



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

Look outside the obvious platforms

When it comes to finding a project's audience online, most of us know to turn to Facebook, Instagram, X and YouTube. But what other platforms are people using?

Reddit

Reddit is known as 'The Frontpage Of The Internet'. It consists of a large collection of forums where people can share news and content, and also comment on other people's posts. It is most popular with adults aged 25 - 29.

Reddit contains over 2 million communities known as subreddits, each of which covers a different topic. Taking mental health as an example, communities include: r/depression_help, r/overcoming, r/addiction and many more.

Pinterest

Pinterest is a social network that allows users to share and discover new interests by 'pinning' images or videos to their own boards, and browsing what other users have pinned.

Pinterest's goal is to connect everyone in the world through the things they find interesting. Users can either upload images from their computer or pin things they find on the web.

LinkedIn

LinkedIn is a professional social media platform which connects individuals with others in their industry. It can be especially helpful for engaging with professionals, changemakers, and organizations. If a project has lofty goals of changing policy around a certain health matter, or has partnered with high-profile expert organizations, LinkedIn could be an effective channel for harnessing the right audience.

There are dozens of other social media platforms that cater to specific audiences, or focus on niche interests. Whether your project is focused on mental health, physical health, pregnancy or palliative care – it's important to search where the audience may be gathering online. When assessing your project's audience, record your findings, note any key influencers on niche platforms, and highlight communities that may be interested in your project.