

# SOCIAL MEDIA LANDSCAPE - 2021 -

Social media can be daunting - especially with so many different platforms to consider for your company's communication. In this infographic, the GANDT Social Media Team provides an overview of 9 key social media platforms.

From established platforms to new players | April 2021

## FACEBOOK



A social networking site that used to connect family and friends, yet has transformed into a marketplace and space for entertainment.

**Monthly active users:** 2.7 billion<sup>2</sup>

**How companies should use it:** To announce events, showcase products and sponsor ads.

**Pro tip:** Work with Facebook Groups to maximize your marketing potential.

## TWITTER



A microblogging site that limits posts to 280 characters.

**Monthly active users:** 535 million<sup>3</sup>

**How companies should use it:** To share company updates and relevant opinions, as well as offer a quick channel for customer service.

**Pro tip:** Keep your posts short and to the point.

## WHATSAPP



A multi-platform messaging and call app.

**Monthly active users:** 2 billion<sup>5</sup>

**How companies should use it:** To enhance personal customer support by using WhatsApp Business.

**Pro tip:** Update your status on a regular basis to keep audiences engaged.

## SNAPCHAT



An app that allows users to share temporary photos, videos, texts and drawings.

**Monthly active users:** 400 million<sup>6</sup>

**How companies should use it:** To document day-to-day operations in your company, and target Gen Z.

**Pro tip:** Use the story feature to introduce new products, or push new products by sponsoring a Snap Ad.



### Live Function

Many social media platforms feature a live function, where companies can stream videos in real-time. This makes for a more unique and exclusive experience for potential customers and other stakeholders.



## LINKEDIN

A business-orientated, professional networking platform.

**Monthly active users:** 260 million<sup>1</sup>

**How companies should use it:** To share job vacancies, blog posts, and network across physical borders.

**Pro tip:** Treat LinkedIn like gamification. The more you interact with people and posts, the more traction your company page will get.



## YOUTUBE

A video-sharing platform and search engine, primarily for entertainment and educational purposes.

**Monthly active users (logged in):** 2 billion<sup>2</sup>

**How companies should use it:** To launch products, share educational videos, and release footage of events.

**Pro tip:** Adapt the thumbnail and title for each video to grab users' attention.



## PINTEREST

A visual discovery platform for products and ideas.

**Monthly active users:** 322 million<sup>4</sup>

**How companies should use it:** To pin original visual content, and link the products and ideas to your website to increase traffic.

**Pro tip:** Pinterest is a visual search engine, so ensure you are using the right keywords when naming photo files and writing captions.



## INSTAGRAM

A visual self-representation platform with a strong focus on lifestyle.

**Monthly active users:** 1.16 billion<sup>2</sup>

**How companies should use it:** To showcase their brand and connect with potential customers by posting representative visual content.

**Pro tip:** Share your company background and principles in a personal way.



## TIKTOK

A video entertainment platform, featuring videos of 5-60 seconds in length.

**Monthly active users (logged in):** 790 million<sup>2</sup>

**How companies should use it:** To create brand awareness and reach Gen Z and Millennials.

**Pro tip:** Create educational content to enhance your chances of going viral.