

# Educish

LIVE OUTSIDE THE LINES

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# Hustle up! Series

## Data Friendly Version

FACEBOOK vs TWITTER



# Lesson One

## Platform choice

### Why social platforms?

You could have the best Koeksisters in all of Joburg, but no one will know about it until you tell them! Word of mouth will only get you so far and generally, it is restricted to your local community...

That is where the power of Social media platforms step up to promote your Side Hustle. Not only can you showcase your products and services online, but you can engage with people all over South Africa that you never would have met otherwise. This powerful resource also comes at the amazing price of FREE (Unfortunately you still need a phone and data).

We will show you what you need to best use the variety of platforms available to you, with some tips and tricks to meet your target market!

### Business identity

Always something to constantly remind yourself, this is not your personal space! When you create a business profile, you need to ensure it is separate from your personal life, beliefs, and opinions. You probably have an actual personal account already and should continue to use that for your own expressions.

When you are setting up a Side Hustle profile, you will have your business logo, name, contact details and offerings. You want people to fall in love with your brand and actually pay for your products/services. So therefore, it is critical that you do not risk the brand of your Side Hustle with your own agendas!

Always keep the two separate to ensure your Side Hustle can be promoted as its own brand...

### Focal points

When setting up any business account, there are a few key functions to understand that are generally the same across all platforms. Make sure you understand these components to maximise the platforms you choose:

**Business account** – Every platform will have an option to change your account into a Business profile. Download the app/open the site and create a profile with your personal details. Once created there will be an option within the account menu to change to a Business profile. You can have both a Personal and Business profile for your account, so keep them separate!

**Engagement** – This is not a once off billboard or magazine folder! You need to post regularly, update your profile when needed, and engage with your audience. Treat it as an active community with the people that want your product or service. Respond to comments, messages, or mentions you may get!

**Hashtags** – Almost every social platform allows for Hashtags; these are essential to helping people find your content. Ensure these are specific to your offering that you have, keep it relevant to your industry space. You can leverage off from current trends and events going on.



# Lesson Two

## Facebook

### Facebook Reach

Facebook is comfortably the most used Social platform across the world, with just under 3 BILLION users recorded up to 2022. Within South Africa, that number is up to 25 MILLION from 2020. This accounts for over 40% of the entire population in South Africa – talk about reach!

According to Statista – The largest age group recorded as users on the platform is between 35-44, closely followed by the 25-34 age range. However, there does remain a large portion of South African users on Facebook across all age groups.

Facebook even have their own content on how best to use the “Marketplace” for your business, check out the link below for their tips and tricks on offer!

<https://www.facebook.com/help/561376580709359>

### Target your market

With the majority of Facebook users being between the ages of 25-44, this platform is full of South Africans with expendable income. As long as you have identified your specific market, then you can tailor your approach to attract your audience.

Knowing your target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market on Facebook:

**Current customers** – You know who your current clients are and what group they fit into. So, your Facebook profile can be tailored to appeal to the same target market.

**Facebook groups** – We will touch on Marketplace shortly, but the Facebook groups are also a great place to start selling your items. Each group can have up to thousands of users that are all looking to buy and sell, just find a group that fits your niche! Search for “Buy & Sell groups”.

**Appearance** – The truth is people do not trust everyone on Facebook. So, you need to ensure your profile is as detailed and transparent as possible. Include a good picture, location and as many contact details as possible. This will help others to feel comfortable in buying from you.

### Marketplace Tactics

Facebook has a dedicated space called Marketplace that is solely for people to buy and sell. Perfect for you to showcase and advertise your Side Hustle for free – Here are some tips:

**High quality photos** – Your photos can make or break your sales, so make sure your items listed are clear, good quality images to impress the customer. You can add 10 photos, so don't be shy to use up all of the spots – This is your time to show off your product/service.

**Description and tags** – Use this space to be very factual about your product. People want to know exactly what they are getting. You can add tags to identify what category you fall into.

**Location, Location** – Marketplace offers a huge amount of traffic to view your items. But you need to ensure they know exactly where you are. Always make sure your location is stated clearly so your community can find you!

**Ratings** – You can rate other users on Marketplace, and likewise they can rate you. So, ensure your conduct and customer service is great to ensure you get the best ratings. Future customers will review your ratings, and poor ratings could put a few people off.

# Lesson Three

## Twitter

### Twitter Reach

Twitter is a social networking platform that is a type of microblogging by sending "Tweets" to your network and other users. Twitter reached a total of above 420 MILLION users across the world. With the largest age range on Twitter being placed between 25-34, followed closely by the age range of 35-49.

According to Statista – Twitter has a total of over 9 MILLION users in South Africa. The Twitter algorithms are known to favour consistency, so we will cover the concepts you need to gain traction on this widely used social platform.

### Target your market

Twitter is a great space to use for Brand advertising and networking. Interaction and engagement is key to building your client base and showing your value, you should look to share your values and problems you solve in the world.

Knowing your target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market on Twitter:

**Current customers** – You know who your current clients are and what group they fit into. So, your Facebook profile can be tailored to appeal to the same target market.

**Total profile** – Twitter really lets you customise so much about your profile. You can even choose a "Handle" that best reflects your brand and Side Hustle. Always "pin" a tweet that best describes your Side Hustle for those first-time viewers looking at your profile.

**Follow your twins** – It is always helpful to find other users and businesses that match your brand and market. Follow them to keep up with what's happening in your industry space.

### Platform Tactics

Twitter has a wide variety of tools that you can use to promote your Side Hustle. Here are some great options to use if you decide Twitter is the platform for you:

**Hashtags** – There is so much going on in the Twitter space, so Hashtags help your audience find your posts. Use as many Hashtags (#) as you need to best describe what you are posting about so your target market can find your tweets every time!

**Tracking tool** – Twitter allows you to find and use keywords that directly relate to your business and brand. This helps you find content that associates with what you offer. Use this tool to identify users and promote content to your advantage.

**Links** – Sounds obvious but can be easily forgotten! Every single tweet you post should include a link to your website, or at least a contact email or number. Don't always expect your clients to go looking at your profile for a way to get hold of you – Make it easy for them!

