**How to Make the Right Social Network Selections**

PR professionals have an obligation to learn about the leading social networks and their various audiences. If a platform is determined to intersect with a desired audience, that is when PR leaders should incorporate influencer marketing into their brand messaging plan, advises Natalie Ghidotti, APR.

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<http://apps.prsa.org/Intelligence/Tactics/Articles/view/11831/1139/Snapchat_Instagram_and_Influencers_How_to_Know_Wha#.WNAn9U_2ZC9>