



## Facebook

The ubiquitous, global social network used by 2B users to share videos, photos, and links. Lots of ads by businesses in every industry.



## Twitter

400 million users post text, links, images and video in 280 characters or less.



## Instagram

A primarily mobile app where 1.3 B users share videos, photos and carousels



## LinkedIn

No longer the resume sharing platform. LinkedIn has become more social, but still with a business tone and general topic.



## TikTok

Easy to scroll, 100% visual channel, primarily for mobile. All vertical videos.



## YouTube

Social video channel with 2.4 Billion users. Everything is video, primarily horizontal but now also vertical in YouTube Shorts.



## Pinterest

Inspirational social media channel. Vertical content is shared regularly, including videos and carousels.



Mostly suited for B2C marketing, but B2B also works. It contains the largest number of connections/friends.

Instant news source. Access to public icons.

Easy scrolling without much text and minimal links. Beautiful, eye-catching photography and videos.

Best channel for B2B marketing. Share links, photos, videos and newsletters.

Good channel to reach wider audiences in younger age groups.

With good YouTube SEO, you can reach many people.

Great channel to reach solopreneurs and small businesses; most users are women.



Everyone you know is on it and lacks a cool, exclusive appeal. It's saturated with advertising, clickbait and conspiracy theories.

High volume of content that refreshes at high speeds.

Less organic engagement than other channels.

Many features are only available with a paid subscription.

Finding a good brand strategy for TikTok is difficult without doing dances and humorous skits.

You need at least some video production expertise to stand out on this channel.

Idea pins don't have links, and social engagement is very low.