

Social Media Round Table 2017

64% of US residents own a smart phone

On average, people check their phone 150 times per day

Early morning is a good time to post. 68% check their phone within 15 minutes of waking up.

Use of mobile devices surpassed desktop use in 2014. Mobile friendly is huge.

There are so many different social channels. Don't get bogged down feeling like you have to utilize each and every one. Look at the demographics you want to attract and pick the top two. Social media may be free or inexpensive financially but it can use tons of time.

Facebook is huge amongst all ages so spend the majority of your time and effort on that platform.