



Choose a platform

Social Media platforms



Facebook - Community

is the biggest and arguably most powerful social network in the world with 2.60 billion active monthly users.



Twitter - News

is known as the “in the moment” platform and boasts a respectful 330 million active monthly users.



Instagram - Inspiration

is a visual platform designed for customers to post, share, comment and engage through digital media with 26.9 million active monthly users.



YouTube - Entertainment & Answers

is the second largest search engine in the world with almost 5 billion videos are watched on Youtube every single day - 2 billion active monthly users.

Considerations

- ✓ What is your goal?
- ✓ How does your audience use social media?
- ✓ What channels does your audience use?



Homework

Pair it together and pick a social platform that will work best for you

