

SOCIAL MEDIA: INSIGHTS

FACEBOOK

24% 25-34
 31% 35-54
 15% 55+

52% Female

51% In Relationship

66% Some College

“Successful brands don’t just ask for the sale. They provide value first and connect with their audience over shared interests and ideals”

1.32 Billion Active Users

TWITTER

35% 18-29
 20% 30-49
 11% 50-64
 5% 65+

“Success is predicted on how much value brands can add to the cultural dialogue, prioritizing the conversations started by others”

Not about what is in the headlines - it’s what you have to say about those headlines afterwards

271 Million Active Users

PINTEREST

27% 28-29
 24% 30-49
 14% 50-64
 9% 65+

Women make up the vast majority of Pinterest users, skewing young, highly educated and higher income

Highly visual, sharable information

Photos can be sometimes more valuable than content

70 Million Active Users

LINKEDIN

15% 18-29
 27% 30-49
 24% 50-64
 13% 65+

MORE POPULAR than Twitter

38% of college educated adult web users are on LinkedIn

Professional information

Mostly Men

300 Million Active Users