



SOCIAL MEDIA MADE EASY

Which social platforms
are best for your business?
+ Reels vs. Stories

HELLO. SO GLAD YOU ARE HERE!



I'm Lisa, your social media and video editing guide. With over 25 years experience and a love for helping others, you are in good hands.

If you are confused by social media and find it difficult to know which platform is best for your business, or even struggle knowing the difference between a story and a reel... You are in the right place!



WHAT YOU NEED TO DO FIRST

When considering which social media platforms to utilize for your business, there will be several factors you must take into account: Target Audience, Business Goals, Types of Content, Resources and Capabilities, and Competitive Landscape. Let's talk about each of these factors, so you can make the best decision for you and your business.

1. TARGET AUDIENCE

Understanding the demographics and preferences of your target audience is crucial. Each social media platform attracts a different demographic and user behavior.

PLATFORM	DEMOGRAPHIC
Facebook	Wider age range, but particularly popular among older demographics
Instagram	Skews younger, with a strong presence among Millennials and Gen Z.
LinkedIn	Primarily professionals, making it ideal for B2B businesses.
YouTube	Appeals to a broad audience, particularly those seeking video content.
Twitter (X)	Often used for real-time updates and news, attracting users interested in timely information and engagement

I. TARGET AUDIENCE (CONT.)

TikTok

Dominated by younger users, particularly Gen Z, interested in short-form, entertaining content.

Pinterest

Popular among women and users seeking inspiration and visual content.



It is also advantageous to know how many people are actually on these platforms. As of January 2024, the number of monthly active users (in millions) was: FaceBook (3,049), YouTube (2,491), Instagram (2,000), TikTok (1,562), LinkedIn (1,000), X/Twitter (619), Pinterest (482)*

*2024 Statistics from www.statista.com for all platforms, except Instagram [www.https://about.linkedin.com/?lr=1](https://about.linkedin.com/?lr=1). Information obtained on April 5, 2024

2. BUSINESS GOALS

Consider the business objectives and what you aim to achieve through social media marketing. Whether it's brand awareness, lead generation, driving website traffic, or increasing sales, different platforms offer unique advantages in fulfilling these goals.

PLATFORM

BRAND AWARENESS

Facebook

Offers extensive targeting options and a large user base

Instagram

Is visually-driven, ideal for showcasing products, lifestyle and brand personality

LinkedIn

Helps in establishing thought leadership, sharing industry insights, and connecting with relevant audiences

YouTube

Educates, entertains, and familiarizes audiences with your brand

Twitter (X)

Increases brand awareness through conversations and trending topics

2. BUSINESS GOALS (CONT.)

TikTok

Quickly captures attention and increases brand visibility.

Pinterest

Ideal for visually-driven brands. Best for showcasing products, inspirations, and ideas.

PLATFORM

LEAD GENERATION

Facebook

Offers ads with forms directly within the platform

Instagram

Clickable links in bio, stoppable posts, and ads to drive traffic to landing pages

LinkedIn

Effective for B2B through targeted advertising, sponsored content, and Lead Gen Forms

YouTube

Capture leads through call to actions (CTA's) within videos, links in descriptions, and YouTube Cards

2. BUSINESS GOALS (CONT.)

Twitter

Lead generation cards and promoted tweets with clear CTAs

TikTok

Emerging features like TikTok Lead Generation Ads

Pinterest

Promoted Pins with CTAs directing users to lead generation landing pages

PLATFORM

DRIVE TRAFFIC

Facebook

Link posts, ads, and CTA buttons to drive traffic to websites or landing pages

Instagram

Clickable Links in bio, swipe-up feature in Stories, and Instagram Ads with actionable CTAs

LinkedIn

Shared articles, company updates, and sponsored content with links

2. BUSINESS GOALS (CONT.)

YouTube

Video descriptions, end screens, and card linking to website or landing pages

Twitter (X)

Utilizes tweets, retweets, and promoted tweets with links to drive traffic to website

TikTok

Bio links, video descriptions, and ads with direct links

Pinterest

Promoted Pins with direct links to website content, product pages, or landing pages



All platforms can contribute to increasing sales by effectively driving traffic, engaging with the audience, and nurturing leads through targeted advertising and compelling content strategies tailored to each platform's strengths.

3. CONTENT TYPE

Each platform has its own content format and style that resonates with its audience.

PLATFORM	TYPE OF CONTENT
Facebook	Varied content types including posts, images, videos, and live streams
Instagram	Highly visual content: photos and videos, aesthetically showcasing products/services
LinkedIn	Professional content: industry insights, thought leadership articles, and job postings
YouTube	Tutorials, product reviews, vlogs, and behind-the-scenes footage
Twitter (X)	Short, concise updates, links to articles, engaging in conversations, and sharing news or promotions

3. CONTENT TYPE (CONT.)

TikTok

Short, entertaining videos, challenges, trends, and user-generated content

Pinterest

Visual content like images and infographics, particularly useful for DIY projects, recipes, fashion, and home decor inspiration.

4. RESOURCES & CAPABILITIES

Consider the resources available such as time, budget, and personnel for managing social media accounts and creating content. Some platforms may require more time and effort to maintain or produce content than others.

05. COMPETITIVE LANDSCAPE

Analyze competitors' presence and performance on various platforms to identify opportunities and gaps in the market.

IN SUMMARY

The choice of platform ultimately depends on your target audience, business niche, content strategy, and marketing objectives. A well-rounded approach that utilizes multiple platforms synergistically can often yield the best results for achieving various business goals.

STORY

VS.

REEL

ON INSTAGRAM, A "REEL" AND A "STORY" ARE BOTH FEATURES THAT ALLOW USERS TO SHARE VIDEO CONTENT, BUT THEY SERVE DIFFERENT PURPOSES AND HAVE DISTINCT CHARACTERISTICS.

INSTAGRAM REEL

- Reels are short, entertaining videos typically lasting up to 60 seconds.
- Users can create Reels using various editing tools like music, text, filters, and special effects.
- Reels are displayed in a dedicated section on a user's profile and can also appear in the Explore section, increasing their discoverability.
- Reels can be shared with followers and are designed to reach a wider audience beyond just the user's followers, as they can appear on the Explore page based on their content and engagement.
- Reels are often used for creative and engaging content, such as lip-syncing, dance challenges, tutorials, comedic sketches, or showcasing products/services in an engaging way.

INSTAGRAM STORY

- Stories are temporary posts that disappear after 24 hours unless saved as highlights.
- Stories can consist of both photos and videos, and they can be enhanced with various interactive features like polls, questions, stickers, and swipe-up links (for accounts with over 10k followers or verified accounts).
- Stories appear at the top of the Instagram feed in a horizontal bar, allowing followers to easily view them.
- Unlike Reels, Stories are more informal and are often used for sharing daily moments, behind-the-scenes glimpses, quick updates, or promoting time-sensitive content like flash sales or events.
- Stories encourage more direct engagement with followers through features like polls, questions, and direct messaging, fostering a sense of interaction and connection.

IN SUMMARY

While both Reels and Stories allow users to share video content on Instagram, Reels are longer, more polished videos designed for wider reach and discoverability, whereas Stories are shorter, more temporary posts used for sharing informal, real-time updates and encouraging direct engagement with followers.

NEXT STEPS

If you still don't know where to start and need help finding the best strategy for your business moving forward. Schedule a complimentary 30-minute zoom meeting with Lisa at Stone Groove Social.



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**“Working with Lisa has not only grown our digital presence but also made the process enjoyable.”
(Dawn Madsen, The Minimal Mom, 759k subscribers)**

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