

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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