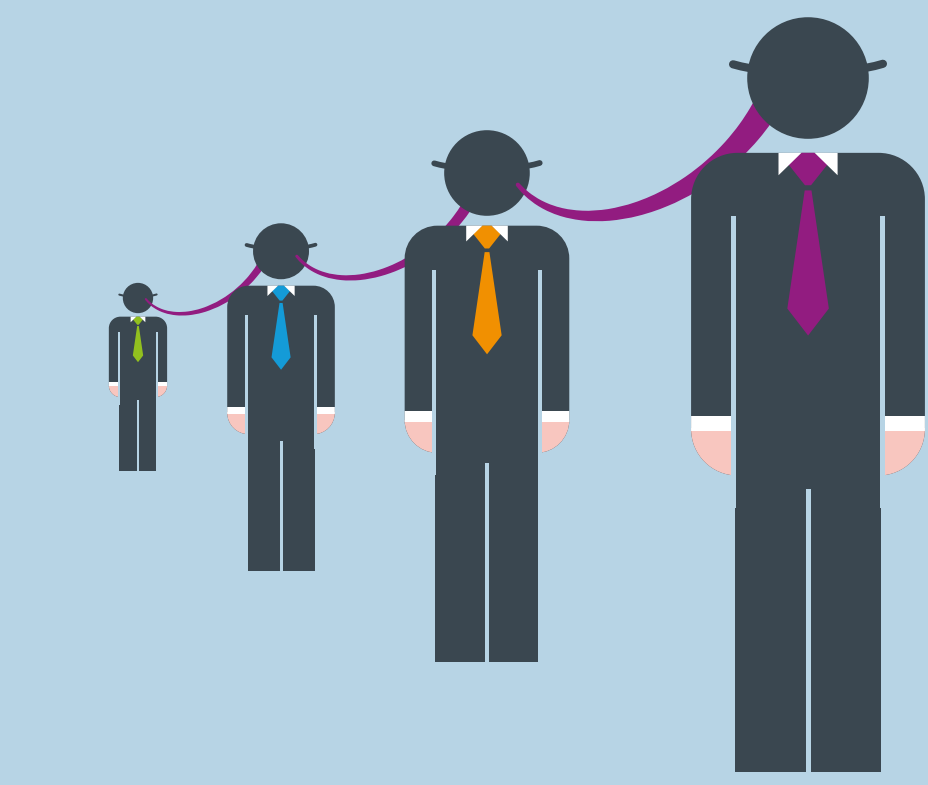


the pros & cons of social media



- Allows networking opportunities and prompts direct business relationships
- Enables sharing of knowledge and expertise
- Ability to post blog-length articles to showcase expertise



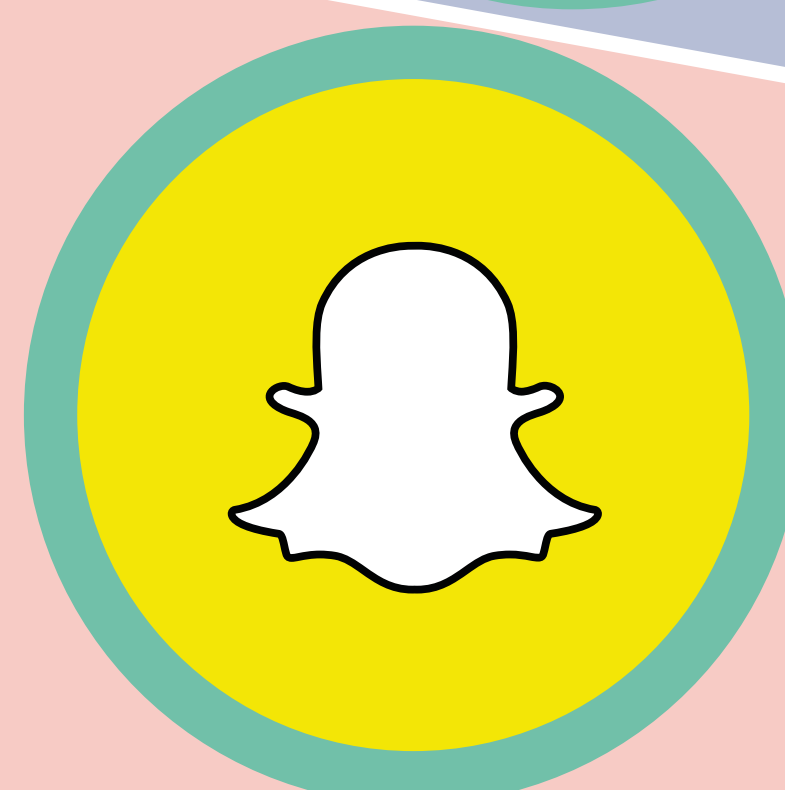
- The B2B focus means the audience is limited
- Ads can be poorly targeted, leading to a potential overload of irrelevant content



- Easy to set up, use and control from a variety of devices
- Allows you to communicate publicly or privately, in real time
- Allows organic tracking
- It's integrated with Instagram allowing you to share striking images
- Good use of video



- Privacy issues
- Marketing campaigns can be time consuming
- Especially strict rules on running contests
- Has become very ad-focused



- Simple to use
- One of the fastest-growing social networks
- UGC on Instagram is very powerful
- Appeals to a wide audience
- Can be used as a sales platform



- Links don't work in captions
- Limited integration capabilities



- As users are encouraged to discover content for themselves, there's not so much emphasis on actively engaging your audience
- Images are hyperlinked to the original source
- Selective following adds appeal to audience



- You need to ensure your imagery is well chosen, optimised and that the design is sharp
- Audience demographics can be limited
- Not great for messaging/interaction



- Remains the world's 2nd most popular search engine after Google.
- Allows you to connect more directly with your audience
- Users don't need to follow you to discover your content
- Can be found in search engine results



- Quality and editing need to be top notch; the results can be embarrassing if done badly
- Requires greater planning and time investment than other channels



- Easy to set up and use
- 280 character limit keeps messages to the point
- Easy to search network for content using hashtags
- Tweets appear in Google results
- Can be used as a sales platform
- Good analytics platform



- Volume of messages can lead to information overload/loss of message
- Not the best platform for showcasing visual content
- Twitter metrics no longer display on share counters
- Short messages can be limiting



- Perfect platform for one-on-one engagement
- Brands can create highly shareable filters and run news content in the 'Discover' feature
- Great for brands that want to reach a mobile-savvy, younger audience



- Limited user engagement - Are users actually watching ads?
- Time constraints of posts - some last seconds and can be missed
- No re-share option - Not great for a social platform

