

# Get Social: A Brief Overview



Social media connects people, brands, and products. Here's a look at the platforms including user demographics and posting tips.

	Age of Users*	Male / Female	Mobile / Desktop	Quick Tips
<b>Facebook</b> Serves all types of content: text, images, video, live stream video, and stories	18-29 ██████████ 30-49 ██████████ 50-65 ██████████ 65+ ██████████			<ul style="list-style-type: none"><li>• Vary your posts</li><li>• Share links to drive website traffic</li><li>• Join / create a group</li></ul>
<b>Instagram</b> Best for visual content! Photos, videos, stories, live video, and reels	18-29 ██████████ 30-49 ██████████ 50-65 ██████████ 65+ ██████████			<ul style="list-style-type: none"><li>• Keep your overall profile in mind</li><li>• Doesn't support urls</li><li>• Utilize hashtags!</li></ul>
<b>Pinterest</b> A visual search engine. Users can discover, save, and share content	18-29 ██████████ 30-49 ██████████ 50-65 ██████████ 65+ ██████████			<ul style="list-style-type: none"><li>• Make it easy for your audience to shop</li><li>• Optimize your SEO</li><li>• Create pins / boards</li></ul>
<b>Twitter</b> Fastest moving network for news, entertainment, engagement, and more	18-29 ██████████ 30-49 ██████████ 50-65 ██████████ 65+ ██████████			<ul style="list-style-type: none"><li>• 280 characters</li><li>• Engage in conversations</li><li>• Embrace memes!</li></ul>
<b>LinkedIn</b> Where professionals share content, build a personal brand and network	18-29 ██████████ 30-49 ██████████ 50-65 ██████████ 65+ ██████████			<ul style="list-style-type: none"><li>• Build a robust bio</li><li>• Share and comment on content relevant to your brand and industry</li></ul>
<b>YouTube</b> Everyone's go-to search engine for a world of video content	15-25 ██████████ 26-35 ██████████ 36-45 ██████████ 46-55 ██████████ 56+ ██████████			<ul style="list-style-type: none"><li>• Organize your playlists</li><li>• Create eye-catching thumbnail images</li><li>• Use descriptive titles</li></ul>
<b>TikTok</b> Short, digestible videos! Current driver of pop culture. Promotes niche groups	10-19 ██████████ 20-29 ██████████ 30-39 ██████████ 40-49 ██████████ 50+ ██████████			<ul style="list-style-type: none"><li>• Be fast! Trends come and go quickly</li><li>• Hashtags to get on "For you page(s)"</li></ul>

\*Graphic depicts the percentage of U.S. users within an age segment. Citations: 2021 Social Media Demographics Guide, Instagram Statistics, Twitter Statistics.

## New to social media marketing? Try these strategies and tactics to optimize your social presence.

- Think about what your audience is "getting" from following your company. Share useful information, and inject humor and/or entertainment to keep your followers engaged.
- Use social to convey your brand personality and earn trust.
- Identify your brand by quality of posts over quantity.
- Connect and interact with your audience, build a community, and encourage conversations.
- Don't be afraid to #hashtag. Use a variety of #hashtags to increase impressions. Follow hashtags relevant to your industry or product.