

Finding the Best Social Media Mix

Each social media channel has a different purpose and a different audience. Choose the channels that align with your goals, content, and audience. There is no one-size solution. Find the balance that works for your business.



Facebook

Most widely used social media platform. Prioritizes updates from your friends, family, and groups.

- 210M monthly active users in the U.S. About 80% of all U.S. internet users access Facebook.
- 58% of users in the U.S. are 35+ and 27% are 25-34.
- Breakthrough news feeds with boosted posts and ads. Also focus on content that encourages engagement and authentic interaction.



LinkedIn

Professional networking platform with career-focused and highly motivated individuals.

- 150M registered members in the U.S.
- Largest user groups are senior-level influencers, decision-makers/managers, and students/recent graduates.
- Great for B2B conversations—80% of B2B leads come from LinkedIn.



Twitter

Time-based newsfeed. Think of it as a news ticker.

- 47.1M monthly active users in the U.S.
- 63% are 35+ and 21% are 25-34.
- Highly educated and higher incomes than U.S. adults overall.
- Great for events, live chats, and emergencies. Users are searching for real-time information about the day's events and company news.



Instagram

Photo-sharing platform.

- 120M monthly active users in the U.S.
- Popular with Millennials and Generation Z in the U.S.—33% are 25-34 and 23% are 18-24.
- Great for B2C conversations. Algorithm allows businesses opportunity for organic reach. Doesn't prioritize posts from family and friends.



YouTube

Video-sharing platform.

- Roughly 380M monthly active users in the U.S.
- Fastest growing user group is 35+
- 2nd largest search engine in the world, behind Google.
- Videos boost open rates, click-through rates, and get about 4x more engagement than other content.
- 85% of videos are viewed with no sound. Don't forget the graphics and captions.