brand can see success in high-funnel brand awareness, obvious that content plus creative is crucial to success. With eye-catching content and creative, a business can put their brand in front of the younger generations. When exploring Snapchat advertising, it is essential to consider that Snapchat is a platform whose users are a median age of 18. Snapchat should not be ignored by businesses trying to reach this audience.

Pinterest is a social media channel that offers many opportunities for businesses. If you have a visual element, Pinterest can be a powerful tool for your marketing strategy. Most importantly, 87% of Pinners have purchased a product because of something they saw on Pinterest. The average Pinterest user is female with a median age of 40 years old, but men do use the site and have different reasons for using it. For example, men might use Pinterest to follow DIY projects or to stay informed about technology.

LinkedIn is recognized as a premier B2B social media space. Although the average user spends only 17 minutes/month on LinkedIn, if your brand is looking for talent or to demonstrate industry recognition, LinkedIn is a valuable platform. With 562 million users, LinkedIn targets an older, more professional demographic and is highly mobile (nearly 80% of this audience accesses the app via a mobile device).

Twitter is the social medium to use if you are a brand that has up-to-the-minute news or information and wants to reach a younger audience. With 302 million active users and nearly 500 million tweets per day, Twitter is the social medium for breaking news and staying ahead of the curve.

Facebook is the largest social medium on Earth, boasting a mind-blowing 2+ billion active users. Although it can seem daunting to manage Facebook's ad platform, it is essential for any brand looking to reach a large audience. With its ad platform opened to businesses of all sizes, Facebook is a valuable tool for brand awareness and engagement.

Sharing moments in your life photographically is the best way to sum up Instagram. While owned by Facebook, Instagram is a unique social media channel that favors brands featuring prolific writers with quick wits and a great voice. With its high mobile audience (nearly 80% of this audience accesses the app via a mobile device), Instagram is a social medium to use if you are a brand that has up-to-the-minute news or information and wants to reach a younger audience.

The 3 most important things to know about social media:

- **Engage**: Speak the language of the channel you are using. Whether it's Facebook-ese, Snapchat snaps, or Instagram stories, each social media channel has a different language and culture. It's important to speak the language of the channel you are using to engage with your audience.
- **Create**: Content is crucial to social media success. With eye-catching content and creative, a business can put their brand in front of the younger generations. When exploring Snapchat advertising, it is essential to consider that Snapchat is a platform whose users are a median age of 18. Snapchat should not be ignored by businesses trying to reach this audience.
- **Curate**: Not every social media channel is right for every brand. It's important to know about social media and to be selective about which channels you are using. Each social media channel has a different language and culture, and it's important to know which channels are right for your brand.

Social media is a language, and it's important to make sure you're doing it right. Speak the language, engage with your audience, and curate your content to create a successful social media strategy.