



Which social media channel is right for your business?

	Good For...	For Business...	Is it for you?
Twitter	<ul style="list-style-type: none"> • Quick, interactive conversations. • Staying up to date with breaking news. 	<ul style="list-style-type: none"> • Sponsored tweets to reach wider audiences. • Engaging in relevant topics and creating hashtags. • Social listening – gain a clearer picture of who is talking about your brand. 	Yes if your business has a strong online presence and your partners or clients are also active on Twitter.
Facebook	<ul style="list-style-type: none"> • Sharing stories and visual media between friends. • Discovering new products and news. 	<ul style="list-style-type: none"> • Sharing useful, relevant and interesting visual media and stories. • Starting polls, competitions and offers to interact with your audience. • Sponsored posts to reach wider audiences. 	Yes if you are a local business. Facebook started to connect people so having a relevant and local focus is a good way to build followers.
YouTube	<ul style="list-style-type: none"> • Posting videos in a wide range of categories for a large audience. • Learning new skills or discovering new things. 	<ul style="list-style-type: none"> • Creating videos to showcase products or share knowledge. • Ability to have public and private videos mean it could be used for pre-recorded webinars. • Good way to add a face to the brand. 	Yes if you can provide up-to-date, regular videos which either showcase something which is useful, or teach people something new.
Pinterest	<ul style="list-style-type: none"> • Creating visual boards of ideas and themes which can be shared. 	<ul style="list-style-type: none"> • Great for brands with products or for businesses who work in design or interiors. • Share seasonal trends or new products and contribute to other boards. • Visually-led and good to share. 	Yes if your business is related to interior design, homeware or clothing. Also one to consider if you do photography or any other trade which produces visual media.
LinkedIn	<ul style="list-style-type: none"> • Building professional connections and sharing business news. 	<ul style="list-style-type: none"> • For brands who work business to business, a useful tool to build connections. • Share relevant business announcements and contribute to industry-specific groups. • Showcase your brand with a Company Page and ability to build followers. 	Yes if you have strong relationships with corporate organisations or deal with larger companies. A good way to stay connected with key contacts and share your company updates.