

Which Social Media Platforms should I use?



Facebook
Mostly Social
Text, Images, Video, Live Feeds

2.4 Billion Monthly Users

Of all the people on the internet, 83% of Women & 75% of Men use Facebook.

Organic Reach: Relatively Poor - Only a small percentage of followers are exposed to posts these days.

Paid Reach: Best access to underpriced attention currently, especially in B2C environments. Capable of highly segmented campaigns, A/B testing, and extremely granular context.

Still very relevant in terms of underpriced attention, especially through paid ads contextual for segmented users.



Ages 30-65



Ages 25-55

600 Million Members

92% of Fortune 500 companies are on LinkedIn.

Organic Reach: Very Good - Especially via long-form written articles with quality title and relevant content.

Paid Reach: Highly segmented, and best option for B2B. More expensive than Facebook due to pricing "floor".

LinkedIn is the best opportunity for building brand awareness in a B2B environment through organic reach right now. Publishing long form written content is a great brand building opportunity.



LinkedIn
Mostly Business
Text, Articles, Images, Video



Instagram
Mostly Social
Images, Video, Stories

1 Billion Monthly Users

Instagram is used by 43% of American women and 31% of men.

Organic Reach: Average - Has been declining slightly in recent years due to influx of paid ads on the platform.

Paid Reach: Great avenue for underpriced attention with a younger demographic.

Very relevant platform for influencer marketing, younger demographics, and for spotting trends. No external linking, so content is best designed to "live" on the platform.



Ages 20-45



Ages 25-55

320 Million Monthly Users

80% of Twitter users are affluent millennials.

Organic Reach: Below average - Very busy platform where winning and holding user attention difficult.

Paid Reach: Challenging due to extremely short shelf life of any given post. Okay for specific use situations.

Twitter is an excellent platform for listening. Follow hashtags, clients, competitors, and thought leaders to track sentiments and trends in your space.



Twitter
Both Social & Business
Short Form Text, Video, Images



Youtube
Both Social & Business
Video of all kinds

320 Million Monthly Users

95% of the global internet population watches YouTube.

Organic Reach: Above Average - Especially for relevant topics. Title, description and keyword use is critical to being found.

Paid Reach: Pre-roll ads are an excellent avenue for underpriced video attention - highly segmented and customizable.

Youtube is the "television" of our time. Incredible platform for influencer marketing, targeted video advertising, and anything audio or video whatsoever.



All Ages



Ages 16-30

180 Million Daily Users

45% of teens rank Snapchat as their favorite platform.

Organic Reach: Below Average - Due to short shelf life of posts. Highly dependent on engagement to achieve reach.

Paid Reach: Improving but still well behind Facebook, Instagram and LinkedIn.

Ideal place to develop a strong presence or deploy paid reach campaigns if you're seeking attention of a younger crowd.



Snapchat
Mostly Social
Images, Video, 24-hour Stories



Medium
All Topics
Long Form Written Articles

60 Million Monthly Users

Most users are educated & affluent - 95% have a college degree.

Organic Reach: Great - There are no ads on Medium. Users pay a small monthly fee to read high quality content without sales pitches.

Paid Reach: Not applicable

Medium is an outstanding place to publish quality long-form written content that is helpful or informative - very desirable demographics for building brand and driving awareness.



Ages 16-30





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