

## **Which are The Best Social Media Platforms to Use?**

Meta: What are the best social media platforms for your business? We check out the biggest social networks to help you decide.

Your business is starting to scale up or maybe you've just launched your brand and you're excited to see it grow. With every new business, these days it's essential to use social media marketing to grow your brand and engage with potential consumers. Any big brand, influencer, or business that's worth any salt uses **social media platforms** and no doubt, you already know that, but it does depend on the type of business you've got or the type of brand owner that you are on which social media platforms to use for your needs. You may only need to use one of the social media platforms available or you might get away with two. Some businesses use all of them! If you want to know which social media platforms are right for what you do, see what [1394ta](#) has to say on the topic. We're one of the biggest Instagram social media marketing businesses and we know what it takes to scale up a business on all of the available social media platforms.

### ***Which are the Most Popular Social Media Platforms?***

Social media platforms vary in popularity – it depends on whether something new has just arrived and taken the world by storm (think TikTok which appeared in 2017 and has quite literally stormed the social media marketing world, especially GenZ and is now the fifth used social media platform for video content). Facebook has always been popular, but it's more used by the age 35+ age group but Instagram is always stable and is one of the best social media platforms to use for almost every business. It's visual, it has video and the opportunity to present live video and you can also post words (with images of course) and it's favored by Millennials.

That's why it's important to constantly keep an eye on social media platforms because every once in a while, you might need to add another to your list or switch focus. While we believe that you need to be visible on at least one social media platform, choose a couple or even three or four to really boost engagement but which one is right for you? Let's look deeper into this topic.

Here are the monthly active users for:

- Facebook approx. 3 billion
- YouTube approx. 2 billion
- WhatsApp approx. 2 billion
- Instagram approx. 1.5 billion
- TikTok approx. 700 million
- Snapchat approx. 433 million
- Pinterest approx. 420 million
- Twitter approx. 350 million
- LinkedIn approx. 310 million

Find out more statistics here: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.

So as you can see there's a lot of opportunity out there but which of the social media platforms is right for your business?

### **1 Facebook**

No matter what you do, Facebook should be right for you if you use it properly. Whether it's setting up a group in your niche business area, organizing your business page and engaging with your audience or building a Facebook shop. This is one of the most popular social media platforms and is best for financial services, e-commerce, gaming, retail, entertainment, media, tech, consumer goods, cars, hairdressing, telecom and pretty much anything else! You can use images, words, and video to talk to your customers and this is one that we'd recommend getting involved with.

### **2 YouTube**

This one is one of the video social media platforms and is really dominant if you have live content to post. With over 2 billion active users, if you want to highlight your brand or service using video you must use YouTube and you can integrate it with most of the other social media platforms. Did you know that almost 75% of US adults use YouTube and they search things like instruction videos, how to videos, music videos and more? Whether you do beauty, gaming, education, DIY, home improvement or anything else – it's a great platform for your business.

### **3 WhatsApp**

Primarily a messaging platform that's used mainly in Europe (it's not as popular in the USA), this is fast becoming a good medium for businesses to use for customer services. Lots of brands choose this one of the social media platforms to have a chat channel so that customers can ask questions, raise complaints, or just engage. Consider using it for your business customer services, it's relatively easy to set-up too and it helps with customer retention plus it's far quicker than using an old-fashioned email.

### **4 Instagram**

This is obviously our favorite of the social media platforms and if you're looking to engage with 18- to 24-year-olds expect 75% of your audience on there with 67% of GenZ actively using it and almost 60% of Millennials choosing this platform to engage with others. Growing your Instagram following is harder to do though, and you have to be thought-provoking, human, and original. If you know this is the right social media platform for you but you want to know how to [buy likes for Instagram](#), then you're in the right place. We specialize in genuine likes for Instagram accounts and guarantee that our likers are from authentic accounts. It's a wonderful way to engage with your following and ensure you have better opportunity for visibility in feeds where you know your audience will be looking. You can also buy real Instagram followers from us – and we say real, we mean absolutely authentic. Most big Instagram accounts use our service as it's the best social media marketing platform to

reach an audience fast. That's why our service works, and it's the only way [how to buy Instagram followers](#) that really delivers proper results, try it, and see. This year, make it your priority to scale up your brand and [buy Instagram followers 2022](#) for bigger, better success!

## **5 TikTok**

If you want to reach Generation Z, then this is the best of the social media platforms to use. It's so big that in the past 5 years it's come into the top 5 list, and it certainly isn't going away. Good for bite-size video clips, how-to clips, and video content, using TikTok and integrating it with Instagram will get you superb engagement with your target market. Yes, it's a younger market but older people are tuning into it far more than before. 25% of their viewership are in their teens but that still leaves a huge amount of opportunity for ages 20+. More people use TikTok than Facebook in time per use spent – that's worth remembering when choosing which of the social media platforms is right for your business.

## **6 Snapchat**

This is another of the notable social media platforms that's great for reaching a younger audience but do bear in mind that most of the audience on there are teens or even pre-teens. However, if that's your market, these kids tend to spend up to half an hour a day on the app. It's good for user-generated content, behind-the-scenes videos, offers, discounts and influencers...check it out!

## **7 Pinterest**

This social media platform was launched in 2010 and with well over 410 million active users every month, you might decide this is the one for you especially if you're in the new home, wedding, hair, new baby, or similar industry because people use it to plan out ideas. It is also exceptionally popular for DIY, food, décor, and fashion – so if you have superb visuals then check it out. An important thing to point out with Pinterest is that 80% of its users are female so if that's your target market, this is one of the best social media platforms of all (40% of users are male so don't discount it if you have a male-dominated business!).

## **8 Twitter**

This is the best of the social media platforms for brevity because if you've got something to say and don't want to waffle on – this is your place to do so! It's good for news, entertainment, sports, tech, or politics and if you get your post right you could go viral, it's that powerful but you need to be clever to be noticed on Twitter, however, you can link it to your other social media platforms and it will capture and condense your content, displaying it for you. Don't be shy to jump onto threads and provide added value. Share your own content and join in with conversations – that's the art of Twitter, be vocal! Lots of businesses use Twitter as their customer services channel so you might want to consider adding it to your list if only just for communicating with customer queries.

## **9 LinkedIn**

This is great for business-to-business use (B2B) and there's huge business networking opportunity. It's for the decision-makers or for people who might partner with you to grow

your business from behind-the-scenes. It's very focussed as it is business but if you want to collect with people that could help you in business, it's a great social media platform to get involved in. Have a look and see if it will work for you, set up your profile here: [www.linkedin.com](http://www.linkedin.com)