

SELECTING THE RIGHT PLATFORMS ON SOCIAL MEDIA

Learn more about what to consider for marketing on each platform.

Today, four billion people are connected through at least one of the more than 120 available social platforms. Depending on your demographic and [marketing goals](#), it's important to tackle the top four platforms—Facebook, Instagram, Twitter and LinkedIn—to reach your audience and promote your company.

Below is an overview of each platform and a checklist of items to consider.

Instagram:

Released: 2010

Focus: photo and video sharing

Users: approx. 1 billion worldwide

Demographic: 25–34 years old

Use this platform if you:

- Want to reach a younger demographic. More than half of the global Instagram population worldwide is 34 years or younger ([Statista](#))
- Have a business that has visually appealing products, art, design
- Offer a service with visibly noticeable end results
- Want to build brand awareness
- Want to reach one of the largest audiences in the world. As of November 2022, there are an estimated 1 billion Instagram users ([Statista](#))

Facebook:

Released: 2006

Focus: information sharing and socializing

Users: 2.96 billion worldwide

Demographic: 25–34 years old

Use this platform if you want:

- To reach a larger, diverse demographic and drive users to consider your business
- A plethora of targeting options—Facebook caters to users at any stage of their [customer journey](#) and any demographic

- To target your competition's audience; figuring out why these users are interested in your competition can provide more ways to address your audience
- To build brand awareness
- To mix it up with your advertising formats—Facebook has 4 options at your disposal that are visually oriented in addition to sponsored posts

Twitter:

Released: 2006

Focus: microblogging and social networking

Users: 350 million monthly active users worldwide

Demographic: 25–34 years old

Use this platform if you want to:

- Build a brand personality
- Create brand awareness
- Start or be a part of conversations as well as engage your audience
- Connect with customers and other businesses
- Stay engaged with your industry and understand your brand's public reputation

LinkedIn:

Released: 2003

Focus: professional networking and career development

Users: 750 million members worldwide

Demographic: employers and job seekers between 18 and 64 years old with the majority between 30–39 years old

Use this platform if you want to:

- Develop thought leadership for your company or leadership teams
- Reach a professional demographic and make connections in your industries and other relative companies
- Attract top talent to your company
- Create brand awareness
- Develop a professional network with a B2B audience

Find more marketing resources on [Ingram Micro Xvantage™](#).