- Youtube [Google]
- Whatsapp [Meta]
- Instagram [Meta]
- Fb Messenger [Meta]
- WeChat [Tencent, China]
- TikTok [ByteDance, China]

Social Media with more than one billion users

https://www.insidemarketing.it/social-network-piu-famosi-nel-2020/

- Weibo [Sina, China]
- QQ [Tencent, China]
- Telegram [Telegram]
- Snapchat [Snap]
- Kuaishou [Kuaishou, China]
- Qzone [Tencent, China]

Social Media with 500 -1000 million users

- Pinterest [Pinterest]
- Twitter [Twitter]
- Reddit [Reddit]
- Quora [Quora]
- Skype [Microsoft]
- Microsoft Teams [Microsoft]
- LinkedIn [LinkedLn]
-

Social Media with
200 - 500 million
users

Thanks to SM word of mouth has taken on global dimensions: tourists have become reviewers, bloggers, community members, amateur photographers, video makers and podcasters

SOCIAL MEDIA

Nowadays there is a direct relation between the quality of a web page and the reputation of its owner.

It's better not to have any web page at all than to have one with bad reviews

SOCIAL MEDIA MANAGER

The Social Media Manager is the person in charge of all tasks related to the social media presence of a brand

https://www.studioallievi.com/social-media-manager-senza-partita-iva/

Job of the Social Media Manager

- Create the web page of the company
- Choose the right socials and strategy in order to increase both followers and engagement
- Manage the community and moderate all comments
- Produce contents and decline them according to the socials chosen
- Review analytics
- Create and oversee social campaigns
- Engage with stakeholders
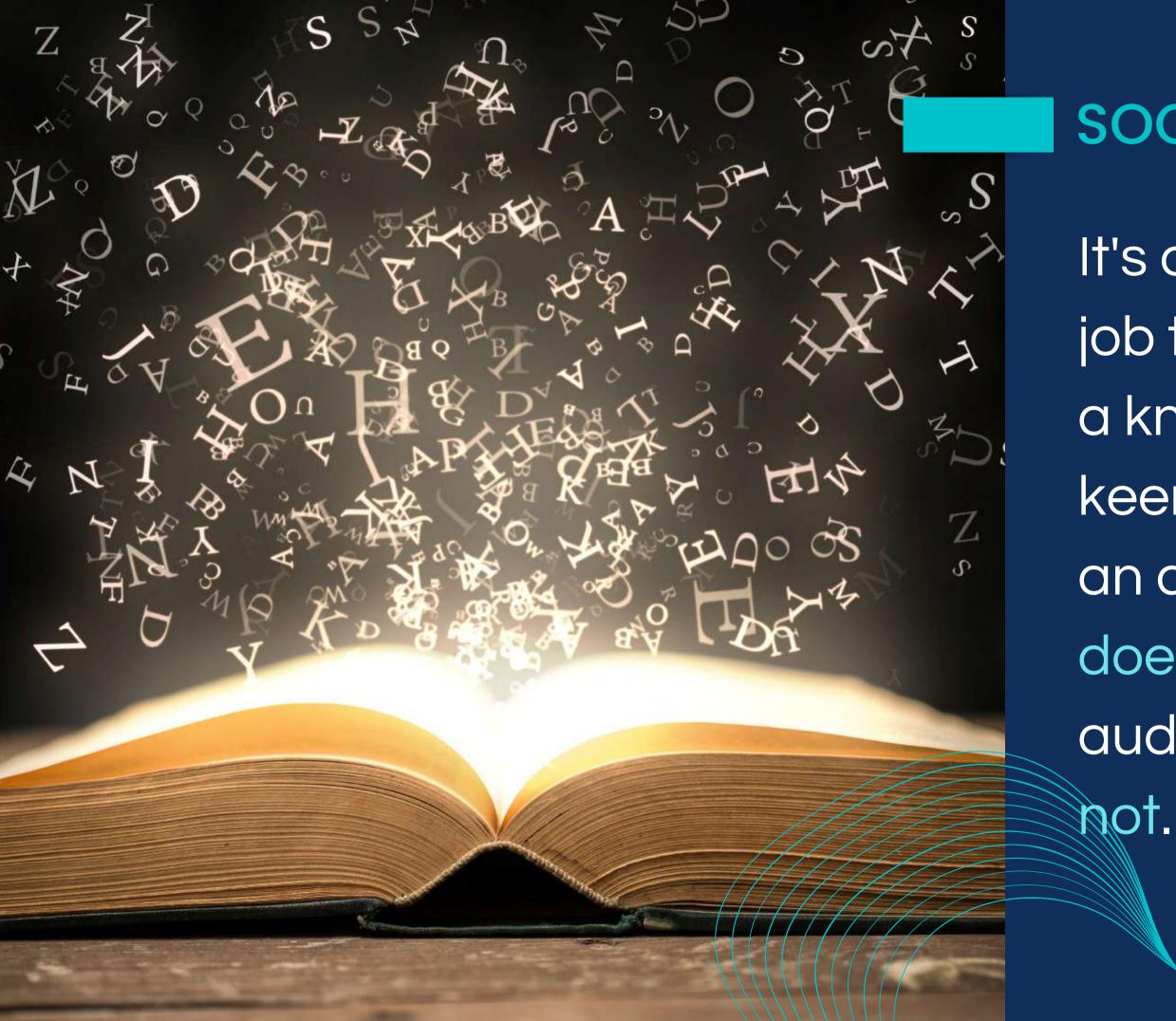
SOCIAL MEDIA MANAGER

It's a very heterogeneous job that needs to possess a knack for storytelling, a keen eye for design, and an ability to analyze what does well with an audience, and what does not.

