








WHICH SOCIAL PLATFORM IS RIGHT FOR YOU?



THE PLATFORMS	BEST PRACTICES	TYPES OF POSTS
 <p>FACEBOOK →</p>	<ul style="list-style-type: none"> • 1 post a day • Utilize Facebook Live • Send people to your website with links on posts 	<ul style="list-style-type: none"> • Video content • Share articles and events • Graphic posts • Catchy, relatable images
 <p>INSTAGRAM →</p>	<ul style="list-style-type: none"> • 1-2 posts a week • Utilize stories • Use hashtags for searchability • Audience engagement is key 	<ul style="list-style-type: none"> • Images or short videos (60 sec. or less) • Use captions to tell a story, ask questions and engage with audience
 <p>TWITTER →</p>	<ul style="list-style-type: none"> • 5 tweets a day • Show customer service • Engagement is key 	<ul style="list-style-type: none"> • Share blog posts • Promote website content • Retweet content from others • Business updates in real time
 <p>YOUTUBE →</p>	<ul style="list-style-type: none"> • Have an upload schedule (start with 1 upload a week) • Ensure your videos are properly optimized • All about view rate 	<ul style="list-style-type: none"> • Depending on your industry, content could be more educational or lifestyle • How-To Videos • Reminders to subscribe
 <p>LINKEDIN →</p>	<ul style="list-style-type: none"> • 1 post per day • Share 2-3 times a week • Sophisticated audience • Good for business, technology and education niche • Join and post in groups 	<ul style="list-style-type: none"> • Professional content (blogs, videos) • Educational content around your business • Updates on your business
 <p>PINTEREST →</p>	<ul style="list-style-type: none"> • Strong imagery that links to your website • Audience uses this platform for inspiration and knowledge on projects 	<ul style="list-style-type: none"> • Graphics, images or short and simple videos • DIY Content • Blog content
 <p>PODCAST →</p>	<ul style="list-style-type: none"> • Have an upload schedule • Have a clear message • Catchy title 	<ul style="list-style-type: none"> • Depending on your industry, it could be more educational or conversational