

# FACEBOOK

Facebook is one of the most popular social media platforms in the world. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



**2.38  
BILLION**  
MONTHLY ACTIVE USERS  
**WORLDWIDE**

**16  
MILLION**  
MONTHLY ACTIVE USERS  
**IN AUSTRALIA**



GREAT PLATFORM FOR



**B2B**



**B2C**

CONTENT



BEST SUITED TO  
CONTENT AIMED AT AUDIENCES  
**25 YEARS** OR OLDER

**13 - 25**  
**YEAR  
OLDS**  
**ARE MOVING AWAY**  
FROM THE PLATFORM

# LINKEDIN

LinkedIn is a network of professionals and businesses connecting to share ideas and sell products or services, making it a must have for B2B marketing. Because LinkedIn is used in a work context, the content that is shared on LinkedIn tends to be more formal.



**USER DEMOGRAPHIC**  
**25 - 55**  
**YEAR OLDS**

AND



**UNIVERSITY**  
**GRADUATES**

**GREAT PLATFORM**  
FOR



CONTENT

**TYPES OF CONTENT**  
**YOU CAN HOST ON LINKEDIN**



LINKEDIN  
ARTICLES



INFOGRAPHICS



VIDEOS

# INSTAGRAM

Instagram is a virtual lookbook for your business. It gives you the best of both worlds with the feed providing a place for polished content and Instagram Stories making room for raw, playful, behind the scenes content.

USER DEMOGRAPHIC

**13 - 29**  
YEAR OLDS



HIGHER PROPORTION  
OF



**FEMALE**  
USERS

## TIPS FOR USE



MAKE USE OF  
HASHTAGS



HIGH QUALITY  
IMAGES



CONCISE  
CAPTIONS



SHORT  
VIDEOS

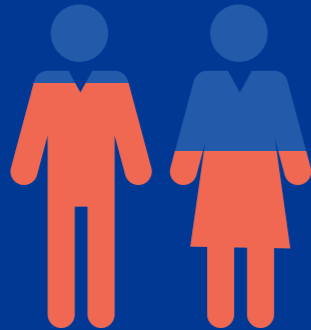


**IN-APP E-COMMERCE**  
FEATURES AVAILABLE  
(IF YOU HAVE AN INSTAGRAM BUSINESS ACCOUNT)

# TWITTER

Twitter is suitable for B2B and B2C audiences. It's not as widely used in Australia as it is in other countries, but the number of businesses that are using Twitter as one of their regular communication channels is increasing.

TWO THIRDS



OF USERS ARE  
**MALE**

TIPS FOR  
USE

**280**

CHARACTERS  
PER POST



CONTENT  
MUST BE  
TO THE POINT



ADD MEDIA  
TO INCREASE  
ENGAGEMENT

USER DEMOGRAPHIC

**18 - 29** YEAR  
OLDS

GREAT PLATFORM FOR



**B2B**

CONTENT



**B2C**

# YOUTUBE

YouTube is the second most used search engine in the world after Google, which reflects the breadth of content on the platform.



**USER DEMOGRAPHIC**  
**18 - 44**  
**YEAR OLDS**

## TYPES OF CONTENT YOU CAN HOST ON YOUTUBE



INSTRUCTIONAL OR EXPLAINER



PRODUCT REVIEWS



TEAM INTERVIEWS



CAMPAIGN VIDEOS

## GREAT PLATFORM FOR



CONTENT

USERS ARE MORE LIKELY TO HAVE A



**UNIVERSITY**  
**DEGREE**