



# COMMUNICATIONS AND MEDIA

## How to choose a social media channel

BEGINNER

→ CHOOSE THE IDEAL SOCIAL MEDIA CHANNEL TO MAXIMISE YOUR ORGANISATION'S REACH AND ENGAGEMENT EFFECTIVELY.

### OBJECTIVES:

- **Increase visibility:** Help your organisation reach a wider audience and raise awareness for your cause.
- **Build a Community:** Allow your organisation to interact with your community(ies), build relationships and foster a sense of connection.
- **Fundraising:** Provide a platform for your organisation to fundraise and receive donations from supporters.
- **Advocacy:** Advocate for your cause and mobilise your community to action and create a greater impact.

# 1

## CHOOSE THE RIGHT SOCIAL MEDIA PLATFORM

- Each platform has unique demographics, features, and communication styles. Thus, it is important for you to understand which one best suits your organisation's goals and target audience.



# How to choose a social media channel



FACEBOOK

- **Largest Social Media Site:** More than 200 million businesses, mostly small businesses, use Facebook tools.
- **Various Content:** Facebook supports various content formats, including: text, images and video.
- **Target Audience:**
  - Millennial and Gen Z
  - Small Business Owners
  - Non-Profit Organisations
  - Local Communities and Interest Groups
  - International Markets
- **Facebook Algorithm:** Favors content that encourages conversations and interactions among family and friends.



INSTAGRAM

- **Visual Platform:** Instagram is a visual platform for showcasing products or services with photos or videos.
- **Various Content:** You can share various types of content like, photos, videos, stories, reels, live videos.
- **Target Audience:**
  - Millennial and Gen Z
  - Visual Content Consumers
  - Business or Brands
- **Business Profile:** Access analytics and schedule posts on Instagram by creating a business profile or by using third-party tools for scheduling.



LINKEDIN

- **Largest Professional Network:** LinkedIn is a professional network for career development with profiles, job search and industry news.
- **Offers Networking:** It offers opportunities for content sharing, networking and personal branding.
- **Target Audience:**
  - Business Professional
  - Recruiters and Industry Experts
  - Job Seekers & Recent Graduates
- **Professional Platform:** To establish thought leadership and attract top talent.

# How to choose a social media channel



X (TWITTER)

- **Breaking New Updates:** Platform for sharing news, entertainment, business, sports, politics and more.
- **Real-time information:** It emphasises real-time information that is happening and trending right now.
- **Target Audience:**
  - Professionals in specific industries (marketing, finance or healthcare)
  - Policymakers
  - Fans of specific sports, hobbies or interests
- **Concise communication:** Encourages short-form, concise communication with tweets being limited to 280 characters in the free version.



YOUTUBE

- **Video Platform:** Video-sharing platform where users can upload, watch, comment and share videos.
- **Wide Content:** Wide range of topics, including entertainment, education and news.
- **Target Audience:**
  - Global audience
- **Second Most-used Site:** Is the second largest social media site and search engine after Google.



TIKTOK

- **Most-used Platform:** Currently the most popular social media platform.
- **Various Features:** An app for sharing short videos between 15 to 60 seconds with various features like sound effects and filters.
- **Target Audience:**
  - Global Audience
- **Various Content:** Has a lot of different types of content like challenges, tutorials, educational videos, etc.

## 2

### SET UP A NEW SOCIAL MEDIA CHANNEL

- Create and add a profile picture, cover photo (if needed), and fill out the bio section

# How to choose a social media channel

## STEP BY STEP:

# 3

### DEVELOP A SOCIAL MEDIA STRATEGY

- Identify where to post, the type of content to post, and the frequency of posting.
- Define who shall moderate the channel before publishing or after.
- Help? Click [here!](#)

# 4

### CREATE ENGAGING SOCIAL MEDIA CONTENT

- Use appealing graphics and videos, define and use hashtags, and share relevant information.
- Check out the IPOPI tool on "[How to create a social media post](#)".

# 5

### MANAGE AND MONITOR YOUR SOCIAL MEDIA CHANNELS

- Respond to comments, track metrics, and adjust the strategy as needed to achieve your goals. Know more [here](#).

E  
X  
A  
M  
P  
L  
E

#### IPOPI's Social Media

Check out IPOPI's social media channels and see how we use them to share different content with our audience.

