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Choosing the Right Social Platforms for Your Business & Budget

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Facebook, Instagram, Twitter, YouTube, TikTok, Snapchat, Clubhouse, LinkedIn

Oh my!



With so many social media channels available to connect with consumers today, deciding which channels are most effective for your business is critical. Even with a full social media team, maintaining content on ALL the available options is not only impossible, it's not effective. Some brands will maintain an active presence on multiple platforms, simply posting the *same* content on each, however this is ineffective as it doesn't harness the unique aspects of the social networks and therefore doesn't result in what the goal is: engagement. A channelized approach – meaning content tailored for the social network and audience you are posting on – is key to success.



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Choosing the Right Social Platforms for Your Business & Budget



In today's session, we'll break down the most popular social media networks and what kind of businesses they are best for – and how to choose which channels you should focus on **for growth!**



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Adopt a Channel Approach to Social Media

Success with social media for brands is about **QUALITY** over **QUANTITY**. You do not, and should not, be creating content for every possible social channel.

A Channel Approach is to select 2-3 social platforms that fit your industry, business and content and create unique content for each channel.



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The Who, What, and Where of Social Media



Facebook

Facebook is the most popular social media platform in North America with nearly 3 billion monthly active users and more than 1 million business pages, making it a no-brainer for many businesses to be on this network.

Beyond engagement, Facebook is now a significant commerce channel – combining content with the ability for fans to make purchases without ever leaving the platform. If you sell products, social commerce functions on Facebook should be a part of your social media marketing mix.



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Instagram

Instagram has become an even more popular way for people to share photos and videos — and thanks to Facebook's acquisition of Instagram a few years ago, Instagram posts can be shared to both of the platforms simultaneously.

The Instagram experience starts with the image or video — and then entices the viewer to engage. The key to Instagram success is to create compelling visual posts that tell a story and connect with fans.



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Twitter

Twitter may have been around since 2006, but it was primarily the social network of the tech industry. It didn't take off with the mainstream until 2009 when President Obama joined it as one of its most famous members — alongside Lady Gaga.

Twitter's text-based platform allows images and video, however nailing your message within the 280-character limit is key to Twitter success along with nurturing your community and industry. While original content is important, so is retweeting, commenting and providing value and community through sharing.



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TikTok

When TikTok started out as Musically, it was a place where teens lip-synced and danced to popular music. While TikTok's core content still revolves around lip-syncing and choreography, the platform exploded in the last year with audiences of all ages flocking to the platform to be entertained and educated.

For a brand to be successful on TikTok, it takes strategy and consistency - even more so than the other platforms. The TikTok algorithm rewards content that is shared and "copied" — so you want to create content that either jumps on a trend or come up with a clever concept that *others* will want to copy.



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LinkedIn

LinkedIn is a powerhouse of the networking world and with more than 700 million members, you'd be hard pressed to find an industry that isn't heavily represented here. For B2B companies, the key to success on this platform lies not only in how well you can network through the various features but also how you present as a thought leader.

LinkedIn is also the preferred social network for HR managers – finding talent and enticing them to join a company is one of LinkedIn's most powerful benefits.



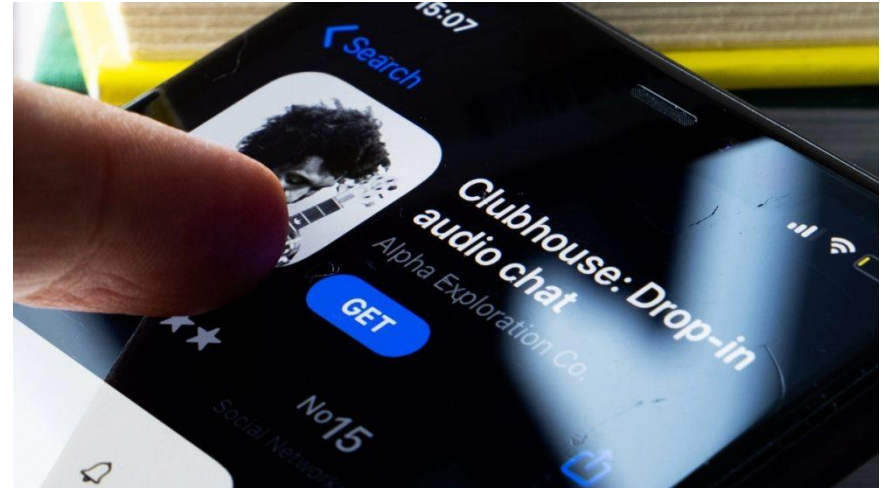
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Clubhouse

Clubhouse is one of the newest, and fast rising, social networks. This audio-only platform has for the most part been exclusive and "invite only," though as more people join, the numbers have grown exponentially to 10 million users and more than 300,000 "rooms" created each day.









The app is still very much in development, but it's niche focus on audio content has made it incredibly popular. Similar to LinkedIn, it's a place to network, gain credibility and flex those thought leadership muscles.



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So, which social networks are important for your business?

Business-to-Business	Business-to-Consumer
   	   

B2C Brands: Key Messaging for Social Media



- 1. Affinity**
Create content that will develop relationships with your customers and followers. Let them in, tell personal stories that make connections.
- 2. Relevance**
Be timely – whether it's around holidays or important life events – to again connect with consumers. Try not to appear “random” – demonstrate you know what your customers need.
- 3. Social Good & Purpose-Driven Content**
Gen Z and Millennials - who comprise 65% of the world's population - are more purpose -driven than any generation before them...even more than Boomers! They're purchasing behavior is heavily influenced by how a brand aligns with their economic, environmental and political beliefs. Companies who make a point to be PURPOSE-DRIVEN in their marketing efforts see greater market share and grow up to 3x faster than competitors.



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Key Takeaways

- 1. Do not take a shotgun approach; focus on a Channel Approach**
- 2. Know your target audience; serve up relevant content**
- 3. Post consistently – don't be random!**
- 4. Bottom line: create connections**



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