

Helpful links for researching demographic statistics of social media users to assist creating quality social media content

Visit the following websites for demographics (ages, genders, geographic locations etc) of social media users on platforms such as Facebook, Twitter, LinkedIn, Instagram, Snapchat and Periscope:

- [Statista.com](https://www.statista.com)
- [SocialMediaNews.com.au](https://www.socialmedianews.com.au)
- [Sensis.com.au](https://www.sensis.com.au)
- [WeAreSocial.com](https://www.wearesocial.com)
- [Zephoria.com](https://www.zephoria.com)
- [Australian Bureau of Statistics](https://www.abs.gov.au)
- [Brandwatch.com](https://www.brandwatch.com)
- [We Are Social - Global Digital Report 2018](https://www.pewresearch.org)
- [Sensis Social Media Report](https://www.sensis.com.au)

Facebook, Instagram, LinkedIn, Snapchat and Periscope may also have detailed user statistics on their corporate websites.

You can use your findings to select the most appropriate social media platforms for your content now that you have some solid data behind you. Consider the audience which you are targeting to achieve the goals and S.M.A.R.T. objectives of your social media strategy.

Using the data that you have gathered, answer the following questions:

- What are three social media platforms most used by my target audience?
- What are the three least used social media platforms least used by my target audience?
- What social media platforms are steadily being adopted by my target audience?
- What social media platforms are slowly being abandoned by my target audience?

With the answers to these questions, select the most appropriate social media platforms to target your audience.



Kirsty O'Callaghan
CONSULTING

Information source:

Dr Karen Sutherland - University Sunshine Coast Queensland - Social Media Studies