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Demographics for Social Media Platforms

	Any Social Networking Site	Facebook	Twitter	Pinterest	Instagram	Tumblr
Anyone	67%	67%	16%	15%	13%	6%
18-29	83%	86%	27%	19%	28%	13%
30-49	77%	73%	16%	19%	14%	5%
50-64	52%	57%	10%	12%	3%	3%
Men	62%	62%	17%	5%	10%	6%
Women	71%	72%	15%	25%	16%	6%
White	65%	65%	14%	18%	11%	6%
Black	68%	71%	26%	8%	23%	5%
Hispanic	72%	74%	19%	10%	18%	8%
High School or less	66%	60%	15%	11%	12%	5%
Some College	69%	73%	17%	16%	15%	6%
College +	65%	68%	15%	20%	12%	7%
Urban	70%	NA	20%	13%	17%	7%
Suburban	67%	NA	14%	16%	11%	5%
Rural	61%	NA	12%	18%	11%	6%
< \$30K	72%	68%	16%	10%	15%	6%
\$30-\$49K	65%	62%	16%	15%	14%	3%
\$50-\$74K	66%	69%	14%	23%	12%	5%
\$75K+	66%	73%	17%	18%	12%	8%

Source: Researchscape.com

NOTE: For a business that is visually based, we recommend using all social media outlets as all allow for a visual experience for audiences (ie. Fashion, Photography, Apparel, Publications etc.)

Which Social Media Is Right For You?

Who Should Use It	Facebook	Twitter	Instagram	LinkedIn	Pinterest	Google+
Fashion	x	x	x		x	
Food	x	x	x		x	
Design	x	x	x		x	
Travel	x	x	x		x	
Lifestyle	x	x	x		x	
Luxury Brands	x	x	x		x	
B2B	x	x		x		x
Networking	x	x		x		x
Bloggers	x	x	x		x	x
DIY					x	
Small Businesses	x	x	x	x		

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