

Social Media Demographics

Facebook

Demographics: The people you want to reach are on Facebook! Every business will benefit from having a Facebook business page. More than 1.2 billion people use Facebook every day.

Number of users: Worldwide, there are over 1.86 billion monthly active Facebook users. This increases 17% each year.

What business makes the most sense: Facebook is the most popular social network worldwide, therefore it makes sense for every business to establish a Facebook business page. Here are just a few industries currently using Facebook to generate business the most: financial services, retail and ecommerce, real estate, gaming, entertainment and media, telecom, technology, animals, baby market, fitness, sports and recreation, and healthcare.

Bounce rate: Users spend an average of 35 minutes a day on Facebook.

Purpose: Facebook is the ultimate arena to implement marketing and sales strategies. Facebook helps to build brand awareness, helps provide timely customer service, helps drive demand, and boosts sales.

Unique features: Facebook has many unique features including public and private groups, event pages, Facebook Live, business reviews, Facebook Ads, and Facebook analytics. Facebook groups help to connect on a more personal level with clients and create an added vehicle for support.

Negatives: Beware, the internet has trolls. Some people may use your Facebook page as a venue to write offensive comments and negative reviews, or post spam. Use Facebook as a customer service vehicle to answer questions or provide any feedback to customers to avoid negative chatter about your business. Negative comments on your Facebook page could be a reason why you lose out on customers.

Sales Conversion: An average of 85% of all purchase orders from social media come from Facebook. Facebook has the highest conversion rate for all social media ecommerce traffic at 1.85%.

Most used hashtag:

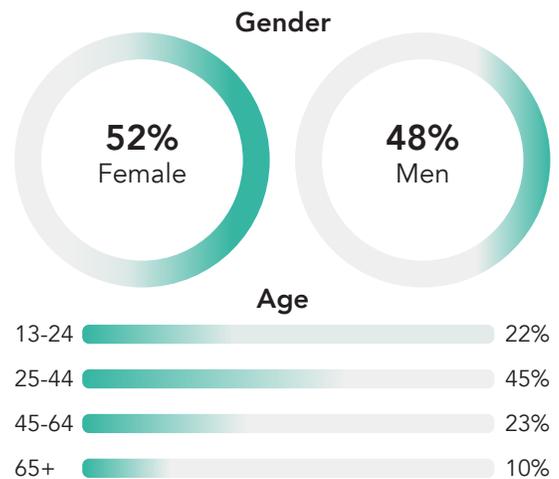
Business: #business #smallbusiness #entrepreneur #businessowner #smallbiz

General: #selfie #ootd #inspire #dreams #passion #success #freedom #hustle

Advertising Opportunities: Advertising on Facebook is extremely valuable. Create a Facebook page to build your online presence through posts and to engage with new and current customers. Facebook ads with photos, short videos, and user-generated content (UGC) have proven to effectively drive engagement, likes, and new customers. Facebook also has the ability to run ads through other platforms such as Instagram.

What content works best: Visual posts, still imagery, short video, eye catching infographics, quotes, fun facts, quizzes and trivia work best on a page.

Ideas for Facebook Live: Get creative and tailor a Facebook Live strategy to reach your target audience



Here are some ideas: live power workouts, ask me anything, how-to live, countdowns, interviews, live-inar (webinar), makeovers, behind the scenes, demonstrations, take them on a tour, a day in the life of, tutorials, product reviews, product launches, and backstage passes. There are many ways to get creative!

Peak time to post: The highest traffic on Facebook occurs midweek from 1–3pm and the highest engagement on posts occurs on Thursdays and Fridays.

(General note: Three months after you roll out a consistent social strategy, you can gain a great understanding through analytics regarding which posts got the most traction and a pattern will reveal itself for when your audience is most engaged in your content. Track your pattern and feed your audience what they like, when they want it.)

Miscellaneous: The 45–54 year age bracket is the fastest growing age group on Facebook. There are 45 billion average daily Facebook likes. Every 60 seconds there are 500 comments, 293,000 status updates, and 136,000 photos are uploaded.

Instagram

Number of users: There are 400 million active Instagram users.

