

Which Social Media Platform Should My Business Use?

This is a difficult question to answer as it depends on your business and what you hope to achieve with social media. Some platforms, like LinkedIn, are better for B2B businesses, while others, like Instagram, are better for B2C businesses. You may also want to consider using multiple platforms to reach different audiences.

What people seem to struggle with is how to capitalize on certain platforms in elevating their business to the next level regarding sales, visibility, or building community. Social media is a cost-effective, rapid, and personalized way to engage with potential customers.

We recommend that you only start off with only one or two social media platforms. You should start with the platforms that you have the most knowledge about.

Should I use Organic Marketing or Paid Marketing on Social Media?

Organic Marketing is unpaid marketing on social media. This could include creating and sharing content, engaging with followers, and using social media advertising tools like promoted posts.

Paid Marketing is when you use social media advertising tools to pay for ads that will be shown to more people. This includes using Facebook ads, Twitter Ads, and LinkedIn Ads.

We recommend that you use a combination of both organic and paid marketing to effective growth on social media.

Facebook

What is Facebook?

Facebook is a social networking service where users can create profiles, share photos and videos, send messages and keep in touch with friends.

Facebook is the most popular social networking site in the world. Facebook has over 2.9 billion active users per month.

Why Choose Facebook?

There are a number of reasons why you might want to use Facebook for your business. Facebook can help you connect with customers and followers, create a community around your business, and promote your products and services.

A **Facebook Business Page** can connect you with customers and provide business information such as products, services, and events. It allows you to have audience insights and demographics to aid you in a marketing strategy and campaigns.

Additionally, Facebook offers a number of advertising options that can help you reach more customers. **Facebook Ads** are highly targeted, effective, and potentially cheap ways to reach customers. Facebook maintains significant user information that can be used when targeting ads to a specific audience.

Linking a business website to a Facebook business page drives more traffic to your website and if you sell products online, people who go from your business page to your website may buy something. Business Pages are also a boost to your rankings in search engine queries.

Facebook Demographics

(Demographic Stats received from: <https://www.omnicoreagency.com/facebook-statistics/>)

56% of Facebook users are **male**. 44% of Facebook users are **female**.

The largest demographic group of Facebook users is between the ages of **25 to 35 years**. The second largest demographic group of Facebook users is between the ages of **18 to 24 years**. The smallest demographic group of Facebook users is above the age of **65+ years**.

75% of online users with an **income of more than \$75,000** are on Facebook.

Instagram

What is Instagram?

Instagram is a photo and video-sharing social media app. Users can share photos and videos with their followers, as well as follow other users to see their content.

Users can share photos and videos from their lives, add captions, and edit with filters.

Why Choose Instagram?

There are a number of reasons why businesses and organizations should use Instagram. Some of these benefits include the ability to build brand awareness, connect with customers, and create a community around the brand. Additionally, businesses can use Instagram to drive traffic to their websites and boost sales.

With over 1.14 billion active users per month, businesses can reach a large audience with their content.

You can set up a **Business Account** and showcase products and services on the platform.

E-commerce sites can sell their products on Instagram by connecting their e-commerce store to **Instagram Shopping**. Instagram shopping is a feature on the Instagram app that allows users to view and purchase products from businesses that have an Instagram account.

Instagram Demographics

(Demographic Stats received from: <https://blog.hootsuite.com/instagram-demographics/>)

50.7% of Instagram users are **male**. 49.3% of Instagram users are **female**.

The largest demographic group of Instagram users is between the ages of **25 to 35 years**. The second largest demographic group of Instagram users is between the ages of **18 to 24 years**. The smallest demographic group of Instagram users is above the age of **65+ years**.

60% of online users with an **income of more than \$100,000** are on Instagram.

TikTok

What is TikTok?

TikTok is the fastest growing social network in 2022. TikTok is a social media app where users can share short videos of themselves. It is a popular app for making and sharing short videos with others on the app.

Many brands are leveraging TikTok to raise brand awareness and connect with younger audiences. That doesn't mean that this platform will only be useful if you are marketing to an older audience. The TikTok algorithm is one of the best. Properly optimizing your content can result in having it shown in front of your target audience.

Why Choose TikTok?

There are many reasons businesses should use TikTok. It's a great way to create engaging, entertaining content.

Each user's **For You Page** is highly personalized and gets specific by narrowing down the recommendations to niche interests. That means users who are interested in 'hockey' will see more content related to 'hockey', instead of 'soccer' or 'football'.

