

POST LIFETIME



TIME VALUE

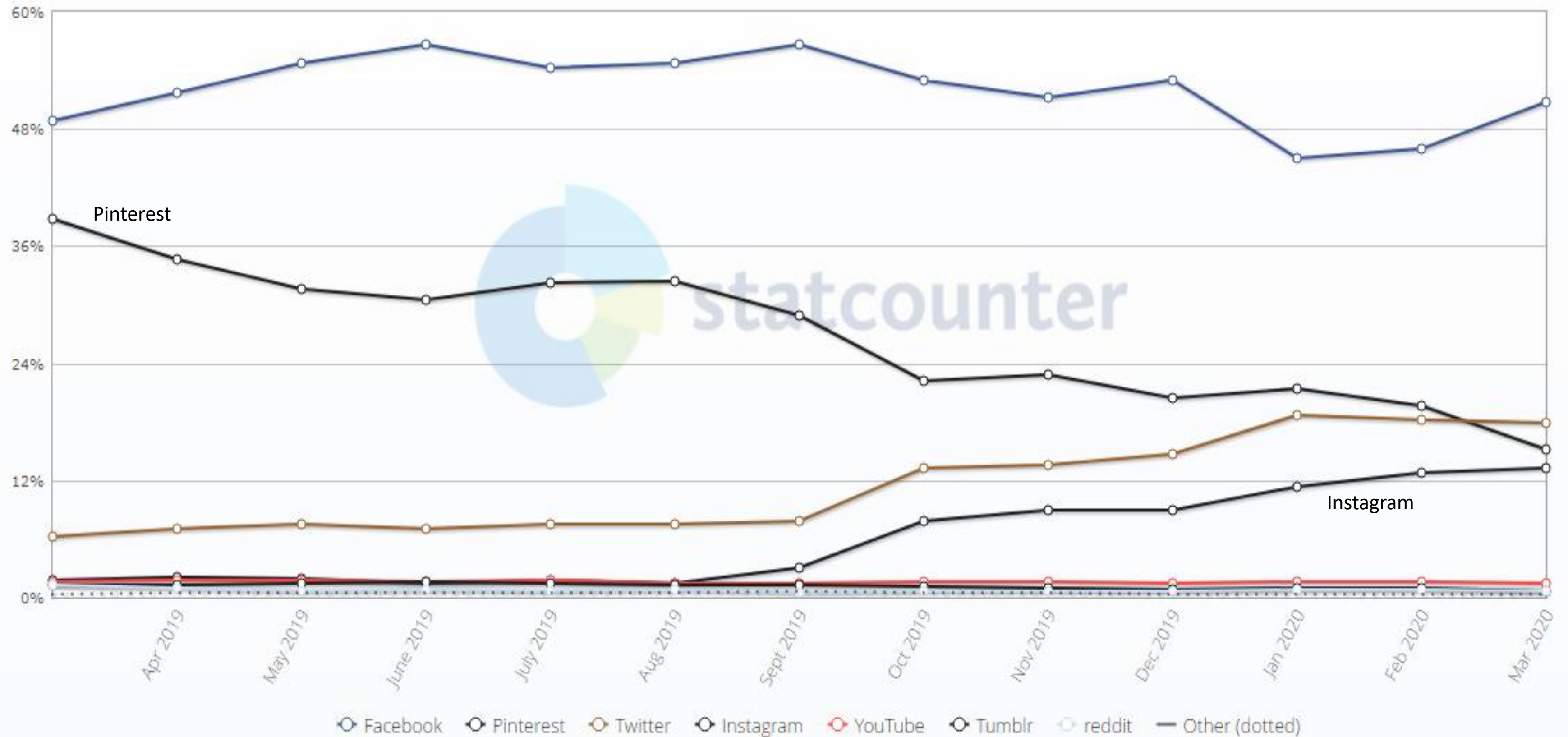


A network diagram is shown on a white background. It consists of numerous colorful pins (red, blue, green, yellow, purple, black) arranged in a way that suggests a complex network. Some pins are connected by thin black lines, forming a web-like structure. The pins are of various colors and are positioned at different depths, creating a sense of three-dimensionality. The overall composition is clean and modern, with a focus on the interconnectedness of the nodes.

