

CHOOSING A SOCIAL MEDIA PLATFORM

1 What are Your Goals for Social Media?

As with all marketing initiatives, you will want to define your goals to help determine which platforms you could join.

Make sure your social media activity aligns with your larger business goals.



Business Goal	Social Media Goal	Metric(s)
Build Brand Awareness	Attract New Customers	Followers, Fans, Shares
Increase In-Store Sales	Increase Social Media Check-Ins	Check-In Contact Us Web Visits
Increase Online Sales	Increase Social Platform Purchases	Social Platform Purchases
Turn Leads into Customers	Drive Traffic to Website	Conversions from Referring Social Channel
Turn Customers into Advocates	Engage Leads	Web Form Submissions, Online Purchases, Email Subscriptions, Social Platform Purchases, Request a Consultation
Turn Customers into Advocates	Engage Existing Customers to Promote Your Business and Help Attract New Leads	Comments, Likes, @mentions, Shares, Email Subscriptions
Create an Online Community Around Your Business or Offering	Build a Community of Like-Minded Individuals and Businesses	Followers, Fans, Comments, Likes, @mentions, Shares

2 Aligning Goals With a Platform

Every type of social media platform is best utilized certain ways to reach out to your customers.

TWITTER HIGHLIGHT:

Twitter offers real-time interactions for customer service, events, and news. Using Twitter can also help drive consumers to your website or other social media platforms. 93% of users purchase from the businesses that they follow.



Platform	Goal	Best For
f	Brand Awareness Engage Leads Engage Existing Customers Creating an Online Community	Product Photography Product Videos Advertising Events eCommerce Driving Traffic to Your Website Private Groups
🐦	Engage Media Brand Awareness Engage Existing Customers	Real-Time Interactions: • Customer service • Events • News Product Announcements Product Videos Driving Traffic to Your Website
📷	Brand Awareness Engage Leads Engage Existing Customers Create an Online Community	Photography Video Visual Stories about Your Business, Product or Service eCommerce
in	Engage Prospective Employees Engage Industry Peers Engage Leads	Thought Leadership Articles Industry News Job Postings
YouTube	Brand Awareness Product Education	Video Sharing How To Demos
p	Product Awareness Engage Leads Create an Online Community	Product Photography Inspirational Quotes How To Guides eCommerce



3 Aligning Platforms and Targeted Audiences

The best way to find out what platforms your target audience is on is to ask your existing customer where they spend their social media time.

Targeted Audience Insights



more female users
ages 25 - 34



equal gender users
ages 30 - 49



more female users
ages 18 - 29



equal gender users
ages 18 - 29



more female users
ages 25 - 40

4 Aligning Platforms and Content

Review your content that you've already created - what platform works best for what you're posting?

Content Insights



short videos
blog posts
curated content



videos



high-resolution photos
stories/reels
quotes



news
blog posts



infographics
step-by-step photo guides
GIFs



INSTAGRAM HIGHLIGHT:
If your business is looking to engage younger users (ages 18-29), Instagram might be a great option.

In the example, this business is advertising a sale on Facebook. The post is utilizing multiple image, which might be better received on a platform such as Instagram.

5 Measure and Adjust

Each platform offers insights or analytics so you can measure the reach and engagement of your posts.

Reviewing these insights often will help you determine which content works well and what times of the day your audience is most engaged.

Once you have some data that shows measurable results, you can adjust your content and timing to ensure your posts are the most impactful.

POSTING HIGHLIGHT:

Posting your content when your followers are online is one of the simplest ways to improve your organic reach.



74 % of users check their Facebook at least once a day
users spend an average of **35 minutes** per day



63 % of users check their Instagram at least once a day
users spend an average of **30 minutes** per day



42 % of users check their Twitter at least once a day
users spend an average of **10 minutes** per day



6 What Should You Share

Ask yourself the following questions when evaluating your content:

1. Does it advance an idea?
2. Does it educate and/or entertain?
3. Will it inspire conversation?

Once you have a defined goal and you have evaluated what types of content you have to share you are ready to select which platforms might meet your needs.



Recommended Initiate Resources

Choosing a Social Media Platform