What business makes the most sense: Businesses that thrive on Instagram are fitness, food, restaurant, fashion, beauty, makeup, DIY, interior design, real estate, baby market, animals, digital and traditional publications, travel, hospitality, wedding, photography, and video production

Most used hashtag: Posts on Instagram that tag someone else and have a #hashtag get 78% more engagement.

Popular Hashtags:

Business: #business #smallbusiness #entrepreneur #businessowner #smallbiz #sales #shoplocal #hustle

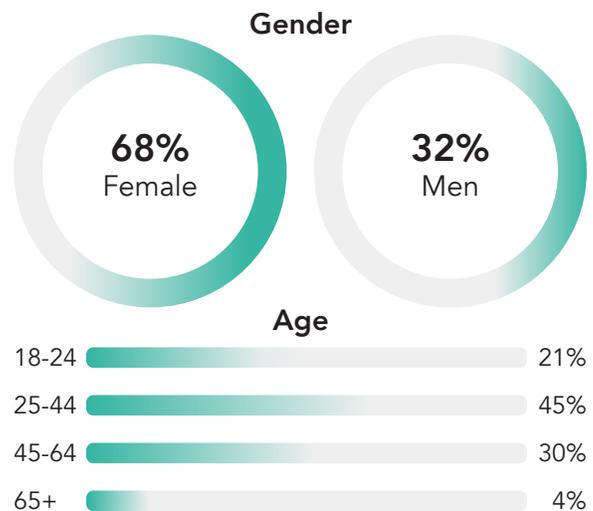
General: #tbt #photooftheday #instagood #selfie #ootd #inspire #dreams #passion #success #freedom #wcw, #mcm, #Throwbackthursday, #flashbackfriday, #followfriday

Purpose: Instagram is the 2nd largest social media platform next to Facebook. Instagram helps to build a brand's visual identity and can drive traffic to your website, ultimately increasing product/service sales. Instagram is also the most used platform for influencer marketing initiatives.

Negatives: Instagram does have some negatives aspects. For one, it does not have a large desktop use. Also, you cannot include a hyperlink in your posts. The way to get around this is to provide whatever link you are currently promoting in the bio section of your Instagram profile. A user will be able to click into the link located within the bio.

Advertising Opportunities: Instagram has various opportunities to advertise through photo ads, video ads, carousel ads, and stories ads. On Instagram, businesses have the ability to customize advertising target audience and ad objectives.

What content works best: Instagram is best used when a combination of visual posts, short videos, product tutorials, how-to tutorials, contests, user generated content, quotes, behind the scenes, product features, and giveaways are posted.



Unique features: Unique features of Instagram include IG stories and IG carousel images.

Peak time to post: Generally, the best times to post on Instagram are lunch time (11am-1pm) and evenings (7-9pm).

Miscellaneous: Instagram receives 52 times more engagement than Facebook. Out of the top 100 brands, 90 of them are on Instagram. Instagram has a mobile revenue of 2.8 billion/year.

LinkedIn

Number of users: LinkedIn has 106 million monthly users.

What business makes the most sense: Financial services, talent/recruitment, digital and traditional publications, HR, and information technology/software make the most sense.

Purpose: LinkedIn is ideal for finding a job, freelance work, promoting a new business, and connecting with joint venture partners. LinkedIn is great for B2B (business-to-business) relationships, building brand awareness, establishing credibility, and establishing brand authority. LinkedIn is best used for recruiters to find candidates and to research people and companies. Use LinkedIn to share all of your client/customer testimonials to further build brand credibility.

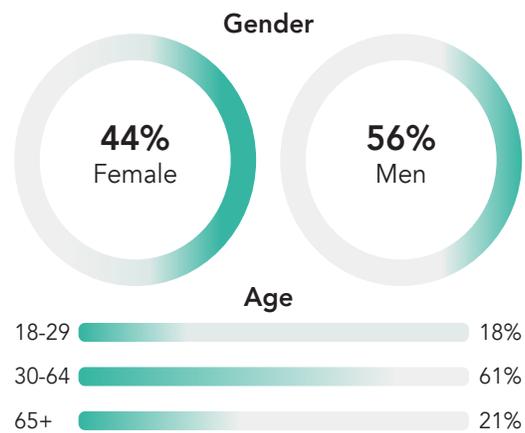
Negatives: Setting up a LinkedIn page requires more time than most other platforms. Although LinkedIn has a lot of users, many are not active participants. It is worth it to take the time to set up your profile page right.

