

Social Media Platform Selection Checklist

Print off this checklist and go through it answering each question to determine which social media platforms you need to be using to help you to grow both brand awareness and new customers. This checklist is part of the '[Small Business Social Savvy: Selecting the Perfect Platform](#)' guide on the Talk About Digital Podcast website.

Facebook

Is your target audience primarily aged 25-55?

- Yes No

Are you looking to build a community or group around your brand?

- Yes No

Is your business B2C (Business to Consumer)?

- Yes No

Do you plan to run paid advertisements to reach a wider audience?

- Yes No

Do you want to share a mix of text, images, and video content?

- Yes No

Is local community engagement important for your business?

- Yes No

Are you looking to use social media for customer service and support?

- Yes No

Do you want to leverage Facebook Events to promote your business activities?

- Yes No

Is collecting customer reviews and ratings important for your business?

- Yes No

Are you looking to use Facebook Insights to analyse your audience's engagement?

- Yes No

If you answered 'Yes' to six or more questions, Facebook is a good fit for your business.

Instagram

Does your business rely heavily on visual content (e.g., fashion, food, travel)?

- Yes No

Is your target audience primarily aged 18-35?

- Yes No

Are you looking to engage with micro-influencers or use influencer marketing?

- Yes No



Do you plan to use stories and reels to share short, engaging content?

- Yes No

Is brand aesthetics and visual storytelling important for your business?

- Yes No

Are you looking to increase brand awareness and reach new customers?

- Yes No

Do you want to utilise shopping features to sell products directly on the platform?

- Yes No

Is user-generated content and community engagement a key part of your strategy?

- Yes No

Are you planning to use Instagram's analytics tools to track performance?

- Yes No

Do you want to create highlights to showcase key aspects of your business?

- Yes No

If you answered 'Yes' to six or more questions, Instagram is a good fit for your business.

X (formerly known as Twitter)



Do you need to provide real-time updates or customer service?

- Yes No

Is your business involved in trending topics, news, or events?

- Yes No

Is your target audience primarily aged 18-50?

- Yes No

Are you looking to engage in conversations and interact with followers?

- Yes No

Do you want to share short, concise messages and updates?

- Yes No

Is monitoring and participating in industry-related discussions important for your business?

- Yes No

Are you planning to use hashtags to increase the visibility of your posts?

- Yes No

Do you want to use Twitter polls to engage your audience and get feedback?

- Yes No

Is your business looking to leverage Twitter ads for targeted outreach?

- Yes No



Are you aiming to establish your business as a thought leader in your industry?

- Yes No

If you answered 'Yes' to six or more questions, X is a good fit for your business.

LinkedIn

Is your business B2B (Business to Business)?

- Yes No

Are you looking to network with professionals or hire talent?

- Yes No

Is your target audience primarily aged 25-55?

- Yes No

Do you want to establish thought leadership in your industry?

- Yes No

Are you looking to share industry news and professional updates?

- Yes No

Is connecting with other businesses and professionals important for your growth?

- Yes No



Do you want to use LinkedIn's advertising tools to target professionals?

- Yes No

Is recruiting skilled talent through a professional network important for your business?

- Yes No

Are you planning to join or create LinkedIn Groups to engage with your industry?

- Yes No

Do you want to use LinkedIn Analytics to measure your engagement and reach?

- Yes No

If you answered 'Yes' to six or more questions, LinkedIn is a good fit for your business. Note: Even if you didn't answer yes to at least six of the above questions and your target customers are other businesses, then you still need to be active on LinkedIn.

Pinterest

Does your business rely heavily on visual content (e.g., crafts, home décor, fashion)?

- Yes No

Is your target audience primarily women aged 18-45?

- Yes No

Are you looking to drive traffic to your website through inspirational content?

- Yes No

Do you create content that is evergreen and can be discovered over time?

- Yes No

Is sharing DIY projects, tutorials, or ideas relevant to your business?

- Yes No

Are you looking to increase brand awareness and reach a specific niche audience?

- Yes No

Do you want to use Pinterest's shopping features to promote your products?

- Yes No

Is seasonal content a significant part of your marketing strategy?

- Yes No

Are you planning to use Pinterest Analytics to track and improve your performance?

- Yes No

Do you want to create boards to organise and showcase your products or ideas?

