



Putting it all together: An overview of social media's Big Four

So... on which social media platform(s) should your practice maintain a presence?

There are a number of factors to take into consideration, not the least of which include:

- ✓ **Who you want to reach.**
- ✓ **Who your current audience is.**
- ✓ **What you want to share, and how you want to engage with clients and followers.**
- ✓ **The time and resources you can allocate to maintaining your practice's social media presence.**

It goes without saying that those are things for you and your team to discuss and decide.

We can only hope that the information provided in these guides will help you move that conversation forward!

	Facebook	Instagram	Twitter	LinkedIn
KEY DIFFERENTIATORS	<ul style="list-style-type: none"> A great starting point. Many people's "home base" when it comes to social media. Robust advertising platform. Many cross-promotional opportunities for branding (both services share the same platform). 	<ul style="list-style-type: none"> Most visual of social media platforms. #2 social media network in terms of active users. Allows clients to book appointments directly on your business page. 	<ul style="list-style-type: none"> Most conversational of all social media platforms. Most relied upon for news. Useful for sharing content or conducting customer service. 	<ul style="list-style-type: none"> Most often used social media for B2B. Place for people to connect with other business professionals. Top-rated social network for lead generation and talent acquisition.
USER DEMOGRAPHICS*	<ul style="list-style-type: none"> 26% of users are 25-34 years of age (largest age group). 44% female, 56% male. 60% of boomers have a Facebook account. 	<ul style="list-style-type: none"> Social media platform of choice for millennials. 33.1% of users are 25-34 years of age (largest age group). 57% female, 43% male. 	<ul style="list-style-type: none"> 44% of users are 30-49 years of age (largest age group). 32% female, 68% male. 	<ul style="list-style-type: none"> Largest age group: 46-55 years of age. Millenials make up about 25% of the platform. 51% male, 49% female.
OPTIMAL POSTING FREQUENCY	<p>ONCE a day is optimal for most businesses</p> <p>Likes and comments begin to drop off after more than two posts a day or less than one post per week.</p>	<p>1.5 TIMES per day</p> <p>No drop-off in engagement if you post more often, as long as post quality is maintained.</p>	<p>3 TIMES per day</p> <p>Slight decrease in engagement after the 3rd tweet.</p>	<p>Try to post EACH WEEK</p> <p>Twice a week has been associated with a lift in engagement.</p>

* Barnhart B. Social media demographics to inform your brand's strategy in 2021. Sprout Social (March 9, 2021) Available at <https://sproutsocial.com/insights/new-social-media-demographics/> (Accessed: December 2021)

