**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

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| **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
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| **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
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| **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
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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/>