



Digital
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Festival 2023

THE STATE OF SOCIAL MEDIA MARKETING

Highlights and Resources





COMING UP



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UK Social Media Audience Demographics + Trends

There are over 4.7 billion social media users worldwide and 84% of people in the U.K use social networks regularly. The average user has 7 social media profiles which shows that people use different networks for different uses (e.g. networking, connecting with family and friends, sharing images).

The most popular platforms in the U.K are Facebook and WhatsApp (to message friends and family), YouTube (watch videos), Instagram (post videos and images) and Twitter (for up-to-date news).

Over the past few years, there's been a **shift towards video** across platforms, particularly short-form (under 2 minutes). Vertical mode is the preferred way to shoot a video and people prefer the personal touch with a voiceover or person on camera if possible.

TikTok is a rising social media star and has 23 million U.K users. The majority of users are under 25 and content is trend-led such as challenges of memes. It's seen as more authentic than other platforms. But there are privacy concerns around the platform's use of data with many lawsuits in action to limit its use to children.

Resources:

- [A Guide to Social Media Demographics](#)
- [How to Make Videos Without Hiring a Professional](#)
- [9 Ideas for Social Media Videos](#)
- [2023 Social Media Calendar](#)



Tips for Social Media Growth

To increase brand awareness and grow your follower base and engagement, you should take the following steps:

- 1) Focus your energy and time on 2-3 relevant platforms
- 2) Promote your social media networks across other channels (email, direct mail, promo material and face-to-face)
- 3) Ask for content to be shared with you
- 4) Post regularly (3-5 times a week is a good benchmark)
- 5) Think local - where do parents and kids spend their time?
- 6) Consider 'boosting' content (top performing posts would be a good start)
- 7) Define any paid audience based on your community
- 8) Set a reasonable budget (£20-£50 per post)

Resources:

- [How to Choose the Best Social Media Channels for Your Business](#)
- [Local SEO for Beginners: Improve Your Visibility Online \[With Free Checklist\]](#)
- [How Do Social Media Algorithms Work?](#)



WhatsApp

WhatsApp is the most-used social media platform in the UK with 75% of users aged 16 to 64 chatting on it. It offers local groups the opportunity to have group chats in one place with the capacity for up to 1,000 users. You can create announcement groups in communities and phone numbers are only visible to administrators ensuring privacy.

WhatsApp is a great way to stay connected with contacts and share news and updates to a captive audience. In the Business account you can set up quick replies, use labels to categorize threads or messages and create broadcast lists that allow you to message multiple contacts (e.g. advertising your next camp or to support a project).

Resources:

- [Stronger Together: The Power of Community](#)
- [Foster Social Media Communities](#)
- [WhatsApp Marketing: What You Need to Know](#)
- [WhatsApp for Business](#)



The number of YouTube users in the U.K is projected to reach 44.38 million users by 2025. It's the world's second largest search engine behind Google and is the most used platform for 3-17 year olds in the U.K.

As a video platform it features videos from all industries and of all types from tutorials to music videos to 'unboxing'. The content can be evergreen which means it doesn't date (unless it's for a specific project or timeline) and offers a way to showcase a local brand or give a demo of what an organization does.

It can be a labour intensive platform as you need to put time into creating videos but a little can go a long way. Vertical video performs well on YouTube which is perfect for YouTube Shorts (launched in 2021) that gets 30 billion views a day.

Resources:

- [How To Create A YouTube Channel](#)
- [10 Ways to Grow Your YouTube Channel](#)
- [YouTube SEO: 5 Steps to Rank Your Videos](#)
- [What are YouTube Shorts and how to make them](#)
- [The Beginner's Guide to Evergreen Content](#)



Facebook

There are over 52 million Facebook users in the U.K. with those aged 35 to 44 as the second largest demographic, followed by those aged 18 to 24. Event-based content works well on Facebook (pre and post) while multi-image posts generate high engagement.

Facebook Groups offer an opportunity to tap into niche communities while Messenger allows you to message contacts. Advertising on Facebook allows you to reach highly targeted audiences in a cost-effective way.