Advertising Opportunities: Businesses can advertise on LinkedIn through company pages, personalized ads sent to inbox, Text ads that include an image, and sponsored content.

What content works best: Industry insight, links to published posts, native articles published on LinkedIn, and videos are the types of content that works best.

Unique features: LinkedIn allows people and businesses to leave digital recommendations, applications, endorsements, and introductions.

Peak times to post: Between 7–8am and 5–6pm.



Twitter

Number of users: There are 100 million daily active users.

Bounce rate: On average between 20min–1hr

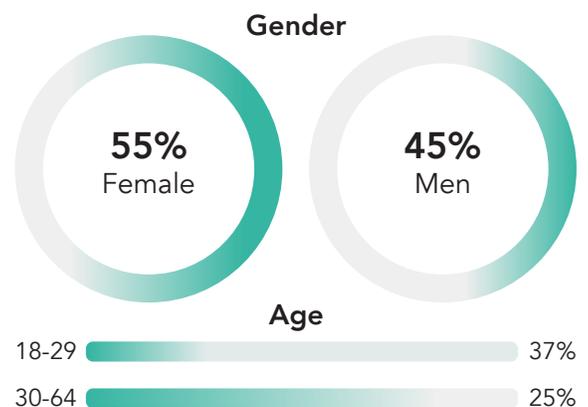
What business makes the most sense: Personal brands, baby market, speakers, authors, financial services, healthcare, digital and print publications, and education

Most used hashtag:

Business: #startup #b2b #biztip #business #smallbusiness

#entrepreneur #businessowner #smallbiz #networking #marketing #speaker #author #expert

General: #retweet #inspire #dreams #passion #success #freedom #hustle #wcw, #mcm, #throwbackthursday, #flashbackfriday, #followfriday



Purpose: Twitter is a great platform to network, increase brand awareness, engage in customer service, connect with influencers, connect with customers, offer giveaways, and keep up with current trending topics.

Negatives: At only 140 characters, Twitter doesn't give you much room to get a message out to your followers. It's also easy for users to miss your message since everything is posted on their timeline chronologically. Make your posts stand out with great imagery.

Sales Conversion: 86% of Tweets including a link and #hashtag have a higher engagement rate.

Advertising Opportunities: Twitter Ads can be used for objective-based campaigns to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. You do have the ability to schedule a promoted post.

What content works best: Catchy still images, GIFs, quotes, industry insight, promotion of articles and blog posts, product updates, and new release updates

Unique features: Twitter Lists and custom Twitter Chats are unique features. For more on Chelsea's popular weekly Twitter Chat, #Millennialtalk click here: <http://chelseakrost.com/millennialtalk>

Peak time to post: Afternoon and weekends

Pinterest

Number of users: Pinterest has 110 million monthly active users.

Bounce rate: 30 minute

What business makes the most sense: DIY projects, wedding industry, home and garden, baby market, animals, interior design, real estate, fashion, fitness, health, beauty, makeup, photography, food, travel and hospitality, and mommy bloggers

Most used hashtag: #DIY #HowTo #tips #blog #recipe #fashion #foodie #recipe #travel #design

Purpose: Pinterest is used to find information, seek advice, and gain inspiration.

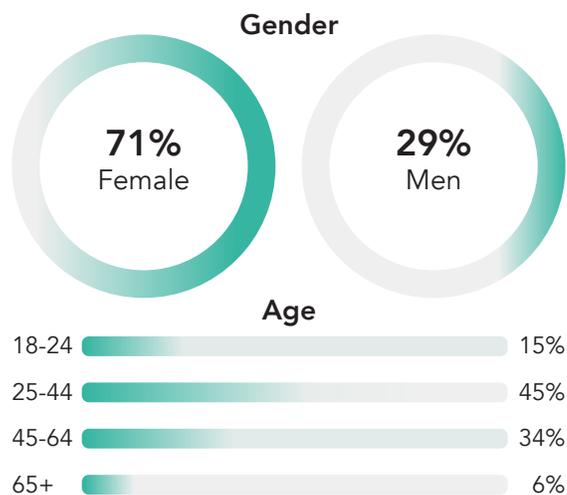
Negatives: Negative aspects of Pinterest include difficulty searching by hashtags and it is required to use high res graphics in each post. However, all of the graphics, imagery, videos that you post on behalf of your business should be good quality.

