

# STEP 4: CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM



Use this guide to choose the right social Media platforms you will be using in your strategy.

## VISION AND SOCIAL GOALS

- What are you trying to achieve? selling? growing a community? getting more followers?
- What are your creative limitations? what platforms would be easier for you?

## DETERMINE WHERE YOUR CLIENTS' AUDIENCE IS

- Once you know your follower persona, crosscheck which social media channels they fall into.
- What platforms from the ones your audience is using are the most relevant to you? choose up to three.

## EXAMINE THE TYPE OF CONTENT YOU CAN CREATE

- What kind of content can you create with the material that is easy for you to generate.
- In which platforms can you cross-post or reuse content?

## A STRATEGY FIT FOR THE PLATFORM YOU CHOOSE

- Identify strengths and weaknesses of each platform
- plan according to recommended posting time and frequency.
- Get acquainted with platform's content sizing and formats.