

SOCIAL MEDIA



which platform is right for you



FACEBOOK

PROS:

- largest social network in the world
- popular posts are liked and shared can reach thousands
- easy to get started, add links, calls to action and event

CONS:

- algorithm changes can reduce reach overnight
- 40% of the users don't 'like' any brand pages so paid promotion can be the only way to reach them
- posts from friends & family are prioritised so you need likes and shares to get seen

10.86%

average number of page followers who see a post

73%

of 30-49 years old use Facebook



1.75 billion

users a month
a most popular social network for over 50s

PROS:

- useful for networking with bloggers and press, and finding content to share
- tweets are indexed by Google so can boost your SEO
- taking part in Twitter chats is a great way to meet other shop owners and get advice



24.06%

of all verified users are journalists

18%

tweets with images get 18% more clicks

320 million

users a month
but 44% of accounts have never sent a tweet



TWITTER

CONS:

- character limits restrict how much you can
- it's very fast-moving so post quickly get buried
- many users find it confusing and don't stick around



INSTAGRAM

PROS:

- visual platform suits designers and makers
- lots of creatives use Instagram so it's easy to find your 'tribe'
- using hashtags enables posts to reach beyond your followers

CONS:

- no clickable links in captions mean you have to work hard to encourage click-throughs
- posts can get hidden in a non-chronological timeline
- introduction of Instagram Stories appears to have reduced on normal posts engagement

58x

more engagement per follower than Facebook

53%

of users are aged 18-29

400 million

users a month



PROS:

- as part of a vast search engine, pins have a longer shelf than tweets or Facebook posts
- average spend from referrals is twice as high as from Facebook
- pins link to their source & the average pin is repinned 10 times



15-30

the ideal number you need to pin a day for best results

85%

of users are female

PINTEREST



CONS:

- you need to pin frequently to be most effective
- Pinterest has a big US bias, with 55% of users in the United States
- fewer interactions with customers

100 million

users a month