

RAVIN' FANS Conversion Workshop: Social Media Platforms Explained Worksheet

Choose 3 social media platforms to dive into and learn more about, then record your findings in the worksheet below:

Network Name _____ (For each network/platform use a new sheet)

How do users interact? (pictures, text, links, etc.)

How do users share information? (do they use tags, share button)

How do users promote their products/services? (do they use tags, share button)

Do Authors share content differently? How so?

What types of content do you see authors sharing?
