

# How to Choose a Social Network

TABLE



When it comes to choosing a social network, you'll get the most value from choosing one that fits your brand, one that your target audience calls home. Check the stats below - both the overview info and the in-depth demographics - to find the network or networks that fit you best.

## Social Network Overview

	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Google+
<b>Monthly active users</b> % change	1.28 billion (-) 3%	255 million (+) 2%	200 million (+) 23%	40 million (+) 6%	187 million (+) 9%	540 million (+) 6%
<b>Network type</b>	Kitchen sink	Kitchen sink	Image-based	Image-based	Business focused	SEO/authors
<b>More popular with women</b>	✓			✓		
<b>More popular with men</b>					✓	
<b>More popular 18-29</b>	✓	✓	✓			
<b>More educated</b>				✓	✓	
<b>Higher income</b>		✓		✓	✓	

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## Social Network Demographics

Monthly active users % change		Facebook 1.28 billion (-) 3%	Twitter 255 million (+) 2%	Instagram 200 million (+) 23%	Pinterest 40 million (+) 6%	LinkedIn 187 million (+) 9%	Google+ 540 million (+) 6%
Among online adults, the % of (demographic) who use (social network)							
		Facebook	Twitter	Instagram	Pinterest	LinkedIn	Google+
Usage	All users	71	18	17	21	22	n/r
Gender	Male	66	17	15	8	24	n/r
	Female	76	18	20	33	19	n/r
Age	18-29	84	31	37	27	15	n/r
	30-49	79	19	18	24	27	n/r
	50-64	60	9	6	14	24	n/r
	65 and up	45	5	1	9	13	n/r
Education	HS grad or less	71	17	16	17	12	n/r
	Some college	75	18	21	20	16	n/r
	College+	68	18	15	25	38	n/r
Income	Less than 30k/yr	76	17	18	15	12	n/r
	30k to 49k	76	18	20	21	13	n/r
	50k to 74k	68	15	15	21	22	n/r
	75k and up	69	19	16	27	38	n/r
Location	Urban	75	18	22	19	23	n/r
	Suburban	69	19	18	23	26	n/r
	Rural	71	11	6	17	8	n/r

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