***What social media channels will your MA use?***

The purpose of social media is to communicate with your audience and to get to know them better, to foster engagement opportunities and encourage personal interaction with your Member Association. Each social platform has benefits, below we’ve outlined the user statistics of a few of the top platforms to give you a better idea of which platforms might be a good fit for your audience and marketing needs.

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| **PLATFORM** | **PURPOSE** | **Post Types** | **Monthly Users** | **User Demographics** | **Average Daily Use** |
| Facebook | To build community and bring the world closer together. | * Text
* Image
* Video
 | 2 Billion | 53% Female47% Male | 20+ Minutes |
| Twitter | To give everyone the power to create and share ideas and information instantly, without barriers. | * Text
* Image
* Video
 | 328 million | N/A | N/A |
| Linked In | To connect the world's professionals to make them more productive and successful. | * Text
* Image
* Video
 | 106 million | 57 percent male44 percent female | 17 minutes/month |
| Instagram | Capturing and sharing the world’s moments. | * Text
* Image
* Video
 | 800 million | 68 percent female28 percent male | 32 minutes |
| http://www.kinneybrothers.com/blog/wp-content/uploads/2017/06/youtube-logo-full-color.pngYoutube | To share videos | * Video
 | 1.5 billion | Reaches more 18-49 year olds than any cable network | 40 minutes |
| https://seeklogo.com/images/P/pinterest-badge-logo-82C89A5E42-seeklogo.com.pngPinterest | Visual discovery, collection, and storage tool | * Text
* Image
 | 150 million | 81 percent female19 percent male | 14 minutes |
| Google Plus | Social networking | * Text
* Image
* Video
 | 34 million | 74 percent male26 percent female | 4 minutes |
| SnapChat | Self-deleting videos and images | * Text
* Image
* Video
 | 301 million | Millennials70 percent female30 percent male | 30 minutes |