

IS THIS YOU?

I just started using Facebook,  
now what the heck is the Meta?

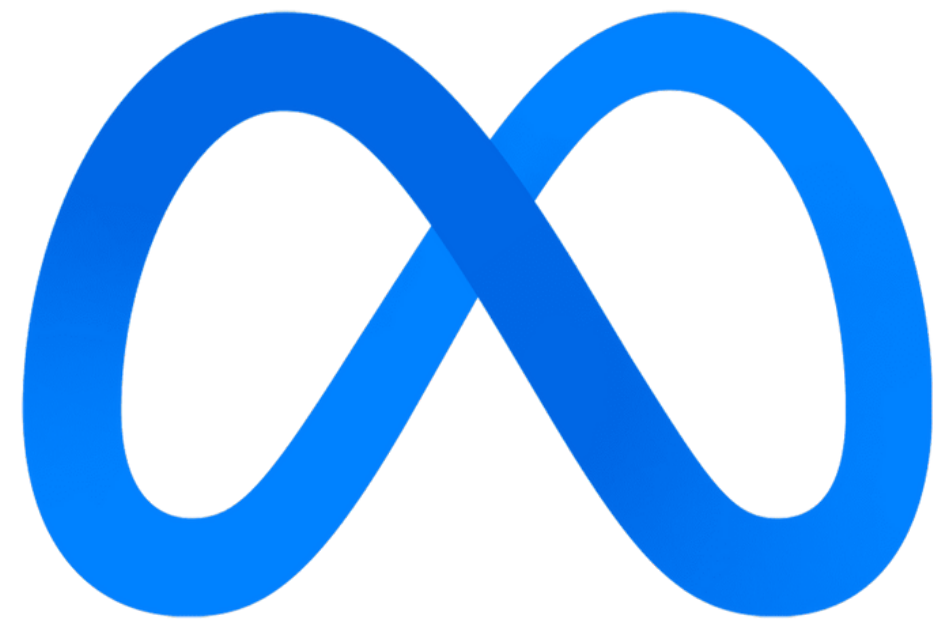


**RE/MAX**  
— TOWN CENTER —

# A practical dive into Facebook.

Monday, May 2 @10:30 AM  
Mill Creek Conference Room  
and Ringcentral

FORWARD THE GREATNESS  
MONDAY MARKETING GROUP



