

# Which social media platform is right for my business?

an ebook by  
**splitpixel**







# So much social...

There are now 4.7 billion people on social media – that’s well over half of the world’s population, and a lot of potential leads! But social media marketing (SMM) shouldn’t be a stress.

Delivering engaging social media content takes time, planning, and a certain degree of trial and error.

Our guide to the best social media platforms for your business will help you identify opportunities to increase your reach and brand awareness. Plus, we’ve thrown in some top tips for developing an effective social strategy and how best to deliver your campaigns with the help of some time-saving scheduling apps.

# ...so little time

# Let's get started!

## Developing your buyer personas

To understand which social media platforms to use, you first need to understand who your target audience are and where they hang out online.

A buyer persona is a profile which describes your ideal customer: their personal life, work, goals, hobbies, and interests. To create your own buyer personas you can survey existing customers, check your analytics, or talk to your customer-facing employees for further insight.

Write your social media content with these personas in mind and you'll find it easier to connect to your audience.



# Setting your social goals

Before you settle on a social platform for your business, you'll want to think about your objectives. Setting achievable, measurable goals is equally important on social as it is in any other aspect of running a business. Good social takes time, so being able to look back and measure your progress will help justify the time you've spent cultivating your social presence.

Consider your main business objectives and choose social goals that align with them. Do you need to grow your customer base? Are you interested in raising the profile of your brand? Keep this in mind as you read on and weigh up the different platforms.



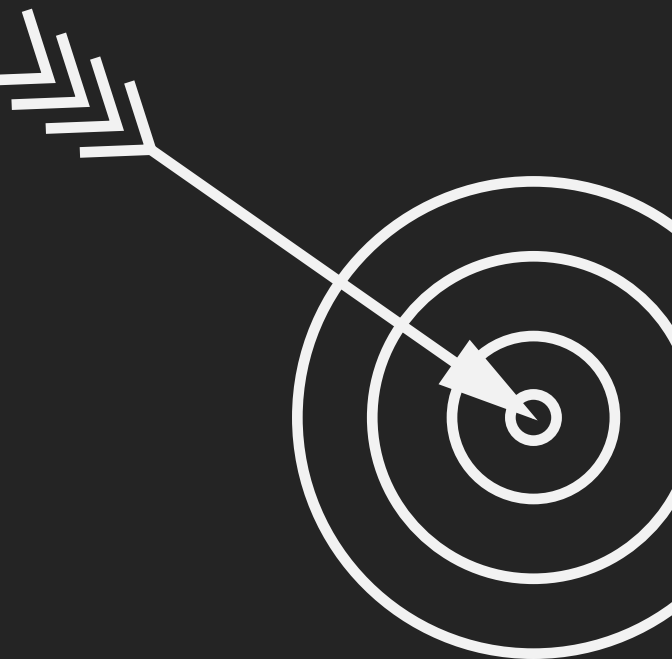
## Understanding organic vs paid social

Before we delve into the many social media platforms available, it's important to understand the difference between organic and paid social – and more importantly, why you need to find the right balance between the two.

**Paid social media** includes sponsored posts, ads optimised for clicks (PPC), video advertising, and so on. Any time you pay to achieve a goal – increasing brand awareness or web traffic, generating leads or sales, boosting community engagement, or growing your audience – that's paid social.

**Organic social media** includes all the content you don't pay to promote such as your regular posts and photos. This kind of SMM helps to build brand presence and reputation as well as creating a relationship with your audience. You may even begin to develop an online community around your brand – really useful to gather feedback.

You can also pay to amplify organic content – boosting posts to expand your audience reach.







