

## SOCIAL MEDIA FOR SMALL BUSINESS

Social media is a **MUST** for every small business. Most platforms offer you the opportunity to stay in touch with your customers for absolutely no cost, and in some cases, the ability to delivery highly targeted advertising for a nominal fee.

But which platforms you use, and the types of content you deliver, depend completely on the type of business you run, and your target consumer(s).

### 1. FACEBOOK

**Number of monthly users:** 2+ billion

**User demographic:** Men and women, ages 18-65 or older

Facebook is by far the most popular social network in the world. You can find just about anyone on Facebook - meaning almost everyone in your customer base has a Facebook account.

**Must-haves:**

- 1) Hours
- 2) Location
- 3) Contact information

**What to post:**

Photos, contests, questions, videos, and other short posts work exceptionally well on Facebook. You can also use text updates to keep your followers informed, but they won't perform as well as your photos or videos. And you can always use your Facebook to promote new content that you've created to get visitors to your website.

## 2. TWITTER

**Number of monthly users:** 330 million

**User demographic:** Men and women, ages 18-49

Twitter gives users a steady stream of information and new content from all over the Internet. It has millions of engaged users every month, and practically every brand in the world has an account to update its customers.

**Must-haves:**

- 1) Link to website (with no place to populate street location, hours, or contact information, a link to your website is a MUST).

**What to post:**

Twitter limits its users to messages of 280 characters or less. Concise, interesting, and informative content will perform best.

## 3. INSTAGRAM

**Number of monthly users:** 1+ billion

**User demographic:** Men and women, ages 18-64

Instagram is one of the youngest social networks with 70% of users under age 25. That makes it the perfect social network for brands or companies that target young, hip demographics.

**Must-haves:**

- 1) Location
- 2) Website

**What to post:**

Photos and short videos with a small amount of text do exceptionally well on Instagram, and it also integrates with your Facebook and Twitter accounts so you can use the same photos across multiple platforms.

## 4. PINTEREST

**Number of monthly users:** 300 million

**User demographic:** Women, ages 18-64

Pinterest is a place to “pin” visual content so others can see it. This includes everything from a scarf to an infographic - practically any company can find at least part of their niche on this social network.

**Must-haves:**

- 1) Location
- 2) Website

**What to post:**

Use graphic-rich content to spruce up some statistics or other interesting, content to continue to get pins and grow your brand awareness. This is especially helpful if your company offers product or services specifically for women.

## 5. LINKEDIN

**Number of monthly users:** 303 million

**User demographic:** Men and women, ages 25-64

LinkedIn is a thriving community of working professionals who share and connect on a professional level – think “formal.” Users tend to respond better to Business to Business content than Business to Consumer.

**Must-haves:**

- 1) About Us section
- 2) Link to website

**What to post:**

Post content with business-minded folks in mind. Decision-makers and influencers are all over LinkedIn, and if you can get your brand and message to them, you can get another sale.

## Use of different online platforms by demographic groups

*% of U.S. adults who say they ever use the following online platforms or messaging apps*

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Full report available [HERE](#).