



Digital Marketing Front Lines

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The Technical

The tool:

Reels
Posts (timeline)
Stories
Highlights
Live
Guides
Fundraising
Broadcast Channels
Shop
Messenger

The demos:

Instagram has more than 2 billion active monthly users

Instagram's audience is 52.2% male
And 47.8% female

47% of American adults use Instagram

70% of Instagrammers are under 34 years.

90% of Instagram users follow at least one business account

81% of Instagrammers use the platform for researching new products and services.

87% of Instagram users say they take action after seeing a product on Instagram.



The Technical

The tool:

Reels
Posts (timeline)
Stories
Live (Stars)
Messenger
Pages
Groups
Events
Shop

*Meta: Business manager, ad marketing, content planner, etc.

The demos:

Facebook is the most used online social network worldwide

Roughly 3 Billion monthly active users as of the second quarter of 2023

36.7% of the world's population uses Facebook monthly

70% of Internet users are active on at least one Meta platform

67% of monthly users are active daily

Users spend an average of 19.7 hours a month on Facebook

The average engagement rate for a Facebook Page post is 0.07%
The average Facebook Page posts 1.68 times per day
People are 53% more likely to buy from a business they can message
54.9% of Facebook users follow or research brands and products on the platform



Users by age as of Aug 2, 2023

13-17- 3.4%
18-24- 18.1%
25-34- 23.6%
34-44- 18.4%
45-54- 13.9%
55-64- 11.2%
65+- 11.4%

Users by Gender as of Aug 2023

Female- 54.7%
Male- 45.3%

The Technical

The tool:

Timeline
Pages
Showcase Pages
Articles
Newsletters
Events
Live
Messenger
Polls

*Personal pages have more elements

The demos:

Users by Age group as of Jan 2023

18-24- 21.7%

25-34- 60%

35-54- 15.4%

55+- 2.9%

Users by Gender

Male-57.2 %

Female- 42.8%

80% of LinkedIn users drive business decisions

53% of U.S. LinkedIn users are high income earners

LinkedIn users have twice the buying power of the average online audience

98% of LinkedIn users have a post-secondary education



The Technical

The algorithms:



Instagram doesn't have a singular algorithm that oversees what people do and don't see on the app. We use a variety of algorithms, classifiers, and processes, each with its own purpose. We want to make the most of people's time, and we believe that using technology to personalize everyone's experience is the best way to do that.

Each part of the app – Feed, Stories, Explore, Reels, Search and more – uses its own algorithm tailored to how people use it. People tend to look for their closest friends in Stories, use Explore to discover new content and creators and be entertained in Reels. We rank things differently in these different parts of the app, and have added features and controls like Close Friends, Favorites and Following so you can further customize your experience.

<https://about.instagram.com/blog/announcements/instagram-ranking-explained>

The Technical

The algorithms:



Feed Ranking

To rank what you see in your feed IG uses: Your activity (reels you've liked, saved, reshared, commented on, etc) information about the post (signals both about how popular a post is), information about the person who posted and your history of interacting with someone.

The Technical

The algorithms:



LinkedIn's algorithm measures a range of factors to guess how relevant any given post might be to your audience.

It will sort your content into one of three categories: spam, low-quality or high-quality.

Spam: You might get flagged as being spam if you use bad grammar or include multiple links in your post.

Avoid posting too frequently (more than every three hours), and don't tag too many people (more than five).

Hashtags like `#comment`, `#like`, or `#follow` can flag the system, too.

The Technical

The algorithms:



Low-quality: These posts aren't spam. But they aren't following best practices for content, either. If you can't make your post engaging, the algorithm considers it low quality.

High-quality: These are posts that follow all LinkedIn content recommendations:

The post is easy to read

Encourages responses with a question,

Uses three or fewer hashtags,

Incorporates strong keywords

Only tags people who are likely to actually respond. (That means no spamming Oprah, OK?)