

Social Media Platform

CHEAT SHEET

Facebook

Best for

Link clicks

Word-of-mouth awareness

Event registrations

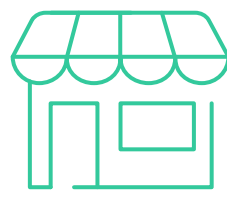
Resource expertise level needed

Low

KEY DIFFERENTIATING TRAIT

This is the platform, but it doesn't mean you need to be there. With the recent challenges the platform has faced, some users are choosing to spend their social media time elsewhere (like Instagram, which is also a Facebook platform). That being said, there's still no better place to find and engage customers, donors, or others.

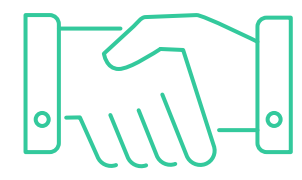
GOOD FOR THESE BUSINESS TYPES



Local Brick & Mortar Stores



Nonprofits



B2B Companies

Twitter

Best for

Link clicks

Engagement

Foot traffic

Resource expertise level needed

Low

KEY DIFFERENTIATING TRAIT

Fast-moving, real-time, news-driven platform. Strong customer service element, be prepared to engage and respond to customers here.

GOOD FOR THESE BUSINESS TYPES



Retail



Nonprofits



Newspapers & Media Outlets

LinkedIn

Best for

Link clicks

Event registrations

Resource expertise level needed

Medium

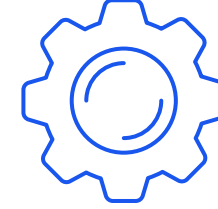
KEY DIFFERENTIATING TRAIT

Unlike almost every other platform, which is designed for the user to focus on their personal interests, this is a profession-driven platform.

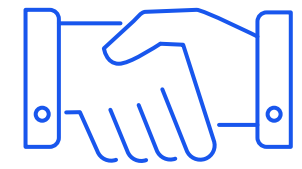
GOOD FOR THESE BUSINESS TYPES



Luxury Goods & Services



Software Providers



B2B Companies

Instagram

Best for

Foot traffic

Word-of-mouth awareness

Engagement

Resource expertise level needed

Medium-High

KEY DIFFERENTIATING TRAIT

There are very few ways to link from Instagram, so this is a brand-building platform. You need to have lots of high-quality images and videos to support this platform.

GOOD FOR THESE BUSINESS TYPES



Bakeries & Coffee Shops



Travel Agencies



Art Museums

Pinterest

Best for

Link clicks

Resource expertise level needed

High

KEY DIFFERENTIATING TRAIT

More of a niche platform, despite very large usage. Great for businesses that involve planning, design, creation, making. Heavily female audience.

GOOD FOR THESE BUSINESS TYPES



Restaurants



Interior Design



Wedding Venues