SOCIAL MEDIA MANAGER

This job is so complex that big companies give it to a team with different roles for each task: strategist, content creator, graphic designer, video maker, community manager and campaign manager

SOCIAL MEDIA MANAGER

A common mistake to avoid is spending much time and money on creating the web site and paying for the advertising to attract customers. This strategy has no guarantee of success

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SOCIAL MEDIA MANAGER

Why? Because the web page and the facebook page of a brand are only its business card: necessary, but everyone already has one and the competition is strong and numerous

SOCIAL MEDIA MANAGER

What is the difference between you and your competitors? You need to stand out from the crowd

COMMUNITIES

How? One of the best strategies is by opening an online community

COMMUNITIES

Online communities are like bars where you and your potential customers meet to take a coffee together

https://www.teknoring.com/guide/guide-architettura/come-si-progettano-i-bar-dal-bancone-alle-vetrine-per-i-cibi/

COMMUNITIES

The best social media to open a community is a Facebook group

COMMUNITIES

Facebook is not very popular with young people, but it is still the best social media for online communities

FACEBOOK GROUPS

- Huge base of almost 3 billions people globally of all ages (35 millions only in Italy)
- No restrictions to content format (video, picture, text, audio, poll, survey, story)

https://www.teknoring.com/guide/guide-architettura/come-si-progettano-i-bar-dal-bancone-alle-vetrine-per-i-cibi/

Drawbacks:

- Facebook has an older audience than Instagram
- it also has a limited rorganic each (the number of people who see a new post), so followers tend to increase slower than on other socials (e.g: Instagram)

https://www.teknoring.com/guide/guide-architettura/come-si-progettano-i-bar-dal-bancone-alle-vetrine-per-i-cibi/
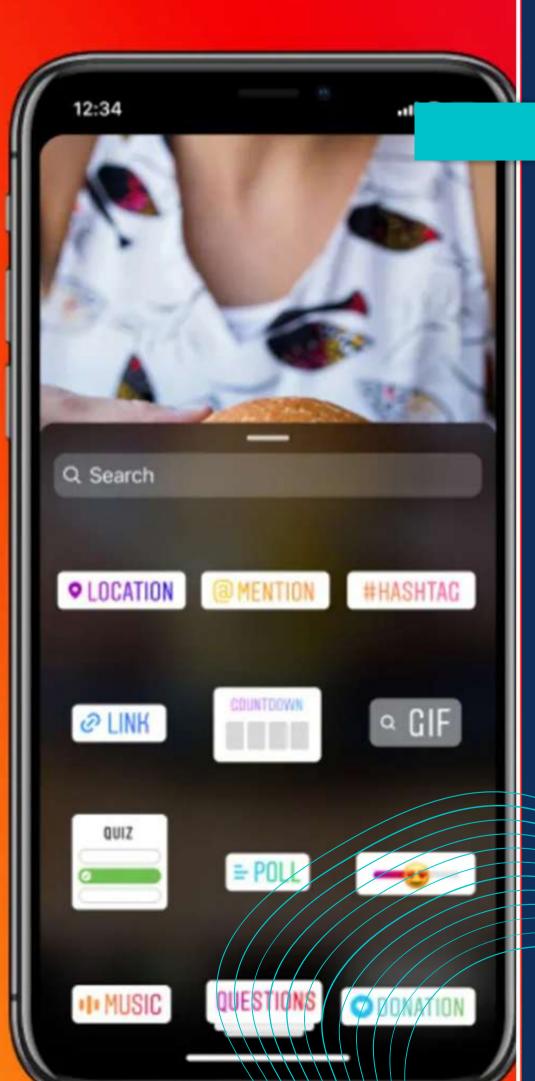
INSTAGRAM

