



Targeted Solutions

Which Social Networks Are “Right” for Your Organization?

GUIDE TO SOCIAL MEDIA

2014



	Facebook	Twitter	LinkedIn	Pinterest	Google+	Instagram
ENGAGEMENT	With over 1 billion users, Facebook allows you to communicate with consumers in an unobtrusive way. However, brands cannot engage in direct conversation with an individual unless initiated by the individual.	Twitter makes it easy to engage one-to-one with people. You can follow and reach out to anyone who has a public profile (which is the default).	LinkedIn has struggled to be seen as a “social” network. Most engagement occurs on users’ profiles or in Groups, not on Company Pages.	The most common form of engagement on Pinterest is the repin. While followers can comment on and like content, interaction on Pinterest is limited.	With the Circles feature, Google+ allows you to send messages to segments of your followers. And like Twitter, you can add anyone to your Circles.	Followers on Instagram can like and comment on your brand’s media. Some reports indicate Instagram posts get more engagement than Facebook and Twitter posts. With less clutter, more people tend to see (and interact with) your posts.
CONTENT	Facebook allows for easy posting of links, photos, and videos. Image-based posts tend to drive the most engagement.	Tweets are limited to 140 characters, which includes links to articles or photos. While originally focused on text, pictures have become increasingly important for engagement.	LinkedIn is a professional network. Sharing content that is helpful on a professional level performs best. Aim to help people in your network.	Pinterest has been at the forefront of the visual shift in social media. High-quality, optimized photos are key to popular content on the network.	Google+ allows for easy sharing of links, photos, and videos. But while shorter posts perform better on Facebook, longer posts do well on Google+. Some view it as a micro-blogging platform.	Instagram content is all visual. It includes static photos as well as 15-second videos.
AUDIENCE	71% of online adults use Facebook. 76% of online women use Facebook, compared to 66% of online men. While traditionally a young audience, the largest growth has been among those 65 or older (45%).	18% of online adults use Twitter. Twitter is particularly popular among younger adults, with 31% of internet users age 18-29 on Twitter.	Use of LinkedIn is higher among those with a college degree and those with an annual household income of \$75,000 or more. LinkedIn is the only social network for which usage among 50-64 year olds is higher than among 18-29 year olds.	Women dominate Pinterest: 33% of online women use Pinterest compared to 8% of online men. Pinterest users tend to come from higher income brackets and higher levels of education.	Among those age 45 to 54, Google+ usage has increased 56% since 2012. 70% of Google+ users are male.	17% of online adults use Instagram. Use by internet users age 18-29 has grown rapidly (28% in 2012 to 37% in 2013). Additional growth has been seen among African American internet users (23% in 2012 to 34% in 2013).
OVERALL FIT	Facebook is the granddaddy of social networks. It’s important for brands and organizations of all types to have a Facebook presence.	If your brand or organization is looking to directly engage with your audience, Twitter is an excellent conversation tool.	A LinkedIn Company Page works for businesses and nonprofits alike, but LinkedIn is especially important for B2B companies.	Highly visual brands as well as brands focused on food, fashion, or fitness should consider Pinterest for their social strategy.	Google+ is Google. If SEO is important to your brand, Google+ needs to be part of your social strategy.	Instagram is perfect for highly visual brands. But any brand or organization can make themselves more visual. There are a lot of creative possibilities with Instagram.

SOURCES: <http://www.pewinternet.org/2013/12/30/social-media-update-2013/> | <http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>
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