

# 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