

Social Media Platforms

Use different social media platforms for different business objectives



TWITTER

News + Articles + Conversation

Example: You opened a new location



FACEBOOK

Building relationships + Brand Loyalty

Example: You are holding a 1 year anniversary event



YOUTUBE

Brand Awareness + How To Searches

Example: You want to demonstrate how to use a product



INSTAGRAM

Building Relationships + Lead Generation

Example: You want to showcase new renovations to your store



PINTEREST

Lead Generation For Visual Items

Example: You want to share a new menu item



LINKEDIN

Business Development + News/Articles Conversations

Example: You want to announce your business is hiring

Learn how social media can help you achieve your business goals.

[View our Small Talks video recap](#)