



Social Channels and Goals

Channel Demographics



	Facebook	Instagram	LinkedIn	Pinterest	YouTube	Twitter	TikTok	Snapchat
Demographics	<p>Monthly active users: 2.963 billion</p> <p>Largest age group: 25-34 (29.9%)</p> <p>Gender: 44% female, 56% male (no data on other genders)</p> <p>Time spent per day: 30 minutes</p>	<p>Monthly active users: 2 billion (self-reported), other reports cite 1.35 billion</p> <p>Largest age group: 18-24 (30.8%)</p> <p>Gender: 48.2% female, 51.8% male (no data on other genders)</p> <p>Time spent per day: 30.1 minutes</p>	<p>Members: 930 million</p> <p>Largest age group: 30-39 (31%)</p> <p>Gender: 43% female, 57% male (no data on other genders)</p> <p>63% of LinkedIn users access the network weekly, 22% daily (in 2020)</p>	<p>Monthly active users: 450 million</p> <p>Largest age group: 25-34 (28.5%)</p> <p>Gender: 76.2% female, 17% male, 6.6% unspecified</p> <p>Time spent per day: 14.2 minutes</p>	<p>Monthly active users: 2.1 billion worldwide</p> <p>Largest age group: 15-35 (highest reach)</p> <p>Gender: 51.4% female, 48.6% male (no data on other genders)</p> <p>Time spent per day: 45.6 minutes</p>	<p>Daily active users: 237.8 million</p> <p>Largest age group: 18-29 (42%)</p> <p>Gender: 34.1% female, 61.29% male (no data on other genders)</p> <p>Time spent per day: 34.8 minutes</p>	<p>Monthly active users: 834.3 million, other reports cite 1+ billion</p> <p>Largest age group: 18-24 (21%)</p> <p>Gender: 54% female, 46% male (no data on other genders)</p> <p>Time spent per day: 45.8 minutes</p>	<p>Monthly active users: 750 million</p> <p>Largest age group: 18-24 (34%)</p> <p>Gender: 51% female, 48% male (no data on other genders)</p> <p>Time spent per day: 30.4 minutes</p>

Channel Guidelines



	Instagram	Instagram Stories	Instagram Reels	Facebook	Facebook Live	Facebook Groups
Content Type Summary	Visual	Engaging – Story telling	Longerliving engaging video	Clickable links	Live and personal	Community Building
Description	<p>Attainable aspiration. The highest quality visual standards we can achieve, while not presenting such a “produced” look that it feels inauthentic or unattainable. Social, conversational, and community-driven.</p>	<p>Up close and personal content that is social, shareable, and snackable. Real, raw, transparent behind the scenes, fun</p>	<p>Short form videos that tell a story or get a message out quickly and in memorable ways, often replicating trends.</p>	<p>Highly clickable, highly shareable. Content that highly clickable (traffic to website) or shareable (memes)</p>	<p>Authoritative content that is driven by community interest. Content that takes people behind the scenes and flexes thought leadership in a live environment.</p>	<p>A space for you to connect and provide extra value for your warm audience, nurturing loyalty and higher customer lifetime values. Idea sharing and “private” / intimate conversation.</p>
Post Frequency	7 days / week	3 x / day	5-6 x /week	4 days /week	1 post/ week or month	Daily participation
Goals	Follower growth while maintaining high engagement rate	Views & comments	Shares, high engagement, follower growth	Shared posts, engagements & traffic to site	Reach, engagement, shares & traffic to site	Follower growth, community engagement

Channel Guidelines

	Twitter	LinkedIn	Pinterest	TikTok	Snapchat	Youtube
Content Type Summary	Newsworthy	Business Communications	Clickable / Aspirational	Meme-Video	Behind-the-scenes	Video
Description	High volume. Quick-witted, smart, responsive, engaging.	Scholarly, educational, or B2B content like white papers and industry articles.	Aspirational, clickable informative, accessible, shareable, helpful	STICKY! Meme video. Interactive entertaining, educational, creative and community driven. This is where your organic content has the best opportunity to go viral right now.	“Mystery factor” content that shows behind the scenes of a fun office, product development, lifestyle events or host an influencer takeover.	Longer form video content that can serve as brand marketing, product education and promotion, or value-driven content that casts a wide net and appeals to your target market.
Post Frequency	2-5 posts/day	1 post/week	2 posts/week	7 days/ week	7 days/ week	1 x/week
Goals	Retweets, engaged influencers	Shares, likes & traffic to site	Traffic to site	Followers, engagement	Followers, engagement	Channel growth, views, engagement