**Mobilising Others**

**KEY TYPES OF SOCIAL MEDIA & THEIR TARGET AUDIENCES**

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| **Platform** | **Content** | **Presentation** | **Audiences** |
| **Facebook**  <https://www.facebook.com/> | * Storytelling * Brief message (one paragraph) * Organise events * Educational interactive and incentivised post | * Visual image * Infographic * Short video (8 second) | * Most people (93%) own a personal Facebook account * Age range: 13 to 65+ years * Skew towards female users |
| **Instagram**  <https://www.instagram.com/?hl=en> | * Visual storytelling | * Visual image * Infographic, Boomerang (4 seconds loop-back mini-video * Short video | * 26% of NZ population own an Instagram account * Age range: 13 to 34 years * Skew towards women (68%) and those living in urban areas * High engagement rate * Most Instagram users are influencers who create their own content |
| **Platform** | **Content** | **Presentation** | **Audiences** |
| **Twitter**  https://twitter.com/?lang=en | * Micro-blog (allow only 140 characters per post) * Most up-to-date information (‘what’s happening now’), therefore it is acceptable to post more frequently on Twitter than Face book | * Mainly words * Visual image * Short video | * Fewer users (17%) in New Zealand * Age range: 13 to 65+ years * Skew towards young adults, particularly female between 15 to 24 years * Mostly influencers such as journalist, politicians and activist |
| **Snapchat**  Download the Snapchat Mobile App via the following link:  <https://www.snapchat.com/download> | * Image-messaging shared between friends and/or marketer * Temporary content, ‘Day-in-the-life’ post | * Visual image * Infographic * Short video | * Young audiences or Millennials |

Source: Mosh. How 19 New Zealand brands are performing on Social Media. <https://mosh.co.nz/how-19-new-zealand-brands-are-performing-on-social-media/>