

## Choosing the Right Social Media Platform for Your Business

- Facebook
  - Better for B2C (Business to Consumer)
  - More likely to be effective for large businesses (over 1000 employees)\*
  - Most common 1<sup>st</sup> choice for businesses new to social media
  - Very hard to get your message in front of people unless your content is engaging (or you pay)
- LinkedIn
  - More effective for B2B. 41% of marketers who find it most effective are B2B.\*
  - Long-form content and use of groups tends to be effective
- Twitter
  - Excellent for businesses with lots of changes over time
    - Food trucks – show movements
    - Events – give play-by-play
  - Content doesn't "live" long, but rewarding that can be effective (i.e., flash sales).
- YouTube
  - Used for search extensively
  - Great for how-to videos (how to install your new dishwasher)
  - Good video tends to be more expensive to produce BUT
  - Inexpensive cell-phone videos can also be very effective
- Google+ & Yelp
  - Reviews/ratings are extremely helpful to search position (especially on the Google map)
  - Reviews/ratings are very prominent in search results
- Pinterest
  - Great for products which are attractive
  - Businesses shouldn't *just* share their own content
  - Works well if images are "pinned" from a business site (so clicks take you back to the business)
  - 66% of users pin things that inspire them\*
- Instagram & Snapchat
  - Content is almost all visual, takes creativity
  - Great for showing visual projects in progress (i.e, a play creating costumes & sets, Beyoncé getting ready for the Super Bowl)
  - Snapchat images are NOT archived