It's extremely easy to receive a high reach on TikTok as videos tend to 'explode' in popularity if shown to the right group of users. This means that any brand can easily achieve over 100,000 views on any of its videos.

TikTok Demographics

(Demographic Stats received from: <https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=60%25%20are%20female%2C%2040%25,between%20the%20ages%2025%2D44.>)

40% of TikTok users are **male**. 60% of TikTok users are **female**.

The largest demographic group of TikTok users is between the ages of **16 to 24 years**. The second largest demographic group of TikTok users is between the ages of **25 to 44 years**. The smallest demographic group of TikTok users is above the age of **65+ years**.

45% of online users with an **income between \$30,000 to \$75,000** are on TikTok.

Twitter

What is Twitter?

Twitter is a social media platform where users can share short messages, called "tweets," with their followers. Tweets can be up to 280 characters long, and can include photos, videos, and links.

Users can follow other users to see their tweets in their timelines and can reply to or retweet other users' tweets to share them with their followers. Twitter also has a "Moments" feature, which allows users to share collections of tweets about a specific topic.

Twitter is a platform that aims to create highly skimmable content. Its primary purpose is to connect people and allow people to share their thoughts with a big audience. It allows users to discover stories, news, and events, follow people or companies or communicate with friends.

Twitter is a blend of instant messaging, blogging, and texting but with concise content and a broad audience.

Why Choose Twitter?

Twitter can be a great way for businesses to connect with customers and followers. It can also be used to share news and updates about the business and to promote products and services. Twitter is the best platform for businesses to connect with customers in real time.

Twitter allows businesses to track and analyze data to better understand their customer demographics.

Twitter Demographics

(Demographic Stats received from <https://blog.hootsuite.com/twitter-demographics/>)

56.4% of Twitter users are **male**. 43.6% of Twitter users are **female**.

The largest demographic group of Twitter users is between the ages of **25 to 34 years**. The second largest demographic group of Twitter users is between the ages of **35 to 49 years**. The smallest demographic group of Twitter users is between the ages of **13 to 37 years**.

34% of online users with an **income above \$75,000** are on Twitter.

YouTube

What is YouTube?

YouTube is a video-sharing website where users can upload, view, and share videos. Users can upload videos on the platform and grow a following through subscribers following the YouTube channel.

YouTube is the second most visited website in the world! In 2021, 36% of U.S. adults say they visit YouTube several times a day (Pew Research).

Videos are a powerful tool for digital marketing as they tend to have higher engagement conversions than image posts.

Why Choose YouTube?

There are a number of reasons why a brand might use YouTube. For one, it's a great way to reach a large audience. YouTube has over 2 billion active monthly users, and those users watch over 6 billion hours of videos each month.

Additionally, YouTube is a great way to create engaging content that can help you build a relationship with your audience. Videos can help you show your brand's personality and connect with your audience on a deeper level.

Finally, YouTube can also be a great way to drive traffic to your website and grow your business.

YouTube Demographics

(Demographic Stats received from <https://blog.hubspot.com/marketing/youtube-demographics>)

54.2% of YouTube users are **male**. 45.8% of YouTube users are **female**.

The largest demographic group of YouTube users is between the ages of **18 to 24 years**. The second largest demographic group of YouTube users is between the ages of **25 to 35 years**. The smallest demographic group of YouTube users is above the age of **65+ years**.

76% of online users with an **income above \$50,000** are on YouTube.

LinkedIn

What is LinkedIn?

LinkedIn is a social media platform for professionals. It allows users to connect with colleagues, classmates, and other professionals in order to exchange information, ideas, and opportunities.

LinkedIn also offers a variety of features, such as job postings, articles, and groups, that allow users to further their professional development and networking. If you have employees, you can market job openings and attract new talent.

LinkedIn is the only social media network that you can use as a publishing platform for articles.

Why Choose LinkedIn?

LinkedIn is a social media platform that businesses can use to connect with other businesses and potential customers. It can be used to create business profiles, post updates about the business, and connect with other businesses and customers.

LinkedIn Demographics

(Demographic Stats received from <https://blog.hootsuite.com/linkedin-demographics-for-business/>)

57% of LinkedIn users are **male**. 43% of LinkedIn users are **female**.

The largest demographic group of LinkedIn users is between the ages of **46 to 55 years**. The second largest demographic group of LinkedIn users is between the ages of **36 to 45 years**. The smallest demographic group of LinkedIn users is between the ages of **15 to 25 years**.

45% of online users with an **income above \$100,000** are on LinkedIn.