# Meta

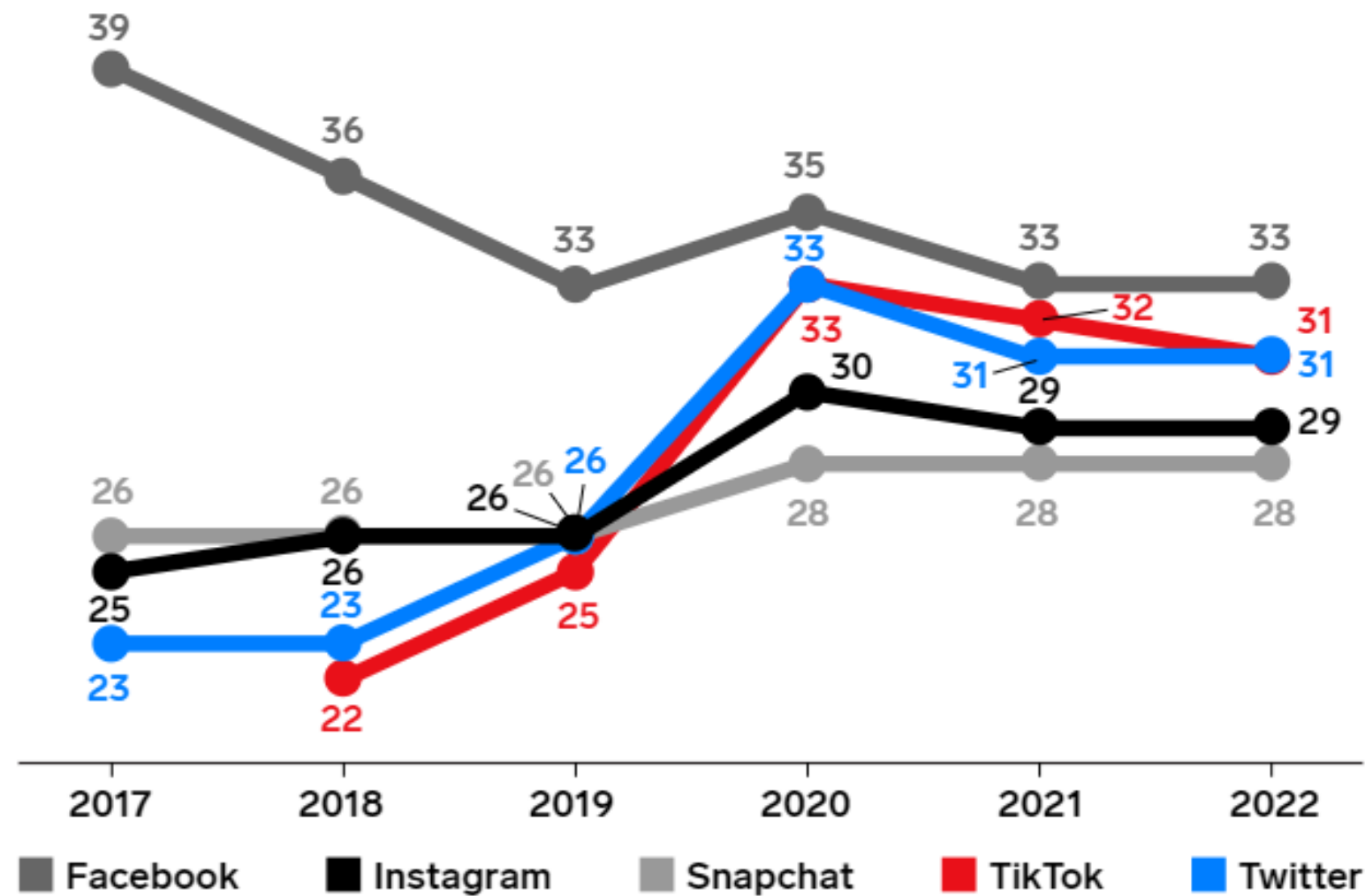
metaverse



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## Average Time Spent per Day by US Users on Social Media Platforms, 2017-2022

minutes



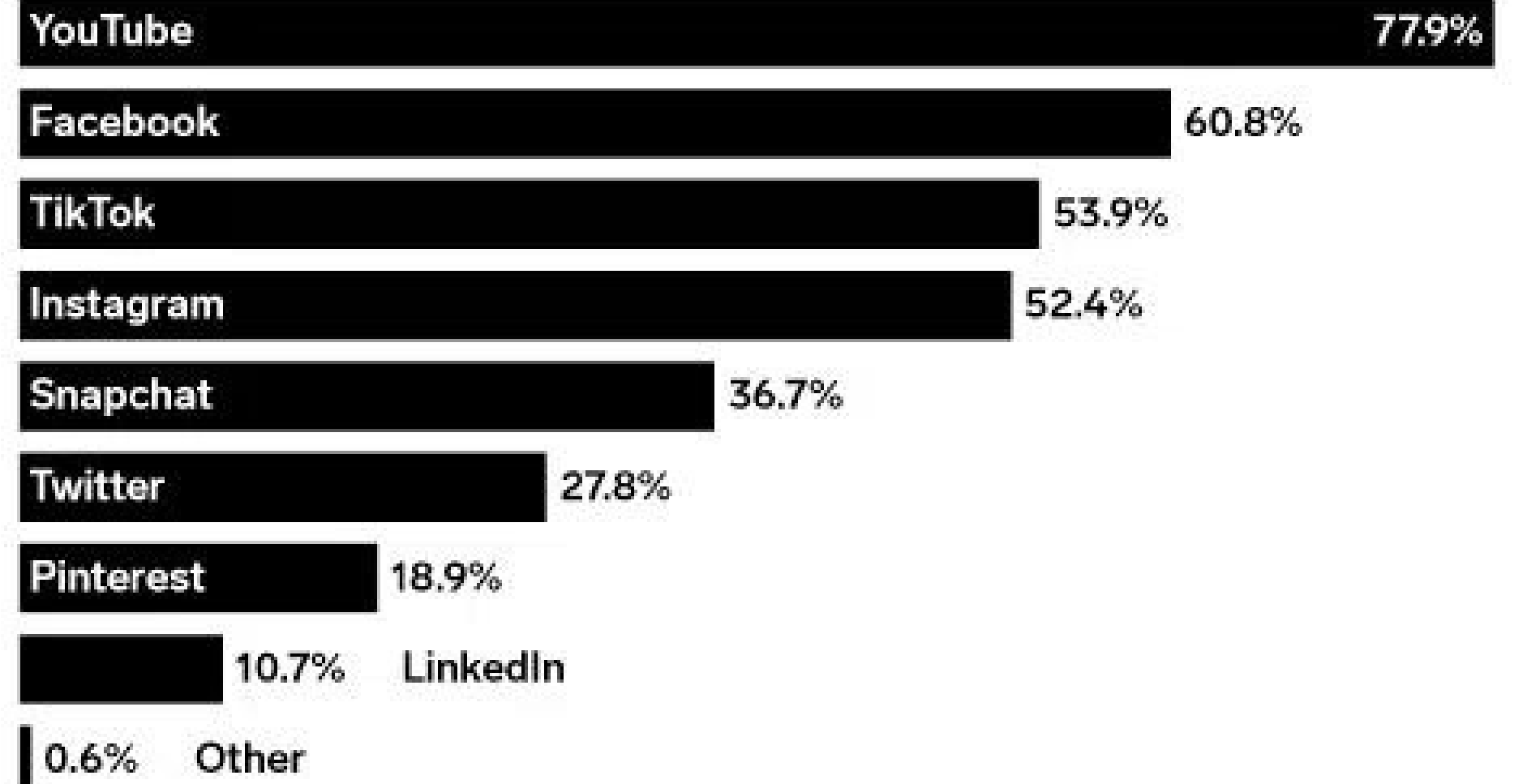
Note: ages 18+ who use at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook  
Source: eMarketer, Jan 2021

