

Crafting Message Guidelines for SM Platforms (Exercise 7)



Purpose: To prepare you to optimize your SM messages through “detail mastery”

Method: Column 1 lists 4 major SM channels, and a spot for you to add one of your choosing. In column 2 list specific message characteristics that are appropriate for the channel (words, length, image type, subject matter, image style, etc.) In column 3 list specific message characteristics that are inappropriate for each channel. Bonus points if you use the same characteristic in the “Do” column for one SM and the “Don’t” column for another SM.

SM Channel	Do	Don't
Facebook		
Twitter		
Pinterest		
Snapchat		