

Social Media Litmus Test

In the socialsphere, did you know every medium such as Facebook, Twitter, LinkedIn have very specific audiences? Get to know whether your messaging has or will have 'acidic', 'basic' or ice breaking results, with this Social Media Litmus Test.

Fill in the grid with Yes / No / NA answers

Unsure? Check out the cheat sheet at the end of this document!

	Social Media Platform	Face book	Twitter	LinkedIn	Google+	YouTube
1	Use it as a one-stop platform to provide information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Use it to inform about latest product updates, services and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Use it to obtain customer feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Use it to attach photos and videos for brand association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Use it to engage with fans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Use it to share new developments and upcoming launches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Use to gain opinion from followers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Use it to connect with users interested in similar products / services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Use to connect with like minded professionals in relevant industry sectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Use to create discussion groups and invite professionals to share views on subjects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Use to share technology related information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Use to impact rankings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Use it to share informative and educative videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Use it to share videos related to your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


✘ Acidic – Not helpful

± Basic – Neutral Effect

✓ Ice Breaking – Perfect Engagement Medium

	Social Media Platform	Face book	Twitter	LinkedIn	Google+	YouTube
1	Use it as a one-stop platform to provide information	✓	✗	±	✗	✗
2	Use it to inform about latest product updates, services and events	✓	±	±	±	✗
3	Use it to obtain customer feedback	✓	±	±	±	✗
4	Use it to attach photos and videos for brand association	✓	✗	✗	✗	±
5	Use it to engage with fans	✓		✗	✗	±
6	Use it to share new developments and upcoming launches	±	✓	✗	±	✗
7	Use to gain opinion from followers	±	✓	±	✗	✗
8	Use it to connect with users interested in similar products / services	±	✓	±	±	±
9	Use to connect with like minded professionals in relevant industry sectors	±	✗	✓	±	±
10	Use to create discussion groups and invite professionals to share views on subjects	±	±	✓	✗	✗
11	Use to share technology related information	±	✗	±	✓	±
12	Use to impact rankings	±	±	±	✓	±
13	Use it to share informative and educative videos	±	✗	✗	✗	✓
14	Use it to share videos related to your business	±	✗	✗	✗	✓

Social Media Platform	Best To Use For
Facebook	<ul style="list-style-type: none"> • Use it as a one-stop platform to provide information • Use it inform about latest product updates, services and events • Use to it obtain customer feedback • Use it to attach photos and videos for brand association • Use it to engage with fansta sources?
Twitter	<ul style="list-style-type: none"> • Use it to share new developments and upcoming launches • Use to gain opinion from followers • Use it to connect with users interested in similar products / services
LinkedIn	<ul style="list-style-type: none"> • Use to connect with like minded professionals in relevant industry sectors • Use to create discussion groups and invite professionals to share views on subjects
Google+	<ul style="list-style-type: none"> • Use to share technology related information • Use to impact rankings
YouTube	<ul style="list-style-type: none"> • Use it to share informative and educative videos • Use it to share videos related to your business

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