

Main Social Media Channels

Facebook: All demographics. Most versatile SM platform

Instagram: Mostly Millennials. Growing Image messaging platform

Twitter: Mostly Millennials. Good for PR announcements

YouTube: All demographics. Good for "How to" vids

Pinterest: Mostly women. Digital bulletin boards

LinkedIn: All demographics. B2B networking

Snapchat: Mostly Millennials. Image messaging

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Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter
Total	68%	73%	29%	35%	27%	25%	24%
Men	62	75	16	30	23	25	23
Women	74	72	41	39	31	25	24
Ages 18-29	81	91	34	64	68	29	40
18-24	80	94	31	71	78	25	45
25-29	82	88	39	54	54	34	33
30-49	78	85	34	40	26	33	27
50-64	65	68	26	21	10	24	19
65+	41	40	16	10	3	9	8