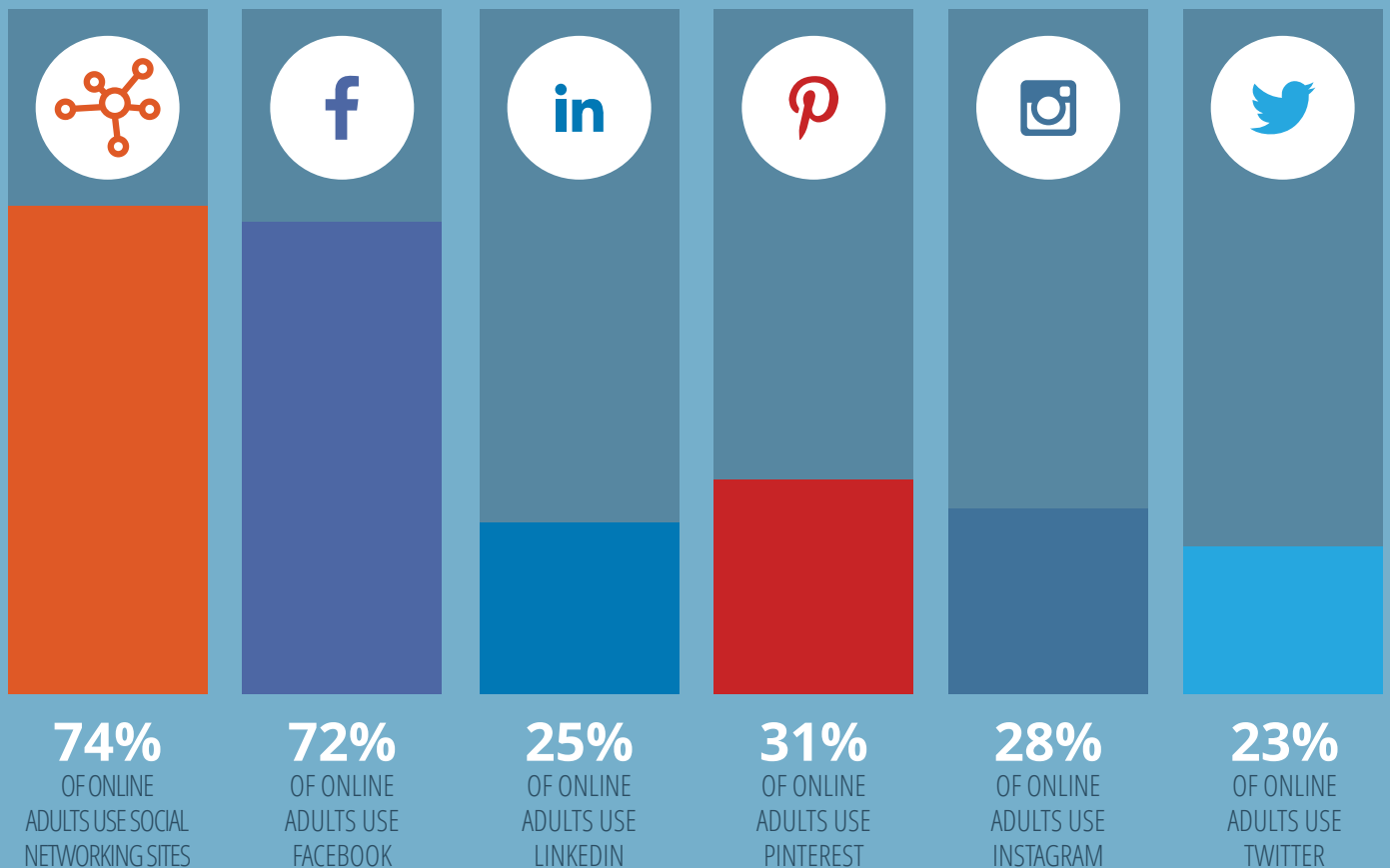


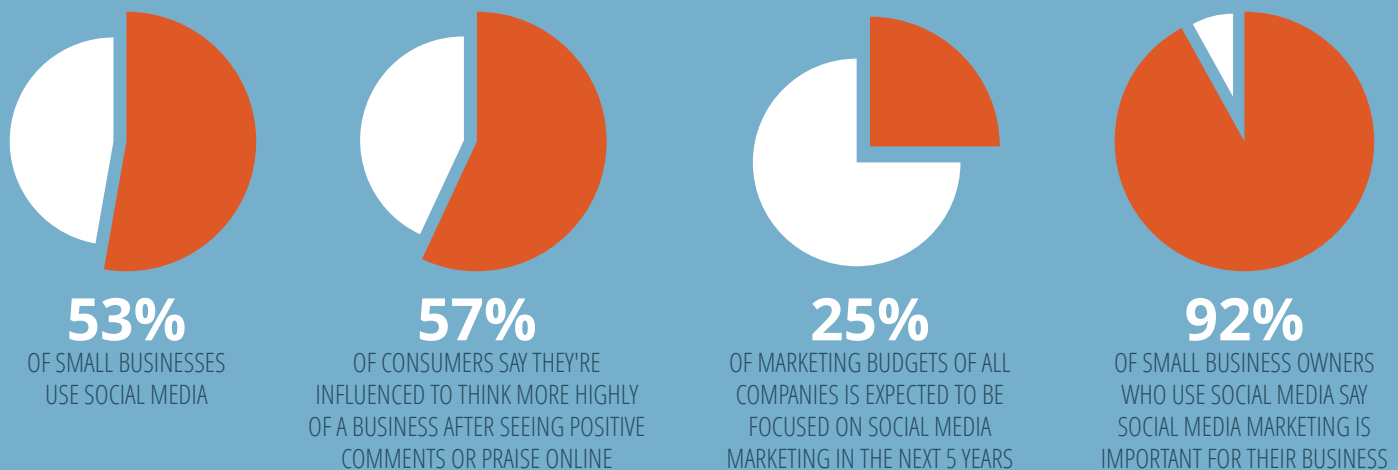
THE ULTIMATE SOCIAL MEDIA CHEAT SHEET

WHY SOCIAL MEDIA IS WORTH YOUR TIME

YOUR CUSTOMERS ARE USING SOCIAL MEDIA



THE SOCIAL MEDIA TIPPING POINT



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WHAT SOCIAL MEDIA CHANNEL DO YOUR CUSTOMERS PREFER?



	77% OF ONLINE WOMEN USE FACEBOOK 66% OF ONLINE MEN USE FACEBOOK	27% OF ONLINE WOMEN USE LINKEDIN 28% OF ONLINE MEN USE LINKEDIN	42% OF ONLINE WOMEN USE PINTEREST 13% OF ONLINE MEN USE PINTEREST	29% OF ONLINE WOMEN USE INSTAGRAM 22% OF ONLINE MEN USE INSTAGRAM	21% OF ONLINE WOMEN USE TWITTER 24% OF ONLINE MEN USE TWITTER
	87% OF 18-29 YEAR OLDS USE FACEBOOK 73% OF 30-49 YEAR OLDS USE FACEBOOK	31% OF 30-39 YEAR OLDS USE LINKEDIN 30% OF 50-64 YEAR OLDS USE LINKEDIN	34% OF 18-29 YEAR OLDS USE PINTEREST 28% OF 30-49 YEAR OLDS USE PINTEREST	53% OF 18-29 YEAR OLDS USE INSTAGRAM 25% OF 30-49 YEAR OLDS USE INSTAGRAM	37% OF 18-29 YEAR OLDS USE TWITTER 25% OF 30-49 YEAR OLDS USE TWITTER
