

	Age group	Characteristics
Website		<ul style="list-style-type: none"> * lots of space for lengthy articles * people need to make an effort to go to your * One cannot 'subscribe '
Blog		<ul style="list-style-type: none"> * Easy to share lots of information * Can be matched with website * Good for traffic to website * shows expertise * Need to have a good writer
LinkedIn	20-65	<ul style="list-style-type: none"> * serious content * networking * business platform * good for recruiting
Pinterest	20-65	<ul style="list-style-type: none"> * inspirational * easy to create a business profile * you can add your blogs
Instagram	20-65	<ul style="list-style-type: none"> * Very visual * images should tell a story * make sure the info under a picture has conte
Whatsapp	20-80	<ul style="list-style-type: none"> * Fast * not public * You need phonenumbers
YouTube	20-65	<ul style="list-style-type: none"> * video: showing not telling * video usage is on the rise * mobile friendly
Email Newsletter	30-80	<ul style="list-style-type: none"> * suitable for detailed information * including examples and pictures * make sure it is inviting * people already have to be familiar with your * you need an emailaddress