



# Using the Right Platform for Social Media Marketing

Many social media platforms were created to network with colleagues and old friends. But as time passed by, brands started infiltrating these platforms because of its high potential. True enough, to date, more social media platforms rise, and the pioneers of social media are also evolving more than ever.

Social media marketing hasn't been around for a very long time. In fact, Facebook was only founded in 2004. It was also only in 2010 that Facebook started offering ads services for brands to target specific audiences.

To further monetize the growing number of active users, changes are constantly made in their algorithm, policies, and operations. For example, the average reach of an organic post on Facebook in 2019 is 7.7%. By 2018 it's 5.5%, and at the [end of 2020 it reduced to 5.2%](#). Because of this decline, it easily influences a brand's strategy and financials to maximize the platforms they are in. After all, these platforms are still a business after all.

# You don't have to be on every social media platform



DataReportal's [July 2021 report](#) show that many users across the top social media platforms have an overlapping user base.

JUL 2021		SOCIAL MEDIA PLATFORMS: USER OVERLAPS								
		PERCENTAGE OF USERS AGED 16 TO 64* OF EACH SOCIAL MEDIA PLATFORM (OUTSIDE OF CHINA) WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS								
		⚠ THE QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS								
	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING INSTAGRAM	ALSO USING REDDIT	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING TIKTOK	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100%	75.7%	77.2%	13.0%	30.6%	48.6%	40.4%	35.6%	30.2%
YOUTUBE USERS	1.0%	80.9%	100%	77.2%	15.2%	29.1%	51.2%	38.6%	38.2%	30.2%
INSTAGRAM USERS	0.1%	84.3%	78.5%	100%	14.1%	35.0%	54.6%	43.6%	39.6%	30.2%
REDDIT USERS	0.1%	82.3%	79.4%	81.9%	100%	50.1%	73.1%	48.6%	60.5%	50.2%
SNAPCHAT USERS	0.1%	84.8%	78.3%	88.8%	21.9%	100%	62.9%	57.1%	49.3%	36.7%
TWITTER USERS	0.2%	84.9%	80.2%	87.4%	20.1%	39.7%	100%	47.9%	43.8%	39.2%
TIKTOK USERS	0.0%	85.8%	81.3%	84.6%	16.2%	43.7%	58.1%	100%	43.6%	30.5%
PINTEREST USERS	0.2%	84.3%	80.2%	86.0%	22.6%	42.2%	59.3%	48.7%	100%	41.0%
LINKEDIN USERS	0.2%	89.3%	77.8%	81.6%	23.3%	39.1%	66.2%	42.5%	51.1%	100%

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SOURCE: GWI (Q1 2021). SEE [GWI.COM](#) FOR MORE DETAILS. \*NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. VALUES REPRESENT THE USERS OF THE PLATFORM IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL MEDIA PLATFORM, INCLUDING PLATFORMS NOT LISTED IN THIS TABLE. ♣ COMPARABILITY ADVISORY: SURVEY CHANGES.

we are social

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The key takeaway is that businesses don't need to be on each and every platform in order to reach majority of their audience. Even though reach isn't the only factor to consider in your social media marketing plan, it influences how you construct your strategy. Different people will use different platforms because each of these applications have different features, selling point, and demographic. So instead of focusing on being everywhere, think about what platform will work best for your target audience and business goals.

To maximize your social media marketing efforts despite changes in algorithms and how these platforms operate, you can start doing the following:

## **Create targeted ads**

Nothing beats the reach of ads compared to organic posts. But aside from that, creating targeted ads ensures that your business is being seen by people who have shown hints of interest through their online behavior.

## **Use more of certain content formats**

Some formats are prioritized more than the others when reaching your target audience for organic posts. For example, Facebook shows less of images and more of videos, and more of posts on groups than of brand pages on each user's news feed.

Some ideas are also best explained using a specific format, and the uniqueness of each platform makes it all the more dynamic and effective for the users you are targeting.

## **Focus on quality over quantity**

No matter how much you spam your accounts with content, if they don't give value, no one is going to engage, share, or convert. Posting too much content may also trigger the platforms to tag you as spam.

## **Leverage each platform's strength**

Each social media platform has a different selling point. Depending on your business, you must use it to your advantage to showcase your products or services in the best light. If you want to utilize user-generated content (UGCs), then soliciting it from Facebook, Twitter, and Instagram is easier and doing so in Youtube can be more challenging.

# Capitalizing platform strengths

Below are some of the most common social media platforms and how you can capitalize them to maximize how they work for your business.

## Facebook

Facebook remains the world's most widely used social media platform with 2.853 billion monthly active users. It makes it the viable option for a wider reach such as campaigns that want to focus on awareness. Facebook's intelligent algorithm allows you to target precisely by demographic and behavioral parameters based on their conversations and actions. That means Facebook is able to **identify the most relevant context to deliver specific message** in a way that really corresponds with your target market's current mindset.

## Twitter

Twitter is all about topical conversations and reactivity. It is largely a **platform for live interaction, as well as feedback and discussion on what's happening now**. Twitter users have reactive behaviors which makes it a good platform for one-on-one conversations with brands and influencers.

## Instagram

An Instagram feed generally shows higher quality imagery than FB and TW which makes it a **go-to channel for snackable inspiration and entertainment**. As it now follow a Facebook-like algorithm, Instagram orders posts according to the likelihood of people to be interested in the content.

## YouTube

Watching short clips and videos is the No. 1 online activity even before social networking and messaging. YouTube is **largely used as a content source for entertainment and inspiration**– and now even education. YouTube is a good platform to boost your influencer content to amplify the brand message to reach a wider audience.

## Tiktok

Fresh, dynamic, and entertaining is what makes up contents on Tiktok, making it **a platform for brands who want to keep up with their target audience's preferences and interests**. Using influencers to support brand campaigns is also what hugely creates branded content on the platform.

## LinkedIn

LinkedIn is a professional networking platform that connects organizations and individuals to one another. Organizations can use LinkedIn to **build connections which can eventually lead to partnership, sales, or conversion**. Because LinkedIn is a professional network, ad targeting based on roles and industries is also very effective to reach the correct people for your intentions while excluding your competitors from receiving the same message.

Now is the time to start listening to those who tell you to be where everyone is. Let us drive on your social media marketing to the right direction while you do the other more important things.

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