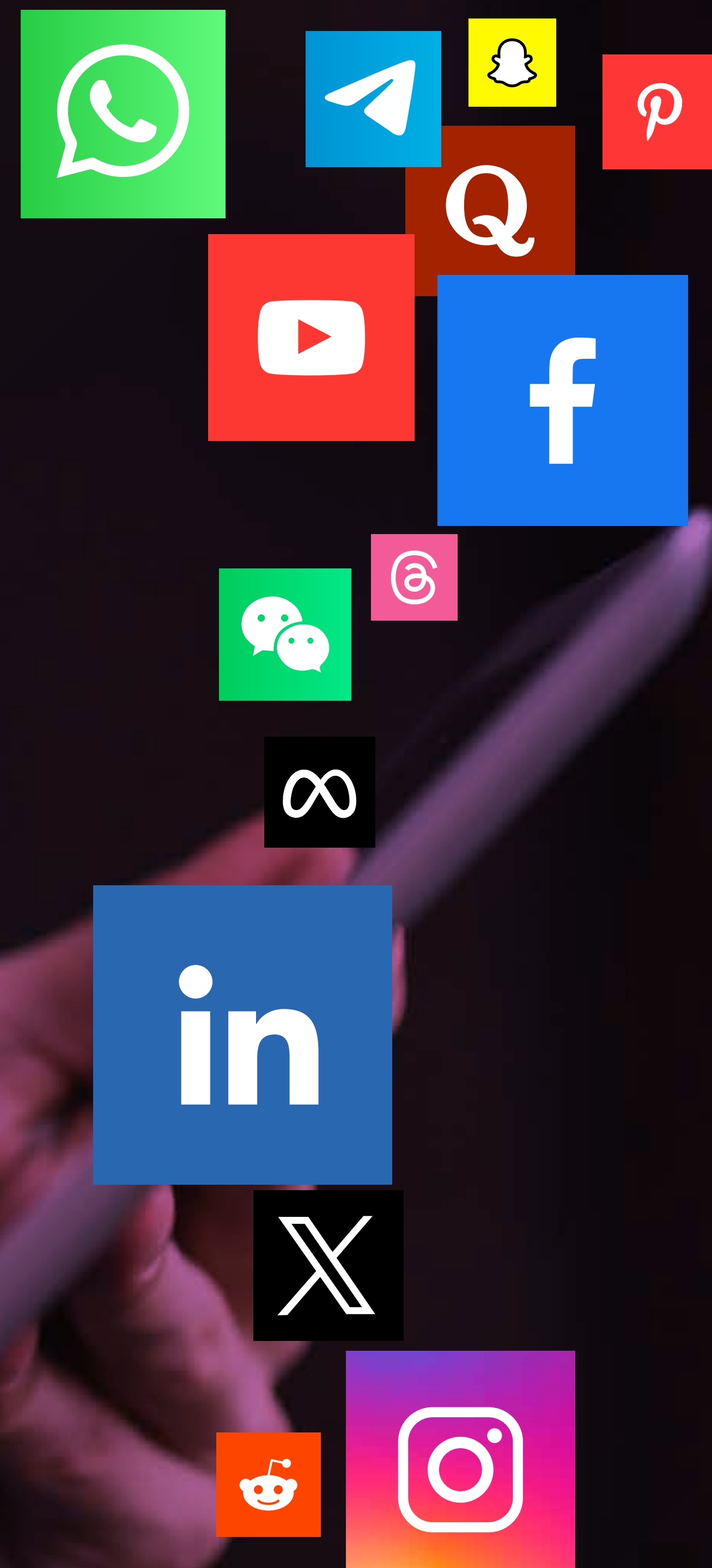


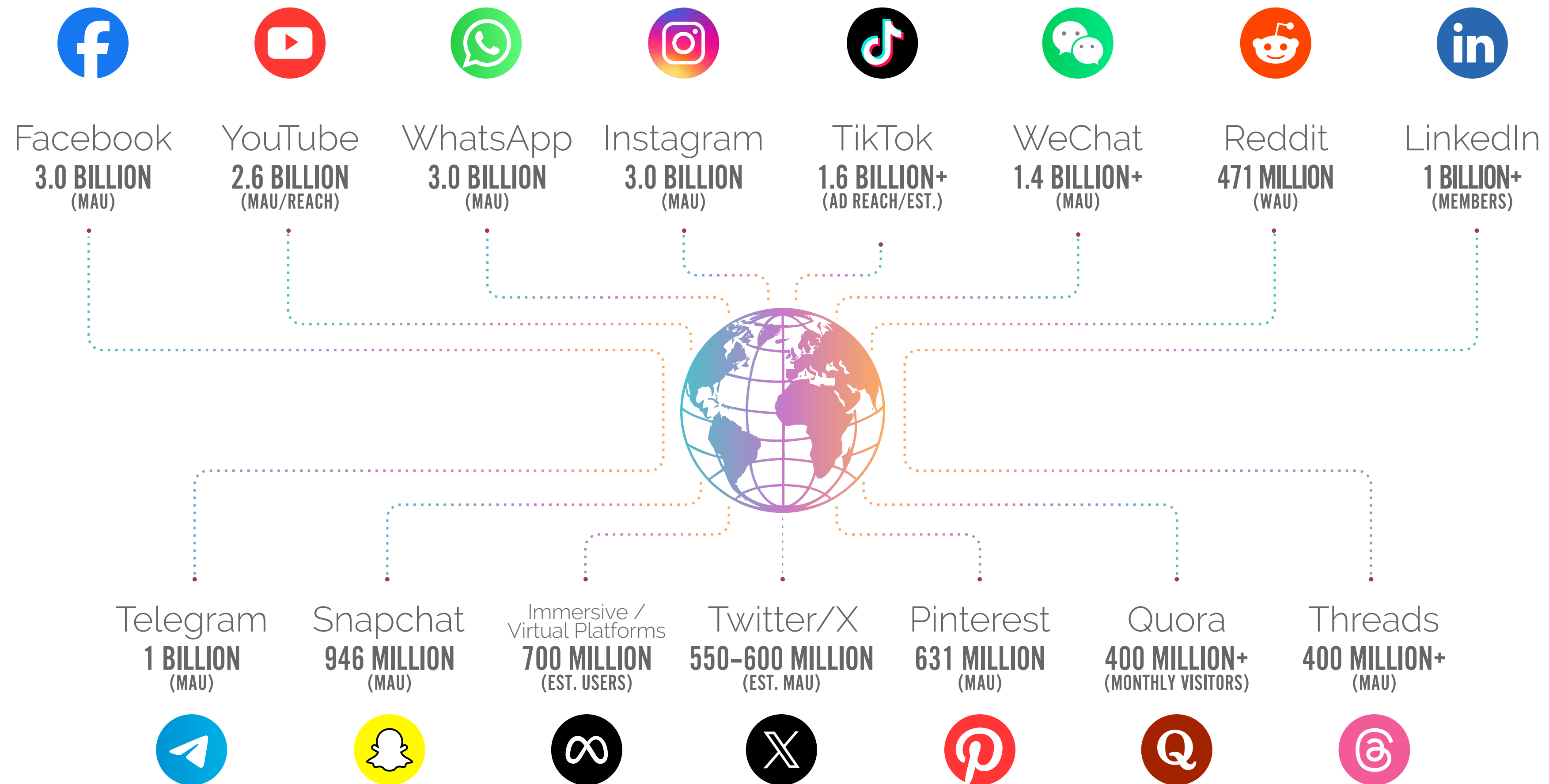
# SOCIAL MEDIA MARKETING: A READY RECKONER