PLATFORM DATA

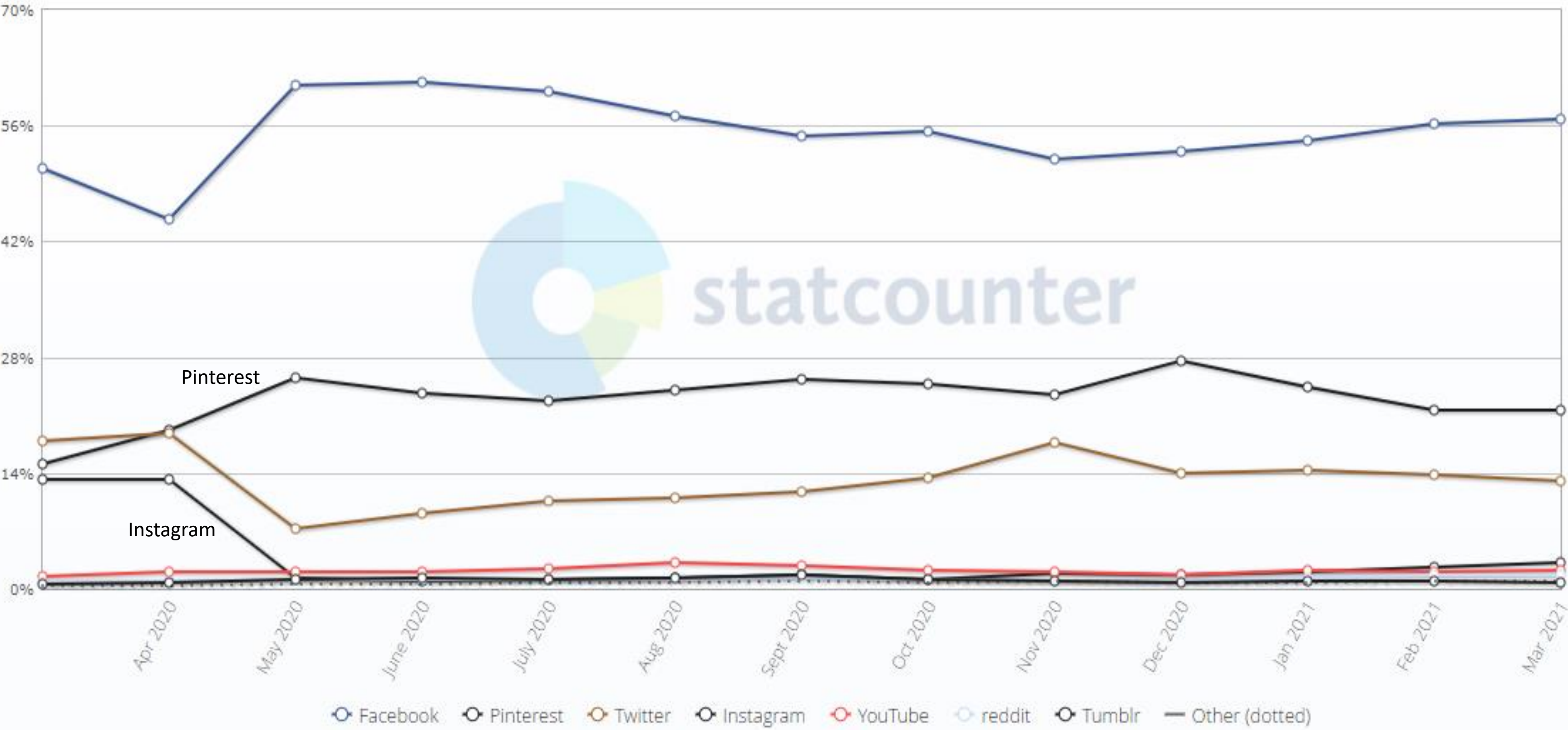
Social Media