

# Social Media Tactics Chart

Below is a breakdown of what tactics are possible with each network, not what is included in any of our base packages. Use this document as a resource when clients ask about specific tactics or to discuss opportunities with clients looking to grow their presence across multiple networks.

|                       |  |  |  |  |  |  |  |  |  |  |  |
|-----------------------|---|---|---|---|---|--|---|---|---|---|---|
| Profile Setup         | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  | ✓   | ✓   | ✓   | ✓   | ✓   |
| Business Manager      | ✓   |   |   |   |   |  |   |   |   |   |   |
| Cover Photo           | ✓   |   | ✓   | ✓   | ✓   |  | ✓   | ✓   | ✓   | ✓   | ✓   |
| Posting               | ✓   | ✓   | ✓   | ✓   | ✓   |  | ✓   |   | ✓   | ✓   | ✓   |
| Posting Response      | ✓   | ✓   | ✓   | ✓   | ✓   |  |   |   | ✓   | ✓   |   |
| Reporting (Posting)   | ✓   | ✓   | ✓   | ✓   | ✓   |  | ✓   |   |   |   |   |
| Hashtags              | ✓   | ✓   | ✓   | ✓   | ✓   |  |   | ✓   |   |   |   |
| Ads                   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   | ✓   | ✓   | ✓   |
| Ad Reporting          | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   | ✓   | ✓   | ✓   |
| Ad Response           | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   | ✓   | ✓   |   |
| Boost                 | ✓   | ✓   | ✓   | ✓   | ✓   |  |   |   |   |   |   |
| Retargeting           | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   |   |   |   |
| Lookalike Targeting   | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   |   |   |   |
| Groups                | ✓   |   |   |   |   |  |   |   |   |   |   |
| Contests              | ✓   | ✓   |   |   |   |  |   |   |   |   |   |
| Polls                 | ✓   | ✓   | ✓   | ✓   |   |  |   |   |   |   |   |
| Stories               | ✓   | ✓   |   |   | ✓   |  |   |   |   |   |   |
| Event Page            | ✓   |   |   |   |   |  |   |   |   |   |   |
| Geofilter             |   |   |   |   |   | ✓  |   |   |   |   |   |
| Image ads             | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   |   | ✓   | ✓   | ✓   |
| Video ads             | ✓   | ✓   | ✓   | ✓   | ✓   | ✓  |   | ✓   | ✓   | ✓   |   |
| Carousel Ads          | ✓   | ✓   | ✓   | ✓   | ✓   |  |   |   | ✓   | ✓   |   |
| Slideshow Ads         | ✓   | ✓   |   |   |   |  |   |   |   |   |   |
| Collection            | ✓   | ✓   |   |   | ✓   | ✓  |   |   |   |   |   |
| Instant Experience    | ✓   |   |   |   |   |  |   |   |   |   |   |
| Shopping              | ✓   | ✓   |   |   | ✓   | ✓  |   |   |   |   |   |
| Product tags          | ✓   | ✓   |   |   |   |  |   |   |   |   |   |
| Messenger (chat) ads  | ✓   | ✓   |   | ✓   |   |  |   |   |   |   | ✓   |
| Story ads             | ✓   | ✓   |   |   |   | ✓  |   |   |   |   |   |
| Text only ads         |   |   | ✓   | ✓   |   |  |   |   |   | ✓   |   |
| Moment ads            |   |   | ✓   |   |   |  |   |   |   |   |   |
| Event ads             | ✓   |   |   | ✓   |   |  |   |   |   |   |   |
| Spotlight ads         |   |   |   | ✓   |   |  |   |   |   |   |   |
| Follower ads          |   |   | ✓   | ✓   |   |  |   |   |   |   |   |
| Lead generation forms | ✓   | ✓   | ✓   | ✓   |   | ✓  |   |   | ✓   |   |   |

\*INTERNAL USE ONLY