Instagram communities are only useful for brands, because users can't share any type of content beyond their comments. Communication is mostly mono-directional
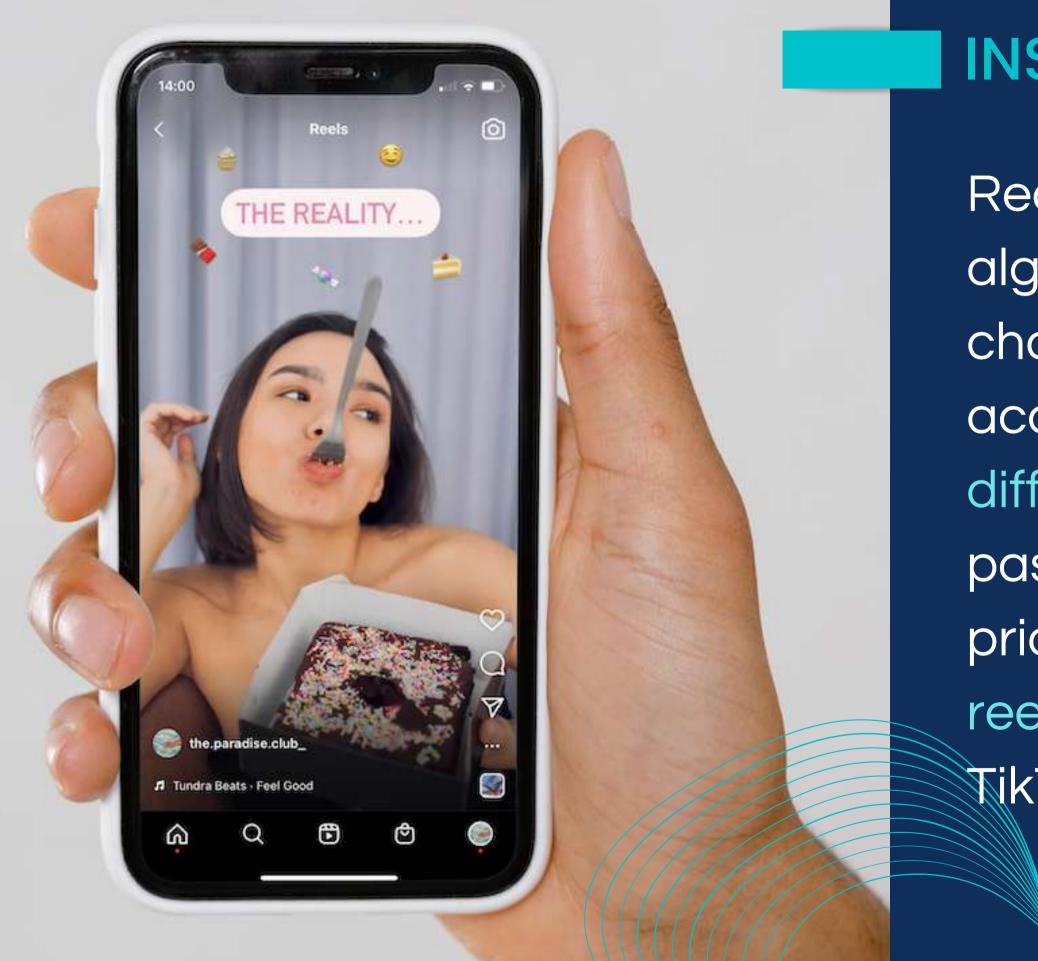
INSTAGRAM

During 2012-2022 Instagram allowed new account to grow quickly thanks to a clever use of scheduled posts and stories.

INSTAGRAM

Recently, Instagram's algorithm undergone a deep change and now for new accounts is much more difficult to grow than in the past: the algorithm gives priority to very professional reels,(short videos like TikTok's) or live broadcast

FACEBOOK GROUPS

At present Facebook is the social of reference for building communities, but soon or later another social'll take its plac. Tools'll change, but the strategies to increase engagement and followers will be similar to what you'll learn in this course

COMMUNITIES

For this reason, we're going to dedicate the second part of each lesson to build up a community, starting from scratch one of your desire

Each one of you is going to select before next lesson a topic of your choosing, so next lesson you'll open a new Facebook group on that topic and we'll study how to make it grow quickly

There are three types of Facebook groups, depending on their privacy settings:

- Public
- Closed
- Secret

https://www.istockphoto.com/it/illustrazioni/privacy-settings

Public groups are open to everyone. Anyone can view the group, its members, and their posts. Anyone can also share any posts outside the group

Closed groups are open to everyone. Anyone can view the group and its members, but only members can see group posts, and no one can share them outside the group

https://www.istockphoto.com/it/illustrazioni/privacy-settings

Secret groups are only open to members. **Invitation is required to** become a member. People who are not members are **not even able to see** that the group exists

Of course, for a new brand, the more people can find its community the better, so the choice is limited to open a public group or a closed group

https://www.istockphoto.com/it/illustrazioni/privacy-settings

UNIVERSITAS STUDIORUM BERGOMENSIS

Public groups tend to grow faster than closed groups while closed groups tend to have more interactions

Group's privacy settings can be changed from public to private but not from private to public.

Communities don't give any immediate economical benefit. Nonetheless, they are *even more important than money*, for several reasons

You'll build a net of contacts with like-minded people who will recognize you as an expert on that topic. Real experts will treat you as if you were on their same level. In real life, contacts can be more important than CV

ADVANTAGES

People, brands and universities will invite you to meetings, webinars, seminars, events, conferences and soon or later someone will also make you a job offer

https://yashishndua.medium.com/explore-communities-a98233c2d6a6

ADVANTAGES

A community is the best way to acquire loyal clients that follow you not because of your products but because they are fond of you and of the values you promote

https://yashishdu... ...plore... ...lines-a98233c...

ADVANTAGES

People usually don't buy a travel when they first see its advertisment. They may buy it if they are also part of a community that they trust and that proposes them that travel

ADVANTAGES

You create gratitude in your members by solving their problems or helping them. In this way, not only they trust you, but they'll also always speak well of your community/brand to everyone: the word of mouth is a powerful tool

ADVANTAGES

You'll also collect a lot of data and email adresses of potential clients that you'll be able to use to your advantage if you open your own brand in the tourism sector

https://yashidrdua.medium.com/explore-communities-a98233c2d6a6

ADVANTAGES

You'll get many useful feedbacks from your members any time you develop a new product, helping you validate its market potential

ADVANTAGES

Thanks to the experience with your community'll also give you a much clearer idea of the contents to insert in your future web page

https://yashishdua.medium.com/explore-communities-a98233c2d6a6

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ADVANTAGES

Journalists, bloggers and influencers may interview you, further spreading your community

ADVANTAGES

If your members are really engaged with your community, even if they are not many, you'll start receiving proposals of sponsorships from real companies

ADVANTAGES

The only business model that works nowadays is that of selling through communities. This is especially true in the tourism sector!

