

BBR

Choosing the Right Social Platforms For Your Brand



AGE GROUP:

25+

GENDER:

54%
women



Images



Short-form
videos



Text posts



Building brand
awareness and
developing brand
“voice”



Strengthening
B2C relationships
through post
engagement



Promoting
brand-related
content and
entertainment



AGE GROUP:

25-34

GENDER:

55%
women



Carousels



Short-form
videos



Daily Stories



High-quality
visuals



Bite-sized
educational
content



Memes &
trending
content



AGE GROUP:

25-34

GENDER:

55%
men



Infographics



Long-form
text posts



PDFs &
documents



Thought
leadership &
employee
advocacy



Personal life
lessons/short
stories



AGE GROUP:

18-34

GENDER:

56%
men



Carousels



Short-form
videos



Shoppable
content &
creator
partnerships



Memes and
trending
content



Storytelling
and behind
the scenes



AGE GROUP:

25-34

GENDER:

63%
men



Bite-sized
text posts



Links to
external
content



Sharing breaking
news and live
updates



“Social listening”
via hashtags and
keyword mentions



Establishing
brand voice



Creating dialogue
between your
brand and
consumers