

Choosing the Right Social Media Channel

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Facebook

- 2.2 Billion users.
- Age 25-54
- 87% visit weekly
- A lot of Community feeling in 'Groups'
- Cost effective way to have 'Connection'
- Huge audience but posts can reach as low as 2% of that audience.



Instagram

- 1.1 Billion users.
- Age 12 - 35
- 73% visit weekly
- Great for visual connections
- High impact on conversion rates
- Creativity needed to be effective



TikTok

- 850 Million users.
- 41 % of users are aged 16 - 24
- Specific to mobile users
- Reach new younger audiences
- Authentic content
- Most creative platform



Pinterest

- 441 Million users.
- 38% of 18-24 year olds use
- Useful for content marketing
- Also lead by images
- Quick way to make an impact
- Great for SEO



Twitter

- 124 Million daily users
- Great for news & event updates
- User-Generated content is key
- Quick and Flexible posting
- Users have low attention span so needs quick and snappy post.



Snapchat

- 250 Million users.
- Age 18 - 24 main users
- Short video & pic messages
- Great to show off your visuals
- A fun way to engage
- Great for sharing real time content