ADVANTAGES

Many online travel portals and agencies (OTA) and web sites are just empty boxes because there is no community behind them to sustain and support them

ADVANTAGES

That's an important example of how technology is useless without a previous work of social innovation and aggregation of people and products

ADVANTAGES

You will learn many new things on your topic and become a real expert, and maybe a nano influencer (1'000-10'000 followers) or a micro influencer (10'000-100'000 followers) too

https://yashishdua.medium.com/explore-communities-tags-automations

ADVANTAGES

Even a small vertical community of a few thousand people with a high engagement is better than that of an influencer of 1 million user for marketing purpose

https://yashishdua.medium.com/explore-communities-topics-subtotals

CONTENT CREATOR

The more adequate word for this job is not influencer but Content Creator: someone who creates contents for companies or brands (while the Social Media Manager takes care of brand's socials)

https://yashishdua.medium.com/explore-communities-a98233c2d6a6

CONTENT CREATOR
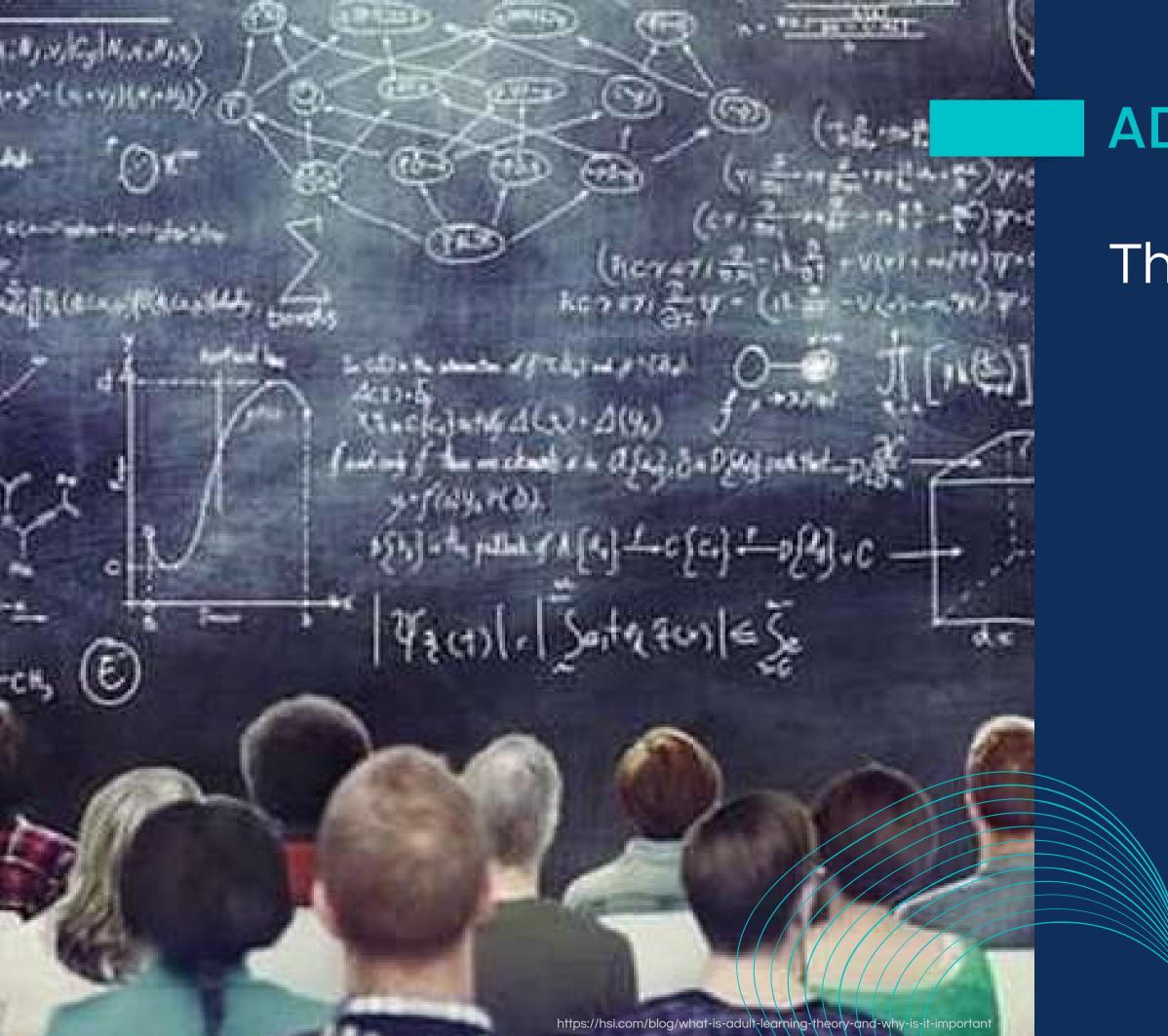
Tasks of Content Creators:

- conceive and create unique and engaging contents (text, photo, video, reel, podcast, newsletter, advertising) for social, web sites and blogs
- copywriter: write engaging captions for social, product description, summaries, etc
- SEO analyst: to make contents visible to search engines

ADVANTAGES

Growing a community is also a way to thank the society and the universe in general, giving back part of what you received from it during your life and creating opportunities for other people too

ADVANTAGES

This is not just theory!

