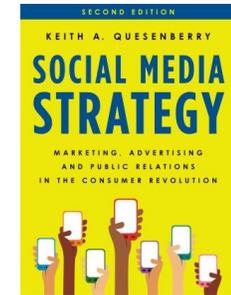


# SOCIAL MEDIA CHANNEL OPTIONS BY CATEGORY

Selecting brand social media channels can be overwhelming with so many options. To simplify, this chart lists top platforms by eight categories. Yet multichannel social strategies should go beyond monthly active users. Also look at engagement with daily usage and time spent per day or session. And break down use by target audience demographics such as age and target audience psychographics such as interests. Consider business industry, B2C/B2B, and local/national brand. Determine communication objectives such as awareness, sales, or service. In summary, consider: (1) Audience Size and Engagement, (2) Target Audience Demographics and Psychographics, (3) Target Business Category, and (4) Target Communication Objective.



Social Networks/ Messaging	Blogs and Forums	Microblogs	Media Sharing/ Live Video	Geosocial	Ratings and Reviews	Social Bookmarking	Social Knowledge/ Podcasts
Sites/apps that connect people sharing personal or professional interests through profiles, groups, posts/updates.	Blogs are sites that publish posts, multimedia and hyperlinks with commenting. Forums are online discussion sites.	A form of traditional blogging where the posts have been limited in size, length or type of content.	This category is for social media channels developed mainly to share image, video, or audio media content.	User-submitted (GPS) location connects local people, business and events through social media.	Reviews give an opinion. Ratings measure how good something is on a scale. Both are obtained by crowdsourcing.	These are services that allow users to save, comment, and share web website links for content discovery, curation and sharing.	Social knowledge sites allow users to ask questions and get information from real people. Podcasts are subscription episodes of audio/video content.
<u><a href="#">Facebook</a></u>	<u><a href="#">WordPress</a></u>	<u><a href="#">Twitter</a></u>	<u><a href="#">YouTube</a></u>	<u><a href="#">Foursquare</a></u>	<u><a href="#">TripAdvisor</a></u>	<u><a href="#">Reddit</a></u>	<u><a href="#">Wikipedia</a></u>
<u><a href="#">LinkedIn</a></u>	<u><a href="#">Tumblr</a></u>	<u><a href="#">Pinterest</a></u>	<u><a href="#">Instagram</a></u>	<u><a href="#">Google My Business</a></u>	<u><a href="#">Yelp</a></u>	<u><a href="#">Digg</a></u>	<u><a href="#">Yahoo! Answers</a></u>
<u><a href="#">WhatsApp</a></u>	<u><a href="#">Medium</a></u>	<u><a href="#">Tik Tok</a></u>	<u><a href="#">Snapchat</a></u>	<u><a href="#">Facebook Places</a></u>	<u><a href="#">Amazon</a></u>	<u><a href="#">Mix</a></u>	<u><a href="#">Quora</a></u>
<u><a href="#">Messenger</a></u>	<u><a href="#">Blogger</a></u>	<u><a href="#">Triller</a></u>	<u><a href="#">Slideshare</a></u>	<u><a href="#">Instagram Locations</a></u>	<u><a href="#">Angie's List/ HomeAdvisor</a></u>	<u><a href="#">Buzzfeed</a></u>	<u><a href="#">Ask.fm</a></u>
<u><a href="#">Viber</a></u> <u><a href="#">WeChat</a></u> <u><a href="#">Slack</a></u>	<u><a href="#">BoardReader</a></u> <u><a href="#">Proboards</a></u> <u><a href="#">Omgili</a></u>	<u><a href="#">Byte</a></u>	<u><a href="#">Periscope</a></u> <u><a href="#">FB / IG Live,</a></u> <u><a href="#">IGTV, Twitch</a></u>	<u><a href="#">Nextdoor,</a></u> <u><a href="#">Snapchat</a></u> <u><a href="#">Geofilters</a></u>	<u><a href="#">Google My Biz</a></u> <u><a href="#">Glassdoor,</a></u> <u><a href="#">YouTube</a></u>	<u><a href="#">NowThis</a></u> <u><a href="#">Imgur</a></u>	<u><a href="#">iTunes, TuneIn,</a></u> <u><a href="#">SoundCloud,</a></u> <u><a href="#">YouTube</a></u>