






Platform	 <b>Instagram</b>	 <b>Facebook</b>	 <b>Pinterest</b>	 <b>Twitter</b>	 <b>Google Plus+</b>
<b>Primary Audience</b>	All 90% of users are under 35 68% of users are female	All Facebook allows for targeted ad campaigns for those outside your network as well	Women 50% with children 25-34 years old 70% female 28% are well-off	All Used equally by men and women 18-29 year olds	Men Students 25-35 years old
<b>Best Platform For</b>	Building buzz through industry related hashtags	Sharing engaging content Reaching a large audience	Promoting your brand as a lifestyle	Sharing brief updates Promoting flash sales Links to info Building a following through following others	Increasing your searchability
<b>How Often Should You Post?</b>	Minimum: 2X per week Maximum: 4X per week	Minimum: 3X per week Maximum: 10X per week	Minimum: 5X per day Maximum: 5X per day	Minimum: 5X per week Maximum: none	Minimum: 3X per week Maximum: 10X per week
<b>What to Post</b>	Behind the scene photos Photos of your process Product Shots	Text, video, links, photos Blog Posts New Product announcements	Pinning tips, recipes, how-tos Product photos Infographics related to your product	Quotes Industry news Event updates Blog Posts	Videos Event Information