

DARE TO SHARE: COMMUNICATE AND COLLABORATE WORKSHOP



THE BIG 5 SOCIAL MEDIA CHANNELS



Instagram

**Youthful - Image based - Fun - Inspirational -
Easy to use - Engaging - Personal - Informative**

- As of 2022, the majority of Instagram's audience are Millennial or Gen Z users. 18-24 years old: 30.1%. 25-34 years old: 31.5%
- A 2022 survey showed that 91% of people use Instagram to follow an interest e.g. travel or food.
- Vast array of features: Instagram lives, stories, stickers and quizzes, reels, collab posts, story highlights – lots of opportunity to get creative!

Facebook

**Community focussed - Informative -
Easy to use - Image based - old fashioned?**

- Remains to be the largest platform
- The largest demographic group of Facebook users is between the ages of 25 and 35 years.
- On average, users spend 34 minutes on Facebook every day.
- Focus on community building, particularly in groups . Over 1.8 billion Facebook users have joined Groups.
- Photo posts perform the best – but focus on content that creates conversation in comments – the algorithm will prioritise posts that create a dialogue – encourage people to comment!
- Don't forget to make facebook events!



Twitter

**Text-focussed - Reactive - Informative - Political
- Trending - News - Fluid - Professional**

- 70.4% of Twitter users are male, while only 29.6% are female.
- Most of Twitter's audience is 25 to 34 years old (38.5%).
- Twitter has become increasingly popular with academics, policymakers, politicians and the general public.
- Twitter is really conversational. So you can strengthen your Twitter presence by retweeting other people's content, providing feedback on tweets and answering questions that have been asked and tweeting links to interesting articles or news items
- Don't forget to include relevant hashtags in your tweets to attract people with an interest in your subject

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Tik Tok

**Youthful - Emerging - Entertaining - Video based
- Educational - Easy to use - Fun - Personal**

- Most downloaded app of 2021
- Entertainment is the most popular category
- The average Tik tok user opens the app 19 times a day
- This is a really interesting one for youth organisations because of its younger demographic – 10-19 year olds account for 25% of users
- Roughly 43% of TikTok's global audience is between 18 and 24 years old.
- You need content that will hook your attention immediately, so that they don't instantly swipe past.

LinkedIn

**Serious - Professional - Complex - Inspirational -
Networking**

- Professional Tone
- 20.4% of Millennials (18-24 years old) use LinkedIn.
- 59.1% of LinkedIn users are between the ages of 25 and 34.
- Use it as a networking tool – engage with businesses, sponsors, MP's, researchers, academics etc. A lot of MEPs are on LinkedIn, making it a great platform to discuss advocacy work.
- The best performing posts are those that create conversation.
- Connect with people after attending an event!