	77% OF THOSE MAKING UNDER \$30,000 A YEAR USE FACEBOOK	44% OF THOSE MAKING UNDER \$75,000 A YEAR USE LINKEDIN	34% OF THOSE MAKING OVER \$75,000 A YEAR USE PINTEREST	28% OF THOSE MAKING UNDER \$30,000 A YEAR USE INSTAGRAM	27% OF THOSE MAKING OVER \$75,000 A YEAR USE TWITTER

BEST TIMES TO POST

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	12-1 P.M.			3 P.M.	1-4 P.M.	1-4 P.M.	12-1 P.M.
			7:30-8:30 A.M. 10-11 A.M., 12 P.M. 5-6 P.M.	7:30-8:30 A.M. 10-11 A.M., 12 P.M. 5-6 P.M.	7:30-8:30 A.M. 10-11 A.M., 12 P.M. 5-6 P.M.		
	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.	2-4 P.M. 8-11 P.M.
		OFF-WORK HOURS	OFF-WORK HOURS	OFF-WORK HOURS 7 P.M.	OFF-WORK HOURS	OFF-WORK HOURS	
		12-3 P.M. 5 P.M.	12-3 P.M. 5 P.M.	12-3 P.M. 5-6 P.M.	12-3 P.M. 5 P.M.	12-3 P.M. 5 P.M.	

FOR 2016



72% OF SOCIAL MEDIA MARKETERS PLAN TO INVEST MORE ADVERTISING IN INSTAGRAM,



FOLLOWED BY 61% FOR FACEBOOK,



36% FOR SNAPCHAT,



41% FOR PINTEREST,



AND 34% FOR AMAZON.