















|                               |  |      |  |      |  |  |            |
|-------------------------------|---|---|---|---|--|---|---|
| <b>USERBASE</b>               | <b>2.2</b><br>billion users   | <b>1</b><br>billion users   | <b>330</b><br>million users   | <b>1</b><br>billion users   | <b>250</b><br>million active users   | <b>200</b><br>million users   | <b>200</b><br>million users   |
| <b>GENDER</b>                 | <b>53%</b><br>Women   | <b>51%</b><br>Male  | <b>53%</b><br>Male  | <b>62%</b><br>Male  | <b>56%</b><br>Male   | <b>71%</b><br>Women   | <b>70%</b><br>Women   |
| <b>AGE</b>                    | Most common age demographic<br><b>25 - 34</b>                                     | 55% of people<br><b>18 - 29</b><br>use Instagram                                      | 35% of users are between<br><b>18 - 29</b>  | 26% of users are between<br><b>35 - 44</b>  | 27% (81 million) of users are between<br><b>30 - 49</b>                            | Most common age demographic<br><b>25 - 34</b>                                       | <b>7/10</b><br>users are millennials  |
| <b>INCOME &amp; EDUCATION</b> | <b>72%</b><br>of online users with an income of \$75k+ use Facebook               | <b>63%</b><br>of users earn over \$50k  | <b>56%</b><br>of users earn over \$50k  | <b>46%</b><br>of users earn over \$75k  | <b>44%</b><br>of users earn over \$75k   | <b>57%</b><br>of users have a four-year college degree                              | <b>62%</b><br>of users earn less than \$50k   |
| <b>GREAT FOR</b>              | A variety of industries and businesses and B2C Marketing                          | Demonstrating brand culture<br>•<br>Engaging young audiences<br>•<br>Showing Products | Thought leadership<br>•<br>Trending topics<br>•<br>News, culture, and events      | How-to<br>•<br>Product reviews<br>•<br>Gaming<br>•<br>Entertainment<br>•<br>Education | B2B Marketing<br>•<br>Recruiting<br>•<br>Networking                                | Retail sales<br>•<br>Fashion, DIY, Home, Beauty, and Food<br>•<br>Showing Products  | Reaching young audiences<br>•<br>Showcasing products & lifestyle                              |
| <b>IDEAL CONTENT</b>          | Images & Videos   | Images & Videos   | Text, Links, GIFs, Short Video  | Video   | Short Blogs, Infographics, Images & Videos   | Images, Infographics  | Video   |
| <b>ADVERTISING</b>            | Solid – Best in the business  | Excellent, courtesy Facebook  | Decent  | Robust platform<br>High ROI   | Strong – ROI not up to the mark  | Good if targeted well   | Expensive   |
| <b>DRAWBACKS</b>              | Clickbait & Fake News   | Limited user attention span   | Lack of security against trolls and abusers                                       | Videos can be expensive to make   | Largely focused on careers and jobs  | Very niche demographics   | Advertising is expensive<br>•<br>Content self-destructs<br>•<br>You cannot comment/like posts |

|                                |                 |    |  |                  |          |                      |  |
|--------------------------------|--|---|---|---|--|---|---|
| <b>POSTING FREQUENCY</b>       | <b>1-4x</b><br>per week  | <b>1-7x</b><br>per week   | <b>2-10x</b><br>per day,<br>including<br>retweets &<br>replies                    | Weekly or<br>when applicable  | <b>1-7x</b><br>per week  | <b>3-14x</b><br>per week  | <b>4-7x</b><br>per week   |
| <b>WHEN TO POST</b>            | When relevant<br>to audience   | When audience<br>is online  | Spread<br>throughout<br>the day   | When audience<br>is online  | During business<br>hours   | Spread<br>throughout<br>the day   | When relevant<br>to audience  |
| <b>USE OF HASHTAGS</b>         | Limited search<br>functionality.<br>Recommended:<br><b>1-2</b><br>per post                       | Recommended:<br><b>20-30</b><br>per post  | Recommended:<br><b>1-2</b><br>per tweet   | Use in<br>descriptions.<br>Recommended:<br><b>a handful</b><br>per upload                         | Recommended:<br><b>1-5</b><br>per post   | Recommended:<br><b>3-5</b><br>per post  | Not popularly<br>used   |
| <b>BEST PERFORMING CONTENT</b> | Photos<br>•<br>Videos  | Photos<br>•<br>Short videos   | Questions<br>•<br>Multimedia  | Product Reviews<br>•<br>How-to Guides<br>•<br>Educational<br>videos                               | News<br>•<br>Updates<br>•<br>Articles  | Style<br>•<br>Home<br>•<br>Food & Drink<br>•<br>Beauty  | Fun & playful<br>•<br>Lenses & filters  |
| <b>IDEAL VIDEO LENGTH</b>      | <b>1 Minute</b><br>for video<br><b>5+ Mins</b><br>for Live video                                 | <b>30</b><br><b>Seconds</b>   | <b>45</b><br><b>Seconds</b>   | <b>2</b><br><b>Minutes</b>  | <b>1-2</b><br><b>Minutes</b>   | Based on<br>source video  | <b>10</b><br><b>Seconds</b>   |
| <b>CONTENT TIPS</b>            | Thumb-stopping<br>power<br>•<br>Short & catchy<br>videos & images<br>•<br>Respond to<br>comments | Real photos of<br>real things<br>•<br>Use hashtags<br>•<br>Single focus<br>of image | Mix content<br>•<br>Retweet<br>•<br>Reply and<br>participate                      | Clear purpose<br>for video<br>•<br>Compelling<br>storyline<br>•<br>Add variety<br>to video topics | Positive &<br>relevant content<br>•<br>Add images &<br>video<br>•<br>Value for<br>audience | Variety of<br>content<br>•<br>Create multiple<br>boards<br>•<br>Curate content<br>from other<br>sources | Capture<br>attention<br>•<br>Showcase<br>business or<br>product<br>•<br>Fun & light |
| <b>AUDIENCE BUILDING TIPS</b>  | Post Consistent<br>and engaging<br>content<br>•<br>Boost posts                                   | Use hashtags<br>•<br>Engage with<br>audience  | Tweet more<br>often<br>•<br>Use hashtags<br>and participate                       | Optimize for<br>search<br>•<br>Post consistently  | Add contacts<br>to your network<br>•<br>Engage via<br>comments and<br>groups               | Post often<br>•<br>Create<br>searchable<br>descriptions   | User-generated<br>content<br>•<br>Cross-promote<br>on other<br>platforms            |