

# Ki Business & Tech.

There are many more, these are the main ones and they do differ in popularity in different countries, but it is important to secure your brand across them all as the audience do shift.

Top Platforms	ANALOGY	BEST FOR (in my opinion)
Twitter	Rush hour meets party goers. Twitter is super-fast but it the most open of them all in relation to creating new connection. You just have to jump in and add to the conversations.	Brilliant at events and gaining a new audience but I do advise to courage people to connect on one of the other platforms as well.
LinkedIn	Peer meetings. I used to think of it like an online resume but not I see it more about a way to showcase your reputation. Your E.A.T. Expertise / Experience, Authority and Trustworthiness.	This is the business network so if you are in business, you should be on here. Why? Showcase your It is the only reliable platform in that you can't easily fool others. You can build you reputation from your previous experience and showcase your expertise. Builds your professional network even if you are not B2B.
Facebook	Facebook is like a bustling town square with lots of cafes. You can sit and spend more time chatting with someone than other platforms, but it can be harder for people to find you unless they know what table you are sitting at.	Great for targeted ads and it has the best group features of any, but I personally don't like business FB groups, I find it too distracting.
Instagram Owned by Facebook	This like an interactive magazine. It is visual storytelling with videos and images.	Great for visual story-telling and showing behind the scenes of any business which builds trust and likeability.
YouTube Owned by Google	YouTube is pretty easy; it is on demand video library at your fingertips that is really easy to search.	It is great for explainer / longer videos to use a FAQs for your business plus the fact it is searchable, it comes up on Google searches. Video shorts are working well too. Max 1min videos.
TikTok	Really laid back, casual and entertaining. Like hanging out with friends while the music is playing.	I'll be honest, I have really struggled to get into TikTok and just started posted my reels from my 365 daily video challenge. It is content on the platform, but I am not the one to ask yet about optimising it.
WhatsApp (Business) Owned by Facebook	Messaging that meets business tools. It is brilliant and you can add a shop although it is confusing that you are not buying, only enquiring.	For me, it is by far the best communication tool with built in features for business. It is developing more into a platform so that is going to become really interesting.
Pinterest	Magazine meets scrapbook.	Products and businesses where people collect ideas. I honestly have never seen the business value for myself or any of my clients, but a lot love it.