

*Module 19, Lesson 1 Handout:*

## The Basic Guide to Social Media Platforms

By now, you've probably completed step one of the Social Media I.D. process and **Identified** who you want to be on social media and what you aim to accomplish. Now, let's dive a little deeper into each social media platform to learn more about what each one can do best for your business or service. Once you look at each platform as a strategic option, you'll be able to better complete Step 2 of the Social Media I.D. process and **Decide** which is right for you.

**Facebook:** Though it's been around for a while, Facebook still holds the crown on number of users. 80% of all internet users have a profile, and 74% of those users are opening the platform at least once, if not multiple times a day. This platform has the most daily users compared to any other social platform.

While it's not as 'hot and happening' as some others, it's one of the easiest platforms to share content, automate traffic, and provide direct links. It also doesn't involve any content creation for the post itself (a la Instagram or tiktok) so posting is relatively light lifting. Simply sharing a link on Facebook increases your chances of getting a click, with minimal time and energy spent. Obviously, this can differ from business to business, and over time, this will change. But for now, this is a HUGE advantage if you're looking to drive traffic from your social media to your website!

And, when it comes to advertising, Facebook tends to lend the most bang for your buck. It's scary spending money on advertising without a guarantee it will work. But on Facebook, you can spend as little as about \$10/day for a very short amount of time and get some insight as to what will work and what won't, and you'll also get immediate insight into the audience you are - or should be - targeting. Here's the bottom line: If you want to drive traffic to your website and share your expertise with a wide range of audience demographics, think about adding Facebook to your list.

**Instagram:** Calling all creators! Instagram has fewer overall users compared to Facebook, but higher rates of active brand engagement, community, and conversation that can be more effective for marketing purposes - it's a quality over quantity thing in many cases.

While it started as a simple photo sharing app - (remember that Instagram gave us FILTERS!) - it's now a marketing machine with stories, IGTV, e-commerce, hashtags, and even paid advertising just

---

like on Facebook. So, if you're looking for a channel to maximize your brand awareness and engage with potential customers, then be sure to consider Instagram.

65% of Instagram users fall between 18 and 34 years old, and it proves to be an engaging platform because of the average 53 minutes per day users spend scrolling the app --which is just 5 minutes less than Facebook's average. But, be sure to watch the time you dedicate here. It's a highly time-consuming platform. If you can't commit to creating custom content, covering all of the bases, *and* spending time engaging, your time may be spent better elsewhere.

**LinkedIn:** If your content is geared toward the professional or educational base - You. Should. Be. Here. Here's a little known fact about LinkedIn: According to Sprout Social, "LinkedIn has proven to be an effective platform for lead generation and customer acquisition. In fact, it's **277% more effective** than Facebook in generating leads." That's a pretty impressive statistic. But did you also know how quickly LinkedIn is growing? According to LinkedIn, their users grow by 2/second, 120/minute, 7,200/hour or 172,800/day. If you're looking to target professionals who are seeking quality content about health and nutrition, chances are you will find them on LinkedIn.

**Twitter:** Do you plan to focus your content on sharing current industry news, quick tips/advice, or the latest on nutrition research? Twitter is perfect for those who aren't necessarily interested in the creation of video or photo content, but still want the benefit of having a personality-driven profile. Honestly, if you're choosing just one platform, perhaps skip Twitter, but it does have its benefits.

The hard thing about Twitter is that there's SO much content and noise on there that it can be difficult to be heard. When you go this route, active conversation is important for an impactful profile. It's a great second or third channel for rounding out your brand personality, for participating in conversations, and even just for finding relevant topics and content to talk about on other channels.

**Youtube:** Long form video is king (for now) on Youtube. If you have narratives to be told, demos to display, or episodes to create, this is the place for you. It's been recorded that "How to" video searches are continuing to increase by 70 percent year over year. The ability to have ads on your videos or get sponsors for your show can also be an additional source of revenue.

However this is another platform that you should intend to spend a good deal of time on, from creative direction, to filming, to editing, to posting your content with strategic, SEO friendly captions. With regular tv watching and cable subscriptions on the decline, YouTube is the world's third most visited website, just behind Google and Facebook, and has almost 2 billion monthly

---

users. An important thing to note, though, if you do want to take the Youtube route - make sure you have a clear brand image and a strong video content strategy for cutting through the noise. YouTubers upload 400 hours of video every single minute.

**Pinterest:** Over 250 million people use Pinterest every month and those who find the most success often view it as a search engine more so than a social platform. It's reported that the average user is 30 to 49 years old, and 89% of all users are engaging with the platform for inspiration on their path to making purchases.

However, the average time spent there per day is only around 14 minutes. It's a great outlet for showing and sharing what makes your brand unique, and because of the platform's format, your pins live for months and stay searchable compared to the much shorter life they live on Facebook or Instagram. The key here is mastering each post's SEO. To make the platform most effective for your business, you will need your posts to be highly searchable by tuning into good SEO practices and staying up-to-date regarding what you can offer that Pinterest users are looking for.

The platform can be highly collaborative by joining boards and groups strategically, but it's not highly personality-driven. So, if you're looking to use one platform to drive your personality-driven brand, Pinterest might be more effective as a supplemental outlet.

**TikTok:** With over 1.1 Billion installations of the app, Tiktok continues to be a platform increasing in size and opportunity. But you should know, its highly specific trend-forward content is crucial to familiarize yourself with, and with an average user demographic of 16-24 years old, it's best for businesses with a younger target audience, unless you're on board to break the mold!

Organic business marketing from users continues to hit the platform and much like Instagram, Facebook, Youtube, and Pinterest, as they've aged, we can only expect for marketing capabilities to increase alongside it's users.

Ok, now that you're armed with a little more information for the main platforms of the moment, let's go back to your Social Media I.D. It's time for you to **Decide** which platform or platforms are right for you. Social media is in a *constant* state of change, and what I share now could be different a week from now, so be mindful that the choices you make today may need to be revisited periodically. Here are a few questions to ask yourself:

- Am I a visual content creator? Am I excited at the prospect of creating images, videos, audios or graphics? (a no to this answer may inspire you to lean more towards LinkedIn and Twitter, or outsource to a graphic designer or video producer)
- For the next month, I am going to focus on going all in on these 2 platforms, because:

## Platform 1:

## Platform 2:

The below checklist is a good starting point for taking the leap, and for checking in as you continue to grow your brand across your social media platforms. Make sure you have:

- **Strong personal bio:** Who you are, what you do, CTA to site or branded hashtag  
Consistent handles across all profiles, that align with your website
- **Regular engagement:** commenting, sharing, posting, messaging
- **Authenticity:** What I have to share is truly exciting to me, and that excitement will translate into excitement from my audience