

# Digital Platforms Overview: Strategies, Tactics, and Ad Costs

| <u>PLATFORM</u>                                       | <u>STRATEGY</u>   | <u>TACTICS</u>   | <u>AD COST</u>       |
|---|---|--|----------------------|
| <u>Facebook</u><br>Used by 69% of adults in the U.S.* | Show your content to a wide audience; build your base; increase reach; focus on storytelling          | <ul style="list-style-type: none"> <li>• Short and long text, image, or video posts</li> <li>• List building</li> <li>• Events &amp; streaming</li> <li>• Quality over quantity</li> </ul> | <u>Custom budget</u> |
| <u>Facebook Groups</u>                                | Build community; speak directly to a smaller group; more direct two-way conversation                  | <ul style="list-style-type: none"> <li>• Short and long text, image, or video posts</li> <li>• Can link Facebook Groups to a specific Facebook Page</li> </ul>                             | N/A                  |
| <u>Facebook Live</u>                                  | Host virtual events and live broadcasts; connect directly with audience                               | <ul style="list-style-type: none"> <li>• Link to Facebook events</li> <li>• <u>Integrates with Zoom</u></li> <li>• Posts video content to page afterwards for re-sharing</li> </ul>        | N/A                  |
| <u>Facebook Messenger</u>                             | Promote a call to action; sustain engagement with your organization                                   | <ul style="list-style-type: none"> <li>• Program messenger to interact with followers on your behalf (advanced, time-intensive)</li> </ul>   | <u>Custom budget</u> |
| <u>Instagram</u><br>Used by 67% of people age 18-29*  | Promote your image and video-based content; interact with allies and fans                             | <ul style="list-style-type: none"> <li>• A Facebook product</li> <li>• Shorter text posts, images, and video</li> <li>• Custom budget ads</li> <li>• Highly interactive</li> </ul>         | <u>Custom budget</u> |
| <u>Instagram Live</u>                                 | Interact directly with your audiences, partner with other organizations for live content, fundraising | <ul style="list-style-type: none"> <li>• Live stream posted to channel for re-sharing</li> <li>• Solicit donations live</li> <li>• Direct engagement with Q&amp;A and chat</li> </ul>      | N/A                  |

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|--|---|--|---|
| <u>LinkedIn</u><br>Used by 51% of college graduates in the U.S.* | Networking, recruiting, marketing to high-level executives  | <ul style="list-style-type: none"> <li>• Short and long text, image, or video posts</li> <li>• Ads starting at \$10/day</li> <li>• More recruitment features with premium</li> </ul> | <u>Rates vary by audience</u>               |
| <u>Pinterest</u><br>Used by 42% of women in the U.S.*            | Drive traffic to your website and blogs, primarily among young and middle-aged women                | <ul style="list-style-type: none"> <li>• Embed buttons on your website or blog for easy sharing</li> <li>• Create boards that link to your website</li> </ul>                        | <u>Custom budget</u>                        |
| <u>Snapchat</u><br>Used by 62% of people ages 18-29 in the U.S.* | Target younger audiences to take action or solicit donations  | <ul style="list-style-type: none"> <li>• Focus on short video ads with external links to drive traffic to your site, take action page, or donation page</li> </ul>                   | <u>Campaigns start at \$5/day.</u>          |
| <u>TikTok</u>  | Target younger audiences for public education and to take action                                    | <ul style="list-style-type: none"> <li>• Short "viral" videos, one minute or less</li> <li>• Very intentional audience-building</li> <li>• Solicit donations</li> </ul>              | <u>Minimum budget of \$500 per campaign</u> |
| <u>Twitter</u><br>Used by 38% of people ages 18-29 in the U.S.*  | Short, snappy messages (ask yourself, could this "go viral"?); interact with allies and fans        | <ul style="list-style-type: none"> <li>• Short text posts, images, and video</li> <li>• Custom budget ads</li> <li>• Highly interactive</li> <li>• <u>Get verified!</u></li> </ul>   | <u>Custom budget</u>                        |
| <u>Vimeo</u>   | Ad-free showcasing of video content to more niche audiences   | <ul style="list-style-type: none"> <li>• Short and long form videos &amp; captions (manual captions only)</li> <li>• Advanced privacy and options for sharing</li> </ul>             | N/A   |
| <u>YouTube</u><br>Used by 73% of adults in the U.S.*             | Awareness and education campaigns to reach a wide age range of audiences; fundraising; storytelling | <ul style="list-style-type: none"> <li>• Short and long form videos &amp; captions</li> <li>• Use annotations, cards and buttons to drive engagement</li> </ul>                      | <u>Custom budget</u>                        |

If you have any questions about implementing any of these tactics or want to talk through which social media channels are right for your organization or campaign, feel free to reach out to Tori Bilcik, digital coordinator for Voices for Health Justice at [vbilcik@communitycatalyst.org](mailto:vbilcik@communitycatalyst.org)