

Which Social Media Platform Is Best For You?

Overall, we are here to say that it is okay to not be active on every social media platform out there. So, how do you begin to figure out which platform is best for your organization?

We've come up with a handy guide to help you discern where to begin! Attached you will find a quick guide that briefs you on all the need-to-know information about some of the most popular social media platforms; who is on it, what types of content you should post based on performance, pros and cons. Our goal with this worksheet is to give you a basis of each platform, so you can decide which platforms make the best sense to be on based on your organization's needs and available resources, as well as to make a plan on how to add additional platforms to your social media mix as those available resources expand.

We hope that you find this resource valuable as you continue your partnership with us, so that you may have a better understanding of how the platforms work, and how they can (or can't) work best for YOU!

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