



Which Social Media Platform is for me?

Realistically its the one you have time for



Facebook



Instagram



Snapchat



LinkedIn



TikTok



Twitter

<u>WHO</u> Who are the main users of this platform?	<u>WHAT</u> What content can I expect to see?	<u>STRATEGIES</u> Why should I put my content on this platform?	<u>PROS</u> Tell me the good things about this platform?	<u>CONS</u> What are the downfalls of this platform?
25-45 year old Boomers	Live feeds Photos Information	Relationship building Targeted local advertising	Likely the platform most people are familiar with	FB doesn't have the organic reach alot of the others have
18-25 year olds Millenials	Inspiration Polls & questions Less written content	Infulencers are plenty E commerce More organic reach	Less text which can make for quicker posting	Paid advertising is expensive
13-24 year olds Teens	Trends Feel good content Challenges	Video advertising	"on trend" things are picked up very quickly here	Lacking relationship building
35-55 year olds Professional	Long content	Business to business Organic reach	In depth reports Targeted audience	Perhaps a too small, too customised audience
10-24 year olds	Entertainment Trends Challenges	Influencer Series content	"on trend" things are picked up very quickly here	Lacking relationship building
25-65 year olds Educated Financially secure	News/politics Discussions/ debates Humour	Customer service based offerings	Very direct targeted information	Not many advertising opportunities