

SOCIAL MEDIA CHEAT SHEET

PROS

CONS

OF TIMES TO POST PER DAY



FACEBOOK

A global social network with 2 billion monthly active users.

Huge social network with effective advert targeting. Includes most of the features of its competitors, all in one place. Most effective social media advertising platform for most businesses.

Highly saturated with brands and advertisers. Algorithms change often, advertising spend is required to reach your page's audience. Not SEO friendly.

1-2 times per day



TWITTER

330 million monthly users posting text, links, images and short videos in 280 characters or less.

Instant news source. Access to public icons. Twitter have just doubled their character limit. Very easy to create and send Tweets to your community.

High volume of content at such high speed can be overwhelming. Tweets are generally still very short compared to other platforms.

Around 15 times per day



INSTAGRAM

Primarily mobile app that has 800 million monthly active users sharing pictures and short videos. Owned by Facebook.

Visually appealing platform, great for images and short videos. You can run ads to boost brand awareness and a new feature allows you to add links to your Instagram stories.

No links available on individual posts, only one clickable link in main profile bio. Imagery needs to be of a certain quality as it is a very visual platform. Engagement rates might drop when using a business account.

1-2 posts per day



PINTEREST

150 million users (80% of them are women), use this online collaging resource for sharing inspiration and bookmarking links.

55% of people on Pinterest want to shop for products, compared to just 12% of people on social networks. Platform known for inspiration, imagery and ideas. Has just launched video ads.

Very little social interaction with others. Topics tend to revolve around select categories (e.g. food, weddings, DIY).

11 pins per day



GOOGLE PLUS

A less-popular network operated by Google.

Good features like circles, communities and video hangouts. Easy way to interact with clients and customers. Can be integrated with other Google apps.

Administration is difficult and some small business owners find most clients don't use Google+. Very quiet network, fewer active users.

2 posts per day



LINKEDIN

Network used by 467 million users to share experiences/resumes among business professionals.

A valuable platform for B2B connections. Good for job searching and exposure. Links, articles and communities in diverse industries.

Entirely focussed on business and careers. Unique features, some of which are limited to the paid subscription aspect (LinkedIn Premium).

1 post per day



SNAPCHAT

Mobile app for sharing pictures between friends. 100 million users and rapidly growing.

Younger demographic. Platform uptake increasing by businesses showing real-time video clips of their products. Rapidly growing platform.

Privacy concerns, spam issues, limited functionality. Not suitable for many businesses. Images disappear after 24 hours.

Whenever you have something interesting to share

Still unsure of what to do?
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HERE

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