

Social media

Mendlesham Computer Club

By Giles Godart-Brown

What are the most popular Social Media apps?

- Facebook
- WhatsApp
- Instagram
- X (Twitter)
- Pinterest
- YouTube
- TikTok

Facebook

The most widely used platform with a broad user base, allowing for diverse content like text, images, videos, and live streams, ideal for connecting with friends and family, sharing news, and reaching a large audience with targeted advertising.

WhatsApp

An instant messaging (IM) and voice-over-IP (VoIP) service owned by technology conglomerate Meta.

It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations, and other content.

Instagram

Primarily focused on visual content like high-quality photos and short videos (reels and stories), popular for lifestyle sharing, influencer marketing, and showcasing products visually.

TikTok

Dominated by short-form, creative videos with a strong emphasis on trends and challenges, best for reaching younger demographics and viral content creation.

Twitter (X)

Characterised by short text updates (tweets) with the option to include links and images, ideal for quick news updates, real-time discussions, and engaging with current events.

Pinterest

Focused on visual discovery with users pinning images related to interests like fashion, home decor, and recipes, great for finding inspiration and saving ideas for future projects.

Choosing the Right Platform

- For messaging: WhatsApp
- For personal updates and connecting with friends and family: Facebook
- For sharing visually appealing content and influencer marketing: Instagram
- For short-form, creative video content and viral trends: TikTok
- For educational content, longer videos, and building a dedicated audience: YouTube
- For quick news updates and real-time discussions: Twitter
- For visual inspiration and saving ideas: Pinterest