

HANA Presentation

The Best Social Media Apps for 2021

Description: What are the biggest social media apps of 2021 and which ones should you be using for your business?

When you think about the social media marketing you want to use for your business, you do need to consider every social networking platform because your audience will likely stretch across all of them. Let [1394ta](#) help you decide which social media apps are best for you to help you engage with the right audience. We've put together a list of the top social media apps, which include the biggest and most popular of all. Of course, while you do need to increase your presence on social media, often time is of the essence and when you just don't have enough time in the day to grow your Instagram following – what better way than using our specialist service to [buy Instagram followers](#) and raise your profile? All of our Instagram followers are from genuine, reputable Instagram accounts, unlike other businesses professing to give you the followers you want from authentic accounts. Our are real and we get them to you over a period of 24 hours, raising your game on Instagram.

Read our list below to check on which social media apps you should be using, we've also included monthly user numbers for each social media app (from Statista, you can click on this weblink to visit the website: <https://www.statista.com/>). This list is from the biggest social media app to the smallest.

1 Facebook

If you haven't heard of this social media app then where have you been hiding? With almost 3 billion monthly active users, can you afford not to use one of the biggest social media apps for your brand? It is the largest social network in the world and it's highly developed – whether you're looking for organic marketing or paid social media marketing. Did you know that last year, 18% of adults in the USA used this social media app to buy something? So if you've got something to sell, you need to use Facebook. As well as keeping up with all of your friends and family news, using photographs, words and videos, brands harness the social media app through developing an engaging “personal” relationship through posting interesting content that resonates with their customers. It's also a great arena for customer service and you can even sell your brand through Facebook with their shopping feature.

2 YouTube

Nearly 2.5 billion people globally use YouTube, and it is both a video platform and a social media app, it is also a search engine that people use to view live or recorded content. If you've got a brand, and you want to highlight it using video, YouTube's the right place (along with Instagram Stories). Did you know that 70% of YouTube users have gone on to buy a product or service after viewing it on the social media app? So if you're not using it, you're likely to be missing a trick! Visit YouTube here and see what your competitors are doing – then do it better! www.youtube.com

3 WhatsApp

You thought it was just a messaging service, right? Actually, it's a social media app because it's social and with 2 billion users across the world every month, it's got plenty of power. It's the premier messaging service across the world (although Americans seem to prefer Messenger). Use it for messaging and calling – and it's free when you've got Wi-Fi and for businesses, use it for customer servicing messaging. You can also display your product catalog through WhatsApp and that's just the start. There's no doubt this one of the best social media apps stream and it is going to evolve so do keep an eye on it.

4 Messenger

Hot on the heels of WhatsApp comes Facebook Messenger with nearly 1.5 billion monthly users, although this is much more widely used in the USA than Europe and the rest of the world. As this is owned by Meta, it's got prominence, but it also has downsides. The social media app doesn't offer encryption and it constantly sends sponsored messages and inbox ads which if you're a business, could be useful. The other thing that people tend to get annoyed about is that it grabs contacts from Facebook, Instagram, and links everything. For business, you could use it for greetings, giveaways, automatic replies, and customer service.

5 Instagram

With around 1.3 billion monthly users, Instagram is vital for your business whether you sell products, or you offer a service – but even more so if you're an Influencer. While this one of the most popular social media apps, it used to be just a photo-sharing platform and in recent years, it's shifted up so many gears that you can even buy from it. There's a shopping area and the IGTV (Instagram TV) feature is something that has to be used if you're a business! With live video streams, pre-recorded video, images, and lots of other ways to engage with your audience it's absolutely essential to have an account. However, to really get your brand in front of the right audience you need visibility and so you need to work hard to grow on Instagram. One of the quickest and easiest ways to do so is [buy Instagram likes](#) from us – we promise you, they're from genuine accounts and makes sure that the algorithm keeps your post high up in potential followers' and likers' feeds.

6 WeChat

Another messaging social media app, this one has around 1.2 billion active monthly users but mostly the users are in North America and China (theirs is called Weixin). It's a great social media app that does more than just exchange messages. You can use it for video calling, shopping (using their pay structure, *WeChatPay*), to access government services, grab a ride share, play games and more. In China, 73% of people use it every month – think about the population and that might give you some clarity as to how popular it is in that part of the world. You might want to consider using it if you want to target the Chinese market.

7 LinkedIn

The best of the business social media apps, LinkedIn has around 800 million members worldwide and is the serious social media platform that's supposedly reserved for businesses

and business individuals but look closely and you'll see some cleverly disguised targeted marketing for goods and services. If you have a B2B product or service, this is ideal for you to use. If you're looking for a job – then you have to use LinkedIn as it's great for connecting likeminded business individuals. There's also a product page within the social media app and you can also use LinkedIn ads to showcase your product or service to others. Take a look! www.linkedin.com

8 TikTok

Boy has this social media app taken the world by storm! With monthly active users of around 700 million its one of the biggest, fastest growing social media apps of all. It was only launched in 2017 and already it's huge (and growing!). Everyone who's anyone uses it, brands, influencers, businesses, individuals – you name it, so if you want it to go viral then you need to use TikTok to help you do it for you. Plus, content is short and sweet, no long-winded video, you can just get your message across in 20 seconds if you want to and if you're targeting GenZ then if you're not using TikTok, you're missing out.

9 Douyin

Haven't heard of it? We're not surprised, this is one of the Chinese social media apps but if you want to break the Chinese market then bear in mind that this one has 600 million monthly active users. This was the app before TikTok and was created by the same people so it's worth a look-in if China's your preference for your business.

10 QQ

Hot on Douyin's heels is QQ with 600 million users and this one was made by Israelis but it is widely used in China! A social media app it's for messaging (again!) but it's not one that you really have to keep an eye on – while the monthly user numbers are big, it's dropping and in 2019 it had nearly 800 million users. However, it's worth mentioning that this social media app has text messaging, audio calling and video plus there are other features that include shopping, music and games. If you want your digital marketing strategy to include it, you don't need to put it at the top of your list.

11 Sina Weibo

Yet another Chinese social media app, this one has around 500 million monthly users and is China's Twitter network. It's really for the Chinese market and it has a native lottery plus some advertising features you might want to look at but again, there are other, more powerful social media apps on this list that are far better and will give you bigger ROI.

12 Snapchat

With almost 500 million monthly users you need Snapchat as one of your social media apps. It's not owned by Meta (that's a relief – most social media apps are!) and it's a young, fun social media platform. Bear in mind that if you've got a product for people under the age of 35, almost 85% of Snapchat's users are this age group. You can use SnapChat ads to showcase your product or services and if you want to reach GenZ, look no further than Snapchat and TikTok.

13 Pinterest

Ah Pinterest, who doesn't love this social media app? It has over 440 million monthly users and is remarkably visual. COVID-19 brought this social media app into front of mind as people turned to doing up their homes when they couldn't really do much else! In the USA alone, the social media app enjoyed a popularity boom of 46% growth just in 2020. It's great for advertizing especially targeting people who are planning big events, like that house move, or a new baby or a wedding or an unforgettable vacation.

14 Twitter

With nearly 360 million monthly active users, did you know that almost 90% of Americans have heard of Twitter, one of the biggest social media apps? That's huge (yet less than 20% use it). It's great for getting short, sharp messages across and if you have a really engaging message, get it to go viral and you really do increase your social media presence! Lots of brands use Twitter for customer service and set up separate accounts with their brand name and the word help at the end. So if you have a product or service, consider using Twitter for this purpose.