accenture

Platforms

Social media

Average user age group

Facebook
25 - 34 years old

Instagram
25 - 34 years old

Twiter
25 - 34 years old

Linkedin
25-34 years old

Tik Tok
18-24 years old

Snapchat
25-34 years old

YouTube
15-35 years old

Key contents types

Facebook
Photos, links, video.
Live video.

Instagram
Short (under 30 seconds) portrait videos.

Twiter
280-character messages with photos.

Linkedin
Larger content – case studies & work-related content.

Tik Tok
Short form videos with various sound tracks, effects, and filters.

Snapchat
Short videos or images sent to other users.

YouTube
Long and short term videos.

Pros

Facebook
Most popular social media platform in the world so access to a wide audience.

Many different channels/ mediums to communicate.

Instagram
It gives customers a visual reference of what you offer.

Hashtags make it easy to connect with people.

Twiter
Great place to start a trend and engage with consumer.

Hashtags help you reach specific audience.

Linkedin
Perfect for career development & professional networking.

Tik Tok
Algorithm shows users content they're interested in.

Snapchat
Most messages are temporary.

Unique and fun filters.

YouTube
Opportunity to earn money through videos.

More freedom to post longer videos.

Cons

Facebook
Usage in the western world is declining.

Instagram
You cannot include links within your posts so sending people to a specific website can be difficult.

Twiter
Videos and more than one image are not permitted.

Linkedin
Tagging function when posting isn't great.

Tik Tok
t's a timewater – users spend long hours scrolling.

Snapchat
Unable to reshare content.

Video length is only 10 seconds.

YouTube
Free plan places many ads.

Size

Facebook
2.94 billion

Instagram
1 billion

Twiter
396.5 billion

Linkedin
310 billion

Tik Tok
1.2 billion

Snapchat
8.8 billion

YouTube
2 billion

Fun fact

Facebook
Mark Zuckerberg's first idea for the platform was called 'FaceSmash'.

Instagram
Over 4.2bn likes happen on IG everyday.

Twiter
Approximately 350,000 tweets are sent in every minute.

Linkedin
Biggest markets: 188 million users in US followed by India with 88 M.

Tik Tok
84% of TikTok users say it is a source for learning or discovering something new.

Snapchat
Founders failed in +30 projects before creating Snapchat.

YouTube
Second most popular website on Earth.

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