

SOCIAL MEDIA GUIDE

pinningpartners.com

YouTube

1 billion users

35-44 average age

62% male

Post: 1-4 PM

Twitter

320 million users

18-29 average age

55% female

Post: 1-3 PM

Facebook

1.55 billion users

18-29 average age

52% female

Post: 1-4 PM

Instagram

400 million users

18-29 average age

51% male

Post: 5-6 PM

Pinterest

100 million users

25-34 average age

71% female

Post: 8-11 PM