263043

eMarketer | InsiderIntelligence.com

## On Which Platforms Do US Social Video Viewers Watch Short-Form (<10 Mins) Video Content?

% of respondents, Nov 2021



Note: ages 16+

Source: TheSoul Publishing as conducted by Censuswide, Jan 24, 2021

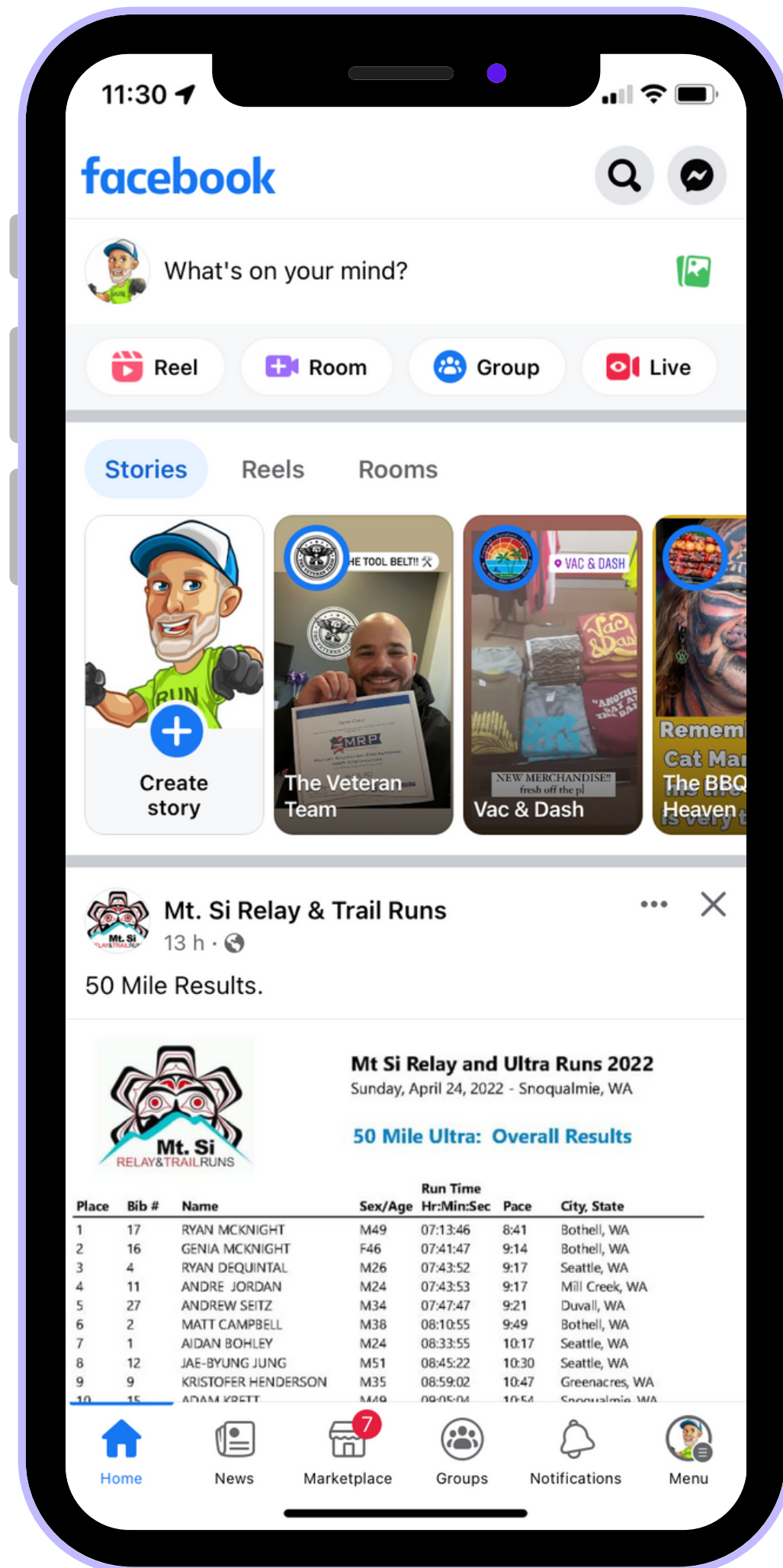
272657

eMarketer | InsiderIntelligence.com

# 76.8% OF AMERICANS

<https://www.statista.com/statistics/183460/share-of-the-us-population-using-facebook/>

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TEXT ONLY STATUS UPDATE

TEXT WITH BACKGROUND

VIDEO

LIVE VIDEO

ROOMS

STORIES

REELS

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THE AVERAGE ENGAGEMENT RATES FOR FACEBOOK

