Social media can be used to build your brand in all possible ways. Artists have the opportunity to engage people all over the world with just a click of a button.

**Facebook**
- Connect with people around you
- **AUDIENCE**
  - Ages 18-54
  - Fans, Industry Professionals, Facebook Groups
- **POST TYPE**
  - Photos/Videos
  - Upcoming Events/Shows
  - Websites/Links
- **UNIQUE FEATURES**
  - Event Creation/Invite
  - Groups & Pages
  - FB Live
  - Photo Albums
  - Integrated with IG
  - Ad Boosts

**Twitter**
- Discover what is happening right now anywhere in the world
- **AUDIENCE**
  - Ages 18-29
  - Fans, Industry Professionals, Other Artists, Journalists
- **POST TYPE**
  - Retweets/Quote Tweets/Replies
  - Commentary/Thoughts
  - Announcements
  - Quick Wit/Relatable Posts
- **UNIQUE FEATURES**
  - 280 Character Posts
  - Trending/Hashtags
  - Direct Quick Convos/Threads

**Instagram**
- Capture and share the world’s moments
- **AUDIENCE**
  - Ages 18-34
  - Fans, Industry Professionals, Other Artists, Brands
- **POST TYPE**
  - Photos/Videos
  - Announcements/Flyers
  - Behind-the-Scenes Content
  - Merchandise
  - Promoted Content
- **UNIQUE FEATURES**
  - Insights Dashboard
  - Photo/Video Filters
  - IG Stories w/ Polls, Q&A, Music
  - IG Live, IG Video, Reels
  - Tags, Hashtags, Geo-Tags
  - Integrated with Facebook
  - Ad Boosts

**TikTok**
- Make every second count
- **AUDIENCE**
  - Ages 10-24
  - Fans, Other Artists, Industry Professionals
- **POST TYPE**
  - Collaborating with Creators: Duets/Trends/Dances
  - Video Reaction/Responding to Fans
- **UNIQUE FEATURES**
  - Short Form Video < 3 mins
  - Sounds Catalog
  - In Platform Video Editing
  - “For You” Page Content
  - Recommendation

**YouTube**
- Broadcast yourself
- **AUDIENCE**
  - Ages 13-34
  - Fans, Industry Professionals
- **POST TYPE**
  - Music Videos
  - Covers
  - Live Streams
  - Premieres
  - Vlogs/Tutorials
  - Playlists
  - Community Posts
- **UNIQUE FEATURES**
  - Creator Studio Dashboard
  - Channel Memberships
  - Super Chat Monetization
  - 360-degree videos

**Twitch**
- It all happens live
- **AUDIENCE**
  - Ages 13-34
  - Fans, Industry Professionals
- **POST TYPE**
  - Live Stream Performance & Chats
  - Music and Gaming Integration
- **UNIQUE FEATURES**
  - Live Stream Only
  - Bits/Cheers
  - Paid Subscription

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