

6 SOCIAL MEDIA PLATFORMS TO KNOW NOW!



1. FACEBOOK*

With more than 1.11 billion users, Facebook allows businesses to create “Fan” pages to better reach and engage with current/potential customers. Businesses are able to use Facebook to promote products, services, sales, and more through text, photo and video posting. Users can engage by “Liking,” “Sharing” or commenting content from other pages (personal and business) or by “mentioning” (linking to other page) in a post. Facebook also offers a host of third-party apps which enables businesses to link other social media profiles, run contests, accept donations, etc via their Facebook page.

2. TWITTER

With more than 255 million active daily users, Twitter enables businesses to connect directly with current/potential customers via 140 character conversations! Twitter’s brevity is ideal for frequent, live updates or conversations. Twitter allows users to post photos and videos and can exchange longer messages through the Direct Message feature.

3. LINKEDIN*

With close to 300 million users, LinkedIn is a professional oriented social networking site. User profiles are essentially an “online resume” and the basic functionality of LinkedIn is to allow users (workers and employers) to create “connections” which represent real-world professional relationships. LinkedIn enables companies to create pages to better engage connections by posting content (text, articles, photos and video). LinkedIn, more than any other social media site, is ideal for establishing professional connections and can be used for both direct to consumer and B2B relationships.

4. YOUTUBE*

YouTube has more than 1 billion unique visitors to the site every month. YouTube allows users (personal and business) to upload, view, and share videos. Available content includes video clips, TV clips, music videos, and amateur content such as video blogging, short original videos, and educational videos. YouTube allows users to “subscribe” to channels to get updates but not all YouTube users have active YouTube profiles/channels like on other social media. Both personal users and business can monetize videos through YouTube partnerships and monetization tools in the video settings.

5. PINTEREST*

Pinterest is a visual, social bookmarking site where users collect and share photos of their favorite events, interests and hobbies. The over 70 million users create and share collections (called “boards”) of visual bookmarks (called “Pins”) — everything from planning trips and projects to organizing events and recipes. There is also a like feature to save certain pins that may not fit with a board or for later reference.

6. INSTAGRAM

With close to 200 million users and rapidly growing, Instagram is an online mobile social network that enables its users to take pictures and videos (up to 15 seconds), apply digital filters to them, and share them on a variety of other social networks, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images.

Note: “hashtagging” (example: #socialmedia) is key to connecting to the greater social media community! Remember to # relevant keyword in posts on Facebook, Twitter, Pinterest & Instagram.

* provides FREE internal analytics system

