



CHOOSING THE RIGHT SOCIAL MEDIA CHANNEL FOR YOUR DIGITAL MARKETING

& how to find the right mix for your business.

Each platform varies in its function and audience. Read below to see which platforms might be best for your company to meet your business' goals. Keep in mind—each platform has targeting options to allow you to target the age, gender, location and more of your target audience.

There are **4 billion social media users** in the world today. That number is expected to grow to almost **4.5 billion by 2025**.

The average internet user spends over **2 hours on social media per day**, providing a significant opportunity to reach your target audience.



Image and visual-focused; great if you have appealing pictures to share.

500 MILLION DAILLY ACTIVE USERS 51% male 50% 49% female 38.6% Ages: 24 and under Ages: 25-34 49% female Ages: 25-34 49% female

Pro Tip: Stay true to the nature of this channel and focus on real imagery and user generated content (*people can spot images that are too "stocky" a mile away*). Develop relationships with influencers who can help curate content on your behalf and bring larger awareness to your business.



Short-form video-based platform for a younger audience, specifically Gen Z and Millennials.

1 BILLION DAILY ACTIVE USERS

50%	57% female
	50%

42.9%	31.2%	12.8%	6.3%	6.8%	
Ages: 24 and under	Ages: 25-34	Ages: 35-44	Ages: 45-54	Ages: 55+	



Second most widely used search engine and second most popular social media platform.

315.12 MILLION DAILY ACTIVE USERS 54% male 50% 46% female 64% female 64%

Business and career focused; good for recruitment and lead generation.

310 MILLION DAILY ACTIVE USERS 57% male 50% 43% female 20.4% 59.1% 17.7% 2.9% Ages: 24 and under Ages: 25-34 Ages: 35-49 Ages: 50+

facebook

Most widely used platform. Great for enhanced targeting and reach.

1.93 BILLION DAILY ACTIVE USERS

57% male 50% 43% female

28.2%	28.2% 31% 17.9%		11%	12.3%	
Ages: 24 and under		Ages: 25-34	Ages: 35-44	Ages: 45-54	Ages: 55+
Pro Tip: Square ratios perform best since most users are scrolling through on their phones. Utilizing animations is also beneficial in getting users to stop scrolling and pay attention to you.					



Good for short, clever messages. Platform for many users to voice opinions.

211 MILLION DAILY ACTIVE USERS 56% male 50% 44% female 33.6% Ages: 24 and under Ages: 24 and under 56% male 50% 44% female Ages: 35-49 Ages: 35-49 Ages: 50+



Good for sharing creative ideas and lead generation for products and services.

444 MILLION DAILY ACTIVE USERS 23% male 77% female 20% 39.4% 17.1% 9.2% 14.1% Ages: 24 and under Ages: 25-34 Ages: 35-44 Ages: 45-54 Ages: 55+ Pro Tip: If you're an ecommerce business, connect your online store with your Pinterest profile to increase your organic reach. (Snapchat) Disappearing images and stories, great for targeting a younger audience. **306 MILLION DAILY ACTIVE USERS** 46% male 54% female 60% 22% 13.4% 4.6% Ages: 24 and under Ages: 25-34 Ages: 35-49 Ages: 50+



Need help implementing the right social media strategy? Want to run an influencer campaign? At SilverTech, our team of digital experts can help!

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Dave Chaffey, "Global social media statistics research summary 2022", Smart Insights, 27 Jan, 2022, https:// www.smartinsights.com/social-media-marketing/ social-media-strategy/new-global-social-media-research/