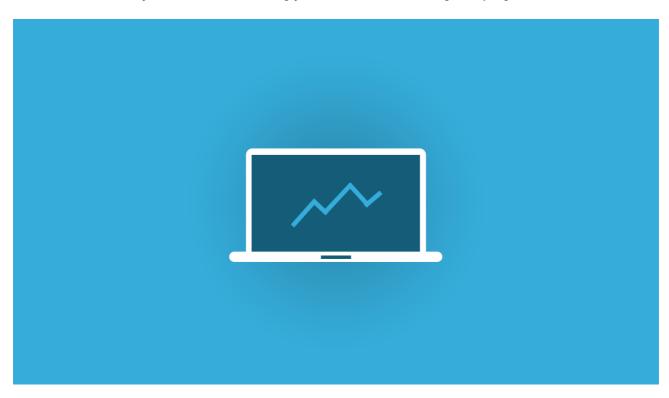
## Which Social Media Platform is Right For Your Business?

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**

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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 or Make and Share Free Checklists checkli.com