

## Quick Guide to Social Media Platforms for Writers

Platform	Global users (as of mid 2021)	User demographics (age)	General utility for writers	Best purposes	Tone	Suggested posting frequency
Instagram	1.1 billion total	Gen Z, Millennials	High	Sharing photos and short videos of personal and writing life; building personal brand; connecting with audience; networking with other writers and publishing industry professionals	Informal	Weekly
Twitter	192 million daily	Millennials, Gen X	High	Building personal brand; connecting with audience; networking with other writers and publishing industry professionals; sharing personal thoughts on writing and current events	Semi-formal	Daily
Facebook	2.8 billion monthly	Millennials, Gen X, Boomers	Moderate to high (age-dependent)	Sharing writing career updates; promoting upcoming events; driving audience to your website; connecting with older audiences	Semi-formal	Weekly
TikTok	689 million monthly	Gen Z, Millennials	Moderate to high (age-dependent)	Sharing short videos of personal and writing life; participating in writing related challenges to boost writing profile; building personal brand; connecting with younger audiences	Informal	Daily
YouTube	2 billion monthly	Gen Z, Millennials, Gen X, Boomers	Moderate	Posting video interviews, book trailers, polished reading clips, and writing tips	Semi-formal	Biweekly
LinkedIn	7.6 million total	Gen X, Boomers	Limited	Networking with other writers and publishing industry professionals	Formal	Monthly
Pinterest	478 million monthly	Gen Z, Millennials	Limited	Saving examples of favourite book covers	Informal	n/a
Snapchat	280 million daily	Gen Z	Limited	Connecting with audience	Informal	Weekly