



SOCIAL MEDIA PLATFORM COMPARISON

FACEBOOK

what it's best at

- Building community through groups
- Long-form storytelling & educational posts
- Sharing articles, curated content & FB native video

ease of going viral

- Difficult - unless you run ads or create highly controversial content

best content types

- Photo carousels / long captions
- Lives for interaction
- Groups for community

best posting schedule

- 1-2x day for pages
- 1-2x week for groups

audience expectations

- Want depth and value (how-tos, solutions, stories)
- Prefer familiar, conversational tones
- Expect consistency and interactivity

tips & tricks

- Boost posts when one is performing organically
- Groups build loyalty
- Existing audience focus

INSTAGRAM

what it's best at

- Aesthetics, lifestyle branding, visuals
- Building a personal brand
- Showing photography

ease of going viral

- Medium - have to have a very aesthetically beautiful channel
- Focus on aesthetics & SEO search terms

best content types

- Reels for new followers
- Stories for existing followers
- Carousels for engagement

best posting schedule

- Feed: 3-5x per week
- Stories: daily
- Reels: 3-5x per week

audience expectations

- Want aspirational content
- Reels/Posts: travel tips, hacks, relatable quotes
- Stories: Behind-the-scenes, quick stories, funny vids

tips & tricks

- Use call to action for all
- SEO is important
- Use carousels for save-worthy content to boost algorithm visibility



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TIKTOK

what it's best at

- Authentic entertainment
- Riding trends, personalities
- Hook-based storytelling
- Day in the life/confessions

ease of going viral

- High - TikTok rewards engagement & is most democratic in virality

best content types

- Raw, unfiltered, short & fast-paced content
- Storytimes, tutorials, day-in-the-life & trends

best posting schedule

- 1-3x day for growth
- 3x wk to stay in the game

audience expectations

- Audience is anti-Instagram
- No polish...keep it real
- Value authenticity
- Prefer storytelling & humor

tips & tricks

- Use a strong hook in the first 3 seconds
- Don't delete underperforming posts—some go viral weeks later
- Use trending audio but layer it low under your voice

YOUTUBE

what it's best at

- Deep authority building & ongoing relationships
- Monetization
- Brand deals

ease of going viral

- Med/High - shorts go viral easier, but long-form builds trust and views over time & does it passively

best content types

- Tutorials, deep-dives, vlogs, transformational stories
- Shorts: punchy, condensed stories & entertainment
- Expertise heavy

best posting schedule

- Long form: 1-2x week
- Shorts: 3-4x week

audience expectations

- Value-based
- Come for knowledge or entertainment, not fluff

tips & tricks

- Thumbnails + Titles = 70% of your success
- Shorts should link to long form content
- Audio quality is critical
- Perseverance is key
- 100+ videos for success