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

LinkedIn	Instagram	Facebook	TikTok	Twitter	Pinterest	YouTube

Key demographics

LinkedIn	Instagram	Facebook	TikTok	Twitter	Pinterest	YouTube
• **Millennials** • Gen X • Baby Boomers	• **Gen Z** • Millennials	• **Millennials** • Gen X	• **Gen Z** • Millennials	• **Millennials**	• **Millennials** • Gen Z • Gen X • Baby Boomers	• **Millennials** • **Gen Z** • Gen X • Baby Boomers

What the content looks like

LinkedIn	Instagram	Facebook	TikTok	Twitter	Pinterest	YouTube
• Posts and articles • Newsletters • Infographics • Job ads • Carousels	• Videos (Reels and IGTV) • High-res images • User-generated content • Interactive 'stories'	• User-generated content • Videos • Live streaming (Facebook Live) • Image-based posts	• Short-form videos • Trend-focused content (using trending sounds and templates)	• Short-form text • Open-ended questions • GIFs, images, videos • Current affairs focus	• Infographics • Storyboards • Photography • Aesthetic focus	• Long-form videos • Informational content • Vlogs and behind-the-scenes content

The good stuff

LinkedIn	Instagram	Facebook	TikTok	Twitter	Pinterest	YouTube
• Cemented audience of working professionals • 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	• 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 quicker posting turnaround • 'Trending' section helps marketers understand their audience's interest	• 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

LinkedIn	Instagram	Facebook	TikTok	Twitter	Pinterest	YouTube
• Significant time investment to craft professional, informative posts • Most expensive paid advertisement platform	• Difficult to appeal 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	• Fast-paced – you 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	• Time sensitive – the news and content landscape shifts rapidly (tweets date quickly)	• Needs to be 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 YouTube's extensive guidelines

What now?

Don't try to be Superman. If you try to _do it all_ – you won't do _any_ of it well.

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

KISS

This will be your 'supporting' platform – you 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.

MARRY

This will be your main social media priority. Your target audience will mainly interact on this platform. The type of content on this platform suits your brand identity and tone of voice.

KILL

This is the platform you do not need. Your target demographic is not active on it, and the format does not allow you to convey the messages you want.

Final words of wisdom

Prepare

Plan your posts in advance to save time down the road. And make sure you're creating interesting content that speaks to your audience – not just content for content's sake!

Be consistent

Stay frequent with your posting to show you are reliable, credible – and that you want to stay in conversation with your audience.

Interact

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!

Align

Ensure your tone of voice and visual imagery is consistent across your website and all platforms.

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