

A Guide to Social Media Marketing for Small Businesses

Step 5: Select Your Platforms

Choose the platforms that will be best for your business and focus your energy on doing those platforms well. Don't try to manage social media accounts on every platform out there. Select the ones that will work best with your company culture, brand vision, and available resources. Review the information you gathered during the research step, the social media goals you created in step 4, and the platform overviews in section 2 to decide which platforms will bring your company the most value. You can also talk to your customers and employees to better understand what platforms they currently use and where they see the most potential for you to produce a strong social media presence. Once you've decided which social networks you want to join, use the worksheet below as an example for organizing your account information in one location. Keep this information updated and on hand. It will be especially helpful if you have multiple people managing the company's social media accounts.

Worksheet 5: Social Media Platforms					
Platform	Account Name/URL	Name of person who set up account and email address linked to account	Password	Branding (Consistent images, colors, company info)	Mission statement and related SMMP goals to platform