The Facebook group "Ragazze in gamba" ("Smart girls") is a group of italian women who loves hiking. It was born two years ago and in a few months it grew to 85'000+ members.

https://www.smartgreenpost.it/2020/09/20/il-cammino-e-donna-ilaria-canali-racconta

Ilaria Canali

The founder, Ilaria Canali, also wrote a book on how she created this big and thriving community.
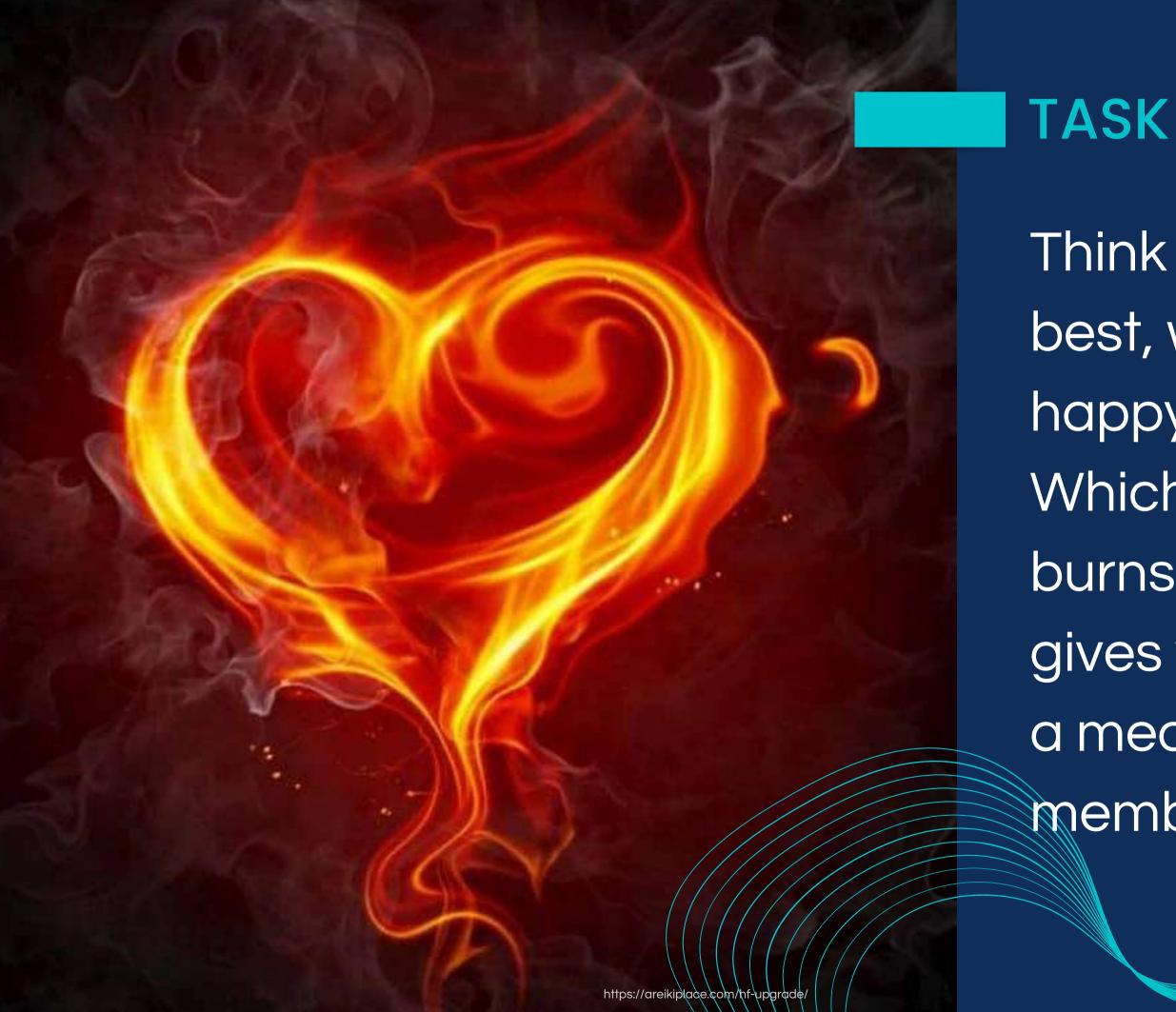
if you live according to nature you will never be poor

https://www.smartgreenpost.it/2020/09/201_canettino-e-donna-ilaria-canali-racconta...

