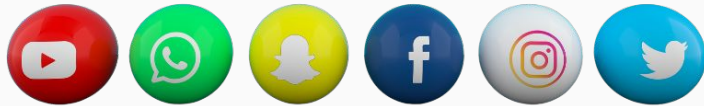




Module 1

Social Media Platforms Explained



Social media has become one of the most used business tools for success. This is why it is important to understand the differences, pros, and cons of each social media platform.

You will learn more about the top social media platforms: Facebook, Instagram, Twitter, TikTok, Pinterest, and LinkedIn.

All are a great addition to business marketing plans, but determining which platform will be best for your client is crucial for the success of their business as well as yours.



Facebook

Instagram

Twitter



TikTok

Pinterest

LinkedIn

Facebook

- Third most used social media platform
- 2.91 billion users and the biggest social network worldwide
- Owns Whatsapp, Instagram, and Messenger
- 32.4% of audience is aged 25-34
- 79.9% of access FB through the mobile app
- 48.5% of B2B decision makers use FB for research
- Every business should use FB for marketing

Instagram

- Sixth most used platform
- 1 billion monthly active users
- More women than men
- Most IG users are age 25-34
- #1 picture platform, especially for food

Twitter

- 192 Million users
- 63% of users are aged 35-65 years old
- Mostly men
- 67% of B2B are using Twitter as a digital marketing tool
- 500 million tweets are sent each day
- 40% of Twitter users carried out a purchase after seeing it on Twitter

TikTok

- 689 Million users
- 2 billion downloads
- 1 billion video views per day
- 53% of TikTok users are male and 47% are female
- 50% of audience is under 34
- Users are spending 52 mins per day on TikTok
- Business and digital creators are using TikTok to capture new audiences

Pinterest

- 450 million active users
- 85% use the mobile app
- 60% of users are women
- 80% of Millennial women are on Pinterest
- 80% of moms are on Pinterest
- Great for increasing website traffic

LinkedIn

- 722 million users
- 40 million users search for jobs every week
- 80% of leads to B2B from social media
- Top rated organic social media platform for B2B marketers

Bonus Video

Review the bonus video on “One Size Does Not Fit All” to see how selecting which platforms to, not only choose to market your digital agency, but also to market your clients business.