

Social Media Platform Cheat Sheet



Pinterest

Key differentiating trait:

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

Best for:

Link clicks

Resource and expertise level needed:

High

Good for these business types:



Restaurants



Interior design



Wedding venues



Twitter

Key differentiating trait:

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

Best for:

Link clicks, engagement, and foot traffic

Resource and expertise level needed:

Low

Good for these business types:



Retail



Nonprofits



Newspapers & media outlets



LinkedIn

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.

Best for:

Link clicks, event registrations

Resource and expertise level needed:

Medium

Good for these business types:



Luxury goods & services



Software providers



B2B Companies



Instagram

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.

Best for:

Foot traffic, word-of-mouth awareness, engagement

Resource and expertise level needed:

Medium to high

Good for these business types:



Bakeries & Coffee Shops



Travel agencies



Art museums



Facebook

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.

Best for:

Link clicks, word-of-mouth awareness, event registrations

Resource and expertise level needed:

Low

Good for these business types:



Local Brick & Mortar Stores



Nonprofits



B2B Companies