COMMUNITIES

In summary, communities don't give a single penny but without them nobody goes anywhere, especially in the tourism sector

Think about what you like best, what makes you happy on this earth. Which is the holy fire that burns in your veins and gives your life a purpose, a meaning? Your members will notice it

https://areikiplace.com/hf-upgrade/

Ideal job = Passions + Community + Innovation

If you like tech, you may focus on one of the many IT trends described in this course

If you already have a vision, then it's your duty to give it the opportunity to materialize in this world.
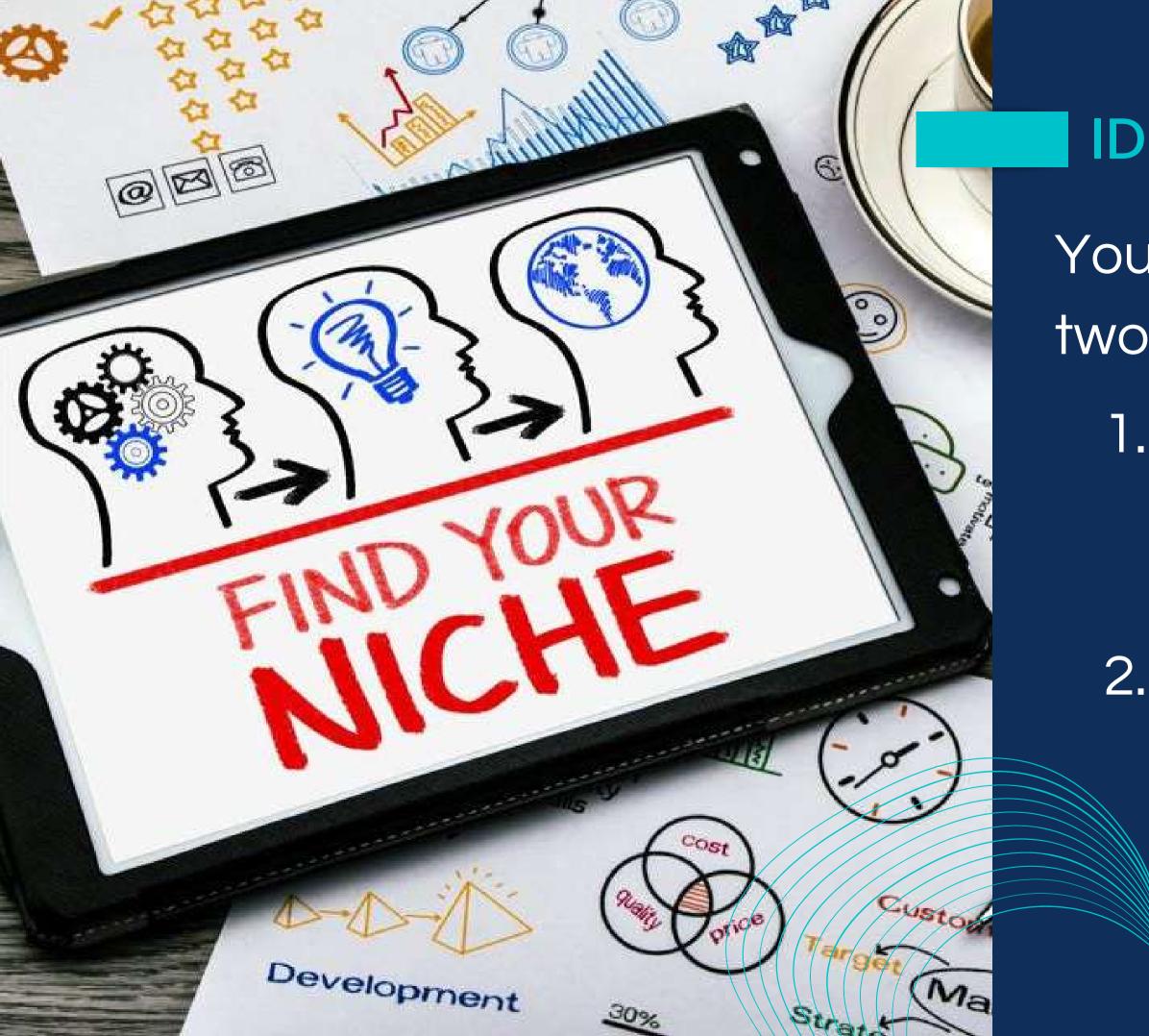
Avoid horizontal communities which are not focused on a single topic. Consider only vertical communities, focused on a very specific topic, that will become your target niche

IDEAL NICHE

Your ideal niche should have two characteristics:

