

Social Media Activity Must Align With Target Audience, According To Punch Communications

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Punch is a boutique PR agency with the skill set and client base of a global agency.

London, UK ([RPRN](#)) 05/07/13 — A recent survey conducted by the Office for National Statistics looking at internet access and usage in households and individuals[1], gives some useful insights for businesses into how different age groups use social media. The survey asked respondents to measure their social media usage over three months and showed that between

87 per cent of 16 to 24 year olds had spent time on social media sites. However, in the 55 to 64 age bracket, the rates dropped to 24 per cent, an enormous 63 per cent difference. With that in mind, [integrated SEO, social and PR agency](#) Punch Communications explains the need for brands to acknowledge the findings and create PR and social media strategies that align with their target audiences.

For many brands, Facebook seems to represent the ideal social media site for reaching more consumers. And with 1.11 billion monthly active users – as of December 2012[2] – it is clearly an influential platform for users actively seeking information.

But despite this mass of potential consumers, Facebook and other social

media platforms like Twitter and Google+ may not be the ideal location for every brand. Any company whose target audience is 55 to 64 years old should study the recent findings and if necessary, amend their PR and social strategies. Equally, with 87 per cent of 16 to 24 year olds on social networks, this is clearly where brands should be if this is their core consumer base.

A lack of knowledge in the PR and social industry can often lead to brands making ill-informed decisions that are costly and which yield disappointing results. Victoria Harris, Account Director at PR company, Punch Communications, expands;

“With so many resources pointing brands towards Facebook and Twitter, the desire to have a presence on social media can often overshadow the need, which can lead to fewer tangible results. With only 24 per cent of 55 to 64 year olds on social networking sites, luxurious holiday or cruise companies for example, might be better putting their communications efforts into more traditional print media. Instead of viewing social media as just a tick in a box, it should be viewed in a strategic manner.”

For further information and advice on creating a suitable brand strategy, contact [social media agency Punch Communications](#) on +44 (0) 1858 411 600, visit www.punchcomms.com, or follow Punch on Twitter @punchcomms or Facebook at/punchcommunications.

[1] http://www.ons.gov.uk/ons/dcp171778_301822.pdf

[2] <http://newsroom.fb.com/Key-Facts>

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