









# SOCIAL MEDIA MAPPING

*Which channels are best for my brand?*

Choosing your channels and optimizing them can be perplexing. In this exercise, you will choose the channel with the personality traits that most match where your ICM might hang out.

## SOCIAL MEDIA PERSONALITY

SOCIAL NETWORK	PERSONALITY
	<p><b>Facebook is the trusty swiss army knife</b> of the social media world with its many features and robust advertising platform. The demographic is decidedly female and skews slightly older than most other networks, but there are large groups of people in all age groups. Go with this network if you are looking for tried and true results and if you have an ads budget. Also, it is hands-down the best place to run an online community at a low cost.</p>
	<p><b>Instagram is the hip older sister you always wish you had.</b> On the one hand, she is all put together, but on the other hand, she lets her soft side show. She knows how to have a good time and demands aesthetic beauty while managing to be relatable. Use Instagram if you want to show behind the scenes and also if you have a commitment to great design (Canva.com works fine).</p>
	<p><b>YouTube is like that guy who is handy with everything and also loves music, a Renaissance Man.</b> It is like HGTV and Life Hacker rolled into a network of equal parts Internet surfer and beach party. Everyone watches YouTube in some format. Go to YouTube if you want to create killer tutorials or if you are extremely creative. Also, you will need to have more than a passing understanding of the concepts of Search Engine Optimization.</p>
	<p><b>LinkedIn is the boss you had when you were an intern that seemed to have an impossible wealth of knowledge.</b> He is connected and casual and is prone to break out with some interesting tidbit of information you weren't expecting. Use LinkedIn if you need to build a community of business-minded professionals and if your particular profession is using the platform. It is the only network, besides YouTube, that skews toward men.</p>

	<p><b>Twitter is like the bartender in a noisy and crowded bar on a Saturday night.</b> You have to work hard to be heard over the din. When you do, it is magical. It is also the place to see and be seen. It is still a primary channel for journalists, politicians, big brands, some stars, and one particular president. Use Twitter to reach people you would not be able to reach any other way.</p>
	<p><b>You can call Pinterest a Martha, because she tirelessly and reliably does her job well without much fuss.</b> Pinterest is the only social media network that is truly cooperative, with its shared boards and ability to pin other people's finds to your own board. When done correctly, Pinterest can drive an avalanche of traffic to your website. Use Pinterest if you want to curate collections of anything, including your content.</p>
	<p><b>Snapchat is like a goofy little brother that is the life of the party.</b> He is fun to play with, even if he is just a little bit immature. Use Snapchat if you are trying to reach a younger demo, and you have creative content or ideas. I would write more, but I have to get back to my streaks. <a href="#">lmgtfy</a></p>
	<p><b>TikTok is a wanna be rockstar. He lives to chill and hang out.</b> While the app is mostly a teen audience, with 41% of users between the age of 16 and 24. That means that a whopping 59% are over the age of 24. Do you hear me #TikTokMoms #TikTokOver30 #TikTokOver40. TikTok is great for brands wanting to try something new, engage with a younger audience, or get creative with content.</p>

**Get Current Stats from the Pew Internet Research Center**

<http://bit.ly/PEW-SM-MAP> (updated regularly)

<http://bit.ly/pewsm0419> (updated April 2019)

**MAP TO YOUR ICM**

Using the PEW Internet research on your ICM, and the personality styles of the network, choose the social media networks that best match your ICM.

ICM Description and Demographics	Social Network Demo And personality	EST TIME/ WEEK to manage
<i>ICM</i>	<i>Write in a Social Network that matches your ICMs style</i>	<i>In general, we usually budget roughly 5-10 hours a week per network for social media community management. Content creation can take from 5-20 hours, depending on the type of content and if it is created or curated.</i>
	Network #2	
	Network #3	