

Which Social Network Should Your Organisation Use?

Network	Type of Site	Number of Australian users	Australian Demographics								Type of content	Number of posts for best results	Time required
			M:F	0-17 yrs	18-24 yrs	24-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs			
Facebook	Social site, create a page, share information, build a community.	10.4 million	46%M 54%F	13.3%	24.9%	26.1%	16.6%	10.5%	5.6%	3%	text, video, images, podcasts	ideally 3-5 times a week, but it is all about quality not quantity	30 minutes per day after set up
YouTube	Video sharing site, upload video, watch video, follow channels, comment on videos	9.9 million	55%M 45%F	34%	6%	10%	16%	25%	7%	2%	video	Ideally upload a video at least once a week	1-2 hours a month after set up
LinkedIn	Professional networking site, build your reputation, have a company page, display your expertise, find staff, find roles, research	2 million	50%M 50%F	14%	6%	17%	18%	31%	11%	3%	text	Status updates should be done at least 3 times a week	30 minutes per day after set up
Twitter	microblogging site - 140 characters to get your message across in. Use for networking, research, connecting, marketing.	1.9 million	62%M 38%F	21%	6%	12%	19%	31%	8%	3%	text, video, images, podcasts	3-5 per day plus retweets and DMs	30min-1 hr per day after set up, this is not in one hit, but spaced through the day
Flickr	Photo sharing site, upload photos, follow people, comment on photos	1.5 million	55%M 45%F	23%	6%	12%	19%	30%	8%	3%	images	This site is about displaying your expertise, upload photos weekly, then look at other photos and comment on them, approx 1-2 hours a month	
Deviantart	Photo sharing site, upload photos, follow people, comment on photos	290,000	68%M 32%F	42%	9%	7%	15%	24%	4%	0%	images	This site is about displaying your expertise, upload photos regularly (weekly), then look at other photos and comment on them, approx 1-2 hours a month	
Slideshare	Presentation sharing site, upload, share, comment and follow people - display your expertise	220,000	55%M 45%F	24%	10%	10%	17%	30%	7%	2%	presentations	This site is about displaying your expertise, upload presentations as you do them, then look at other presentations and comment on them, approx 1-2 hours a month	
Digg	Articles site, add articles, comment on them and DIGG them (push them up the page)	160,000	76%M 24%F	24%	5%	14%	16%	35%	6%	0%	articles	You can to load any blog posts you write onto it & interact on others posts	1 hour a week
Reddit	Articles site, add articles, comment on them and DIGG them (push them up the page)	100,000	79%M 21%F	27%	6%	13%	16%	33%	5%	0%	articles	You can to load any blog posts you write onto it & interact on others posts	1 hour a week
Foursquare	Geolocation. Share information about where you are, check into places, get offers from businesses for checking in	63,000	60%M 40%F	13%	7%	13%	23%	33%	12%	0%	text and images	As a business you can set up deals, and monitor them, it is a lot of experimentation - there are not really any hard and fast guidelines, it depends on your experience in this area	
Quora	Question site. Ask and answer questions - display your expertise and use for research	44,000	76%M 24%F	16%	0%	14%	20%	50%	0%	0%	text	This site is all about the interaction & getting known, you don't have to post questions, but you can just respond to comments	30 minutes per day after set up
BLOGS	Websites where content is updated regularly on a certain topic. Blogs can be text only, photo only, video only or a mixture. It positions the person/organisation as an expert in a certain area.												
Blogspot		5.1million	55%M 45%F	28%	7%	11%	17%	28%	7%	2%	text, video, images	Daily	1 hour per day
Wordpress		2.3million	55%M 45%F	26%	7%	12%	18%	28%	7%	2%	text, video, images	Daily	1 hour per day
Tumblr		1 million	68%M 32%F	30%	7%	7%	17%	33%	4%	2%	text, video, images	Daily	1 hour per day
Blogger		510,000	57%M 43%F	21%	6%	12%	21%	28%	8%	3%	text, video, images	Daily	1 hour per day