



## User Profiles & Information

### Pinterest Users

Adult women of all ages with a college degree and a high household income. Women generally have stronger purchasing power than men. Since Pinterest is so well-designed for sales with pins all attached to links, the platform makes it easy for pinners to turn into shoppers (or take other action, such as sharing, donating, etc.).

#### Primary Users

- 28% of internet users in US
- Women
- 18-64
- Graduated college
- Household income of \$75k+



#### What is Pinterest best for?

**What:** Revealing new products or info, curating new looks, trends or ideas, inspiring customers, and sharing any and every aspect of the brand's main consumer lifestyle(s).

**How:** Beautiful images is the focus with good descriptions (text) as support. Links are embedded into Pins so a simple click and it's easy for pinners to learn more (& shop!) and it's more likely that brands reach their goals.

**Why:** Awareness, sales, and building brand relationships. **The best social platform for sales/retail.**

### Facebook Users

#### Primary Users



- 71% of internet users in US
- Women and men; slightly more women
- 31% are 34 - 54 years old
- All ages, education and income levels

#### What is Facebook best for?

**What:** Sharing updates, news, commenting back to questions, promotions, events, and contests.

**How:** Descriptive text is the focus with beautiful images as support. Paste in a link to add a call to action.

**Why:** Awareness and building brand relationships. Good for reaching a large audience.

### Twitter Users

#### Primary Users



- 23% of internet users across US
- Women and men, but men a bit more
- 18-29 years old
- College graduates
- Household income of \$50k+
- Urban and suburban neighborhoods

Twitter currently shares that it has 284 million monthly active users.

## What is Twitter best for?

**What:** Sharing daily updates, holiday ideas, trends, news announcements, promotions, events, answering questions, and Twitter chats.

**How:** Simple text, hashtags, @ mentions, and links are the focus (all within 140 characters – or less, with photos added as support).

**Why:** Keeping communication open. Good for sharing news and updates around current trends.

## Instagram Users



### Primary Users

- 26% of internet users across US
- Women and men, but women more
- 18-29
- College graduates
- Household income of \$50k+
- Urban and suburban neighborhoods

Instagram recently announced that they have 300 million monthly active users.

### What is Instagram best for?

**What:** Sharing behind-the-scenes photos, showcasing new products or news, celebrity endorsements, showing office culture, and contests. Anything VISUAL.

**How:** Beautiful photos is the focus with hashtags, short descriptions, and @ mentions as support.

**Why:** Gives that exclusive feel. Builds brand awareness and consumer-brand relationships. Good for behind-the-scenes shots fans can't find anywhere else.

Since Instagram is also a platform based on images, it's the most often compared to Pinterest. The main difference between the two is the ***lack of action*** taken by viewers due to links not being clickable. This is not good for calls to action (like signing up to volunteer or donating). Reposting also isn't as easy as it should be. When a fan sees something they like on Instagram it's great, but not being able to share that stops the image's virality from its full potential, like it probably would on Pinterest.

## How often to post on various platforms?

**Facebook:** 4-5x a day

**Twitter:** 3-10x a day

**Instagram:** 1-2x a day

**Pinterest:** 12-25x a day

## What time of day to post on various platforms?

**Facebook:** Between 1-4 pm is best

**Twitter:** All day, but M-Th between 1-3 pm is best

**Instagram:** Anytime – it varies!

**Pinterest:** Anytime

## Typical user snapshot on each platform:

**Facebook:** Men and women in their 20s, 30s, and 40s.

**Twitter:** Men and women in their 20s.

**Instagram:** Men and Women (more-so women) ages 18-29.

**Pinterest:** Women ages 18 – 64.