Resources:

- [How can I create a Facebook Business page?](#)
- [The Beginner's Guide to Advertising on Facebook](#)
- [How to Use Facebook Analytics](#)
- [The Ultimate Guide to Optimized Facebook Ad Campaigns](#)



Instagram

Instagram has over 35 million users in the U.K. with nearly a third of those being between 24-34 years of age followed by over a quarter at 18-24 years. As an image and video sharing network, Instagram provides a creative environment that is mobile first.

Videos on Stories and Reels are the most popular video formats and achieve the best reach. Instagram provides the opportunity for brand partnerships and influencer marketing. You can also create engaging carousel posts which tell a story by featuring multiple images and boost any content to drive engagement and expand reach.

Resources:

- [A Guide to Instagram Video Formats](#)
- [How to Use Instagram Analytics](#)
- [8 Ways to Get Noticed on Instagram](#)
- [A Guide to Instagram Influencer Marketing for Businesses](#)



Twitter is one of the 'smaller' social networks and has over 23 million UK users. It's appeal is that content is up-to-date due to its real-time nature and people engage on the platform to follow news, trends and live events.

Since a change in ownership (Elon Musk took over in 2022) reach is declining on Twitter as the platform pushes more people to pay for verification. More changes and features are coming down the line in 2023 so keep an eye on the platform for any opportunities.

Hashtags are an important part of Twitter and make posts searchable and help brands tap into any relevant trends. All words are also searchable in a tweet so it's important to use your characters wisely.

Resources:

- [Twitter Marketing: Your Ultimate Guide](#)
- [A Guide to Twitter Hashtags](#)
- [How to Use Twitter for Business](#)
- [6 Ways to Use Twitter Analytics](#)



TikTok is a phenomenon in the social media world due to its meteoric growth and popularity amongst younger social media users. There are over 23 million users in the U.K and the majority are under 25 years of age.

The platform uses vertical video only and the best video length is between 1-3 minutes. The platform is trend-led and popular for memes, challenges or humour. As a platform it's seen as more 'authentic' as it must be less polished than other networks (e.g. Instagram).

Amongst Gen Z, TikTok is being used as a search engine where they ask questions and search for answers. TikTok users look for content that is relatable, with personality and above all, is 'real'.

Resources:

- [An In-Depth Look at Marketing on TikTok](#)
- [How to Create TikTok Content](#)
- [When Should You Post on TikTok?](#)
- [How can I advertise on TikTok?](#)
- [How To Go Viral On Tik Tok: Tips from Top Accounts](#)



Safeguarding & Protection on Social Media

It's important to safeguard any children on social media. Most platforms require a user to be 13 years of age to gain access and no personal information should be shared publicly on any social network (e.g. phone number, location, email, etc.) Permission should be granted for any images or videos used on social media networks that identify people.

You should also be aware of EU legislation such as GDPR that determines how you can use and store data.

Resources:

- [GDPR and Marketing](#)
- [What does GDPR Mean for Social Media Strategies?](#)



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Become a DMI Member to get access to 2000+ resources (e.g. toolkits, webinars, articles, case studies and more) on digital marketing and stay connected with community of over 250 thousands marketing professionals.

The screenshot shows the DMI website interface. At the top left is the DMI logo. Navigation links include 'Courses', 'Resources', 'Trending', 'Articles', 'Micro Lessons', 'Skills Test', 'Toolkits', 'Webinars', 'eBooks', 'Premium', and 'More'. A search bar with the placeholder 'Keyword search...' is located to the right of the navigation. Further right are 'Sign In' and 'View Courses' buttons. The main content area is divided into three columns. The left column features three featured items: 'ARTICLES' with '8 Tips for Content Optimization for Every Social Media Platform' (Social Media Marketing), 'PRESENTATIONS' with 'Presentation: Digital Marketing Campaign Strategy and Proposal' (Digital Strategy), and 'EBOOKS' with 'The DMI Guide to SEO for B2B'. The middle column contains three image-based thumbnails: a social media hub, a presentation slide with a line graph, and a hand holding a tablet. The right column is titled 'TRENDING LESSONS' and lists: 'Building Effective Teams', 'Coaching and Mentoring Strategies', 'Social Media Personal Branding', 'Paid Search Paid Search Metrics', 'Display and Video Advertising Remarketing', and 'CX Key Concepts of Customer'.

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