

A GUIDE TO DIGITAL MEDIA CHANNELS

Platforms

INSTAGRAM

Functionality: Photo and video sharing

Key audiences: Individuals and businesses

Example messaging:

- Share high-quality photos and videos of your products, services, or experiences
- Use hashtags to reach a wider audience
- Engage with your followers by liking and commenting on their posts



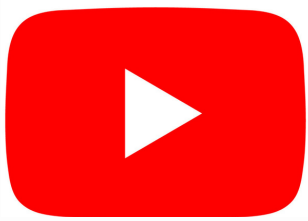
YOUTUBE

Functionality: Video sharing platform

Key audiences: Individuals and businesses

Example messaging:

- Share educational or entertaining videos
- Promote your products or services
- Build a community around your brand



FACEBOOK

Functionality: Social networking platform

Key audiences: Individuals and businesses

Example messaging:

- Share photos and videos with friends and family
- Connect with groups and pages that share your interests
- Promote your business or organization



WHATSAPP

Functionality: Instant messaging platform

Key audiences: Individuals

Example messaging:

- Stay in touch with friends and family
- Share photos and videos
- Send and receive documents



SOURCES

<https://www.facebook.com/business/insights/tools/audience-insights>

<https://help.instagram.com/788388387972460>

<https://www.youtube.com/@InsightTV>

<https://www.facebook.com/business/help/338500813332755?id=2129163877102343>