



BUSINESS **STARTUP** BLUEPRINT

SOCIAL MEDIA FOR SMALL BUSINESS QUICK GUIDE

STEP 3 BRANDING AND ONLINE PRESENCE

WORKSHEET



Having a social media presence is necessary for small businesses today, but exactly which platforms you use will vary depending on your niche and target customer.

This guide explains the basics of the major social media platforms and which type is best-suited for different business styles. In the last section, you'll find links to content creation tools that you can use to generate the posts for the platforms you use.



Facebook

- User demographic:
 - 23.6% age 25-34
 - 22.6% 55+
 - 18% each age 18-24 and 35-44
 - 13.9% 45-54
- *Ideal for:* With more than 2.9 billion active users, Facebook is the go-to social media platform for businesses across industries and niches. Features like Facebook Ads and Facebook Groups make it easy to connect with new audiences or build a community of customers. It's also an excellent tool for connecting with other business owners and growing your professional network.

photo or video collections that function as a second news feed.

Tutorials for further learning:

- [How to create and configure a Facebook page](#)
- [How to Create Engaging Posts to Keep Your Business Top of Mind](#)
- [Best practices to make your ad more attractive](#)



Instagram

- User demographic:
 - 31.7% age 25-34
 - 30-2% age 18-24
 - 15.7% age 35-44
- *Ideal for:* Instagram has more than 1 billion monthly users and those users skew younger. About 70% of Instagram users mainly use the platform to share photos and videos. This visual emphasis makes it ideal for product retailers, artists, designers, and others with visual content to share.

The main type of posts on Instagram are photos and short videos shared to your feed. There are also Instagram Reels (short-form vertical videos) and Instagram Stories (images and videos that last for 24 hours), along with the option for live broadcasts streamed in real-time.

Tutorials for further learning:

- [House of Instagram](#) - digital resources to create and optimize Instagram content for your business
- [Creative Instagram tips](#)



LinkedIn

- User demographic:
 - 59% age 25-34
 - 20% age 18-24
 - 18% age 35-54
- *Ideal for:* 48% of LinkedIn users stop in at least monthly, and 16% check the platform daily. It is most commonly used as a networking tool, making it particularly useful for B2B businesses and those in niches like professional services. LinkedIn is also an excellent resource for connecting with other business owners and growing your professional network.

LinkedIn is ideal for sharing long-form written content like blog posts, articles, white papers, and how-to guides. You can also post status updates, which are quick text posts similar to Facebook posts.

The quality of information is the most important thing on LinkedIn, and posts without an image tend to perform well on the platform.

Tutorials for further learning:

- [LinkedIn learning video tutorials](#)



Nextdoor

- User demographic:

- 19.8% age 55-64
- 18.5% age 45-54
- 17.5% 65+

- *Ideal for:* With roughly 13% of Americans on the site, Nextdoor is the smallest of the social media platforms. However, it can be very useful for home service based businesses or others with a tight local focus.

Its user base also skews older than most social media platforms, so it's a smart choice for businesses focused on customers that are 45 or older.

Content on Nextdoor takes the form of short written posts, which are usually text-based but can also include images. Nextdoor also allows users to post polls, which can be a helpful way to get feedback or input from members of your community.

Tutorials for further learning:

- [Tips for getting started on Nextdoor](#)
- [How to Navigate Your Business Page in the Nextdoor App](#)



- User demographic:
 - 77% female and only 15% male
 - 39.4% age 25-34
 - 20% age 18-24
 - 17.1% age 35-44

• *Ideal for:* The heavy gender skew on Pinterest makes it ideal for female-coded businesses, like those in the fashion or beauty industries. The visual nature of the platform is also well-suited to businesses in the arts, home decor, design, or other creative pursuits. It's the fourth most-used social media platform, though users tend to visit less frequently than sites like Facebook.

