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<b>USERBASE</b>	2.98 billion users	2 billion users	1 billion users	2.5 billion users	1 billion users	450 million users	372.9 million users
<b>GENDER</b>	43.2%  56.8% 	48.4%  51.7% 	53.4%  46.6% 	45.6%  54.4% 	43.7%  56.3% 	76.2%  17.2% 	35.7%  64.3% 
<b>PROMINENT AGE</b>	29.9% 25-34 Millennials	30.8% 18-24 Generation Z	38.5% 18-24 Generation Z	20.7% 25-34 Millennials	60% 25-34 Millennials	30.9% 25-34 Millennials	52% 16-24 Generation Z
<b>GREAT FOR</b>	<ul style="list-style-type: none"> <li>Most businesses are expected to have a presence</li> <li>Especially B2C marketing</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrating brand culture</li> <li>Engaging young audiences</li> <li>Showing products</li> </ul>	<ul style="list-style-type: none"> <li>Reaching young audiences</li> <li>Showcasing products &amp; lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>How-to</li> <li>Product reviews</li> <li>Gaming</li> <li>Entertainment</li> <li>Education</li> </ul>	<ul style="list-style-type: none"> <li>B2B Marketing</li> <li>Recruiting</li> <li>Net working</li> </ul>	<ul style="list-style-type: none"> <li>Retail sales</li> <li>Fashion &amp; beauty, DIY, home, and food</li> <li>Showing products</li> </ul>	<ul style="list-style-type: none"> <li>Thought leadership</li> <li>Trending topics</li> <li>News, culture, and events</li> </ul>
<b>IDEAL CONTENT</b>	Images & Videos	Images & Videos	Short, entertaining vertical videos	Videos - they can be longer and in-depth	Business content, links, images, pdfs	Images & infographics	Text, links, GIFs, short video
<b>NEW CONTENT OPPORTUNITIES</b>	Live, Reels (short vertical video)	Live, Reels (short vertical video) @Threads App		Shorts (short vertical video)	Live and video increasing in popularity	Short videos	Short videos
<b>ADVERTISING</b>	Solid - best in the business	Meta (Facebook) ads platform includes Instagram	Emerging	Robust platform High ROI, & low cost per video view	Expensive ad platform but sought after for B2B	Good if targeted well	Declining due to platform content concerns
<b>DRAWBACKS</b>	Difficult for businesses to get organic reach (under 1% average)	Limited user attention span and unlikely to click	Competitive content A million view videos are less common	Videos must be optimized Competitive platform	Most business professionals aren't active enough	Very niche relevance in categories like recipes, design, home, and fashion	Turbulent platform with uncertain future

							
<b>POSTING FREQUENCY</b>	1-4x per week	1-7x per week	1-7x per week	Monthly Minimum	1-7x per week	3-14x per week	4-10x per day
<b>WHEN TO POST</b>	When relevant to the audience + they are online	When relevant to the audience + they are online	When the audience is online	When the audience is online-early views helps	During business hours & weekdays	Spread throughout the day	Spread throughout the day
<b>TYPE OF ALGORITHM</b>	Traditional (mostly visible to connections)	Feed is traditional Reels is discovery	Discovery	Each piece of content stands on its own	Traditional (mostly visible to connections)	Search and browse - optimization is key	Mostly traditional but constantly changing
<b>USE OF HASHTAGS</b>	0 per post Hashtags don't increase visibility	5-15 per post Up to 30 total at end of the post	4-6 per post Too many may reduce relevance	3-5 per post Over 15 can flag for over tagging	3-4 per post Focus on target audience	3-5 per post Great for specific search, but keep under 20	1-2 per post Also add to repost and replies
<b>BEST PERFORMING CONTENT</b>	 	 	 <b>ACTION!</b>	  	 	  	  
<b>IDEAL VIDEO LENGTH</b>	7-30 sec Feed video 10 min Live	15-30 sec Feed video 5-10 sec Reels	7-15 seconds	2-3 min Video 5-30 sec Shorts	30-90 seconds	4 sec- 15 min	44 seconds
<b>CONTENT TIPS</b>	Thumb-stopping power • Short catchy videos & images • Consider the algorithm	Real photos of real things • Grab attention early, optimize for Reels • Use hashtags	Entertaining, tutorials, & challenges • Grab attention early • Use effects • Keep it short	Clear purpose for videos • Compelling storyline • Long videos work	Positive relevant content • Thought leadership and value for audience • Value matters most	Variety of content • Create multiple boards • Curate content from other sources	Mix content • Repost, reply and participate
<b>AUDIENCE BUILDING TIPS</b>	Post consistent & engaging content • Ads build audience quickly	Use hashtags, & stunning images • Follow & comment on others posts	Create engaging videos • Follow others • Views don't equal followers	Optimize for search • Post consistently • Ask to subscribe • Ads can accelerate	Add relevant contacts • Engage via comments and groups	Post often • Create searchable descriptions	Post often • Use hashtags to participate • Follow others