

Choosing a Social Media Platform

There are many social media platforms out there. Here are some things to consider when choosing which your company will use:

- **What are your goals?**

Before you choose a platform, think about what you are trying to achieve with your social campaign. Possible goals may include:

- Improving awareness
- Increasing web traffic
- Establishing thought leadership and eminence
- Growing revenue
- Promoting events or digital assets
- Increasing customer satisfaction

Based on the features, functionality and user habits, some platforms are more pick the platform or combination of platforms that makes the most sense based on your goals.

- **Who are you trying to target?**

Pick the platform, or combination of platforms, that makes the most sense based on the online habits of the audience you are trying to target, not based on popularity.

- **How much time can you dedicate?**

Each platform requires a slightly different time commitment and cadence for success. For example, a blogger needs to be able to set aside a couple of hours once or twice a week to write. By contrast, while each tweet may only take a minute to compose, a successful Twitter user needs to tweet multiple times a day almost every day in order to be successful. Running a vibrant community is essentially a full time job, and usually requires a dedicated staff resource.

Choosing a Social Media Platform

The following is a comparison of some of the most popular services:

Platform	Platform Personality	Primary Communication Features	Sample Goals/Use Cases	Minimum Time Commitment Recommended
Facebook	<ul style="list-style-type: none"> Friends & family Personal interests Nights and weekends Catching up/taking a break 	<ul style="list-style-type: none"> Wall post – individual, page or group Status update Like 	<ul style="list-style-type: none"> Brand building Community building Product feedback Amplification 	Several posts per week, plus managing & moderating the community, incl. commenting on the posts of others
Twitter	<ul style="list-style-type: none"> 24/7 Real-time updates Trending topics Breaking news 	<ul style="list-style-type: none"> 140 character messages Shortened URLs Hashtags 	<ul style="list-style-type: none"> Newscasting Dialogue Amplification Help desk Event promotion 	For optimal visibility, tweet at least 3 times/day. You may need to tweet the same info multiple times
LinkedIn	<ul style="list-style-type: none"> Business networking Professional interests Business hours, Monday – Friday 	<ul style="list-style-type: none"> Group discussions Private messages Status updates Member to member messaging 	<ul style="list-style-type: none"> Networking Thought leadership Event promotion Community building Lead generation 	Several posts per week, plus managing & moderating the community, incl. commenting on the posts of others
Blogs	<ul style="list-style-type: none"> Thought provoking Informative Peppered cadence Personal or professional 	<ul style="list-style-type: none"> Self-published posts Comments 	<ul style="list-style-type: none"> Thought leadership Editorial content Interviews Technical information 	At least 1-2 blog posts per week. Spend the time to write a quality post, even if it takes 1-2 hours per post
YouTube	<ul style="list-style-type: none"> Fun/Entertaining Informative Searching for information Taking a break Short attention span 	<ul style="list-style-type: none"> Short videos Comments Like 	<ul style="list-style-type: none"> Product demos/tutorials Interviews Client testimonials Brand building 	Minimum 1-3 new videos per month in order to keep content fresh. Time/resources spent in production value need not be professional quality.