Content on Pinterest takes the form of "pins" that are saved to your page. These pins can be photos or videos, but tend to have a visual element and text-only posts do poorly on the site.

Tutorials for further learning:

- [How to Use Pinterest for Beginners](#)
- [Pinterest for businesses](#)



Reddit

- User demographic:
 - 74% male and 25.8% female
 - 64% age 18-29

Ideal for: Reddit has more than 430 million monthly active users, roughly half of whom are in the United States. Its forum focus makes it a great platform for building or finding a community related to your industry.

Reddit is primarily used as a forum, with communities (called subreddits) devoted to specific topics, locations, or types of content. Posts can be text-based, link-based, or feature an image or video.

Tutorials for further learning:

- [A New User's Guide to Reddit](#)
- [How to Use Reddit for Business \(Shopify blog post\)](#)
- [A Business Owner's Guide to Blowing Up on Reddit \(Neil Patel\)](#)



TikTok

- User demographic:
 - 42% age 18-24
 - 31% age 25-34
 - 13% age 35-44
- *Ideal for:* The 1 billion active users of TikTok spend an average of 90 minutes on the platform daily. It's most popular in the United States, especially among teens and young adults. A TikTok study found 37% of users instantly look to buy products they discover on the site, making it a smart choice for product makers and retail businesses.

TikTok content takes the form of short videos that are usually around 15-60 seconds long. The platform gives users the option to add music or other sounds in the background directly on the site.

Dance videos are especially popular, but you'll find a wide variety of video topics and content styles on the site.

Tutorials for further learning:

- [TikTok New User Guide](#)
- [TikTok for Business](#)



- User demographic:
 - 39% age 25-34
 - 21% age 35-49
 - 17% each age 50+ and 18-24
- *Ideal for:* The 211 million users of Twitter spend an average of 31 minutes per day on the site, and often use the platform to connect with their favorite brands. Businesses across industries can use Twitter to engage with customers and get direct feedback.

The typical tweet (post) has a maximum length of 280 characters. Many users get around this using threads, or connected posts discussing the same topic. Images, videos, and links can also be attached to the post.

Tutorials for further learning:

- [Using Twitter](#)
- [X Business basics](#)
- [X Tutorials](#)



YouTube

- User demographic:
 - 34% age 18-24
 - 33% age 25-34
 - 15% each age 13-17 and 35-54
- *Ideal for:* YouTube is used by 81% of U.S. adults, making it the most popular social media platform in the country. With more than 2 billion world-wide users, its broad appeal makes it a good choice for businesses of any industry who want to post video content for their users.

YouTube is for videos of any length. YouTube Shorts are short videos (up to 60 seconds), while YouTube Live is for live streaming and engaging with viewers in real-time. Educational content like how-to tutorials is popular, as are product reviews and unboxing videos.

You can also post text updates, polls, and questions for your community of subscribers to supplement your videos.

Tutorials for further learning:

- [YouTube Help Center Creator Tips](#)
- [YouTube Resources](#)
- [YouTube Tutorials](#)

Content Creation Tools

Canva - Free design tool to create social media graphics and presentations

- [5 Smart Ways to Use Canva for Social Media](#)
- [Design Awesome Social Media Graphics with Canva](#)

AdCreative.ai - AI-based and data-driven platform to generate creative social media content

- [The three core features of AdCreative.ai](#)
- [The Ultimate Guide to Start Generating AI-Powered Ad Creatives at Scale](#)

Copy.ai - AI copywriting tool ideal for writing short texts like social media posts

- [How to Use AI for Marketing \(With Examples\)](#)
- [Free tools on Copy.ai](#)

ChatGPT - Free AI text content generator

- [ChatGPT-3.5 Tutorial](#)
- [How to Use ChatGPT for Social Media \(Hootsuite\)](#)
- [Headliner](#) - Video creation and sharing app that converts sound or text into videos
- [Getting Started Guide](#)
- [Headliner learning center](#)