1. Reflect your ideas and beliefs, so that you feel one with it (favorite niche)

2. Be successful: interesting to many people, or innovative or represent a trend (super niche)

IDEAL NICHE

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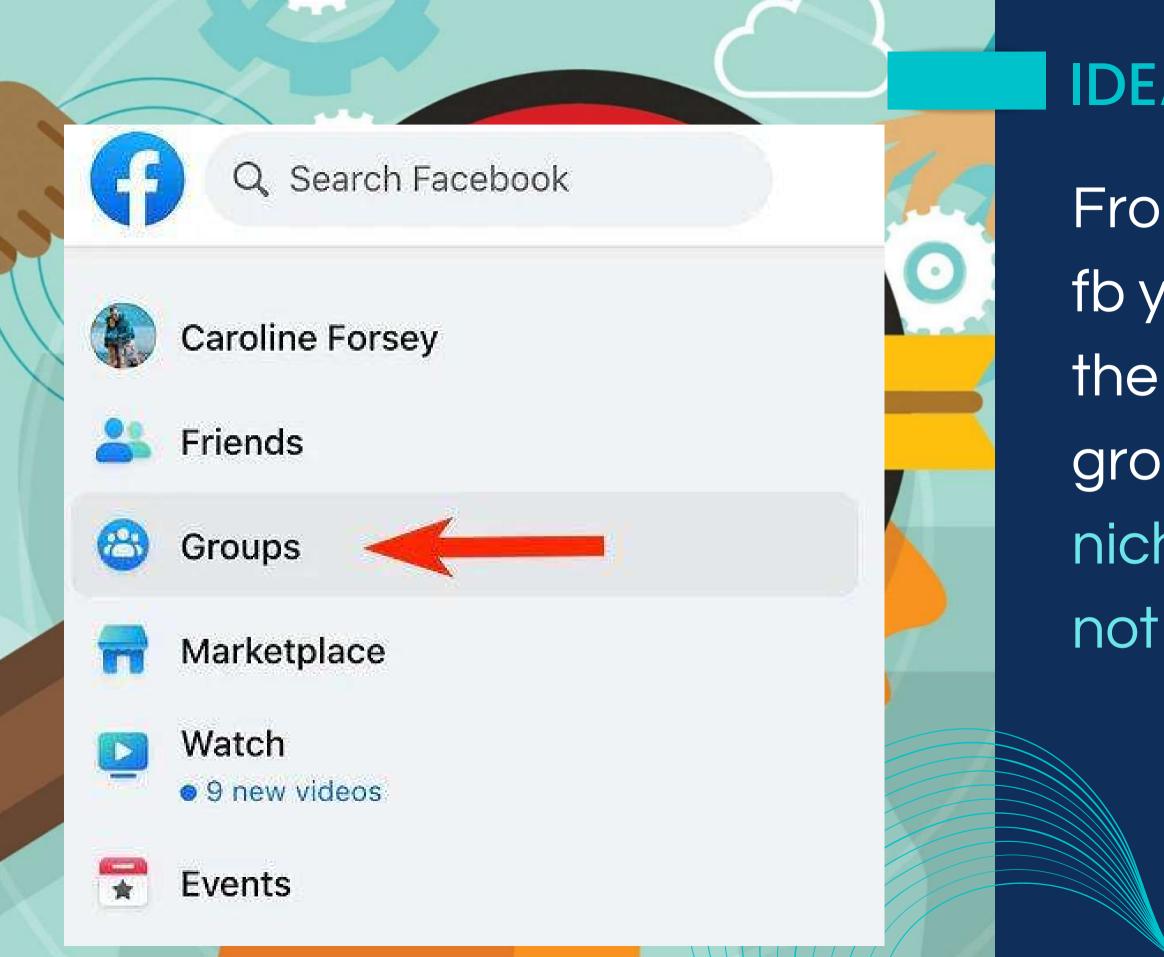
IDEAL NICHE

Also check that your niche is original and there are no similar groups or pages already in facebook on that topic. You don't want any competitor already ahead of you!

IDEAL NICHE

From the Groups icon of fb you can search all the existing Facebook groups to check if the niche already exists or not

IDEAL NICHE

If there are already similar groups, try changing the topic of your niche a little bit

- "Travel all over the world" already exists, but not its funny version "People who travel twice a year and feel like Magellan"

- "Tourism in Italy" already exists, but not "Green Tourism in Lombardy"

IDEAL NICHE

- "Ragazze in Gamba" already exists, but maybe not its similar version in another country

If there are already similar groups, try changing the topic of your niche a little bit

IDEAL NICHE

Choose the same language of the public you want to target: "Viaggi in Piemonte" is aimed at italians, while its translation, "Trips to Piedmont", to the rest of the world

https://www.entrepreneur.com/growing-a-business/how-to-position-your-product-in-a-niche-market/348745

IDEAL NICHE

Your niche should be even loosely connected to the sector of tourism, travels or hospitality. However, if your niche is already covered by a group, or if you're really passionate on another topic, you can choose a different sector.

IDEAL NICHE

Only choose a real-world topic and a target that can be potentially greater than 1 million people, so your niche is also a super niche

