

Social media for business

There are many social media platforms available for businesses to connect with potential customers.
Here are some of the more popular social media sites and uses for each.

Facebook

NUMBER OF USERS

2.3 billion

CHARACTER LIMIT, PER POST

63,206

USE CASES

B2C companies and nonprofits can build communities through targeted advertising and promoting events.

AGE DEMOGRAPHIC

All ages

LinkedIn

NUMBER OF USERS

630 million

CHARACTER LIMIT, PER UPDATE

700

USE CASES

A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.

AGE DEMOGRAPHIC

30-49

Twitter

NUMBER OF USERS

330 million

CHARACTER LIMIT, PER POST

280

USE CASES

Thought leadership and information-seeking individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.

AGE DEMOGRAPHIC

18-29

Instagram

NUMBER OF USERS

1 billion

CHARACTER LIMIT, PER CAPTION

2,200

USE CASES

This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.

AGE DEMOGRAPHIC

13-17