

## Your Social Media Platform Checklist



A core component of formulating a social media marketing plan is to understand the ins-and-outs of each of the major social platforms so you can create relevant strategies and tactics around each one. The following outline will help you determine which profiles should be incorporated into your social media marketing plan.

### Facebook

- Community mindset: connect
- Primary demographic: 25 to 45
- Ideal fit for: entertainment, lifestyle brands, and non-profits
- Biggest opportunity: using ads to build fans
- Biggest challenge: few appreciate Facebook advertising
- Metrics: fans, comments, likes, wall posts
- Helpful tools: Ad Interface, Applications, Analytics, etc.

### MySpace

- Community mindset: connect
- Primary demographic: 15 to 25
- Ideal fit for: music and entertainment
- Biggest opportunity: providing music samples
- Biggest challenges: noisy; losing market share quickly
- Metrics: friends, favorites, groups, impressions
- Helpful tools: Open Platform, MyApps, MySpace Toolbox

### LinkedIn

- Community mindset: connect
- Primary demographic: 35 to 55
- Ideal fit for: service providers, industry associations
- Biggest opportunity: creating thought leadership via Q&A and Groups
- Biggest challenge: time commitment
- Metrics: profile connections, best answers, group members, discussions
- Helpful tools: Applications, Salesforce plug-in

## Blogs

- Community mindset: create
- Primary demographic: 35 to 55
- Ideal fit for: technology
- Biggest opportunity: develop thought-leadership
- Biggest challenge: requires significant resources over time
- Metrics: feed subscribers, comments, Technorati score, pingbacks, inbound links, visibility in search engines
- Helpful tools: WordPress plug-ins

## Twitter

- Community mindset: create (microblogging)
- Primary demographic: 35 to 45
- Ideal fit for: service industry
- Biggest opportunity: customer service, consumer insight, sales and marketing
- Biggest challenges: noisy; reliability issues; platform limitations
- Metrics: followers, @ replies, retweets, direct messages, custom hashtags
- Helpful tools: BingTweets, TweetBeep, TweetDeck, HootSuite, CoTweet, Mr. Tweet, Twitalyzer, blog plug-ins

## YouTube

- Community mindset: vote
- Primary demographic: 25 to 45
- Ideal fit for: big brands and entertainment
- Biggest opportunity: creating viral content (e.g., United Breaks Guitars)
- Biggest challenges: noise; conversions
- Metrics: views, comments, subscribers, ratings
- Helpful tools: TubeMogul, YouTube Insight

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