

Social Media Platform Personality Match



It's Not About Being Everywhere

While it is important to make your company visible, misplaced effort can hinder your progress.

Strategy is about increasing your visibility among the **target market** that is most likely to buy. You can do this by choosing the right social media platforms for **your needs**.

Platforms & Their Personalities

Platform	Industries Represented	Content Style	Atmosphere	Average Growth Speed
Instagram	Visual Brands & Lifestyle	Photos, Reels, & Stories	Aesthetic & Curated	Moderate
Facebook	Local Business & Communities	Groups, Events, & Lives	Informal & Familiar	Slow
TikTok	Trend-Savvy & Quick Hits	Short-Form Video	Fun, Edgy, & Unpredictable	Fast

Platforms & Their Personalities

Continued

For More FREE Business Tools Visit
Stitched Business Solutions @ stichedsolutions.biz

Pinterest	Blogs & “Evergreen” Content (indexable, passive content)	Infographics & Pins Linking Blog Content	Relaxed, Informed	Slow
LinkedIn	B2B, Consultants, Leadership	Articles, Updates, Carousels, Videos	Professional & Insightful	Moderate (Reputation- Based)
YouTube	Content Creators, Niche Industry, Product Reviewers	Long and Short- Form Video	Informative, Entertaining, Personal	Slow to Moderate (Niche-based)
X	News Syndicating, Political Commentary, Opinion	Short-Form Text & Link Sharing	Opinionated, Political, Polarizing	Unpredictable

Where Should You Show Up?

WORKSHEET

For More FREE Business Tools Visit
Stitched Business Solutions @ stitchedsolutions.biz

PRO TIP



You need to know your audience, but you need to know your strengths (or hire for) the type of social media approach you need for your business. Knowing your target market before trying to reach them using their favorite social platform is **crucial**.

Your Business Needs

My product/service is: _____

I sell to (who?): _____

What do they do on their social media
(videos, read, etc.): _____

Do they impulse buy or research? _____

What is my social media call-to-action
(CTA) goal? _____

Your Marketing Strengths

I'm at my best when I create:

- ☐ Graphics
- ☐ Photos
- ☐ Videos
- ☐ Blog Content
- ☐ Live Interactions

I'm willing to post _____ times
per week.

I feel my message conveys to others
best when I am using _____

Where Should You Show Up?

WORKSHEET PART TWO

For More FREE Business Tools Visit
Stitched Business Solutions @ stitchedbusiness.com

CIRCLE YOUR TOP 2 PLATFORMS



Focus on those platforms first. Expand later when you can afford a dedicated social media team to help expand your visibility. While small, you need to focus heavily on your business, and social media should not overextend your business's ability to manage.

Platform Fit Tracker

Rank each category on a scale of 1 (worst) to 5 (best) for each platform and how it suits your needs.

Platform	Ideal Customer Presence	Content Style Strength Level	Likelihood For Consistency	TOTAL SCORE
Instagram				
Facebook				
TikTok				
Pinterest				
LinkedIn				
YouTube				
X				



NEED HELP DEFINING YOUR IDEAL CUSTOMER?

Download "Defining Your Target Market" from stitchedbusiness.com/shop for **free**.