

Social Media is a Language

MAKE SURE YOU'RE DOING IT RIGHT

Each social media channel has a different language and culture - Facebook-ese is not the same as Snapchat snaps or Instagram stories or pins on Pinterest. Knowing this, your brand does not need to be on every channel, it needs to be on the ones that make sense for the brand.

The 3 most important things to know about social media:

- 01 engage**
- 02 speak the language**
- 03 create, don't curate**



facebook

The largest social medium on Earth, boasting a mind-blowing 2+ billion active users, and the place on which every brand should be. That said, it is a noisy environment that makes pay-to-play necessary to get any of your content to its intended audience. While organically bubbled up content still happens on the site, dark posts, and the rich targeting that can happen in the Facebook ad platform makes it both important to use and important to understand deeply.



2.23 B Monthly Active Users

Mobile Monthly Users	1.74 B
Desktop Daily Active Users	1.47 B
Mobile Daily Active Users	1.57 B
FB Stories Daily Viewers	150 MM

Demographics

Female Users	.53%
Male Users	.47%
Age 65+	.62%
Age 50-64	.72%
Age 18-29	.88%
Age 30-49	.84%
College Graduates	.82%
\$75K+ Income	.72%

Source: <https://www.omnicoreagency.com/facebook-statistics/>

Instagram

Sharing moments in your life photographically is the best way to sum up Instagram, while owned by Facebook it has managed to keep its own brand identity. With its ad platform opened to everyone (preferred partners and everyone else), this photo app demonstrates how brands can reach over 500 million users.



1 B Monthly Active Users

Daily Active Users	500 MM
Stories Daily Active Users	400 MM
Photos Shared	.50 B
Business Users	.25 MM
Likes/Day	4.2 B
Photos & Videos Uploaded/Day	100 MM

Demographics

Female Users	.68%
Users from the U.S.	.77.6 MM
Online Adults have Instagram Accts.	.6 of 10
Age 18-29	.59%
Age 30-49	.33%
Teens	.72%

Source: <https://www.omnicoreagency.com/instagram-statistics/>

twitter

302 million active users with nearly 500 million tweets per day, Twitter is the social medium to use if you are a brand that has up-to-the-minute news or information and wants to reach a highly mobile audience (nearly 80% of this audience accesses the app via a mobile device). At 280 characters and some of the worst visual aspects of any social medium, this text heavy platform favors brands featuring prolific writers with quick wits and a great voice.



326 MM Monthly Active Users

Tweets Sent/Day	500 MM
Users on Mobile	.80%
Video Views on Mobile	.93%
Daily Active Users	100 MM

Demographics

Of All Male Internet Users	.24%
Of All Female Internet Users	.21%
U.S. Users	69 MM
Daily Users	.46%
Age 18-29	.37%
Age 30-49	.25%
\$50K+ Income	.56%

Source: <https://www.omnicoreagency.com/twitter-statistics/>

LinkedIn

With 562 million users, LinkedIn targets an older, more professional demographic and is recognized as a premier B2B social media space. Although the average user spends only 17 minutes/month on LinkedIn, if your brand is looking for talent or to demonstrate industry expertise, this is the social media channel for you.



562 MM Users

Monthly Active Users	260 MM
Daily Active Users	.40%
New Members/Second	2

Demographics

Senior Level Influencers	.61 MM
Decision-Making Positions	40 MM
Students & Recent College Graduates	40 MM
Male Users	.56%
Female Users	.44%
Age 15-34 (Millennials)	.13%
\$75K+ Income	.44%

<https://www.omnicoreagency.com/linkedin-statistics/>

Pinterest

Another medium focused on strong visuals ranging from art to recipes to DIY projects. Though the average Pinterest user is female with a median age of 40 years old, men do use the site but for much different reasons. Most importantly - 87% of Pinners have purchased a product because of Pinterest. This opens up a ton of opportunities for business. If you have a visual element and have any sort of ecommerce the "buy now" button promises to be a game changer on this platform.



250 MM Monthly Active Users

U.S. Users	125 MM
Pins	175 B
Boards	3 B
Save Shopping Pins on Boards Daily	2 MM

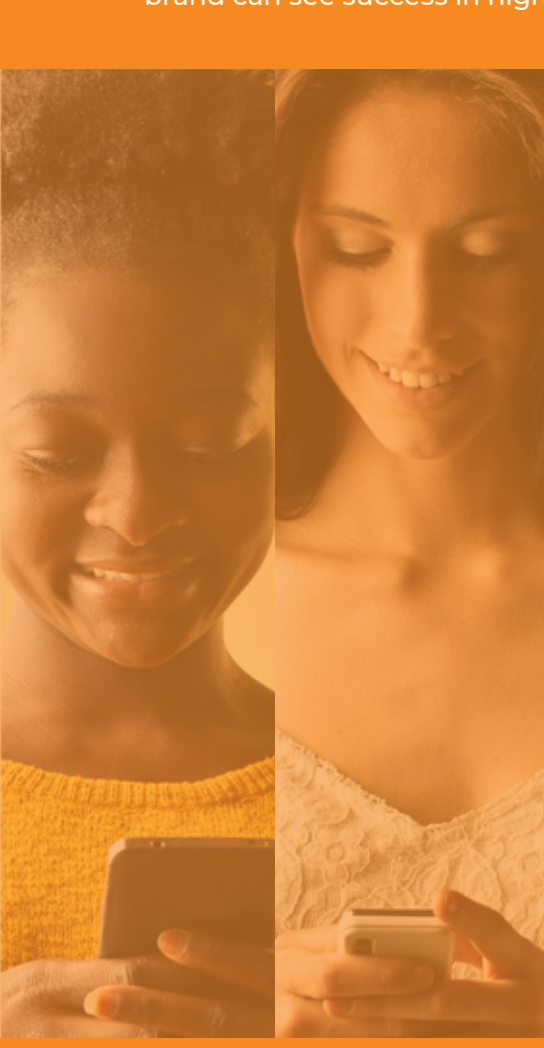
Demographics

Female Users	.81%
New Male Signups	.40%
New Female Signups	.60%
Pins from Males	.7%
User's Median Age	40
\$50K+ Income	.50%
\$125+ Income	.10%
Millennials Use Pinterest as Much as Instagram	

<https://www.omnicoreagency.com/pinterest-statistics/>

SNAPCHAT

Although there are over 186 million daily active users, Snapchat is a medium most brands miss. A platform whose users are a median age of 18, Snapchat should not be ignored by businesses trying to put their brand in front of the younger generations. When exploring Snapchat advertising, it is obvious that content plus creative is crucial to success. With eye-catching content and creative, a brand can see success in high-funnel brand awareness.



300+ MM Monthly Active Users

Daily Active Users	186 MM
Social Media Users that Use Snapchat	.18%
Snaps/Day (Photos & Videos)	3 B
Avg. Time Spent/Day	30+ Min
Daily Video Views	10+ B

Demographics

Monthly Active U.S. & Canadian Users	100+ MM
Female Users	.70%
Under Age 34	.71%
Age 18-24	.45%
Age 18-24 Use Multiple Times/Day	.71%
Under Age 25 Avg. Daily Use	40
User Access Daily	.63%
\$75K+ Income	.71%

<https://www.omnicoreagency.com/snapchat-statistics/>



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