

Social Media Cheat Sheet



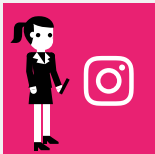
Facebook

- Facebook is the most popular social platform.
- 96% of users access Facebook on mobile.
- Ideal time to post: Between 9.00am-2.00pm weekdays.
- Key demographics: 18 to 64 year olds.
- User ratio: 45% men to 55% female.



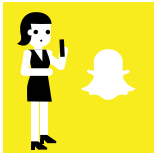
YouTube

- We watch more YouTube videos per day than on Netflix and Facebook combined.
- YouTube's users are predominantly male. The ratio is 55% men to 45% women.
- 6 out of 10 people prefer online video platforms to live TV.



Instagram

- 80% of Instagrammers follow businesses on Instagram.
- 60% of people claim they discover new products on Instagram.
- Key demographics: 18 to 34 year olds.
- User ratio: 48% men to 52% female.



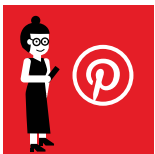
Snapchat

- 2,100,00 snaps are created by Snapchat users every minute.
- Key demographics: 13 to 17 year olds.
- User ratio: 39% men to 61% female.



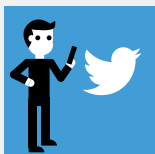
Linkedin

- 80% of social media B2B leads come from LinkedIn.
- Over 46% of all social media traffic to company websites comes from LinkedIn.
- Ideal times to post: 7.45am, 10.45am, 12.45pm and 5.45pm weekdays.
- Key demographics: 30 to 64 year olds.
- User ratio: 57% men to 43% female.



Pinterest

- 93% of active Pinner said they use Pinterest to plan for purchases.
- 80% of users access Pinterest on mobile.
- Key demographics: 18 to 34 year olds.
- User ratio: 29% men to 71% female.



Twitter

- 326 million people use Twitter every month.
- 53% of users say they bought a product they first saw on Twitter.
- Ideal times to post: 9.00am on Wednesdays and Fridays.

* Statistics accurate on 3 October 2019