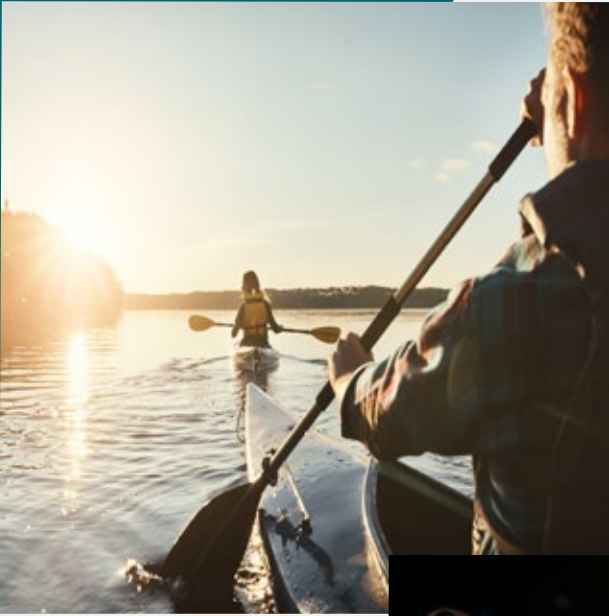
# TikTok

▲  
**TikTok is the most rapidly growing platform, and its user base demographic will likely continue to diversify.**

TikTok is one of the fastest growing social platforms, becoming the number one downloaded app with 3 over billion downloads. Primarily focusing on trending videos and sounds, TikTok is centred around short form videos and recently incorporating the stories feature found on Instagram and Facebook.

However, unlike other platforms, TikTok's default main feed is algorithm-generated personalised content, rather than who you follow. The 'for you' page shows a mix of videos based on what you have liked, who you follow, and what they think will appeal to you.

The opportunities for a TikTok content creator are enormous, allowing you to reach an entire audience of users who don't even follow you. By using trending sounds, hashtags, and captions, you can encourage the algorithm to show your content to users.



▲  
**TikTok is popular for entertainment, leisure, sports, and lifestyle brands – great for building a relatable brand persona.**

## **TikTok for Marketing**

To get started, all you need to do is set up a Business Account – this differs from a standard Creator Account as it gives you access to business tools like analytics and ads. One thing to note is that TikTok business accounts don't have full access to the sound library within TikTok, so this may limit the trends you can capitalise on, but if you're keen to monitor progress and engagement then a business account will probably suit you best.

Once you have got to grips with how TikTok works and set up your account, it's time for some market research. Look at what other brands are doing – especially if any of your competitors are already there. Then you can experiment with making videos (drafts will be your best friend) and learn more about the TikTok feed.

TikTok Ads can be useful to implement within your TikTok strategy. The most popular method is to boost an existing video to show it to a wider audience based on metrics you set – much like Facebook Ads. But just remember, users on TikTok are more likely to engage with your ad if it isn't obviously an ad!

Influencer marketing is extremely powerful when promoting your products on TikTok. Many users will collaborate with brands to promote products to an audience of followers with whom they've built a relationship of trust and rapport. There are a few ways you can collaborate with an influencer, for example you can send your products for free in return for content or pay them directly to advertise your brand.

**Best to target Gen Z currently – a quarter of all TikTok users are under 20 and over 60% are women or girls.**





# Facebook

Facebook remains the largest social media platform online with 66% of the UK's total population using the platform. Nearly 3 billion global users visit Facebook every month, with the largest growing demographic being the 65+ age category.

## Personal vs Business Accounts

You should always create a dedicated Business Account for your business; this will give you access to features like carousel ads and boosted posts. Relying on your personal account will limit your reach, preventing you from targeting the right audience.

Facebook policy requires each Business Account to be linked to a Personal Account for security. You don't have to be active on this linked Personal Account, but you risk account suspension if you create a fake profile or puppet account.

If you're creating a new Personal Account to manage your Business Account, including the bare minimum of a profile photo and a few friends should help cover your back. Many people are wary of connecting their personal and business lives through Facebook, but Facebook treats both pages as separate entities by default.



# Setup

Facebook is a great way to establish your online presence and gives potential customers an easy point of contact. It's a space for you to communicate with your audience in their comfort zone - share your successes, advertise vacancies, and showcase products, services and offers.

But you're on a platform where you're competing against your audience's friends, family and other brands. How do you stand out? Why should customers put their trust in you? What makes you unique? It's time to show off your brand personality and focus on your USPs!

You need to post regular and valuable content to stand out from the noise. Don't limit yourself to one type of media - harness videos and stories to encourage your community to engage.

**Find out how to set up a business page on Facebook**

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**Facebook is still the biggest social media platform, it's still growing, and it's highly competitive for paid ads.**



## Paid Facebook

If you're just starting out with your business Facebook page, you may be thinking 'how can I make sure that my content reaches the right audience?'. The answer is Facebook advertising, or Meta for Business and 93% of social media marketers are using it.