**VIDEO POSTS 6.01%**

**PHOTO POSTS 4.81%**

**LINK POSTS 3.36%**

**STATUS POSTS 2.21%**

OVERALL AVERAGE  
**3.91%.**

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Source <<https://99firms.com/blog/facebook-video-statistics/#gref>>

**OBJECTION!**



**I DON'T HAVE THE EQUIPMENT!**  
**AKA THE FALLACY OF THE TECHNOLOGY GAP**

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**OBJECTION!**



**I DON'T HAVE CONTENT IDEAS!  
AKA THE FALLACY OF NO RESOURCES**

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**MARKETING PORTAL**



**#REMAX  
HUSTLE**



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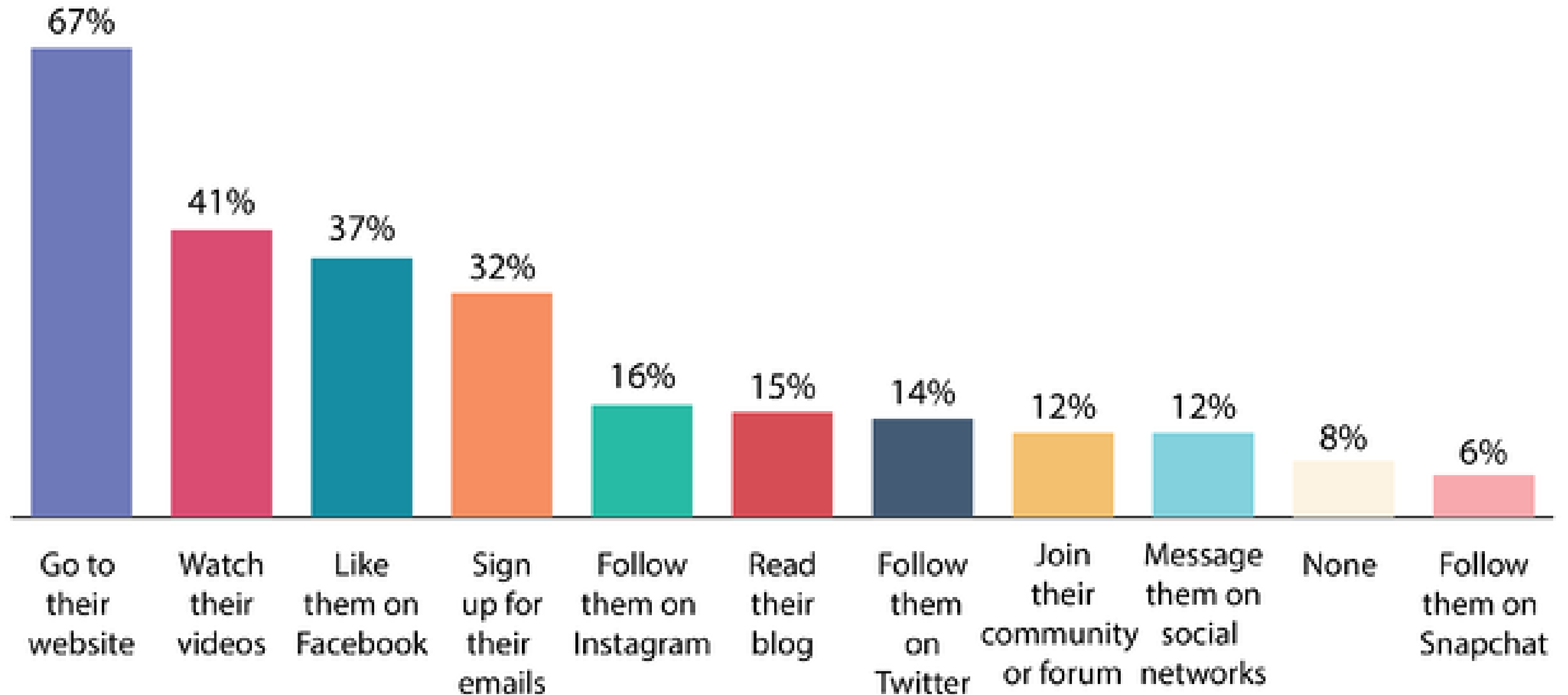
**OBJECTION!**



