

A social media marketing cheat sheet



Don't know which platform is best for your business and your audience?

Have no fear, our social media cheat sheet is here.





Main platforms



















YouTube

LinkedIn

Instagram

Facebook

TikTok

Twitter

Pinterest

Key demographics









 Millennials Gen X

Baby Boomers









• Gen X





• Gen Z







Gen Z

• Gen X



 Gen Z • Gen X

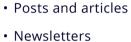
Millennials

 Baby Boomers Baby Boomers

What the content looks like







- Job ads Carousels
- Infographics
- Videos (Reels and IGTV)

(O,)

High-res images User-generated

- content Interactive
- 'stories'



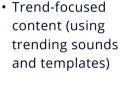
content Videos

Live streaming

(Facebook Live)

 Image-based posts







questions GIFs, images,

focus

videos Current affairs



- Storyboards Photography
- Aesthetic focus



content

Long-form videos

behind-the-scenes

The good stuff





- · Build niche, industry-specific communities with like-minded people
- Content sticks around for longer when people interact with it follower engagement boosts posts up the algorithm
- Strong targeting power for B2B sales opportunities
- (0)
- Easy integrated shopping platform from discovery to purchase
- · Stories, IG Live, and feed posts can be highly interactive
- Convenient profile insights and analytics - for evaluating campaigns and sponsored posts
- Allows
- microtargeting with in-depth functions for paid ads

Messenger chat

function streamlines customer enquiries with real-time responses, and pre-set, automatic

replies

- Highly detailed campaign analytics and metrics
- Allows for content creation and editing tools in-app (no need for third party tools)
- Paid posts can resemble organic content, appearing more authentic Can go viral
- without having to pay to promote your videos -TikTok algorithm can push content for you

 Easy to search for relevant hashtags, brand mentions, and content Shorter form

content allows for

turnaround 'Trending' section helps marketers understand their

audience's

interest

quicker posting

@ Highly integrated

- in linking to blogs, websites, and other social media Easy to drive
- traffic (has one of the highest conversion rates of any social media)
- Algorithm keeps pins circulating for a long time
- Uncapped video length, and

editing tools

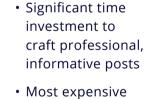
within the site

- (YouTube Video Editor) Long content lifespan - old videos can
- resurface in the algorithm Higher visibility on Google, due to

SEO integration

The not-so-good stuff

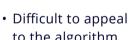




advertisement

platform

paid



0

- to the algorithm that changes constantly High ad saturation
- makes it harder to stand out
- Lack of organic reach – it always
- costs to get your content in front of non-followers · While effective for
 - some groups, audiences are shifting to other platforms



need to be highly responsive and engaged to avoid falling behind

It can take more

time to create

quality video content that will be picked up by the algorithm



the news and content landscape shifts rapidly (tweets date quickly)



specific for the right people to find it – may require extra keyword research for SEO optimisation



· More effort needed to create long-form content



Must take into

account



Don't try to be Superman. If you try to *do it all* – you won't do *any* of it well.

What now?

Instead, think of it like this: which social media platform do you want to kiss, marry and kill?

This will be your 'supporting' platform – you

KISS

have some audience base here, and you post regularly (but not necessarily frequently). The type of content on this platform suits your brand identity and tone of voice.

This will be your main social media priority. Your target audience will

MARRY

mainly interact on this platform. The type of content on this platform suits your brand identity and tone of voice.

This is the platform you do not need. Your target demographic is not active on it, and

KILL

the format does not allow you to convey the messages you want.

Final words of wisdom

Prepare Be consistent Plan your posts in advance to Stay frequent with your posting save time down the road. And to show you are reliable,

credible - and that you want to

stay in conversation with your

audience.



Reply to comments, like

relevant posts and encourage your audience to share their opinion. It helps you appear personable and memorable. And best of all – it's free!



visual imagery is consistent

across your website and all platforms.

Ensure your tone of voice and





make sure you're creating

interesting content that speaks

to your audience – not just

content for content's sake!