Facebook's sophisticated advertising software allows you to target audiences through exact qualities such as: age, gender, purchasing behaviours, and valuable interests - getting your content in front of the audience most likely to be interested in your business.

**Get set up on Facebook Business Ads**

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## Facebook Messenger

People value convenience and a prompt service – so social media has become a popular way to communicate with brands. If you don't have the time to reply to your customers straight away, you can set up custom auto-responses.

Either keep it simple with a single auto-response, acknowledging their enquiry and letting them know when you'll be back in touch, or you can get clever with a chatbot and fully automate the user journey from initial enquiry to final action.

While the latter can be a real time saver, remember to be personal! Keep the options simple and straightforward but your user will probably know they're talking to a bot, so it's important to add your brand's personality into the automated responses.

Beyond customer service, you can also create ads within the Meta suite which links a user directly to Facebook Messenger. For example, if a potential customer is shown one of your Paid Ads on their feed and they click on it, they can follow up with direct questions to your Business Account.

▲  
**The highest global traffic on Facebook occurs on Wednesdays and Thursdays between 11am and 2pm.**



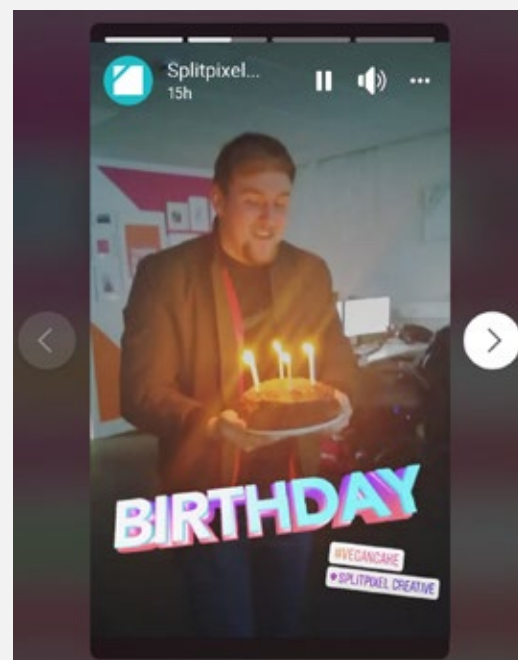
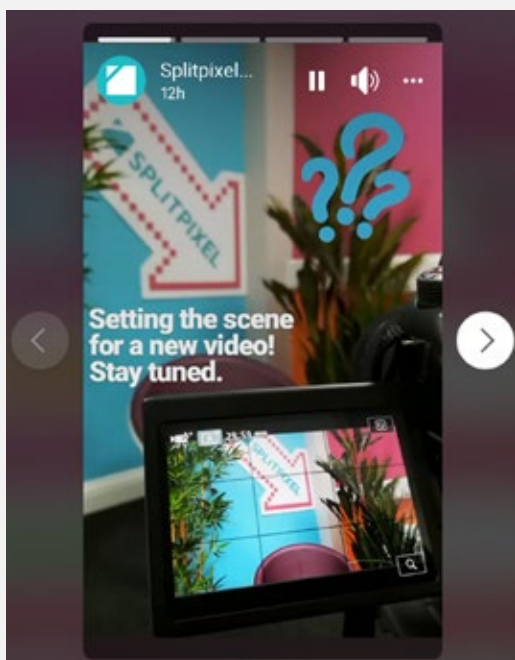
# Facebook Stories

Facebook Stories allow businesses to share specific content with existing page followers, while also offering the opportunity to increase reach through sponsored posts which slot between stories from friends, family and liked pages.

Optimised for smartphone screens, stories can really increase engagement with your customers as they're the first thing at the top when a user opens either the Facebook or Messenger app - valuable advertising space!

Stories are very different to traditional Facebook posts, sticking around for only 24 hours. When a user reacts or replies, this goes straight through to the Messenger app - giving you the opportunity to start a conversation.

Your content needs to be snappy and engaging from the first glance. If it looks like a boring advert, users will swipe away, and you will miss the chance to promote yourself. Try to be relatable, focus on your brand's personality, and consider using a little humour to get your audience hooked.



