



# choosing the best social media platforms for your business

## CHEAT SHEET

PLATFORM	DEMOGRAPHICS	PURPOSE	BEST FOR
 <p>Lead Social Network</p>	<p>2.95 Billion Users 36.8% of ALL People on Earth Use Facebook 88% Ages 18-29</p>	<p>Sharing Photos, Videos, Links, Live Stream &amp; Messages</p>	<p>Brand Awareness &amp; Reaching a Large Audience</p>
 <p>Micro Blogging</p>	<p>556 Million Users Predominately Male Largest U.S. Penetration</p>	<p>Sharing Links to Articles, Text Updates</p>	<p>Building Customer Relationships, Public Relations</p>
 <p>Virtual Discovery</p>	<p>445 Million Users Predominately Female Ages 25-34</p>	<p>Virtual Pinboard, Sharing Photos and Videos</p>	<p>Promoting Products, How-To Information</p>
 <p>Picture &amp; Video Sharing</p>	<p>2 Billion Active Monthly Users Half of IG population is &gt; 35 90% of Users Follow at Least 1 Brand</p>	<p>Mobile Platform for Photos, Videos, Live Stream &amp; Messages</p>	<p>Brand Awareness and Customer Engagement</p>
 <p>Short-form video</p>	<p>1.4 Billion Active Monthly Users 2nd Most Popular App in US Ages 18-24</p>	<p>Sharing Videos to Build Community and Brand Loyalty</p>	<p>Building Relationships, Conversation</p>
 <p>Video Sharing</p>	<p>2.5 Billion Users 51 Million Active Channels "Shorts" Views Surpassed 30 Billion in 2022</p>	<p>Video How-To's, Educational</p>	<p>Video Advertising, Reaching a Large Audience</p>
 <p>Business Development</p>	<p>930 Million Members Most Popular App in US 45% Income \$75,000+</p>	<p>Sharing News &amp; Article Links, Photos, Making Connections</p>	<p>B2B Business &amp; Professional Use, Recruiting</p>

Sources:

<https://statusbrew.com/insights/social-media-statistics/#linkedin-statistics>

<http://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic>