



Social Media Platforms Comparison Chart

Adopting a social media presence can enable quick and easy communication between stakeholders and make your program relevant and accessible to a much wider audience. However, make sure you have the capacity to upkeep any accounts you begin, as they must be maintained regularly. Designating a social media administrator responsible for all stakeholder communication forums is advised.

The Smarter Lunchrooms Movement National Office does not endorse nor receive funding from any social media platforms.

Promotion and Project Ideas

	Overview	Benefits	Limitations
<p>Facebook</p> 	<p>Popular social networking site Users create profiles, upload photos, send messages</p> <p><i>Cost: free</i></p> <p>Check out the SLM Facebook page here!</p>	<p>Groups enable members to interact and share relevant info/ media Can create events and pages for people to view and promote causes</p>	<p>Privacy leaks Frequent ads</p>
<p>Twitter</p> 	<p>Social networking site Users create profiles and make posts with brief messages and pictures</p> <p><i>Cost: free</i></p>	<p>More personal platform Trending hashtags increase visibility of posts Can provide customer service by personally responding to user comments</p>	<p>Tweets may go unnoticed Extreme number of posts every second</p>
<p>Instagram</p> 	<p>Photo sharing app with large user base Has most engaged users compared to other social media platforms</p> <p><i>Cost: free</i></p>	<p>Hashtags attract new followers Good for posting recent pictures and visually promoting brand</p>	<p>Poor quality images will not attract followers</p>

Promotion and Project Ideas (continued)

	Overview	Benefits	Limitations
Hootsuite 	Manages several different social media accounts from one place <i>Cost: free and pro (\$19/month) plan options</i>	Streamlines social medial posting Can schedule future posts and save time Can track performance with analytic reports	Finite auto scheduled posts possible Occasional scheduling glitches Fees for pro version
Pinterest 	Image-sharing website User profile images are not grouped together, but part of separate “pinboards” other users can view <i>Cost: free</i>	Simple user interface Aesthetically pleasing format Can appeal to wider audience by including images on separate boards Images link to original source to drive traffic to external sites	Quality images important Attracts very specific audience Not useful for posting text
Snapchat 	Social networking app Users send each other photos that disappear after opening Post “stories” that delete after 24 hours <i>Cost: free</i>	Easy and fun way to keep followers updated Rapidly growing young audience “Discover” feature enables publishers to increase reach	All posts are temporary, last only 24 hours Little 2-way user engagement: cannot like posts
YouTube 	Video-sharing website Users upload, view and share videos User creates their own channel Viewers can subscribe to channels to avoid missing new posts <i>Cost: free</i> Check out MI Team Nutrition’s YouTube Channel for some great ideas!	Short videos can be very engaging and informative Videos have potential to become viral and spread to massive viewing audiences YouTube videos favored in Google search results	Videos must be captivating to be viewed Poor or negative reviews of video are easily visible

Communication

	Overview	Benefits	Limitations
<p>Google Hangouts</p> 	<p>Video conference platform Google app</p> <p><i>Cost: free</i></p>	<p>Easy online communication via voice, text and video conferencing</p> <p>Keep track of communications by e-mail</p> <p>Mobile device friendly</p> <p>Can synch with other Google apps</p>	<p>Cannot send images through chat</p> <p>Not always enabled for G-Suite (if not, must contact admin)</p>
<p>Skype / Skype for Business</p> 	<p>Video conference platform</p> <p><i>Cost: free (Skype) or \$2/month per user (Skype for Business)</i></p>	<p>Allow screen sharing, good for business presentations</p> <p>Add up to 20 users on a conference call with Skype, or up to 250 users with Skype for Business</p>	<p>Sound quality deteriorates with webcam use</p> <p>Pay more for added features</p>
<p>WebEx</p> 	<p>Video and web conference platform</p> <p><i>Cost: plans range from \$24/month to \$89/month</i></p>	<p>High performance quality</p> <p>Integrated audio, video and file sharing</p> <p>Collaborate on ideas using the whiteboard feature</p>	<p>File transfer can be slow</p> <p>Video recording takes memory space</p>
<p>Zoom</p> 	<p>Video and web conference platform</p> <p><i>Cost: free and pro (\$14.99/month) plan options</i></p>	<p>User friendly interface</p> <p>High quality audio/video and screen sharing</p> <p>Instant message capability</p>	<p>No real-time document sharing feature</p>
<p>Slack</p> 	<p>Team messaging app</p> <p>Communicate with coworkers via Slack workspace</p> <p><i>Cost: free and standard (\$6.67/month per user) plan options</i></p>	<p>Create discussion threads and send direct messages</p> <p>Entire workspace is searchable</p> <p>Can greatly reduce email cluttering</p> <p>Mobile device friendly</p>	<p>Can be difficult to identify important messages from “noise”</p> <p>Calendar not well integrated</p>

Organization and Planning

	Overview	Benefits	Limitations
<p>Google Calendar</p> 	<p>Time management and calendar app</p> <p><i>Cost: free</i></p>	<p>Create both personal and shared calendars</p> <p>Can sync multiple calendars</p> <p>Syncs with various other platforms (Gmail, Facebook, etc.)</p>	<p>Requires Internet connection for full features</p>
<p>Outlook Calendar</p> 	<p>Microsoft Office mail and calendar app</p> <p><i>Cost: available as part of Office 365 for \$6.99/month</i></p>	<p>Manage events without Internet connection</p> <p>Can attach files to events</p> <p>Integrates emails, to-do lists and scheduling</p>	<p>Collaboration less streamline</p>
<p>Doodle</p> 	<p>Online calendar tool for coordinating meetings</p> <p>Create scheduling polls to determine best date/time to meet</p> <p><i>Cost: free</i></p>	<p>Easy-to-use interface</p> <p>Can be integrated with Google Calendars</p>	<p>Cannot edit entry once submitted (must create new entry)</p>

Document Collaboration and Storage

	Overview	Benefits	Limitations
<p>Google Drive (Google Docs, Google Slides, etc.)</p> 	<p>Cloud storage including documents, slides, spreadsheets, forms</p> <p><i>Cost: free for 15GB storage, paid plans start at 100GB for \$1.99/month</i></p>	<p>Documents easily portable</p> <p>Can edit in real-time</p> <p>Different access permissions</p>	<p>Weak file-sharing security</p> <p>Compatibility between Google Docs and Microsoft Word sometimes glitchy</p>
<p>Box</p> 	<p>Cloud storage</p> <p><i>Cost: plans ranging from \$5/month per user (100GB storage) to \$25/month (unlimited storage)</i></p>	<p>Strong security</p> <p>Flexible collaboration and sharing options</p>	<p>Sync capabilities not as strong</p> <p>Can only access files through Box website without paid upgrade</p>
<p>Dropbox</p> 	<p>Cloud storage</p> <p><i>Cost: free for 2GB, paid plans start at \$9.99/month for 1TB</i></p>	<p>Sync folder on computer</p> <p>Selective sync capability</p> <p>Fast syncing</p> <p>Can access previous file versions</p>	<p>Cannot edit in real-time</p> <p>Can be difficult to locate older file versions</p>

Project Management

	Overview	Benefits	Limitations
Asana 	Task management platform Organize tasks for entire organization and smaller teams <i>Cost: free up to 15 people, paid plan option (\$8.33/month)</i>	Integrates emails User-friendly interface Encrypted messaging Has Dropbox, Google Drive and Wordpress add-ons	Cannot see all tasks in one place: organized by Workspace Cannot assign a task to more than one person