**88% of users are on their mobile and usage has actually shrunk in the Gen Z.**



# Instagram

Gen Z's favourite social platform and the second most downloaded app in the world – Instagram is famously image-led. With trending hashtags converging on fashion, photography, and food, there's plenty of opportunity for businesses in the arts, hospitality, leisure, and lifestyle industries to get noticed.

## Setup

If you're starting out on Instagram, there's a few ways you can maximise performance with minimal effort. Make the most out of your profile bio. You have a total of 150 characters to perfectly summarise who you are and what you offer. Don't try to cram too much information in and be sure to add a little personality. Add a link to your website and don't be afraid of emojis. 😊🤔😂

But setting up a profile is the easy bit; maintaining a regular stream of quality content is crucial to staying current and engaging your audience. Remember, you don't need to be a professional photographer – a smartphone will do.

Using a Business Profile on Instagram, the Meta accounts centre will let you include an email address and phone number in your profile bio so users can contact you directly. It's also possible to copy over your automatic replies from Facebook Messenger if you find that useful to keep on top of your direct messages.



# Instagram Hashtags for Business

Start by looking at hashtags the way you look at SEO. Long-tail keywords more specific to your business might result in lower search volumes but they achieve better engagement. Take your time to look through your competitors' Instagram profiles and see which hashtags they go for to help inspire your own.

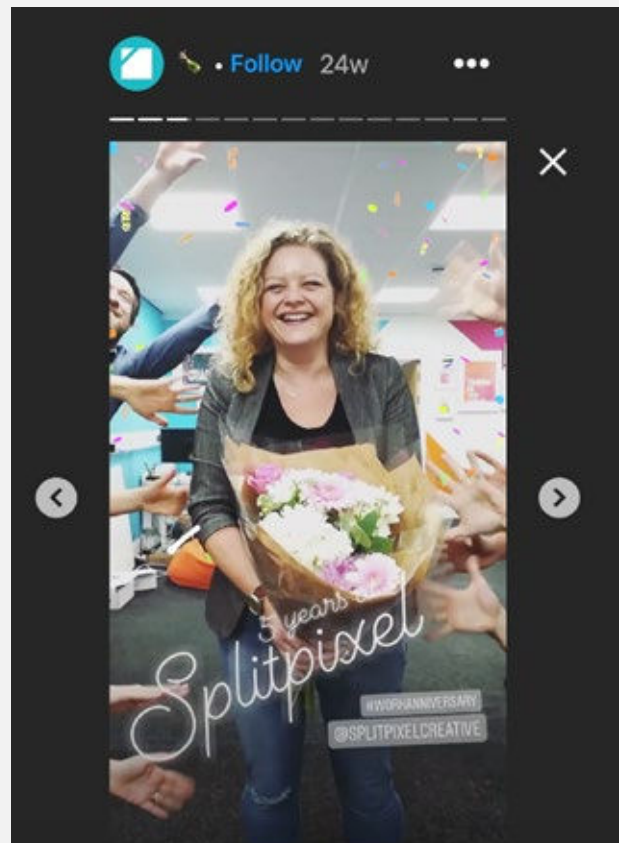
#AmIDoingThisRight? #PlsSendHelp!

## Instagram Stories

Great stories are often interactive and make use of built-in features like polls and quizzes. You can open a dialogue with your audience and keep the conversation going in direct messaging. You can also make the most of consumer-created content, sharing their posts and stories to your own story with your own comments.

Recently, Instagram have rolled out a new feature that allows users to 'like' a story without it sending a direct message to this person. The notification will just appear in the list of people who have viewed your story - this is great for users who prefer to use the stories features over feed posts as it still allows engagement from their followers!

▲  
**Nearly 58% of users are more interested in a brand after seeing it in their Instagram story.**



# Instagram Reels

Instagram reels allow you to post a video up to 90 seconds with the option to display in your feed as well as the reels section of your profile. These reels can be shared to stories, too! In terms of engagement, reels enable your content to be seen by a wider audience, unlike stories which are only shown to your existing followers.

Instagram is pushing video content above photos on their platform; so reels are the optimum method for delivering content to potential audiences on their platform. Instagram's algorithm is linked to Facebook Business so your content will be shown to relevant accounts based on factors like interests, relationship status, and location.



