



The Best

Social Media Platforms

for Field Service Businesses


FACEBOOK

**2.853 Billion**¹
users worldwide

What gets posted?

- Text
- Images
- Video
- Polls


Post **3-5** times per week


58% 42%²

Primary Users: Males 25-34

Best for
Promote events

Challenges
Hard to reach followers with posts


INSTAGRAM

**1.386 Billion**¹
users worldwide

What gets posted?

- Video
- Images

Post **2-3** time per week

42% 58%³

Primary Users: Females 18-34

Best for
Show personality

Challenges
Creativity vital


TWITTER

**397 Million**¹
users worldwide

What gets posted?

- Text
- Images
- Video
- Polls

Post **1-2** times per day

70% 30%⁴

Primary Users: Males 25-34

Best for
Share relevant news

Challenges
Character limits


YOUTUBE

**2.291 Billion**¹
users worldwide

What gets posted?

- Video


Post **1** time per week

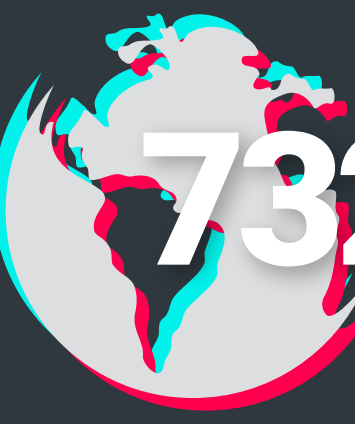
54% 46%⁵

Primary Users: Males 0-35

Best for
Education

Challenges
Time and resource heavy


TIKTOK

**732 Million**¹
users worldwide

What gets posted?

- Video

Post **1-4** time per day

39% 61%⁶

Primary Users: Females 10-19

Best for
Show personality

Challenges
Creativity vital


SNAPCHAT

**514 Million**¹
users worldwide

What gets posted?

- Images
- Video

Post **4-7** times per week

42% 54%⁷

Primary Users: Females 13-17

Best for
Show personality

Challenges
Hard to reach followers with posts

¹ Most popular social networks worldwide as of July 2021, ranked by number of active users (in millions)
<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

² Distribution of Facebook users worldwide as of July 2021, by age and gender
<https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

³ Distribution of Instagram users worldwide as of July 2021, by age and gender
<https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/>

⁴ Distribution of Twitter users worldwide as of July 2021, by gender
<https://www.statista.com/statistics/828092/distribution-of-users-on-twitter-worldwide-gender/>

⁵ Percentage of U.S. internet users who use YouTube as of 3rd quarter 2020, by age group
<https://www.statista.com/statistics/296227/us-youtube-reach-age-gender/>

⁶ Distribution of TikTok users in the United States as of March 2021, by age group
<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

⁷ Distribution of Snapchat users worldwide as of July 2021, by gender
<https://www.statista.com/statistics/326460/snapchat-global-gender-group/>