

# TASK

## Choosing a Social Media Platform

**Instruction:** Ask yourself the following questions and answer in as much detail as possible.

1) Where is your customer avatar online?

2) What do you feel more comfortable doing? (Photos, video, writing?)

3) Which platform do you LOVE using?

4) Which platform do you have the most engagement on?

5) Which platform frustrates you?

6) Review your answers and observe the outcome. From this outcome choose 1 or 2 platforms you are going to give 100% of you effort to. Scrap the others and deactivate those accounts.

## 7) Capture a summary of your findings, decision and action here



Remember that digital clutter also contributes to stress & anxiety. So eliminate the clutter that's not adding any value or revenue to you or your business needs.