- Yes No

If you answered 'Yes' to six or more questions, Pinterest is a good fit for your business.

TikTok

Is your target audience primarily aged 13-30?

- Yes No

Can your business create engaging short-form video content?

- Yes No

Are you looking to go viral or reach a large audience quickly?

- Yes No

Do you want to leverage trends and challenges to promote your brand?

- Yes No

Is connecting with a younger, trend-savvy audience important for your business?

- Yes No

Are you looking to use influencer marketing to reach your target audience?

- Yes No

Do you want to utilise TikTok's advertising tools to target specific demographics?

- Yes No



Is creating behind-the-scenes or casual content relevant for your brand?

- Yes No

Are you aiming to build a loyal following through engaging video content?

Yes No

Do you want to use TikTok Analytics to understand your audience and improve your strategy?

- Yes No

If you answered 'Yes' to six or more questions, TikTok is a good fit for your business.

YouTube

Can your business create both short-form (30-60 second shorts) and long-form video content (tutorials, reviews, vlogs)?

- Yes No

Is your target audience broad and diverse?

- Yes No

Are you looking to educate or entertain your audience?

- Yes No

Do you want to build a subscriber base and foster a community around your content?

- Yes No



Is visual storytelling a key component of your marketing strategy?

- Yes No

Do you want to leverage video content to showcase product demonstrations or how-to guides?

- Yes No

Do you want to use YouTube's analytics to understand and grow your audience?

- Yes No

Is creating consistent, high-quality video content feasible for your business?

- Yes No

Are you planning to use YouTube Live for real-time engagement with your audience?

- Yes No

Do you want to create playlists to organise and highlight your content?

- Yes No

If you answered 'Yes' to six or more questions, YouTube is a good fit for your business.

Threads

Are you looking to engage in discussions and build a community?

- Yes No

Is your target audience active on Instagram?

- Yes No

Do you want a platform integrated with Instagram?

- Yes No

Is real-time conversation and engagement important for your business?

- Yes No

Are you looking to share quick updates and thoughts?

- Yes No

Do you want to leverage Instagram's following to grow your audience on Threads?

- Yes No

Is engaging with a younger, more dynamic audience important for your business?

- Yes No

Are you aiming to create a consistent brand presence across multiple platforms?

- Yes No

Do you want to use Threads to respond quickly to customer inquiries and feedback?

- Yes No



Is integrating your marketing strategy with Instagram important for your business?

- Yes No

If you answered 'Yes' to six or more questions, Threads is a good fit for your business.

Reddit

Is your business niche or focused on specific interests or hobbies?

- Yes No

Are you looking to engage in discussions and get feedback from your audience?

- Yes No

Is your target audience primarily aged 18-35?

- Yes No

Do you want to participate in or create communities related to your industry?

- Yes No

Is sharing detailed information and having in-depth discussions important for your business?

- Yes No



Are you looking to use Reddit's advertising tools to target specific interest groups?

- Yes No

Do you want to build credibility and trust through active community engagement?

- Yes No

Is gathering honest feedback and suggestions from your audience important?

- Yes No

Are you planning to use AMAs (Ask Me Anything) to interact with your audience?

- Yes No

Do you want to use Reddit Analytics to measure your engagement and improve your strategy?

- Yes No

If you answered 'Yes' to six or more questions, Reddit is a good fit for your business.

WhatsApp

Do you need to provide customer service or personalised communication?

- Yes No



Is your business looking to create direct, personal relationships with customers?

- Yes No

Is your target audience diverse in age and location?

- Yes No

Are you looking to send updates, promotions, and news directly to customers' phones?

- Yes No

Is real-time communication important for your business?

- Yes No

Do you want to create groups or broadcasts to engage with customers?

- Yes No

Are you looking to use WhatsApp Business tools to enhance customer interaction?

- Yes No

Is building a direct line of communication with your customers crucial?

- Yes No

Do you want to use WhatsApp for secure and private conversations with customers?

- Yes No

Is integrating WhatsApp with your CRM (Customer Relationship Management) important?



- Yes No

If you answered 'Yes' to six or more questions, WhatsApp is a good fit for your business.

By using this checklist and following the related guide on the TAD website you will understand which social media platforms you should be investing your time in to increase both the brand awareness and new customers for your business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.