

SOCIAL MEDIA CHEAT SHEET

PROS

CONS



FACEBOOK

The largest social network: 128+ billion users, 475 billion pieces of content shared daily. Virtual necessity for brands investing in social.

DEMO: 65% 35+ yrs old; 60% female.

- Fans are 79% more likely to purchase than on other networks.
- Contains advanced ad targeting capabilities for massive audiences.
- Powerful and valuable analytic insights.

- Low organic reach (pay to play).
- Saturated by brands, so it's difficult to stand out.



TWITTER

271 million active users post text, links, images, and 6 second videos (Vines) in 140 characters or less.

DEMO: 18-20 yrs old; increasingly female.

- Strong customer service tool.
- Strong analytics.

- Expensive, limited ad platform.
- Short lifespan of posts.



INSTAGRAM

Primarily mobile app with 200+ million users who share pictures and short videos.

DEMO: 37% 18-29 yrs old; 68% female.

- Untapped audience by many brands.
- Facebook owned, so great potential.

- No links, analytics, or scheduling capabilities.
- Advertising capabilities in their infancy.



PINTEREST

Online collaging resource for sharing inspiration and bookmarking links. 70 million users.

DEMO: 79% female.

- Strong, receptive audience with buying power.
- Generates over 400% more revenue per click than Twitter and 27% more than Facebook.

- Not effective for brands with limited web presence or e-commerce.
- Skews highly female.



GOOGLE PLUS

Niche social network of 300 million users (though not very active).

DEMO: 31% are 25-34 yrs old; 62% male.

- Great SEO benefits because it's owned by Google.
- Ties to Google AdWords and YouTube.

- Uncertain future.
- Largely inactive user-base.



LINKEDIN

Network of 300 million users. Exists for company information, updates, and recruiting.

Demo: White collar; urban or suburban users; balanced between genders.

- Best used to establish your brand as industry leader/authority.
- Valuable recruiting tool.

- Unlikely to drive sales, unless B2B.



SNAPCHAT

Mobile app for sharing pictures between friends. 100 million users and rapidly growing.

DEMO: 71% under 25 yrs old; 70% female.

- Find your customers where they live.

- Resource intensive
- Creativity required.



SOURCES

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