



Understanding the Platforms

FACEBOOK	INSTAGRAM	LINKEDIN	THREADS
Still the #1 social media site in the world	All about imagery & building a sense of community	Largest professional social networking platform	Similar to Twitter, users can post text, images, and videos, as well as reply to and like posts by others
67.5% of all internet users check Facebook on a regular basis	Strong organic reach Daily reach with IG Stories	There are over 930 million LinkedIn users 16.2% of users are active daily	Owned by Meta, and tied to users' Instagram accounts
Men (56.3%) use Facebook more than women (43.7%)	Most engaged social platform - roughly 4% of users interacting with each post	Men (57.2%) use LinkedIn more than women (42.8%)	Within a week of launching, had acquired over 100 million users
Facebook prioritizes meaningful and informative content	29.6% of global Instagram audiences between 25 and 34 years old	LinkedIn Ads reach over 14% of the global population	Posts can contain up to 500 characters of text and 5 minutes of video
Average engagement rate for posts is low at 0.07%	People are turning to Instagram before Google	Businesses see a 33% purchase intent increase with LinkedIn Ads	The majority of the users belong to males (68%). Females sit at 32%.
78% of US consumers have discovered retail products on Facebook			The highest number of users are from Gen Z.



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TWITTER

Twitter is one of the leading social networks worldwide based on active users

Twitter has over 450 million monthly active users

The platform is male-dominated, with 68.1% of all Twitter users being male.

Most Twitter users are between the ages of 25 and 34.

When it comes to using social media sites for news, Twitter is the most popular source.

The average organic Twitter engagement rate is 0.05%

YOUTUBE

77% of 15-35 year-olds in the U.S use YouTube.

YouTube is the world's second-most visited website. Google is number one.

It's also the world's second-most used social platform. Right after Facebook.

40.9% of YouTube watch time happens on mobile.

70% of viewers bought from a brand after seeing it on YouTube.

PINTEREST

Caters to long-form content, ie. blogs, recipes, DIY tutorials, etc.

76.2 of Pinterest users worldwide are female

Women "pin" more than men

98% of users say they have tried something new they discovered on Pinterest

83% of users purchase a product after seeing a brand's content on this platform

More than 2/3 of Pinterest's base is women, and in the US, 8 in every 10 moms are on the platform

TIKTOK

A short-form, video-sharing app that allows users to create and share videos

Provides a highly engaging and immersive user experience.

Offers a variety of creative video editing tools and filters.

Appeals to a wide range of age groups, particularly younger users. Ages 10-19 (25%) Ages 20-29 (22.4%). Ages 30-39 (21.7%). Ages 40-49 (20.3%)

93% of users have taken an action after viewing a TikTok video. 57% of users agree that TikTok inspired them to shop even when they weren't looking to do so.

GOOGLE MY BUSINESS

Google My Business plays a major role in supporting local and small businesses, and expanding the reach of all businesses regardless of their scale

On average, local businesses receive about 1260 views monthly with GMB, making it one of the most effective marketing strategies for small businesses.

93% of consumers use Google Maps when searching for a business.

56% of customer actions on GMB result in website visits.

64% of consumers use GMB to find contact details for local businesses



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8 Weeks



18 Hours



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