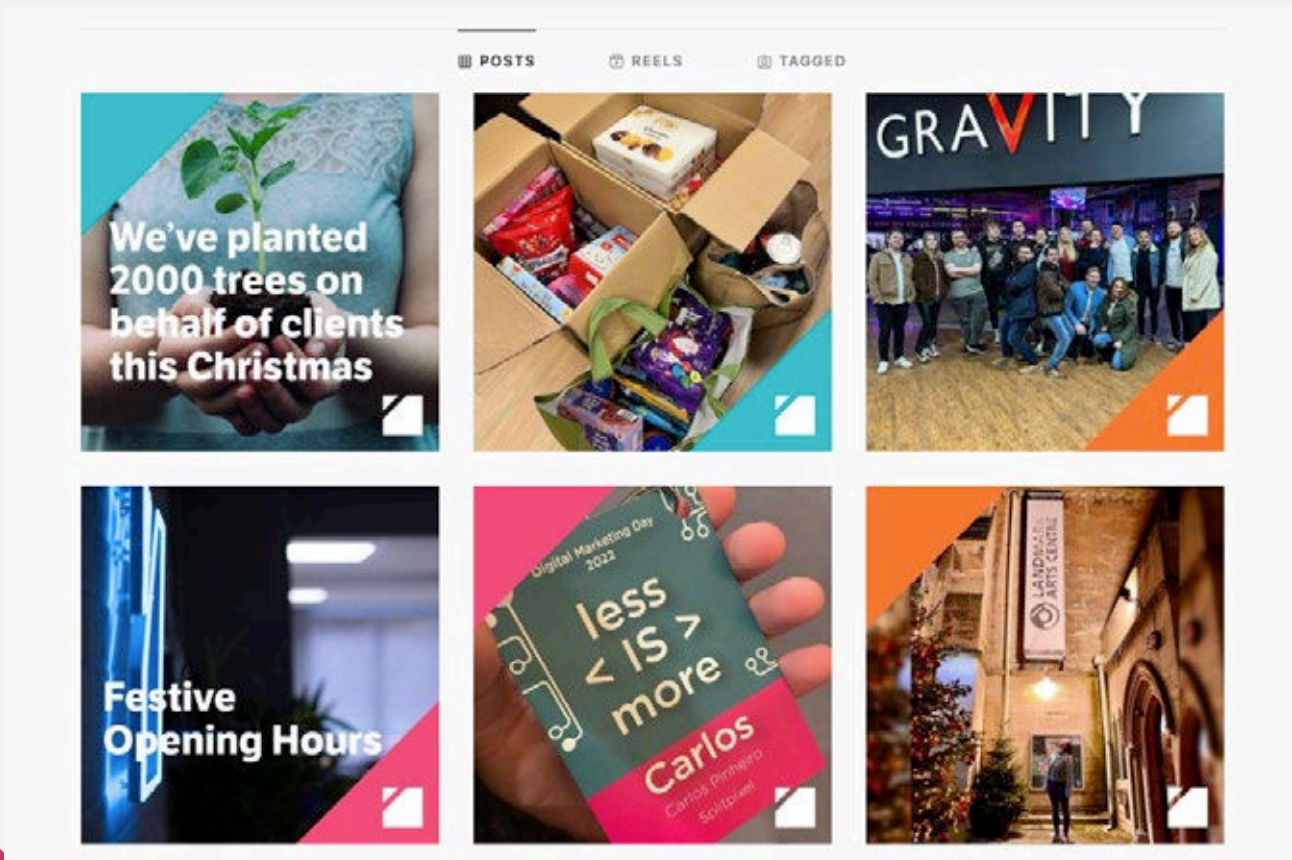
**Ideal for targeting millennials and Gen Z but the fastest growing audience is Gen X men.**



# Instagram Shop

If you're an ecommerce-based business, you can advertise your products directly on Instagram through their 'shop' tab. This feature allows you to tag images with your products just like you would tag a friend in a post. You can create add product descriptions, manage collections, and customers can even check out directly through the platform.

Don't forget to feature your shop in your Instagram stories! Users can click the shopping bag sticker on your story to take them directly to the product where they can find more information and make a purchase without leaving the app.



Instagram's ad reach has now surpassed Facebook's.



# Twitter

▲  
**A whopping 70% of Twitter users are men - and the platform is particularly popular for sports news.**

While Facebook's algorithm is designed to limit your reach, encouraging businesses to spend money on paid ads, Twitter will show content to a follower regardless of spend. If you can capitalise on trending topics, employ popular hashtags, and encourage users to retweet your content, you can expand your reach with less spend.

