

# Making Sense of Social Media Platforms for your Brand

Social media is a hot topic for marketers, advertisers, and consumers alike. Lots of brands want to get in on the game—but how?

Social media is composed of a group of diverse platforms with unique channels that suit different needs. Finding the right fit for your brand is important for driving customer engagement and loyalty. Flightpath's reference guide, Find Your Social Media Match, guides you through the new platforms that are energizing businesses everywhere.

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## Find Your Social Media Match

### Your Brand Should Use Social Media If...

You Tube    twitter    tumblr.    facebook    Proprietary Community

Your brand has video content to distribute	✓				
Your brand is constantly producing engaging, entertaining multimedia content		✓	✓	✓	
Your brand needs a platform for announcing news		✓	✓	✓	
Your brand has value to provide: discounts, deals, exclusive offers and information		✓	✓	✓	
Your brand is interested in engaging in a two-way conversation		✓			
Your brand has a need to quickly address customer service comments and queries		✓			
Your brand has an already-existing, active fan community that is looking to connect					✓
Your brand cares about controlling all consumer communications				✓	
Your brand has the resources to create a custom, branded experience for the consumer		✓	✓	✓	✓

### Your Brand Should **NOT** Use Social Media If...

- Your brand is looking to jump on the bandwagon without clear reasoning or strategy
- Your brand is looking for a freebie or a cheap fix
- Your brand is looking to engage with any social medium for a limited period of time
- Your brand does not have the time or resources to keep your social media presences up-to-date
- Your brand is not willing to hear negative feedback
- Your legal team needs to approve every communication