

CHANNELS



Channels are the mediums through which our messages pass to reach others

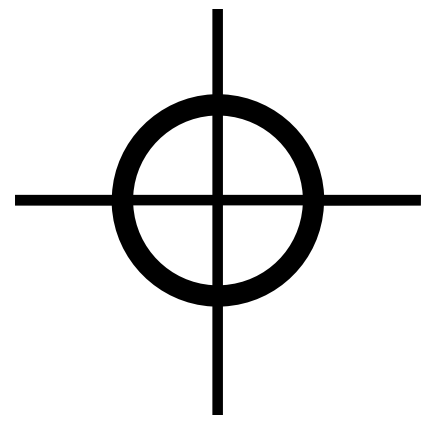
AUDIENCE



Select platforms that sync with your coordinates and target audience preferences

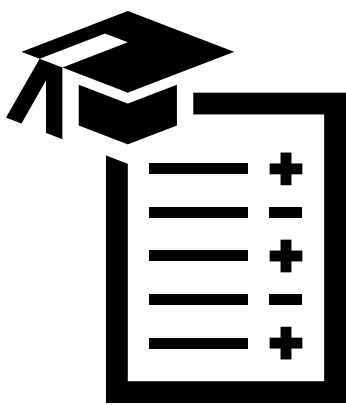
NICHE CHANNELS

Remember to consider niche-like platforms that may best serve your needs



ACTIVE VS. PASSIVE

Distinguish between those platforms or channels that you'll actively & passively manage



TACTICS

Select platforms that you can master on a tactical level

TIPS

- Study a wide variety of potential social media platforms
- Evaluate and select the platforms for active & passive management
- Craft a “job description” for each channel
- Bundle the channel “duties” into manageable jobs
- Determine the right employee(s) for the job