## Setup

Ensure your handle (@ExampleBusiness) is readable and your profile photo is either a high-quality photo or a logo. You have the option to add a header image, which can come in very useful when promoting events or offers.

You have a total of 280 character to get your message across in your bio. Who are you? What do you do? Don't worry if you can't fit everything in, it's meant to be short and sweet. Your pinned tweet (stuck to the top of your timeline) offers extra space to sum up your business (or promote events and offers) so make the most of that feature.



# Twitter Threads

With Twitter's 280-character limit, threads can be a great way to share a stream of content in short bursts.

Threads offer the opportunity to engage your followers in conversation or bring your older tweets back to the top of the...

...feed. Make sure your content has purpose and feels relevant - don't tweet for the sake of tweeting!

## Retweeting

You can let your customers do the talking! If you've been tagged in a tweet where a customer is praising your brand, consider retweeting this content to thank them for the great feedback.

While it's great when you get good reaction on Twitter, many users take to the Twittersphere to complain about bad service. It can be tempting to ignore negative feedback but showing your customers that you care about making things right can go a long way in reducing the damage.

People regularly get their news from Twitter far more than any other social media platform.



**26% of users spend more time on Twitter ads than on other platforms, so they can be more effective here.**



# LinkedIn

LinkedIn is the favoured social network for B2B brands and business owners. The platform encourages users to develop relationships with existing and new connections. Beyond its nifty recruitment tools, you can build your reputation with other businesses, connect with like-minded people, and target a niche area of your industry where you can share your expertise.

## Personal vs Business Accounts

LinkedIn company pages help your business look professional – they allow to set targeted ads and let your employees get connected. But, like any other social media platform, personality is key!

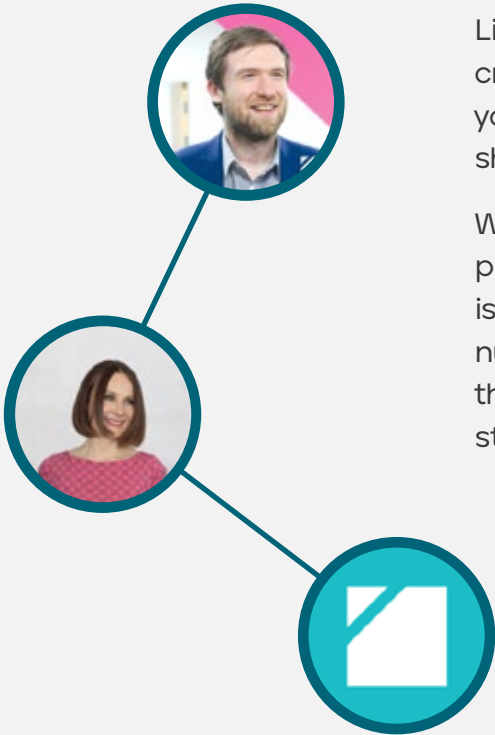
Many business owners invest more of their time in their personal LinkedIn account. Just because it's personal doesn't mean it can't serve your business. Your audience knows they're talking to an individual on your personal profile, making it easier to develop a relationship.

On your personal LinkedIn profile, you can send connections and personal messages, allowing you to be proactive when reaching out to potential connections and customers. You can also share videos and articles to engage more of your audience.

# Becoming a 'LinkedIn-fluencer'

LinkedIn users value authenticity, industry insights, and creativity. You can't jump on LinkedIn just to turn a profit, you need to give value to get value. So, what can you share with your audience?

While it is primarily a business-focused social media platform, personality is just as important on LinkedIn as it is anywhere else. If you build trust with your connections, nurture new network relationships, show your passion for the industry you work in, and be honest - you'll quickly start to see the benefits of LinkedIn.



57% of total LinkedIn users are men and 60% of total users are millennials.

By including an image in your LinkedIn post, you will double your chance of engagement.

LinkedIn Ads can generate up to 2x higher conversion rate on average than ads on other social platforms.



▶  
Every week,  
a third of all  
internet users  
globally watch  
a tutorial or  
live stream on  
YouTube.



