



## Which platforms will you use?

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Keeping your target audiences in mind...

### Questions to consider when selecting social media platforms for your campaign

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**Q. Do you know which social media platforms your target audiences are most active on?**

YES  NO

(If **yes**, what are they? \_\_\_\_\_)

(If **no**, do some research on audience behaviour online, or refer to the most popular platforms in the “Designing Your Digital Strategy” section.)

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**Q. Do you have the resources to maintain an active presence on the platforms you’ve outlined?**

YES  NO

(If **no**, choose the top 3 platforms that are most relevant to your campaign.)

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**Q. Are you, or is someone on your team, confident of being able to use the selected platforms effectively?**

YES  NO

(If **no**, make time to do some research. Learn from others – see “Case Studies”. Alternatively, consider bringing in someone who is experienced in using social media for campaigning.)

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**Q. Are you willing and prepared to engage with audiences and respond to genuine comments and questions on your selected platforms?**

YES  NO

(If **no**, you need to reconsider your approach and reasons for using social media. Failure to maintain an active presence or engage in dialogue with your audience could do more harm than good to your campaign brand.)

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**Remember, you will only get out what you put in. If you cannot put in the time, effort and resources required, you need to minimise your expectations from social media.**

Carefully consider why you want to use each platform you select and how you expect it to benefit your campaign.

Focus on the platforms that you know your audiences enjoy and that you are comfortable with.