GROUP NAME
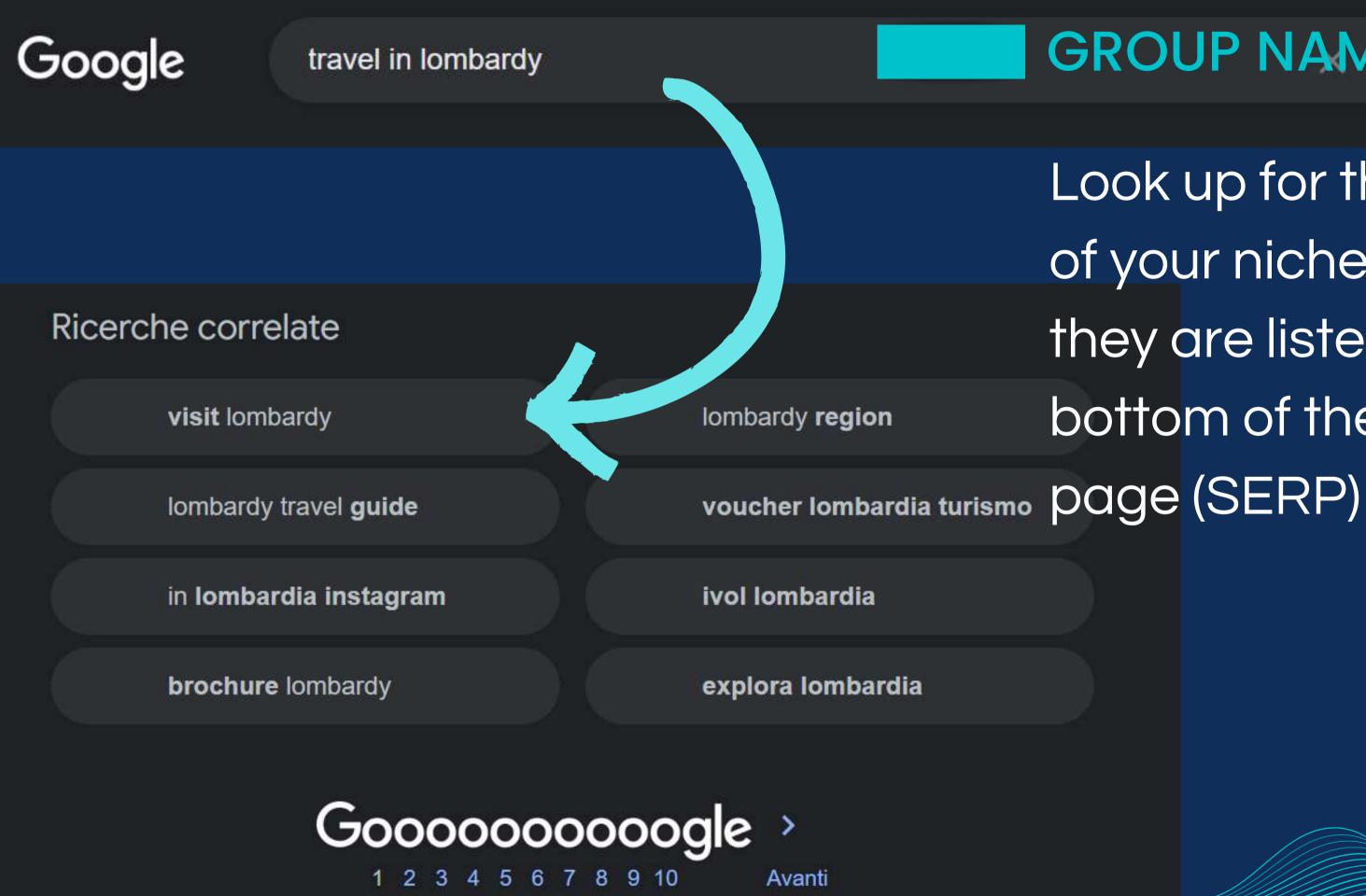
Once you find your original niche, think to the group name

GROUP NAME

It must be extremely easy, that your audience can relate with when they read it.

It should also tell what your group is about, so it will show up in search results, helping its grow

The best names are those that are also a Call to Action (CTA): a name that invites the reader to become part of the group by let her/him identifying with the group name

The best names are those that are also a Call to Action (CTA): a name that invites the reader to become part of the group by let her/him identifying with the group name

e.g:
1. Lombardy Secrets is not a call to action, while I❤Lombardy is
2. Working from remote is not a call to action, Remote Workers is

IDEAL NICHE

The niche and the group name are the two most important choices to do and that determine the niche's potential success. If you aren't sure that your niche is not the right one, you can think at another one

COMMUN. SHEET

In the moodle there is also a link to a google sheet called "Community sheet" where you'll define your community

COMMUN. SHEET

In the moodle there is also a link to a google sheet called "Community sheet" where you'll define your community

1. insert Your name and surname

COMMUN.
SHEET

2. Community name:
Check that the name of your facebook group is not an existing name of another facebook group or web page or facebook page or instagram page, not to create confusion in your members
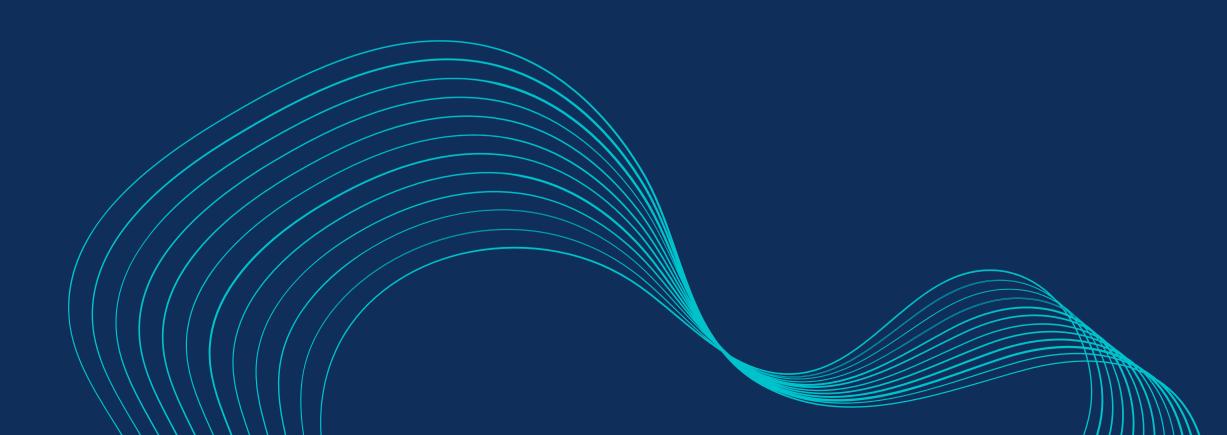
TASKS FOR NEXT LESSON

For next lesson :

- chose a topic and a name of your community
- fill columns 1-2 (A-B) of the Community Sheet in the Moodle with the name of your community

Look for a creative job...

Look for a creative job...
...and find your super niche!