Stats Canada

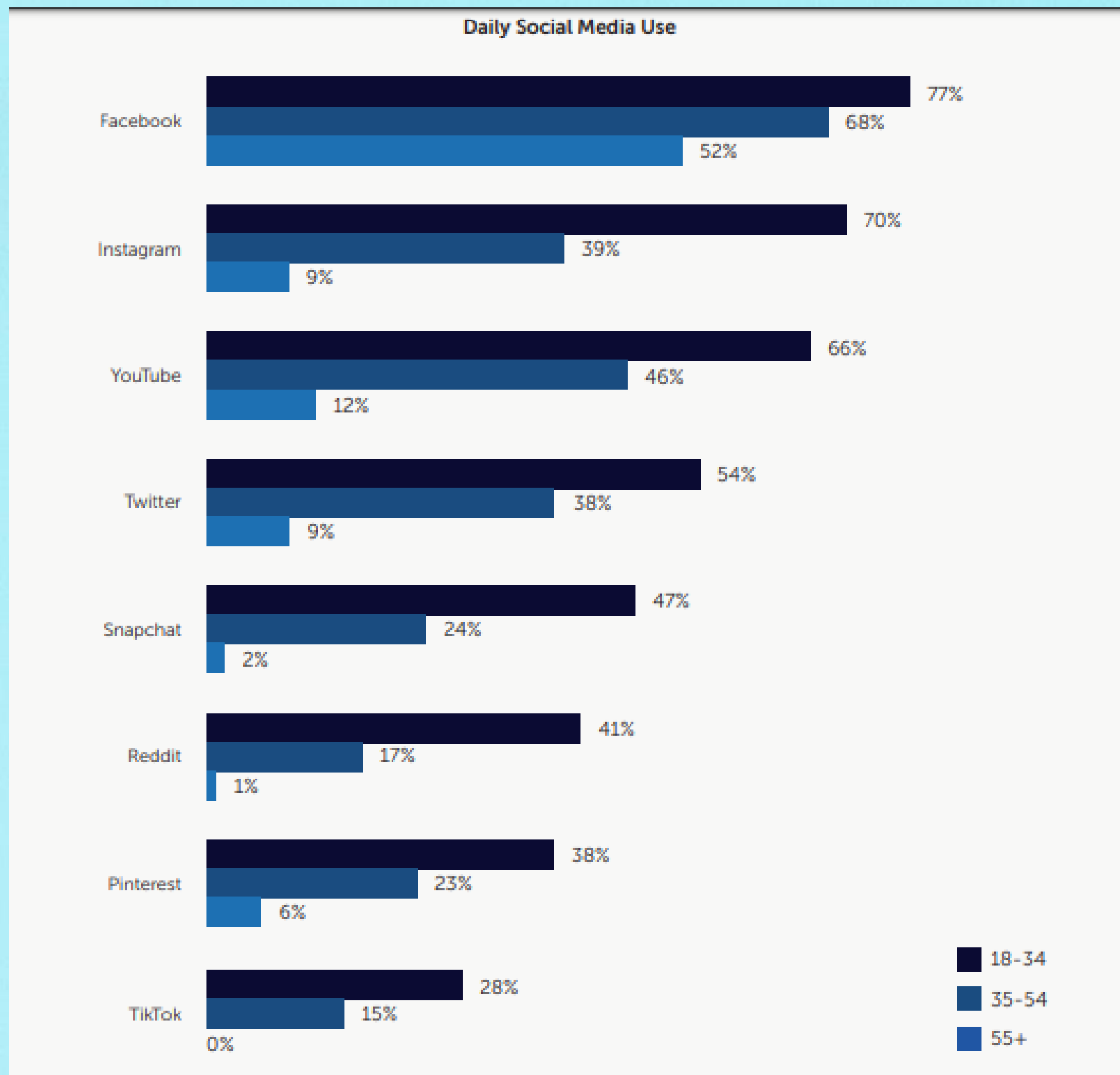
