

Facebook

"builds technologies that give people the power to connect with friends and family, find communities and grow businesses."

- 2.9 billion monthly users
- 72.8% between 18 - 44 y/o
- 98.3% use it on mobile devices

Pros

- Effective advert targeting & wide reach
- Includes most features of its competitors all in one place
- Most effective social media ad platform for most businesses
- 2/3 of users visit local business page weekly

Cons

- Highly saturated with brands and advertisers
- Algorithms change often
- costs can increase
- Not SEO friendly
- Organic reach of ads has decreased

Posting Rhythm

Best time to post is:

- 9am – 1pm on Tuesdays, Wednesdays & Fridays
- Monday between 9am - 12pm
- Because of high competition on FB - consider off peak times!

Twitter

"We serve the public conversation. Follow your interests. Hear what people are talking about. Join the conversation."

- 350 million monthly users
- 75% between 18 - 29 y/o
- 26% between 30 - 49 y/o

- Multiplicity: Twitter lets a business promote its brand in various forms
- Great reach
- Scheduling & link shortening

- Relatively expensive compared to other social media ad costs
- Difficult to derive the correct ROI
- Business can come across as a spammer - be considerate of your content & frequency

Best time to post is:

- Wednesday 9am - 3pm
- Tuesday & Thursday 9am & 11am
- Don't post on weekends
- Twitter comes down to experimenting

Instagram

"A simple, fun & creative way to capture, edit & share photos, videos & messages. Connecting with the people and things you love."

- 1 billion monthly users
- 71% under 35 y/o
- Ø 53 min per day / 7 hrs a week

- Carousel posts score the highest engagement rate (1.94%) followed by images (1.74%) and video posts (1.45%).
- 500+ million people use stories daily
- Ads Drive Traffic to Website, Increase visibility & brand awareness
- Various options for ads

- Fierce competition and a lot of content floating around
- Links are less effective than FB links
- Limited audience
- Ad features less advanced

Best time to post is:

- Tuesday between 11am - 2pm
- Monday - Friday from 11am to 12pm
- Test weekends if you can schedule posts

LinkedIn

"Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities."

- 250 million monthly users
- 33% between 30 - 49 y/o
- 24% between 50 - 64 y/o

- Makes up more than 50% of all social traffic to B2B websites & blogs
- 92% of B2B marketers include platform in their digital marketing mix
- 80% of B2B leads come from here
- Diverse ad units
- Emphasis on messaging
- Targeting options unmatched by any other platform

- Requires a minimum daily budget
- No custom reporting dashboard
- Lack of true audience customization
- Usability of the interface, eg. no bulk editor

Best time to post is:

- Tuesday - Thursday between 9am and 12pm
- Wednesday even till 3pm
- Friday at 10am
- Worst day: Sunday (don't consider Saturday either)

Pinterest

"Discover recipes, home ideas, style inspiration and other ideas to try. A visual discovery engine"

- 250 million monthly users
- 33% between 30 - 49 y/o
- 24% between 50 - 64 y/o

- Number grew by 50% in first half of 2020
- 89% looking for purchase inspiration
- More than 25% of time is spend shopping
- 85% bought something based on pins they see from brands
- Users are 3x more likely to click over to a brand's website on Pinterest than any other social media platform

- Very specific audience
- You need very specific images
- It is difficult to fully automate
- Pinterest for Business only offers basic scheduling and tracking options
- More content typically needs to be shared to get noticed

Best time to post is:

- Not during normal work hours
- 2am - 4am
- 8pm - 11pm

Snapchat

"lets you easily talk with friends, view Live Stories from around the world, and explore news in Discover."

- 265 million monthly users
- 90% between 13 - 24 y/o

- A Brand's chance to be "cool"
- Opt-in platform - "content must be entertaining and engaging for users to want to receive it"

- Audience doesn't want advertising they want brand experience
- Data: little to none data driven targeting
- Users have very short attention span (user content posts range from 1-10 seconds)

Best time to post is:

- Any day after 10pm

Youtube

"YouTube's mission is to give everyone a voice and show them the world."

- 2 billion monthly users
- 21.2% between 25 - 34 y/o
- 17% between 35 - 44 y/o

- 2nd most popular platform (79% of Internet users have an account)
- 2nd most popular search engine
- 62% of businesses use youtube to post video content
- 90% discover new brands or products
- Enjoy ultra-targeted advertising
- content marketing possibilities

- Relatively high competition
- Users prefer mobile over desktop
- Beware the "skip" - you need to hook your audience in five seconds or less
- Lack of control over the content your ads appear with

Best time to post is:

- 5pm (up until 9pm)
- Best day Sunday (between 8am - 11am or after 5pm)

Tik Tok

"Trends start here. On a device or on the web, viewers can watch and discover millions of personalized short videos."

- 1 billion monthly users
- 80% between 16 - 34 y/o

- Enjoyment & optimism are key
- Users view ads more favorably
- Ads on Tik Tok are considered: inspiring, trend-setting, grabbing attention
- Chance to get creative, reach new markets
- Ads play automatically

- Expensive compared to FB and Instagram
- Not suitable for audiences over 30
- Ad censorship is common
- Short attention span (Young people crave micro-entertainment and short bursts of distraction)

Best time to post is:

- Any day around work/school hours
- 6am - 10am and 7pm - 11pm