

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM



FACEBOOK

- 2.7 billion active users
- 69% of adults use FB
- 3rd most visited site in the world (behind YouTube and Google)
- B2B & B2C
- Still the top used social platform (have your business page up to date)
- Solid advertising options



INSTAGRAM

- 1.6 billion active users
- 40% of adults use FB
- B2C
- This platform is growing rapidly to catch up to FB.
- Video on the rise
- Solid advertising options
- Shoppable links/posts
- Use #s



TIK TOK

- Rapidly growing 689 million active users
- B2C
- High organic engagement
- Advertising options beginning
- Short video-centric content
- bloopers, how-to, education/entertaining content
- Great place to reach niche audiences



LINKEDIN

- 350 million active users
- 37% of adults use LinkedIn
- A place to reach professionals
- Solid advertising options
- Good for branding as an employer/employee, reaching decision-makers and promoting B2B solutions
- Use #s (no more than 3/per post)



SnapChat

- 300+ million active users
- Most popular 12-24 yo
- Video and photos
- Good for showcasing products, beauty, makeup, food, recipes, and retail.



Pinterest

- 442 million active users
- Great for driving traffic to your blog
- Food, beauty, blogging, consulting, coaching, and retail
- Can make shoppable pins



Twitter

- 353 million active users
- Use to get exposure in news publications
- Journalists are heavily active here
- Good to stir up some buzz around your product and join trending conversations
- Use #s

Questions to Ask

1. Who is your audience? Where do they hang out online?

The answer is important to help you identify which platforms to begin with.

2. What social platforms do you currently know?

Again this will help you determine where to start. Begin with what you know for success.

3. What social platforms can you start to learn?

This will help you determine what is next to start getting familiar with. Start by creating a personal account and using the platform to see how it works and how you can use it to engage.

4. What is your goal?

Do you want to run digital ads? Pick a platform that allows for that. Do you want to reach professionals? Are you marketing to kids or adults? Do you have retail items and want to sell directly on social? Do you want to reach the most people you can to build brand awareness and authority?

5. What type of content do you create?

Video, blog/written, photos, photo slideshows? Make sure your content matches the platform.

Users your answers here and check out the breakdown of the social platforms on page 1.