Which Social Media Platform is Right For Your Business?

Our infographic lists the ins and outs of the top social media platforms to help you determine where you should be focusing your business marketing campaigns.



Facebook

- [ ] Facebook is still, far and away. the most popular social media platform
- [ ] It boasts 1.79 billion worldwide users
- [ ] 73% Of the US adult population
- [ ] The most evenly distributed demographics of any platform
- [ ] 1.66 billion mobile active users

Twitter

- [ ] Despite being arguably the second-most recognized platform out there, Twitter is fourth in usage
- [ ] 230 million monthly active users
- [ ] Delivers 1 billion unique visitors to websites via embedded links

Instagram

- [ ] 400 million active users a month
- [ ] Instagram user base is skewed towards a younger demographic

- [ ] Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- [ ] 40 million photos are Shared on Instagram everyday from a user based that is 75% outside the U.S.

Google+

- [ ] Google+ users are 67% male
- [ ] The majority are in technical and engineering fields.
- [ ] The average age, somewhat surprisingly, is 28.
- [ ] Although the platform boasts 2.2 billion profiles. only 4 million or so are active

Pinterest

- [ ] Pinterest has, in the past year vaulted its way to the #3 spot as most popular social media platform
- [ ] 21% of all US adults using it.
- [ ] 84% of those users are female—which makes it the second most popular site by far for this demographic.

LinkedIn

- [ ] 414 million users
- [ ] 38% of internet users with an income of more than $75k are on the platform
- [ ] 79% of LinkedIn users are aged 35 or older, making it the oldest platform in this list.
- [ ] The three dominant sectors on the platform are high

Snapchat

- [ ] 50% of new users are over the age of 25
- [ ] 85% of monthly U.S. users are between 13 and 34
- [ ] 30% of teens rank Snapchat as the most important social network
- [ ] 7 of 10 users are millennials
- [ ] 60% of college students say they'd purchase from a brand if sent a coupon on Snapchat

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