

# A Comparison of Social Media Platforms to Promote Businesses, Brands, and Blogs in 2021

For more detailed information, visit [sassysisterstuff.com](https://sassysisterstuff.com) | Blogging Tips | July 2021

- +Multimedia
- +Older Users
- + #1 Social Platform
- +Business & Social Connections



Facebook

- +Owned by FB
- +Multimedia
- +Gen X Users
- +Transitioning to Video Content



Instagram

- +Long- and Short-Form Videos
- + #2 Social Platform
- +Widely Used by All
- +Owned by Google



YouTube

- +Short-Form Vertical Videos
- +Fastest Growing Social Network
- +Changing User Demographics



TikTok

- +Photo & Video Social Platform
- +Content Disappears Quickly
- +Extensive Features
- +Younger Users



Snapchat

- +Forum Style
- +Trendy Platform
- +Question & Answer Format
- +Male-Dominated



Reddit

- +Quick & Easy to Network
- +Micro-Blogging Platform
- +Up to 280 characters
- +Photo & Video



Twitter

- +Professional Platform
- +Older Users
- +Good for Business Networking



LinkedIn

- +Audio-Only Platform
- +Beta - Currently Invitation Only
- +Fastest Growing Social Media



Clubhouse

- +Brand New Audio Platform
- +Owned by Spotify
- +Monitoring user creativity to guide expansion



Greenroom

Let's Compare Social Media Platforms to Promote Businesses, Brands, and Blogs

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