



# WHICH SOCIALS SHOULD YOU USE?

PLATFORM	DEMOGRAPHIC	POPULARITY	BEST FOR
Instagram	<ul style="list-style-type: none"> <li>• 18-24, 25-30 (most popular age brackets)</li> <li>• Millennials &amp; older Gen-Z's</li> <li>• mostly even split between male/female users (52%/48%)</li> </ul>	<ul style="list-style-type: none"> <li>• 4th most popular social media network in the world</li> <li>• 7th most visited website globally</li> <li>• 1.393 billion monthly users</li> </ul>	businesses, brands and creators who want to build deeper connections through their content whilst showcasing expertise.
TIKTOK	<ul style="list-style-type: none"> <li>• 10-19 (most popular age)</li> <li>• Gen-Z's</li> <li>• mostly female users (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• 6th most popular social media network in the world</li> <li>• over 1 billion annual users</li> <li>• downloaded 850 million times in 2020 first non-Facebook app to reach 3 billion downloads</li> </ul>	businesses and creators targeting a younger audience. Great for promoting 'fad (low cost, low purchase decision) products and FMCGs.
TWITTER	<ul style="list-style-type: none"> <li>• 25-34, 35,49 (most popular age brackets)</li> <li>• Mostly male (70%)</li> </ul>	<ul style="list-style-type: none"> <li>• 15th most popular social media platform in the world</li> </ul>	customer service, reply to questions, complaints and rumors. Great for brands targeting males.
FACEBOOK	<ul style="list-style-type: none"> <li>• 24-35 (most popular age)</li> <li>• Late Millennials &amp; Baby Boomers</li> <li>• Slight majority of males (57%)</li> </ul>	<ul style="list-style-type: none"> <li>• most popular social media platform in the world</li> <li>• 2.41 billion monthly users</li> </ul>	closed membership groups, local businesses & local targeting, relationship building & business updates.



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YOUTUBE	<ul style="list-style-type: none"> <li>• most popular age group 18-29</li> <li>• Slight male majority (56%)</li> <li>• 27% of millennials watch youtube videos every day</li> </ul>	<ul style="list-style-type: none"> <li>• second most popular social network</li> <li>• most popular search engine in the world</li> <li>• 2 billion + monthly active users</li> </ul>	<p>this powerful search engine is great for discoverability, if you want to reach a much wider audience, get discovered, and position yourself/be recognized as an expert.</p>
LINKEDIN	<ul style="list-style-type: none"> <li>• 46-55 (most popular age bracket)</li> <li>• professionals</li> <li>• Slight male majority (57%)</li> <li>• B2B audience</li> </ul>	<ul style="list-style-type: none"> <li>• not included in the top list of social media networks</li> <li>• 690 million total users only 3 million share content weekly responsible for</li> <li>• 50% of social traffic to professional sites</li> </ul>	<p>businesses, brands and professionals who want to network, showcase their work, and show up as an expert - similar to an online CV. Also good for driving social traffic to professional pages, such as portfolios, services, about, and job pages.</p>
PINTEREST	<ul style="list-style-type: none"> <li>• most popular with females (77%) ages 30 +</li> <li>• 8/10 moms use Pinterest</li> </ul>	<ul style="list-style-type: none"> <li>• 4th most popular social media network in the USA, and 13th in the world.</li> </ul>	<p>really good for visual creators (interior designers, event planners, event vendors, etc.), any anyone targeting women over 30.</p>
SNAPCHAT	<ul style="list-style-type: none"> <li>• most popular age groups: 13-17 &amp; 25-34</li> <li>• Teenagers, Gen-Z &amp; Millennials</li> <li>• Slight Majority women (54%)</li> </ul>	<ul style="list-style-type: none"> <li>• 280 million daily users</li> <li>• average user spends 30 minutes on the app</li> <li>• 11th most popular social networking platform</li> </ul>	<p>a great platform for online ads, especially if you own an app. 64% of snap users watch ads with the sound on, and 40% of snapchat users download 1-5 new apps each week.</p>



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Now, what type of content are you supposed to create to attract their attention and convert them to a customer!?

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