



POPULAR SOCIAL MEDIA PLATFORMS

Facebook

- **Purpose:** to broadcast and share mission-based, meaningful, and relatable content.
- **Content:** Emotional, relatable, photos and videos
- **Users:**
 - 70% of people between ages 18-29
 - 77% of people between ages 30-49
 - 73% of people between ages 50-64
 - 50% of people over 65

Instagram

- **Purpose:** to inspire, relate, humanize, and entertain
- **Content:** Videos, trending material, expertise and tips, evidence that individuals live your mission
- **Users:**
 - 52% of Hispanic Americans
 - 49% of black Americans
 - 35% of White Americans

LinkedIn

- **Purpose:** to provide thought leadership in specific professional industries and to carve space as an expert in that field
- **Content:** Subject matter expertise, research findings, major professional announcements, education, career opportunities
- **Users** tend to be those with higher education levels:
 - 51% of adults who have a bachelor's or advanced degree
 - 28% of those with some college experience
 - 10% of those with a high school diploma or less