

PLATFORM	USERS	AUDIENCE	USE IT FOR	BEST PRACTICE TIPS	RECOMMENDED FREQUENCY
Facebook 	1.37 billion active daily users	69% of U.S. women; 67% of men ³	Reaching consumers and creating “influencers” who love your content and share it with friends, seeking “likes” and comments.	Facebook is visual, so post great photos and videos and keep text short. Encourage sharing and interaction through quizzes, contests, etc.	5-10 posts per week
Instagram 	800 million active monthly users ⁴	32% of U.S. women; 23% of men ⁵	Visually showcasing the best of what you do. This image-driven site works best for businesses with visual appeal.	Post high-quality images and videos. Use hashtags to reach bigger audiences. Learn what people respond to and increase your offerings in those areas.	1 per day
Twitter 	330 million active monthly users ⁶	21% of U.S. women; 21% of men ⁷	Short, timely messages. Send relevant information to capture attention of audience and draw them in deeper.	Use Twitter Cards to include images, video, audio, and links with your message. Keep messages short. Twitter has expanded its once-strict 140-character limit, but being concise is still the power of Twitter.	3-5 tweets per day
LinkedIn 	500 million active users worldwide ⁸	23% of U.S. women; 28% of men ⁹	B2B and partnership prospecting; sharing industry news and thought leadership; recruiting fresh talent.	Include compelling copy with a call to action. Use engaging images, and target desired audiences by filtering for job title, industry, etc.	1 per day, weekdays only
YouTube 	1.5 billion active monthly users ¹⁰	Reaches more 18- to 49-year-olds on mobile than are reached by any broadcast or cable network ¹¹	Sharing educational/informational videos that highlight your company’s expertise.	Use catchy titles that include keywords and compelling thumbnail images. Include links to your website. Encourage comments.	1 per week

SOURCES:

1. <http://www.pewinternet.org/fact-sheet/social-media/>
2. <https://newsroom.fb.com/company-info/>
3. <http://www.pewinternet.org/fact-sheet/social-media/>
4. <https://instagram-press.com/our-story/>
5. <http://www.pewinternet.org/fact-sheet/social-media/>
6. <https://www.theverge.com/2017/10/26/16548748/twitter-q3-2017-earnings-mau-revenue>
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8. <http://fortune.com/2017/04/24/linkedin-users/>
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10. <https://techcrunch.com/2017/06/22/youtube-has-1-5-billion-logged-in-monthly-users-watching-a-ton-of-mobile-video/>
11. <https://www.theverge.com/2016/5/6/11608036/youtube-bigger-than-tv-brandcast-sia>