

Social media

Social Media: Many of our clients have come to us wanting additional exposure via social media, however, they were quite fearful of:

- The "unknown"
- RegFD
- Security
- Privacy
- Management authority
- Regulatory compliance
- Malicious statements from dissatisfied investors
- Inability to monitor the social activities of employees
- Constantly changing regulations by governing organizations,

Pristine Advisers team began their training to each become Certified Social Media Strategists. Our team of professionals are well trained and well versed in all aspects of Social Media. We understand the needs and rules for Financial Firms utilizing social media. We have developed a program that helps put our clients ahead of the curve in terms of utilizing social media in their marketing campaigns.

Pristine Advisers:

- Implement a **Social Media Accreditation Process**
 - This ensures that our employees are up to speed with the current social media practices
- Create **Community** and **Research** our Clients' Needs
 - We believe that achieving social success for our clients is more than just gaining followers and getting likes on their Facebook page. Your customers are already online, why not help them become engaged members of your online community?
- **Pre-Approved Social Messaging**
 - We provide tools to set-up customized workflows that support internal social media policies. These security specific features ensure that the integrity of your messages and reputation is always maintained
- **Automatic Archiving**
 - Our archive is engineered to meet the compliance archiving, monitoring, auditing, privacy and business continuity requirements for highly regulated industries.

FACT:

- **Facebook, Twitter, Global** Time spent on social media sites are up 82% over the year. (Nelsonwires)
- There are over 750 million users on Facebook (TechCrunch)
- **31.7 million** is the projected number of bloggers in the US.
- **97%** of bloggers **use social media** to boost their results
- **61%** of online users in the US have **bought something** after reading a blog
- There are **4.48 billion social media users** around the world in July 2021, equating to almost 57 percent of the total global population.
- Facebook. With over 2.7 billion monthly active users (MAUs), Facebook is an absolute must for every brand.
- **Instagram.** Instagram is another critical platform for 2021 as it boasts 1.2 billion MAUs
- **Twitter** - There are currently 199 million monetizable *daily active users* on *Twitter*
- **TikTok** has over 700 million MAUs
- **LinkedIn** has **over 740 million users** in more than 200 countries and territories across the globe.
- In 2021, there are approximately **1.86 billion YouTube users** worldwide
- Consumers 67% more likely to recommend or **buy items** from a brand or firm after following it on a social networking site (Chadwick, Martin, Bailey Study)
- There are over 120k **blogs** are created every day • There are over 1.4 million new **blog posts** every day (Courtesy of Blog World Expo)
- 89% of companies surveyed say they think blogs will be important in the next five years
- % of Facebook members who log on daily: 76
- Growth in US newspaper circulation since 1990: -8 million
- Average age of a network **evening news** viewer: 60
- 1,150+ accounts - 60 countries • 480,000+ followers - 300,000 tweets

- **Facebook:**
- 345+ pages/groups/apps tracked • 50 countries • 3 million fans • 295k monthly users app
- RSS Feeds:° 200+ blogs tracked
- 20 countries
- 1000+ posts° 2,000+ comments
- YouTube:
- 190+ channels tracked° 26 countries • 4,500 video uploads • 1,500+ comments

Pristine Advisers seeks to raise our clients corporate profile in the social media by:

- Creating Social Media pages in each of the below outlets:

- Social Networks (Facebook, Twitter)
- Technorati
- Blogs
- Podcasts
- Vlogs
- Social calendars (Meetup, Upcoming)
- YouTube
- LinkedIn
- Comments
- RSS feeds
- Wiki
- New Media Releases

EXAMPLES.....