# YouTube

The world's second most popular website, YouTube might be up there with the major video streaming platforms like Netflix, but the platform retains the same social functionality and sense of community that made the online space so appealing to so many.

So, how do you know if YouTube is the right social space for your business? While YouTube is the ideal platform for food, beauty and lifestyle bloggers, fitness instructors, music teachers and artists, you don't necessarily need to be in a creative industry to make valuable content. If you can create helpful video tutorials and share insights into your industry, you can generate brand awareness which will help your business stand out.

YouTube clips get shared across all social platforms and embedded into websites – so the value of YouTube extends beyond the platform alone.

## Setup

Consider what you want to achieve with YouTube and how your content contributes towards these goals. Think about your target audience and the type of content they're already watching. If you can generate enough user interaction on your videos, your videos will be automatically recommended to your other users in your target audience.

[Find out how to create a YouTube channel.](#) ▶

▲  
A surprisingly low 22% of regular users choose mobile to access YouTube, though desktop usage may decline.

## Optimising your keywords and click-through rate

YouTube doesn't function like any other social media platform. As a search engine, users can optimise their content just like they would their website - starting with keywords!

Start by saying your keywords out loud in your video because YouTube will pick up on this. When you come to upload, writing a keyword-optimised title and description using precise keywords to help your video rank higher. Don't forget to write for humans (not robots) and avoid just stuffing a bunch of keywords together as this will only hurt your results.

The three main areas of focus to maximise click-through rate should be your title, your thumbnail, and your description. Your thumbnail needs to stand out against the competition. When creating a custom thumbnail, consider your brand guidelines and don't make it too busy. Check out how your competitors are presenting themselves, but you don't want to look too similar to anyone else.

Uploads PLAY ALL



TheLocal.Delivery | Supporting local businesses...



Web Designers Deck the Halls | Q&A with Rob...



Agency Director Caught In a Jam | Q&A with Greg Smuk |...



The Life of a Web Developer | Q&A with Jon Kidger |...



It Was Acceptable In The 90's | Q&A with Rob Evans |...

After Google, YouTube is the most visited website globally.



# Scheduling Software

Choosing a platform is the first step – finding an efficient, time-saving app to help you manage your social is the next. As an agency, we've tried out countless social media management tools on our search for the perfect one and hopefully our experience will come in useful!



# Platform-specific management tools

If you're only interested in one platform, there are tools available to help you manage things. We've highlighted a few free apps and tools you might want to check out for yourself.

## Meta Business Suite

Facebook and Instagram are always a good place to start your social journey - make your job a little easier and check out [Meta Business Suite](#). This free tool gives businesses an easy and efficient way of scheduling content, tracking ads, reviewing analytics, and making the most out of the social media platform. Another benefit of the platform is that you don't need to share around passwords to get help maintain your page. Facebook allows you to add users and adjust permissions, so that others can help manage comments, share content and more.



## TweetDeck

[TweetDeck](#) is a free Twitter-owned social media dashboard app designed to help you keep on top of social activity related to your business. The dashboard serves as a convenient interface, showing multiple timelines in columns. It's great for managing multiple Twitter accounts or keeping tabs on relevant users. You can also schedule Tweets and retweet content from other users.

# Inclusive management tools



Hootsuite is a low-cost social media management system which allows the user to track and manage many social media platforms in one place. You can monitor and respond to what people are saying about your business, schedule posts individually or in bulk, and view your analytics. The platform is compatible with Facebook, Twitter, Instagram, LinkedIn, TikTok, WordPress, and Pinterest.

Hootsuite also offer training to help people use their platform and learn more about social marketing. If you're interested in trying out Hootsuite, you don't need to commit to a plan straight away. They offer a 30-day free trial to get you started.

## agora pulse

AgoraPulse is our personal favourite. It's a great choice for digital agencies which manage multiple social accounts for different clients. It offers tools to help with community management, bulk scheduling, and reporting. Possibly the most helpful feature is their social listening tool, allowing you tune into what others are saying about your business or content, react quickly and efficiently to comments and shares, and identify your most engaged followers and fans.

Their reporting tool allows you to export in-depth analytics; these reports give you everything from top-level metrics to recommendations about your most popular post types and when to publish. AgoraPulse also have a nifty app, so that you can monitor and manage your social accounts on the go.

