

Short overview various Social Media

	Age group	Characteristics
Facebook	12-80 (most active 30-55)	<ul style="list-style-type: none"> * you can combine pictures and text * sharing posts and commenting is easy * you can share videos * no registration required to follow your page * easy targeting audience for advertisements * very valuable analytic insights * due to algorithm posts don't show up and disappear fast * takes more effort to get a like than get a follower on Twitter * prices for advertising are rising rapidly
Twitter	16-50	<ul style="list-style-type: none"> * fast and short, easy sharing * easy to promote through 'Live Events' * you can share videos * less competitive with pricing than Facebook * strong analytics * not the easiest platform to interact * can be anonymous * harder to target advertisements * messages don't stick around long
Website		<ul style="list-style-type: none"> * lots of space for lengthy articles * people need to make an effort to go to your website * 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 content
Whatsapp	20-80	<ul style="list-style-type: none"> * fast * not public * You need phonenumber
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 organisation * you need an emailaddress