Channels

	Facebook	Twitter	Instagram
	Where we connect	**Where we converse**	**Where we inspire**
Audience	• 79% of Americans use it • Majority of users are 25-44 *(Statista)* • Most important social platform according to marketers *(Social Media Examiner)* *Source is Wordstream unless otherwise noted*	• 36% of Americans aged 18-29 are users *(Hootsuite)* • Users engage via mobile primarily • 74% of users access news *Source is Wordstream unless otherwise noted*	• 32% of Americans • Most popular with 18-34 year olds • Photos with faces get 38% more likes *Source is Social Sprout*
Use it to...	• Build influence • Become an authority	• Build relationships • Start conversations • Manage a crisis	• Visually bring the brand to life
Best for...	• Event promotion • Short videos • Educational content • Announcements • Customer Service	• Customer service • News • Event announcements or links • Video (gets more retweets)	• Inspirational, highly visual images and short videos • Event coverage and behind-the-scenes looks • Hashtagged and/or geo-tagged posts
When to post...	• Post between 1 and 3 pm on Thursday or Friday or any day during evening hours	• Post late afternoon to early evening and on weekends	• Post between 3 and 5 pm on Wednesday or Thursday or any day during evening hours.