


# SOCIAL MEDIA TOP TRUMPS

Which Social Channels are Best for Business in 2016?

## FACEBOOK



**KEY FACT: >70%**  
of online adults are active on Facebook


**IDEAL FOR:**

- Building a community presence
- Reaching as broad a network as possible

Year of birth: 2004
Power: 18
Popularity: 20
B2B Reach: 7
Innovation: 15

**SPECIAL ABILITY**  
SHOP NOW FUNCTION

## LINKEDIN



**KEY FACT: >400m**  
business professionals

**IDEAL FOR:**


- B2B
- Providing useful business insights
- Looking to make business connections

Year of birth: 2003
Power: 14
Popularity: 15
B2B Reach: 19
Innovation: 10

**SPECIAL ABILITY**  
BUSINESS NETWORKING

70% WATCH ONLINE VIDEOS TO RESEARCH BUSINESS INVESTMENTS

## TWITTER



**KEY FACT: 1.3b**  
registered users

**IDEAL FOR:**

- Providing or accessing topical based news
- Providing timely insights
- Engaging with followers on a 2 way platform

Year of birth: 2006
Power: 18
Popularity: 17
B2B Reach: 17
Innovation: 18

**SPECIAL ABILITY**  
SHOP NOW FUNCTION

## YOUTUBE



**KEY FACT: >1b**  
users across the globe

**IDEAL FOR:**


- Businesses where video is a valuable tool
- Reaching a global audience with broad demographics
- Optimising your standing on search engines

Year of birth: 2005
Power: 20
Popularity: 20
B2B Reach: 20
Innovation: 18

**SPECIAL ABILITY**  
VIDEO

IT'S PREDICTED THAT IN THE NEXT 5 YEARS, BUSINESS YOUTUBE CHANNELS COULD REPLACE WEBSITES

## INSTAGRAM



**KEY FACT: >75m**  
daily active users

**IDEAL FOR:**

- Businesses with a visual aspect to what they deliver
- Use in conjunction with Twitter to encourage higher user engagement

Year of birth: 2010
Power: 10
Popularity: 15
B2B Reach: 12
Innovation: 14

**SPECIAL ABILITY**  
SHOP NOW FUNCTION

## PINTEREST



**KEY FACT: 85%**  
of the 100m users are female









**IDEAL FOR:**

- Highly visual industries
- Customers who like to express themselves through images
- Businesses with female target audiences

Year of birth: 2010
Power: 10
Popularity: 10
B2B Reach: 12
Innovation: 14

**SPECIAL ABILITY**  
SHOP NOW FUNCTION

## Key Social Trends for Business in 2016:

	Increased use of video – dominating up to <b>80%</b> of internet traffic by 2019 (Cisco)		Improvement of security and privacy features to help allay user concerns
	More measurable results / ROI delivered across social media		Increased use of search features on social media sites
	Focus on quality of engagement, not quantity of likes / followers		A significant growth in customer service delivery through social
	Publishing of full-length articles on social platforms – negating use of external links		Live-stream video and 'in the moment' updates will become prevalent

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Explore the topic further at: [theitinsider.co.uk/social/](http://theitinsider.co.uk/social/)

The following sources were used as points of reference in creating this infographic:

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