Their lowest package is free and there are multiple pricing options, AgoraPulse's comprehensive features and ease of navigation makes it a worthwhile investment for those looking to really delve deep into the realm of social media.



HubSpot is more than just a social media management platform. If you're interested in combining your social activity in with your other marketing efforts, HubSpot can be really useful.

It has a few shortcomings when it comes to social media management and posting options. Their professional package is also more expensive than other management tools, often placing it out of reach for smaller businesses.

# Reporting

Reporting can help you better understand your audience. Through analytics and social listening, you can discover how your fans behave online, when they interact with your content and what types of media get the best response. This will help you plan future content.

If you're looking to experiment with a few different social media platforms, reporting is especially important as it will help you identify which platforms are working best for you. When you eventually come to launching a social campaign, tracking your progress is crucial. It allows you to quickly adjust your approach or pull a campaign if it's not having the desired effect – saving you money!





# Don't forget...

- ▶ You don't have to be on every platform, only go where you will find an audience for your brand.
- ▶ A profile without regular content can do more harm than good.
- ▶ Results won't happen overnight, don't be tempted by cheap shortcuts.
- ▶ Follow the rules of the social platform you're using to avoid getting suspended.



## How can we help?

Splitpixel recognises just how important social can be in an effective marketing strategy. That's why we take extra care in developing bespoke social strategies for every client, so that their social fits perfectly with their brand and business objectives.


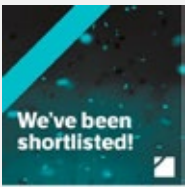
We hope that our ebook has helped you better understand the options available, but we also recognise that social media often lands at the very bottom of your to-do list. We're here to help you maximise reach without breaking the budget.

We do everything from long-term campaign planning to daily content writing and asset design.

**Get in touch today to discover how we can bring your social to life.**

# Try our free scheduling template

To help you get started, we've put together a simple social media scheduling template. Use this to plan out your ideas for each social media platform.

Date and time	Platform	Campaign	Copy	Media	Image alt text	Hashtags	Status
02/11/2022 2pm	Facebook	Service offering	<p>Google Ad Grants are available for charities and non-profits.</p> <p>In our latest blog, Ash B take us through how you can access the grants - enabling you to raise the profile of your organisation, increase your donation revenue, attract volunteers, and much more!</p> <p>Give it a read here: <a href="https://bit.ly/3fmJXqz">https://bit.ly/3fmJXqz</a></p>		Laptop screen with Google webpage open. Text overlay that reads "Google Ad Grants for Charities & Nonprofits"	#Splitpixel #GoogleAdGrants	Scheduled
18/10/2022 1pm	Twitter	Brand awareness	<p>Woohoo - we've been nominated for Medium Business of the Year at the Connect Yorkshire Business Awards!</p> <p>Best of all... you can vote for us! All you have to do is visit <a href="http://bit.ly/3UXi2ml">http://bit.ly/3UXi2ml</a> and select us for the 'Medium Business' category.</p>		Blue confetti. Text overlay that reads "We've been shortlisted!"	#Splitpixel #BrandDesign #DigitalAgency	Published

- Look at your best performing posts and average platform statistics to find what days and times are best for engagement.
- Stick to a tone of voice that suits your brand and is most likely to connect with your audience - don't forget that less is more and include useful keywords.
- Include any assets that should be posted alongside the copy. Try to make your assets consistent and don't forget to include alt text to make your content accessible.
- Popping a few hashtags in your plan is a good idea; keep on top of trending tags and topics. Use camel case! i.e. #SusanAlbumParty NOT #susanalbumparty.
- Keep track of your progress by noting whether posts are drafts, scheduled, or published. This is especially important if you work as part of a marketing team.



# About Splitpixel

Founded in Yorkshire in 2008 as a team of three making websites, Splitpixel has grown over the past fifteen years into a full-service digital agency that specialises in design, development and digital marketing.

We focus on creativity, customer service, and achieving good results for our clients. Honesty, good value, and helpful advice that's accessible to everyone has always been what we're about, right from the very start.

We're very proud to have worked with such a diverse range of businesses not just in Yorkshire, but across the whole of the UK. From SMEs to national blue-chip companies, we still aim to give everyone that same accessible service that we've provided all along.

So drop us a line - let's see what we can work on with you.  
We can't wait to get started!

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