

SOCIAL MEDIA PLATFORM OVERVIEW



Social Media is a great way for customers and prospects to interact and become familiar with business culture and brand.



LinkedIn

<https://www.linkedin.com/>

LinkedIn is the best Social Media platform for sharing industry news and trends, company news and professional insights. Stats, facts, figures and long-form articles perform well on LinkedIn.

FACEBOOK

<https://www.facebook.com>

Facebook is a great platform for sharing human-centric stories and building brand engagement. Posts with images or videos typically perform strongest on Facebook.



TWITTER

<https://twitter.com/>

Twitter is the best social media platform for quickly promoting and spreading news, following accounts and using hash tags in real time. Posts with short video, brief text, and timely and relevant information perform well on Twitter.



INSTAGRAM

<https://instagram.com>

Instagram is designed to share content that is authentic and personal. Videos, how-to's or quotes work great in this platform. Instagram is typically not a platform for sharing others' content, but for sharing and engaging with unique content.



YOUTUBE

<https://www.youtube.com>

YouTube is great for sharing videos, both long and short. Informational videos perform particularly well here, making it an ideal platform for providing unique and engaging content that speaks to customers in a direct and intimate way.



For information about auto-posting services and website development, checkout the CSM Social Media and Website Services Discount Program: www.csm.snoozzy.com