## FACTOR 1: PLATFORM SIZE

# HOW LARGE IS THE PLATFORM?

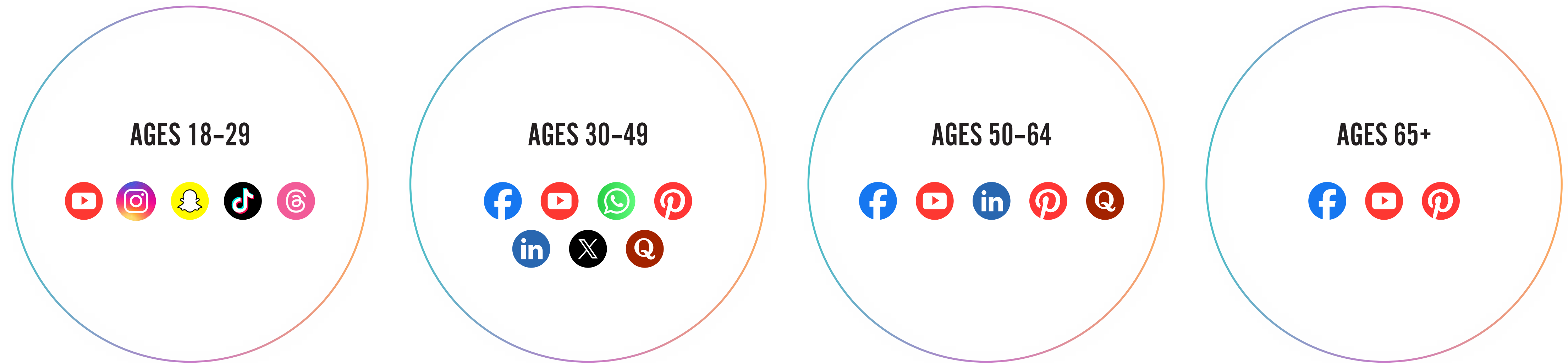
Latest Available Global Platform Reach Indicators



Metrics vary by platform and may include MAU, ad reach, members, WAU or monthly visitors.

