

# WHICH PLATFORM IS BEST FOR YOU?

Platform	Primary Audience	Content Type	Strengths
<b>Facebook</b>	35-65+, relationship-focused users, community builders	Text, images, videos, groups	Great for building communities, robust groups feature
<b>Instagram</b>	18-44, visually-oriented, lifestyle-focused	Images, short videos, stories	Visual storytelling, lifestyle branding
<b>LinkedIn</b>	25-65, professionals, B2B connections	Professional content, industry insights	Professional networking, business credibility
<b>TikTok</b>	16-34 ( <b>older demographic growing</b> ), trend-focused, entertainment-seekers	Short-form videos	Viral potential, creative expression
<b>YouTube</b>	All ages, education, information-seekers, hobbyists	Long-form videos, tutorials	In-depth content, searchable resource library
<b>Twitter/X</b>	25-49, news-focused, conversation-driven	Short text, links, opinions	Real-time engagement, networking, trends
<b>Podcasting</b>	<b>25-60, commuters, multitaskers, deep-dive learners</b>	<b>Audio episodes</b>	<b>Intimate connection, convenient consumption</b>
<b>Patreon</b>	25-55, dedicated fans, content consumers willing to pay for exclusive access	Membership-based content (all formats)	Monetization, recurring revenue, community building
<b>Substack</b>	30-60, readers interested in deep dives, willing to pay for content	Written newsletters, articles	Monetization potential, dedicated readership
<b>Medium</b>	25-50, readers seeking quality articles, thought leadership	Written articles, essays	Intellectual engagement, thought leadership
<b>Pinterest</b>	25-54 (predominantly women), project planners, visual inspiration seekers	Image collections, tutorials	Long content lifespan, project inspiration