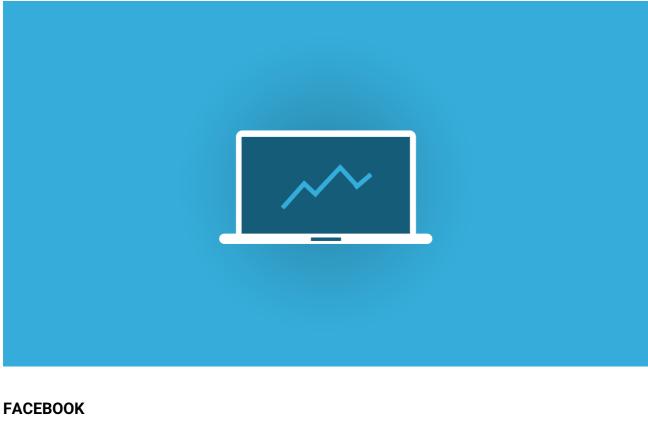
Social Media Which Platform is Right For You?

How to choose the right social media channel



PROS		
Largest social network in the world		
Popular posts that are liked & shared can reach thousands		
Easy to get started, add links, calls to action and events		
CONS		
Algorithm changes can reduce reach overnight		
40% of users don't 'like' any brand pages so paid promotion can be the only way to reach them		
Posts from friends & family are prioritised so you need likes and shares to get seen		
10.86% average number Of page followers Who see a post		
73% of 30-49 year olds use Facebook		
1.71 billion users a month and most popular social network for over -50s		

TWITTER

PROS

Useful for networking with bloggers and press, and finding content to share

Tweets are indexed by Google so can boost your SEO

	Taking part in Twitter chats is a great way to meet other shop owners and get advice
	CONS
	Character limits restrict how much you can say
	It's very fast-moving so posts quickly get buried
	Many users find it confusing and don't stick around
	24.6% Of all verified users are journalists
	18% tweets with images get 18% more clicks
	320 million users a month but 44% of accounts have never sent a tweet
I	NSTAGRAM
	PROS
	Visual platform suits designers and makers
	Lots of creatives use Instagram so it's easy to find your 'tribe'
	Using hashtags enables posts to reach beyond your own followers
	CONS
	No clickable links in captions means you have to work hard to encourage click-throughs
	Posts can get hidden in non-chronological timeline
	Introduction of Instagram Stories appears to have reduced engagement on normal posts
	58X more engagement per follower than Facebook
	53% of users are aged 18-29
	400 million users a month
F	PINTEREST
	PROS
	As part of a vast search engine, pins have a longer shelf life than tweets or Facebook posts
	Average spend from referrals is twice as high as from Facebook
	Pins link to their source & the average pin is repinned 10 times
	CONS
	You need to pin frequently to be most effective
	Pinterest has a big US bias, with 55% of users in the United States
	Less interaction with customers

15-30 the ideal number you need to pin a day for best results

85% of users are female

100 million users a month

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