## FACTOR 2: AGE GROUP

# WHICH GENERATION ARE YOU TARGETING?

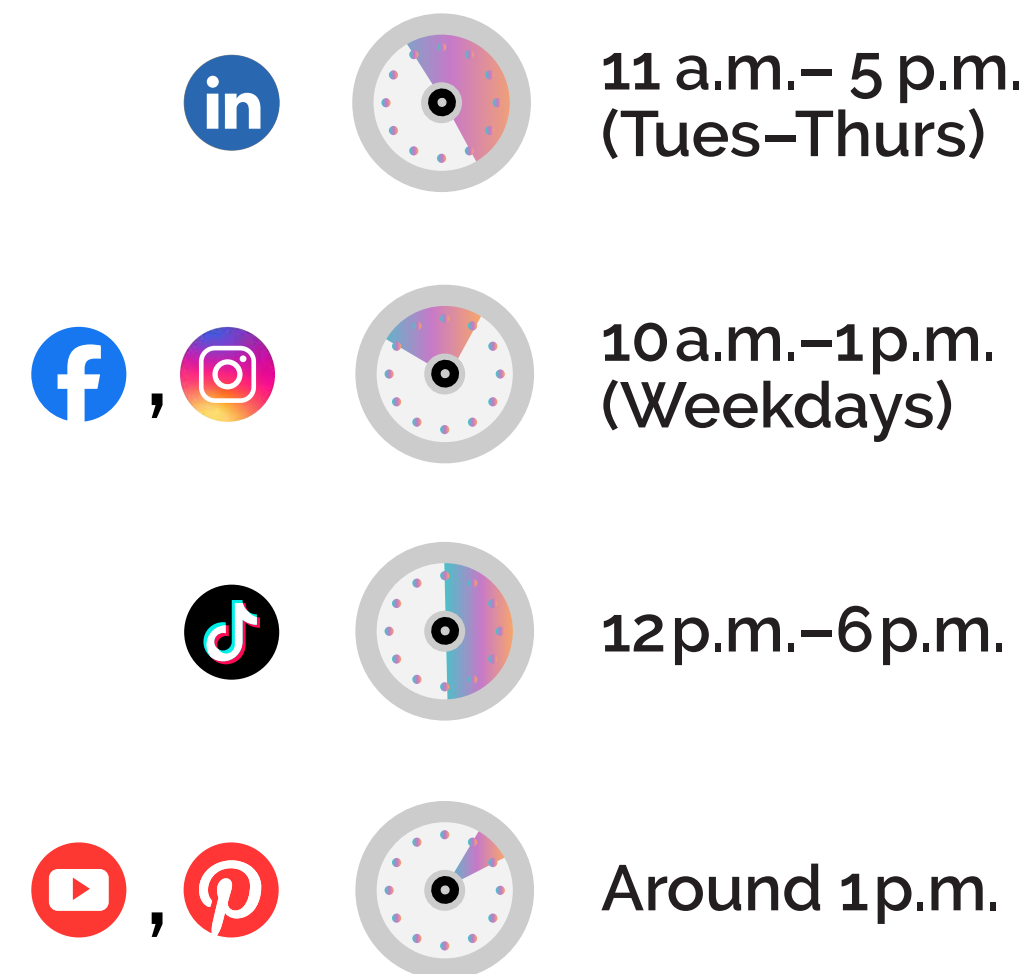


Age preferences vary significantly by country. This chart is a directional planning guide, not a global demographic ranking.

## FACTOR 3: TIMING

# WHEN DO PLATFORM USERS LOG ON?

### MOST ACTIVE TIMES ON SOCIAL MEDIA



### LINKEDIN USERS



Often engage during working hours on weekdays

We highlight LinkedIn here as we work primarily with B2B businesses, for whom LinkedIn is often the best-fit social media platform.

Best LinkedIn posting windows tend to fall on weekdays, especially Tuesday–Thursday, mid-morning to late afternoon. Test against your own audience data.

Best posting times vary by platform, industry and audience. Use these as starting windows, then validate through platform analytics.

## FACTOR 4: GEOGRAPHY

# WHICH REGION ARE YOU ACTIVE IN?



- LinkedIn
- YouTube
- Facebook
- Instagram
- Pinterest
- TikTok (banned in India and many other regions)
- Twitter/X
- Reddit
- WhatsApp
- Quora
- Threads
- Metaverse
- WeChat

### SOUTH AMERICA

High usage of

Rapid expansion of

### MIDDLE EAST & AFRICA

Rapid increase in social media penetration

Growth of

Emerging interest in

### EUROPE

Highly connected on social media

Especially active on

High usage of

### ASIA

Asia has the world's largest social media user base.

Platform-level numbers should not be added together because users overlap across platforms.

**CHINA:** dominant (~1.4 billion MAU)

**INDIA:** Strong presence of

(~100 million+ users)

growing among GenZ

TikTok is banned in India. In mainland China, ByteDance operates Douyin rather than the international TikTok app.

### NORTH AMERICA

High penetration of

### AUSTRALIA

Similar to North America in social media use and penetration

Strong presence of

## FACTOR 5: MATERIAL

# WHAT KIND OF CONTENT ARE YOU PUTTING UP?

### VIDEO

Video, especially short-form video, is one of the strongest-performing content formats across major social media platforms.

Long-form



Short-form



Native video often sees strong engagement on



### IMAGES & VISUALS

Ideal for



Great for showing product details, aesthetics, or design credentials

Images and visuals often improve engagement, especially on visual-first platforms.

For B2B and technical communication, strong text can still perform well when the insight is valuable.

