

Which is the best social media platform for your brand?

digichefs

We Are A High Performance Creative Agency.

facebook

Audience category **22 – 45** yrs

Number of # Upto **5**

Top features to use
Live, groups, Insights, Ads, Hashtags

Content that works
Video

Purpose of platform
Building brand loyalty & large communities

Best for
Building brand advocacy, loyalty

Cons
Very limited organic reach



Audience category **16 – 34** yrs

Number of # Upto **20**

Top features to use
Live, Stories, Ads, Hashtags

Content that works
Static + video + story

Purpose of platform
Engaging with audience one to one, relationship building, personality building

Best for
Building an archetype for the brand, personality for the brand

Cons
Can't have explanatory elaborate content

LinkedIn

Audience category **22 – 45** yrs

Number of # Upto **3**

Top features to use
Live, Organic Posts, inMails, Hashtags

Content that works
Text + Video

Purpose of platform
Publishing thought leadership, closed platform to engage with top minds

Best for
Business development, getting opinions, recruitment

Cons
Limited engagement



Audience category **All** age group

Number of # Upto **3**

Top features to use
Live, Channel Page, Captions

Content that works
Video

Purpose of platform
Brand awareness, Education, personality building

Best for
Building an archetype for the brand, personality for the brand

Cons
Resource intensive



Audience category **22 – 45** yrs

Number of # Upto **2**

Top features to use
Trending Hashtags

Content that works
Text

Purpose of platform
Conversations around topics your audience is interested in

Best for
Public relations

Cons
Short lived content