

Who is your audience?

How can you reach them?

What are your goals?

# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

DEMOGRAPHICS



**2.7**  
Billion users  
Ages 25–34



**353**  
Million users  
Ages 30–49  
68% Male



**442**  
Million users  
Ages 30–49  
78% Female



**2.3**  
Billion users  
All ages



**740**  
Million users  
Ages 46–55



**1.2**  
Billion users  
Ages 25–34



**689**  
Million users  
Ages 18–24

PURPOSE

Building Relationships

News & Articles;  
Conversation

“Scrapbook-  
ing”

“How To”,  
Lifestyle,  
Educational

News & Articles;  
Networking

Building Relationships;  
Conversation

Building Relationships,  
Conversation

BEST FOR

Building Brand Loyalty

Public Relations

Lead Generation;  
Clothing, Art &  
Food Businesses

Brand Awareness;  
Lead Generation

Business Development;  
Brand Awareness

Lead Generation;  
Retail, Food,  
Entertainment,  
Beauty Businesses

Building Brand Loyalty  
& Community

DOWNSIDE

Limited Reach

280 characters  
or less

Images and video only;  
Narrow demographic

Resource intensive

Limited interactions

Images and video only

Videos only;  
Very specific demographic