

Social Media Cheat Sheet

For Businesses

Users

Pros

Cons



Facebook has over 1 Billion Active Monthly Users.
Growing older age groups
Declining youngest demographics - esp. under 18s

Very easy mutual messaging once you've grown your network.
Transparency of networks updates therefore great reach
Great for ramping up small business with world-class analytics & ads

Difficult to keep the personal and business content separate
Tons of platform updates and rules which constrain marketing
Increase in suggested marketing and paid posts



Google+ has 540 Million users
Note: Nearly 1 Million searches per minute on Google. (not G+... yet)
Around 70% Male, 30 Female, 37% above 35 years old

Integrating with Google's other services eg. Google Search, YouTube.
Easy connectivity with large arrange of Google Bloggers & Groups
Free and good opportunists now while the platform is growing

Complexity of how G+ does and will mix with other Google Tools
Major functional changes expected as the platform develops
Low audience compared with Facebook



500 Million, 320 New accounts per Minute
340 Million tweets per day.
Twitter users - 38% above 35 years old

Being able to talk to anyone
Easy to have or follow discussions on any topic
Breaks the news, and you can be ahead of any topic

They may not talk back!
Fast moving and difficult to connect with relevant people / content
Lots of unique content required for great wins



500 Million Registrations* (5 Million AU) - 100 New accounts per minute
Note: 175 Million Active per month
LinkedIn Users - 50% above 35 years old.

Biggest business networking in the world, tight networking rules
Great for personal branding and social proof (online resume)
Easy networking and connecting with relevant people, groups, industries.

Premium accounts needed for better access
Lots of spam content and non-relevant lead generation by 3rd parties
Lots of hurdles to connect with people unlike other platforms.



More than 1 billion unique users visit YouTube each month
Over 6 billion hours of video are watched each month on YouTube
YouTube users 35% above 35 years old

Video is highly engaging if done right
One of the most shared content platforms (with images)
VideoSEO huge opportunities; inc. Page 1 results on Google

Lots of junk - 30% of videos account for 99% of views on the site
Cost Barriers - price, time, resources to produce relevant content
Concept Barriers - unique and engaging concepts are hard to create



48.7 Million users (Lots of Housewives with High Annual Income)
83% of the global users were women (2012)
Pinterest has 2.5 Billion Page Views Monthly

Pinterest buyers spend more money, more often, on more items than any of the other top 5 social media sites.
Highly Visual and simple platform to browse, 80% repins (sharing)

Need highly visual and unique content to make an impact
Not applicable to many businesses
Narrow demographics must be aligned to your business goals



100 Million Active Users (monthly) upload 40 Million photos per day
Only 41% of users above 30 years old, 8% above 50 years old
Instagramers predominately use broken or poor language

Allows personal insight to people and brands
Clear and transparent contact, easy to grow and connect your network
Great for visual consumer brands

Need highly visual and unique content to make an impact
Not applicable to many businesses
Very poor censorship



SnapChat - 26 Million Monthly Active Users
26% of 18-29 year olds use the service, 9% of all smart-phones have SnapChat
Upload 150 Million Photos per day (More than Facebook)

Exclusivity of sent messages with growing feature set.
Unexpectedness and surprise, like MMS but free to message network
Direct Marketing Tool with analytics

Need highly visual and unique content to make an impact
No censorship (but less people using it to be naughty!)
Need great offers and content to maintain membership