### TEXT & THREADS



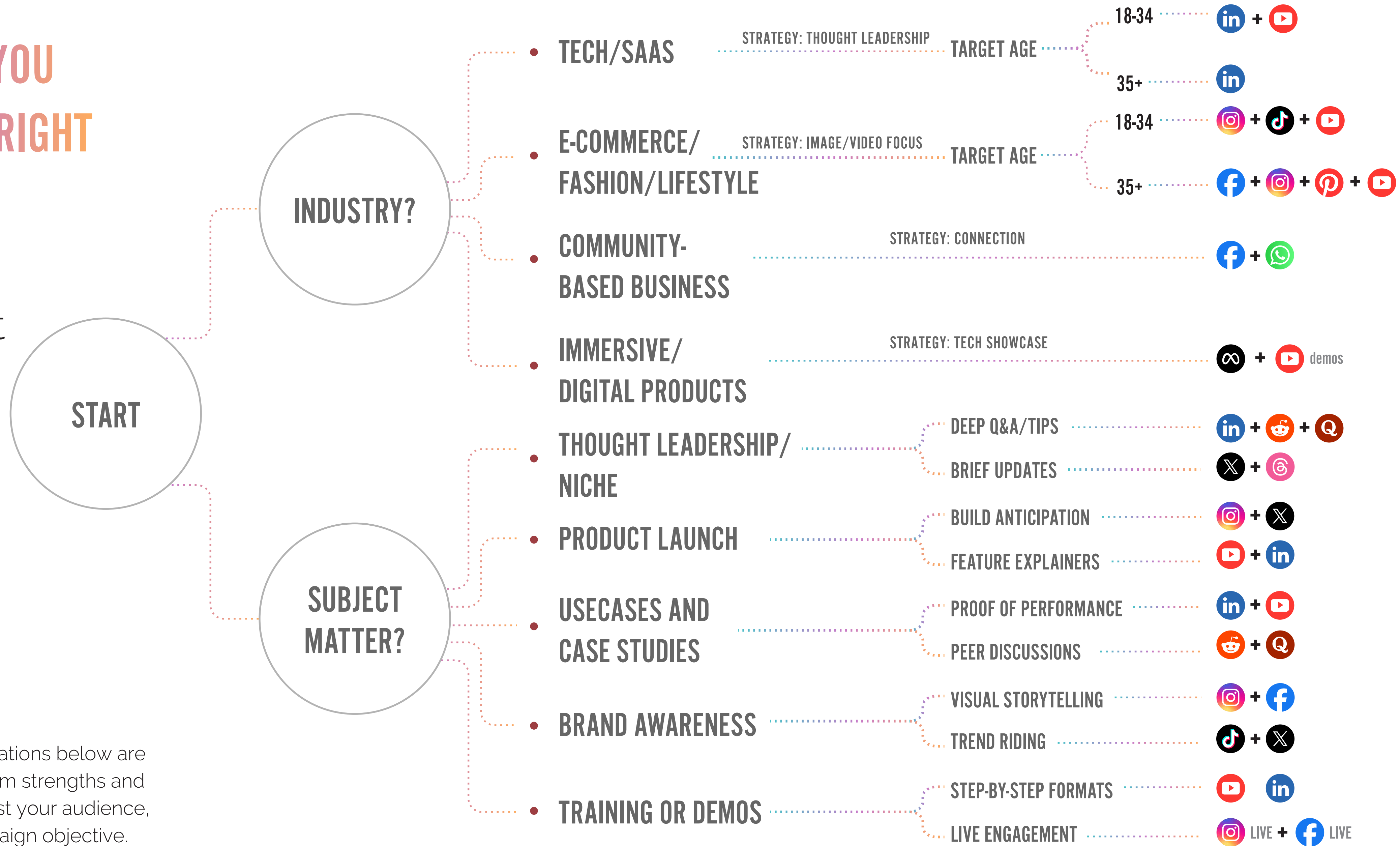
Best for thought leadership, technical discussion, and commentary

Text sees lower engagement but remains essential for detailed communication.

Formatting and quality of writing are essential to improve engagement.

# SO, HOW DO YOU CHOOSE THE RIGHT PLATFORM?

Here's a simple chart that could help.















The platform recommendations below are based on common platform strengths and should be validated against your audience, industry, region and campaign objective.

## SUMMARY:

# WHICH CATEGORY FITS YOU BEST?

### PLATFORM

-  LinkedIn
-  YouTube
-  Facebook
-  Instagram
-  Pinterest
-  TikTok
-  Twitter/X
-  Reddit
-  WhatsApp
-  Quora
-  Threads
-  Metaverse

### BEST FOR

- Thought leadership; recruitment; posts for B2B, tech, SaaS, engineering industries
- Product demos; explainers; training
- Events; communities; targeted ads
- Visual branding; e-commerce; product teasers
- Manufacturing visuals; design inspiration
- Brand personality; behind-the-scenes
- Real-time updates; tech & media
- Niche engineering communities; peer insight
- Customer support; broadcast messaging
- Thought leadership; customer Q&A; FAQ; deeper topic insights
- Gen Z engagement; microblogging; real-time voices
- Immersive experiences; interactive demos

Platform strengths may vary by region, industry, audience and content quality.

All platform statistics are based on the latest publicly available data at the time of compilation. Figures are not always directly comparable because platforms report different metrics, including monthly active users, daily active users, weekly active users, members, ad reach and monthly visitors. Platform choice should be guided by audience behaviour, geography, industry, content format and campaign goals.



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