Social Media Which Platform is Right For You?

How to choose the right social media channel



FACEBOOK

- [ ] 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

INSTAGRAM

- [ ] 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

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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