

SOCIAL MEDIA PLATFORMS



FACEBOOK



INSTAGRAM



LINKED IN



TWITTER



SNAPCHAT



PINTEREST



YOUTUBE

TARGET AUDIENCE

(B2C - Business to Consumer)
(B2B - Business to Business)

-Primarily B2C
-Many B2B Brands use effectively
-Men & Women, All Ages, Primarily 18-44

-Primarily B2C
-Many B2B Brands use effectively
-Men & Women, High usage: Millennial & Gen Z

-Primarily B2B
-Some B2C
-Professionals
-Potential clients/vendor s/referrals/etc.

-B2C & B2B

-B2C
-High usage: Millennial & Gen Z

-Primarily B2C
Primarily women, under age 40

-Primarily B2C

DESCRIPTION/ CHARACTERISTICS

- Detailed Profile (reviews, map, menu, hours, Call to Actions, etc.)
-Interest-based algorithm
-Transparency
-Product discovery
-Visual
-Social
-Friendships

-Predominantly visual
-Aesthetically stunning and interesting photos & video
-rapidly growing, extremely high engagement rates
-Personalized Connection

-Resume
-Industry News
-Endorsements
-Recruiting
-Market Research
-Discussion
-Employee representation
-Publish

- Generate discussion (NOT DROP LINKS)
-Low character counts (~280)
-Conversational
-Quick

-Quirky/Fun
-Easy to send mass content quickly
-Humorous

- Focus on saving content v. sharing
-wish list/vision board
-Highly engaged audience
-Research buying decisions
-Entice to shop

- Video channel

TYPE OF CONTENT/ WHEN TO POST

- Lots of native content, try to generate discussion, avoid sharing a lot of outbound links
-original content
-VIDEOS
-"Live"
-Photos
-9AM, 1PM, 3PM (Use your "Insights")
-Thursday thru Sunday

- Stories
- Use #'s (7-10 per post)
-user generated content
-Creativity is KEY!
- Photos/Video
-Relationship building
-Express your personality
-Sneak peeks

- Build STRONG page
-Tailor to your audience, busy individuals!
-Use relevant keywords
-Consider what you would say at a networking meeting
-7-8AM, 12PM, 5-6PM

-Thought-provoking
-Polls
-Question-based
-Interesting, helpful information and images
-Re-"tweets"
-@ (attention)
- #'s (searchability)
-lunch time, 3PM, 5-6PM
-Frequent

-Flash sales
-Giveaways
-Sneak peeks
-Snap ads
-Sponsored lenses & geofilters
-Exclusive coupons & deals

-Visually engaging
-Share "Pins" created by others
-Videos
-Infographics
-Calls to Action
-Use popular keywords

-Build a quality channel
-Video
-Use popular keywords
-Tutorials
-Demo's
-Q&A
-Call to Action
-Behind the Scenes