**IT DOESN'T HELP ME GET BUSINESS  
AKA THE FALLACY OF THE  
SELF FULFILLING PROPHECY**

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*If you like a certain brand, how do you prefer to engage with and learn more about them?*



Source: [hubspot.com](http://hubspot.com)

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**OBJECTION!**



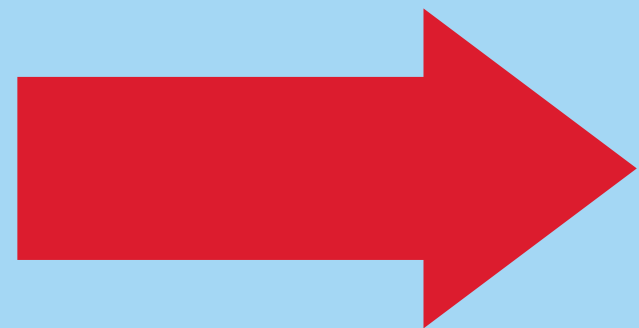
**PEOPLE WILL GET TIRED OF SEEING ME AND  
MY POSTS! OR I'M SCARED!  
AKA THE FALLACY OF THE "POOR ME"**

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**I DON'T KNOW WHO NEEDS TO HEAR**

**THIS...**

**YOU**



**PS WHAT SCARES YOU MORE, BEING ON SOCIAL MEDIA  
OR NOT HAVING ENOUGH CLIENTS?**

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# **OBJECTION!**



## **I DON'T HAVE TIME!**

## **AKA THE FALLACY OF BEING A BUSY BEE**



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# Calendar

File Edit Task View Help

December

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

January

Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

	10 MONDAY	11 TUESDAY	12 WEDNESDAY	13 THURSDAY	14 FRIDAY
All day					
7 AM					
8 AM	Answer emails				
9 AM	Weekly team meeting Conference room	New business oppor. Sales Office		Validate PR process	
10 AM	Work safety updates		Work on Project II		Kick-Off Project II Conference Room
11 AM	Prepare sales meet.	Weekly call with sub. Phone Call			
12 PM					
1 PM	Sales meeting Web conference		Meet with recruiter HR Office	Prepare SF Show	
2 PM	Weekly check eng. Engineering Lab				Send Proposal
3 PM				Lean Training Training Center	
4 PM		Review Proposal Sales Office			Weekly call with sub. Phone Call
5 PM	Call IT support				
6 PM					
7 PM					
8 PM					
9 PM					
10 PM					

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Week Month < Today >

April 2022

Content type: all

Shared to: all

Sun 24

Mon 25

Tue 26

Wed 27

Thu 28

Fri 29

Sat 30

Hump Day

2:28 PM

Archived

10:00 AM

10

7:00 AM

2

10:00 AM

7:00 AM

10:00 AM

1

7:00 AM

10

10:00 AM

2:51 PM

7:00 PM

This week, your Facebook followers are most active at this time.

Schedule

9:33 PM

Active

Schedule

Moments

Drafts

Moments

See how it works

Apr 2022

1 Upcoming moment

Wed, Apr 27

Hump Day

2 Posts · 0 Stories



See Templates

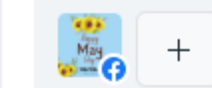
May 2022

12 Upcoming moments

Sun, May 1

Eid al-Fitr

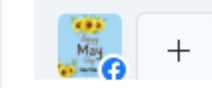
1 post · 0 stories



Sun, May 1

World Laughter Day/First Day of Mental Health Awareness Month

1 post · 0 stories



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