Sales Conversion: 87% of pinners have purchased a product because of Pinterest. 93% of pinners have used Pinterest to plan a future purchase.

Advertising Opportunities: You can advertise on Pinterest through promoted pins and promoted videos.

What content works best: Content that work best on Pinterest includes visual posts, quotes, recipes, DIY, before and after pictures, links and promotion to blog post.

Unique features: Pinterest allows people to promote pins via email and create boards for various content.



Snapchat

Demographics: 71% of Snapchat users are under 34 years old.

Number of users: Snapchat has over 100 million daily active users

Bounce rate: 25–30 minutes

What business makes the most sense: Businesses that make the most sense on Snapchat are in the beauty, baby market, animals, fashion, fitness, food, travel & hospitality industries, digital and traditional publications

Purpose: Snapchat is used in order to implement Influencer account takeovers, giveaways, and exclusive previews.

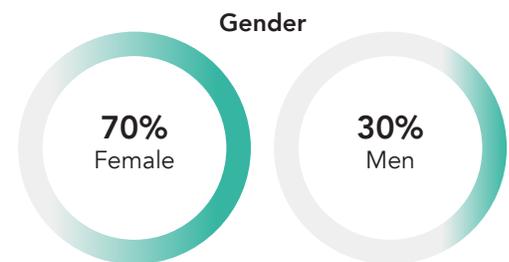
Negatives: There are few ways to track analytics success of snaps. I am sure as Snapchat becomes more popular, new software tools will develop to further track analytics.

Most popular hashtags: #Snapchat #Snapchatme #Snapchatmenow

Advertising Opportunities: SnapAds that appears between stories, Snapchat custom geofilters (on-demand and sponsored), sponsored lenses.

What content works best: Content that works best on Snapchat is live events, music, behind the scenes, product reveal, product review, and Snap takeovers.

Unique features: Unique features of Snapchat include geofilters and lenses.



YouTube

Demographics: Largest age demographic of users: 25–34 (41,000,000)

Number of users: YouTube has over a billion users and reaches more adults than any cable network.

Bounce rate: 40 minutes of a person's day

What business makes the most sense: Beauty, education, technology, digital and traditional publications, software programs, mommy bloggers, food, fitness, DIY, makeup, comedy, animals, and baby market

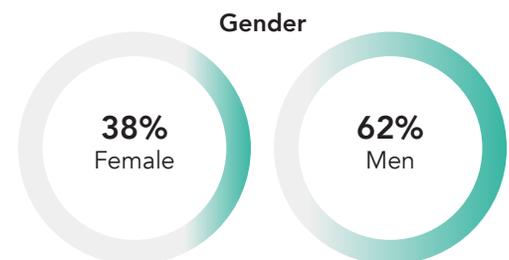
Purpose: YouTube allows businesses to create their own digital series, interview experts within a field, be creative, be funny, have a visual or educational component, show tutorials, share testimonials, and post product reviews.

Negatives: While videos can be entertaining and informative, they also need to be good quality—and good quality usually requires more money and resources. Videos are also time consuming to make, while their overall effect on sales is tough to track. Create effective short form videos to test your market to see what works before you invest too much money in video production.

Most used hashtags: #YouTube #subscribe #comment #video #gaming #freetutorial #livestream #streaming #channel #uploads #social #episode #views #likes #subscribers

Advertising Opportunities: YouTube channel, Pre roll video ads, Influencer Marketing original content.

What content works best: Testimonials, DIY, tutorials, before and after, vlog, digital series, animal videos, and baby videos.



Unique features: Unique features of include subscription notifications, live streaming, and custom thumbnails.

Miscellaneous: 60 hours of video are uploaded every minute. 4 billion videos are viewed a day. Over 700 YouTube videos are shared on Twitter every minute. Is the 2nd largest search engine in the world.

Sources:

- <https://www.statista.com/statistics/266879/facebook-users-in-the-us-by-gender/>
- <https://zephoria.com/top-15-valuable-facebook-statistics/>
- <http://www.socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic>
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