

SOCIAL MEDIA

1. Instagram

Long the home of influencers, brands, bloggers, small business owners, friends and everyone in between, Instagram has topped well over 1 billion monthly users. If you're wondering whether a meaningful segment of your audience spends time on the platform, the answer is almost surely a resounding yes.

Who's on Instagram (and Why): Instagram has become one of the most popular social media platforms for teens and young adults, especially in the U.S. Use of the app slowly drops off with age but stays consistent across both men and women, so if your customers are under 40, then Instagram can't be ignored.

The Content that Works Best on Instagram: Beautiful photography, stunning visuals, unique designs, selfie-style video that speaks directly to your audience and a cohesive theme to your content will help you stand out on Instagram.

You Should Prioritize Instagram if: Your target audience is under the age of 40, you run a lifestyle, ecommerce, or photography business.

2. YouTube

YouTube hails as the second most popular search engine in the world today, right behind its parent company, Google. If your business could benefit from producing video tutorials or walkthroughs, visually-driven instructional content, product reviews or interviews, then this social media platform is a must for reaching their more than 2 billion monthly users.

Who's on YouTube (and Why): A whopping 73% of U.S. adults report regularly using YouTube, with a heavy concentration in the age range of 15 to 34 years olds. YouTube is broadly popular amongst both men and women, and usage tends to go up alongside income and level of education.

The Content that Works Best on YouTube: Video only. Depending upon your type of business and who your audience is, both long-form and short-form video content can work very well on this platform. Most viewers tune in for a combination of education and entertainment, so whether you're teaching your audience about emerging marketing tactics or streaming video gameplay, work hard to retain their attention throughout your videos. You might also consider tapping into popular YouTube trends like unboxing videos (especially if you rep a physical product) and "with me" content that takes viewers along with you for the ride. Additionally, if starting a YouTube

channel feels ambitious, partnering with YouTube influencers who are excited about your mission could help you test the waters before you dive in.

You Should Prioritize YouTube if: Your audience is below the age of 50 and consumes video content as a means of either education or entertainment.

3. Facebook

With nearly 2.5 billion monthly users, Facebook is hands down the largest social media site in the world. While that practically ensures at least some of your audience regularly uses the platform, it's developed a somewhat negative reputation amongst younger users that are increasingly turning to other alternative sites.

Regardless, if your brand stands to benefit from sharing industry-related news, engaging (short-form) videos, graphics and other visually appealing content—especially if your primary audience is above the age of 30—then consider having a presence on Facebook. You might also consider leveraging Facebook groups to gather your customers or community in one place online. Facebook groups, unlike Facebook business pages, aren't for advertising, but they can be helpful in creating conversation.

Who's on Facebook (and Why): 68% of U.S. adults report using Facebook, with 51% saying they're active multiple times daily. Usage is spread pretty evenly amongst males and females, while users tend to get increasingly active as age increases (especially beyond the 40+ year old demographic).

The Content that Works Best on Facebook: The more interesting, engaging or even polarizing your content is, the more likely it is to go viral on Facebook. Lean heavily on short videos, eye-catching images and attention-grabbing headlines to attract an audience. For Facebook groups, interactive content and conversation-starters are the way to go. Consider live streams and polls.

You Should Prioritize Facebook if: You want to reach an audience of adults and have engaging visual (or video) content that can capture their attention, invoke an immediate emotional response and make them excited to share with their friends. Or if you want an easy way to create an online community around a topic or business.

5. TikTok

This new kid on the block is less than two years old, but received over 1 billion downloads of their video-based app during their first year of operation. Today, TikTok reportedly sees over 800 million monthly users, which instantly places it amongst the top social media platforms in the world in terms of sheer user figures.

Who's on TikTok (and Why): Around 50% of TikTok's audience is under the age of 35 in the U.S., with the majority of that audience concentrated amongst those between the ages of 16 to 24.

The Content that Works Best on TikTok: Entertaining, interesting, comedic and sometimes nonsensical short-form video content, usually set to the tune of popular songs. Think fun, catchy music-video style content.

You Should Prioritize TikTok if: You want to reach (and entertain) a young audience with fun video-based content that doesn't often have a direct connection to your products or services. Being overly self-promotional on this platform won't build you a loyal following, so be prepared to take the approach of entertaining first.

Instructions: Please read the passage above carefully and complete the questions provided below.

1. Which social media do you tend to use the most? Why?
2. Which social media offers the best benefits? (Explain the benefits)
3. Which social media would be the best to use as an educational platform? Explain your answers.