



How can a Business choose the most appropriate Social Media channel for them?

digital business podcast range



LinkedIn

foursquare

YouTube

facebook

twitter

flickr

vimeo

LIVE JOURNAL

my Blogger

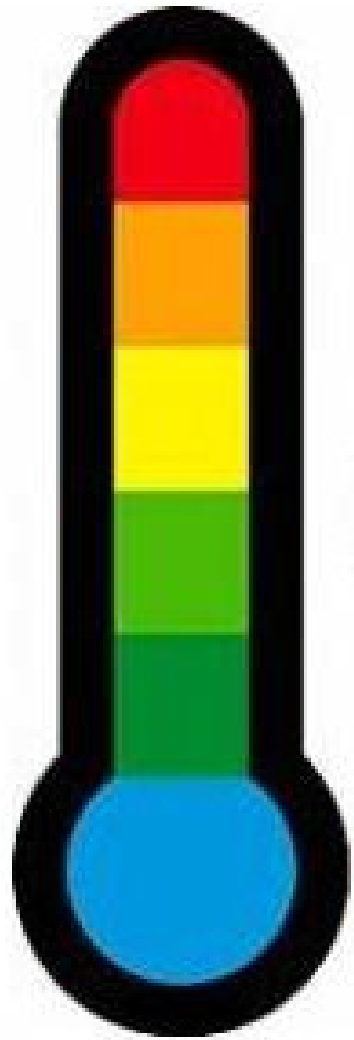
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Social Categories

- Blogging
- Image Sharing
- Video Sharing
- Networking
- Collaboration





Choose the right channels for your business:

Retail / Fashion	→	Image/Video Channels
Sharing Information	→	Networking Channels
Writing Content	→	Blogging Channels

We are
seeing an
overlap in
Media & Social.

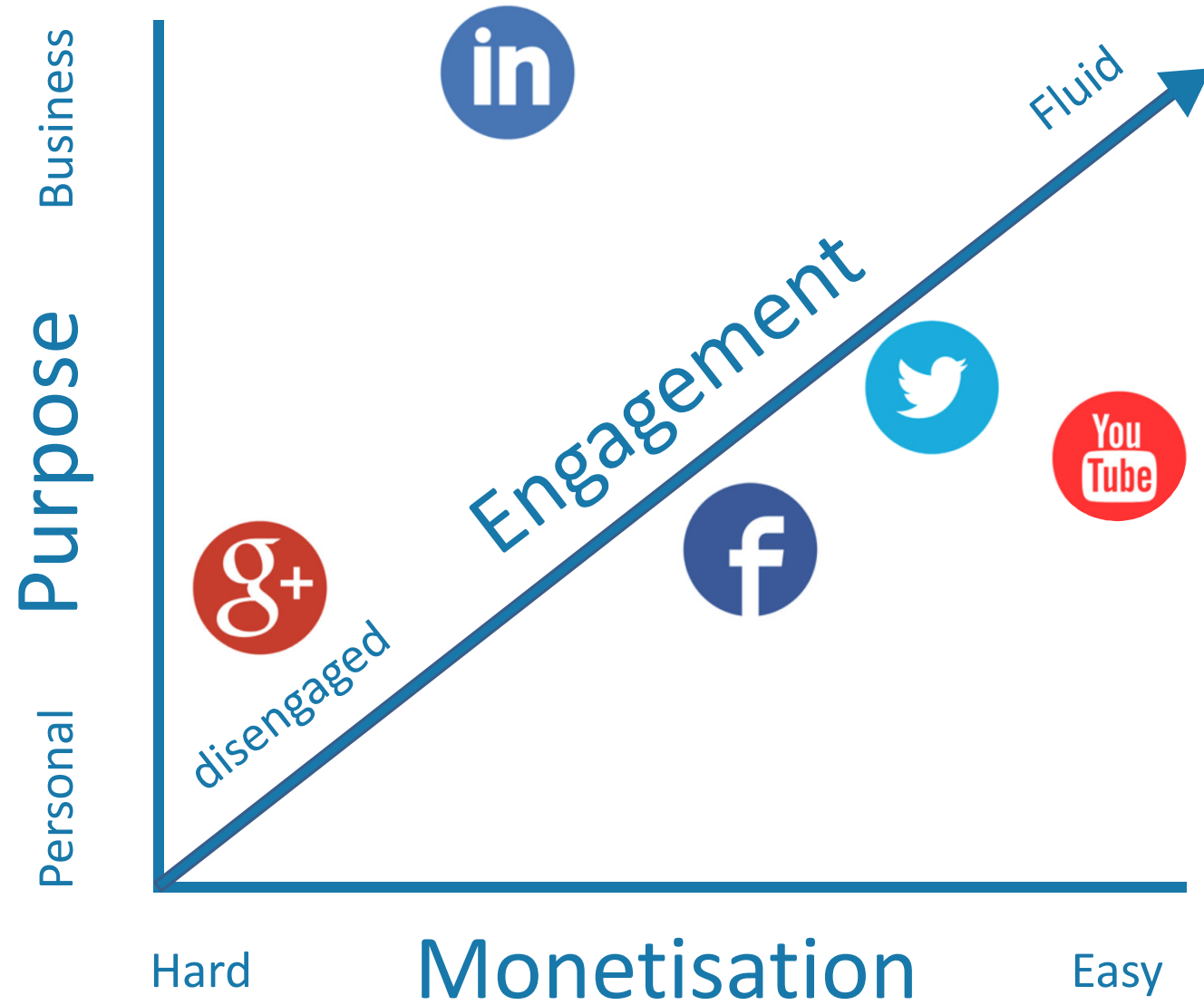


So how should I choose the best channel for me?

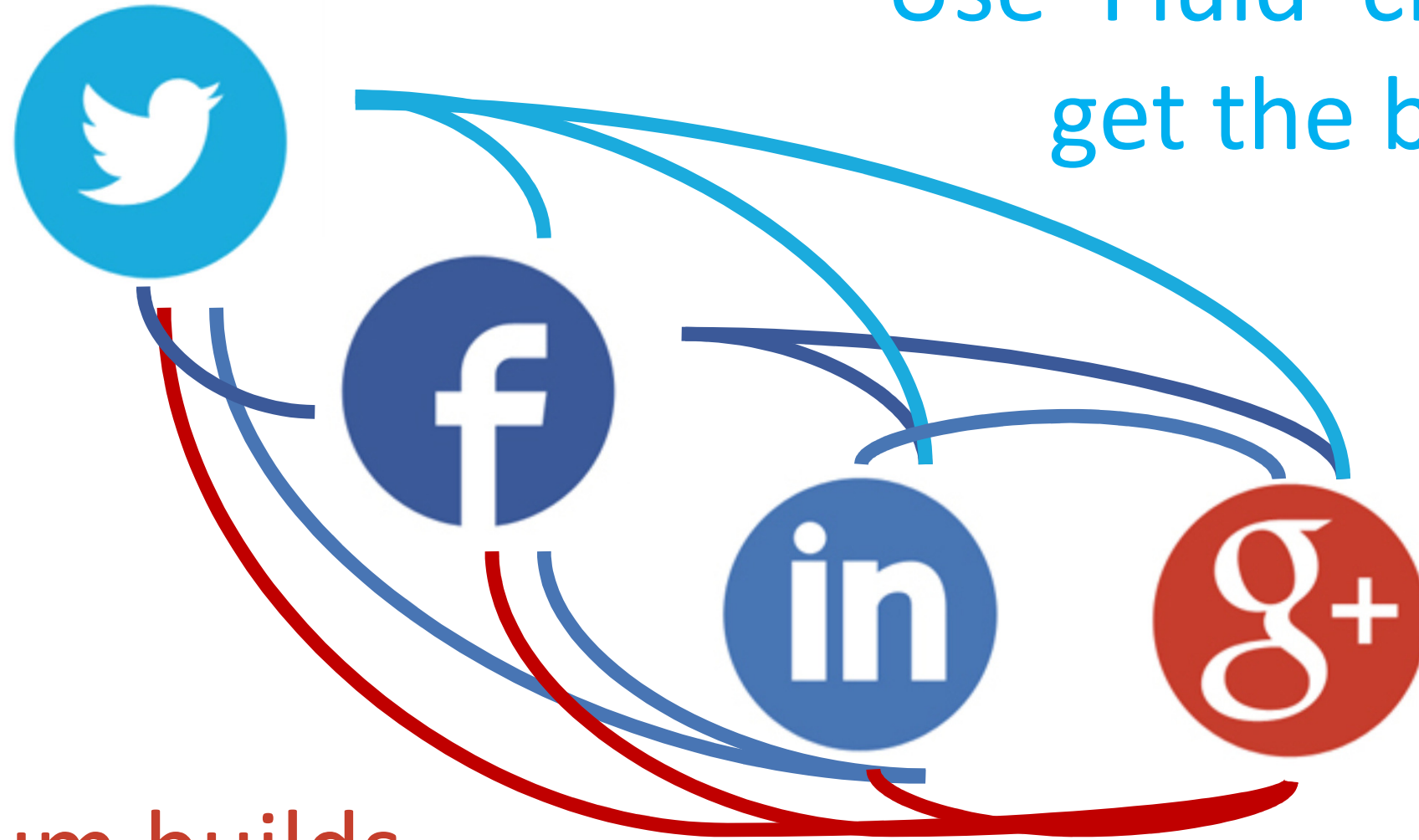
- Set-up a presence on all channels
- Choose a couple of channels that are right for your business
- Spend more time on those channels that get engagement

Do your market research before choosing your channels





Use 'Fluid' channels to
get the ball rolling.



As momentum builds,
other channels will begin to flow.

Eye Catching imagery..

.. will make people stop and take
notice on social media channels.



Once you have chosen your Social Channels:

1. Use good **quality imagery** or video on Social Channels.
2. Use **Rich Media** to accompany content where possible.
3. Use **Relevant imagery** can stop visitors in their tracks.
4. Use video & imagery to **enhance your content**.



bored.

Don't bore your visitors before you have even had a chance to engage with them. Make your channels exciting & useful.



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