

Should we check social tools engagement before investing in an ICO?

All ICO start-ups tend to be transparent and engaging via social tools; however, what should we expect to look after on each and individual one, that's the question?

Please take a closer look at the bullet points below, and you will get the **idea**.

- **Twitter.** People utilize Twitter to get their word out. If the content is considered **interesting** and **groundbreaking**, people will re-tweet such posts and many **new users will inevitably join the Twitter page**.
- **Reddit.** Being one of the biggest social discussion platforms, it allows its users to browse through **sub-reddits** and find **crowdsourced**, constant source of new information relating to cryptoverse. People are exploiting these benefits in terms of posting longer **responses to media, sharing breaking news, and allowing its users to comment and engage with them**.
- **Telegram.** On the other hand, Telegram groups tend to bring an innovative perspective on things, especially in the crypto industry. People can pose queries **in real-time**, and people behind the Telegram group usually respond in matter of minutes. Telegram is a great tool because it can **solve pressing queries in the shortest period of time**.
- **Bitcointalk forum.** One of the oldest and widely used social forums that every crypto start-up is using is Bitcointalk. As the audience is strictly crypto-related, this is a perfect social tool to **present the idea, background info, vision, token, coin**, and many other useful information to your audience by mixing **written and graphical content**. Popular forum threads have more than **400 pages**, and are still being engaged with.

For more information please visit: <https://www.coinpoint.net/icoguides>