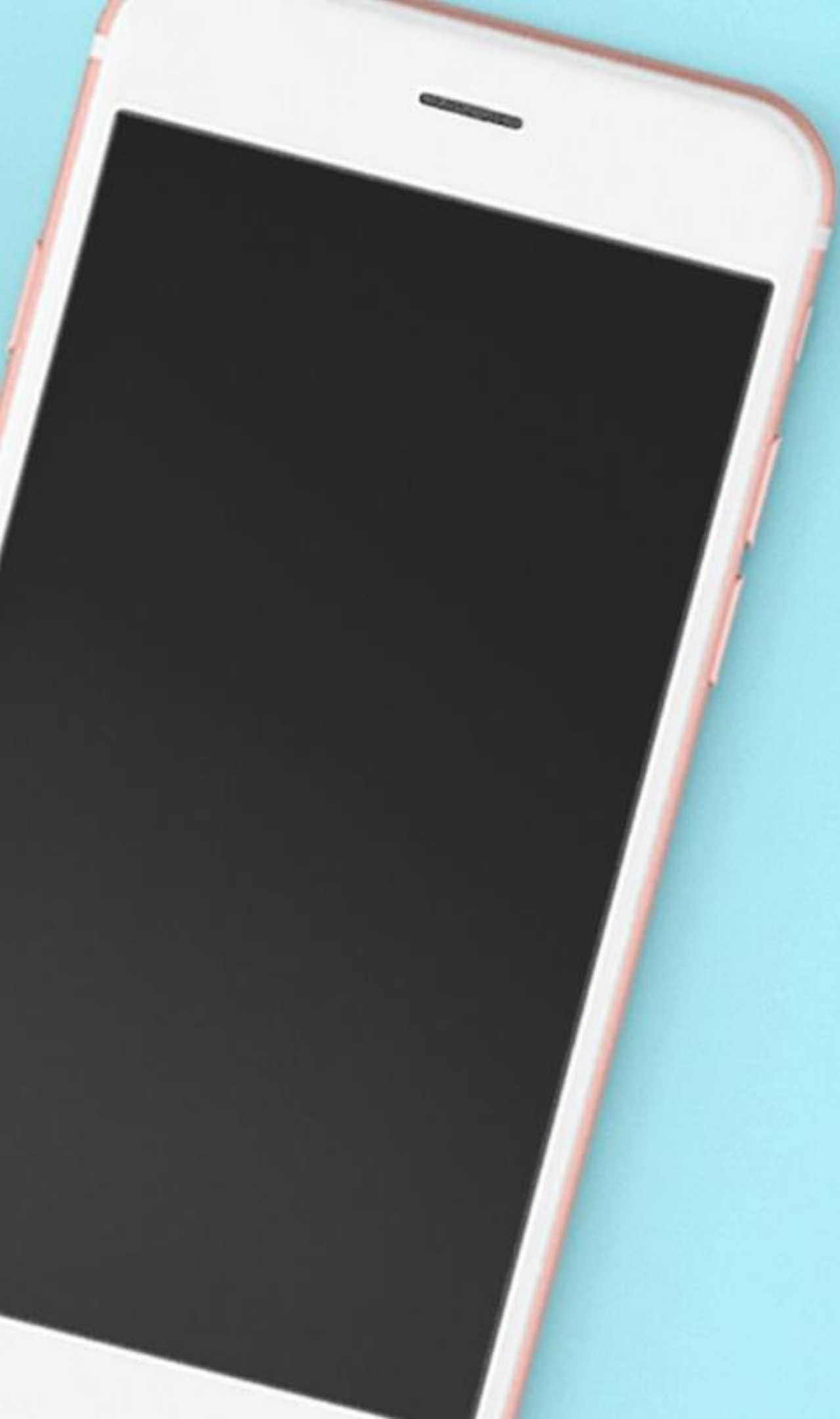
Mar 2019 - Mar 2020



Social Media Stats Canada

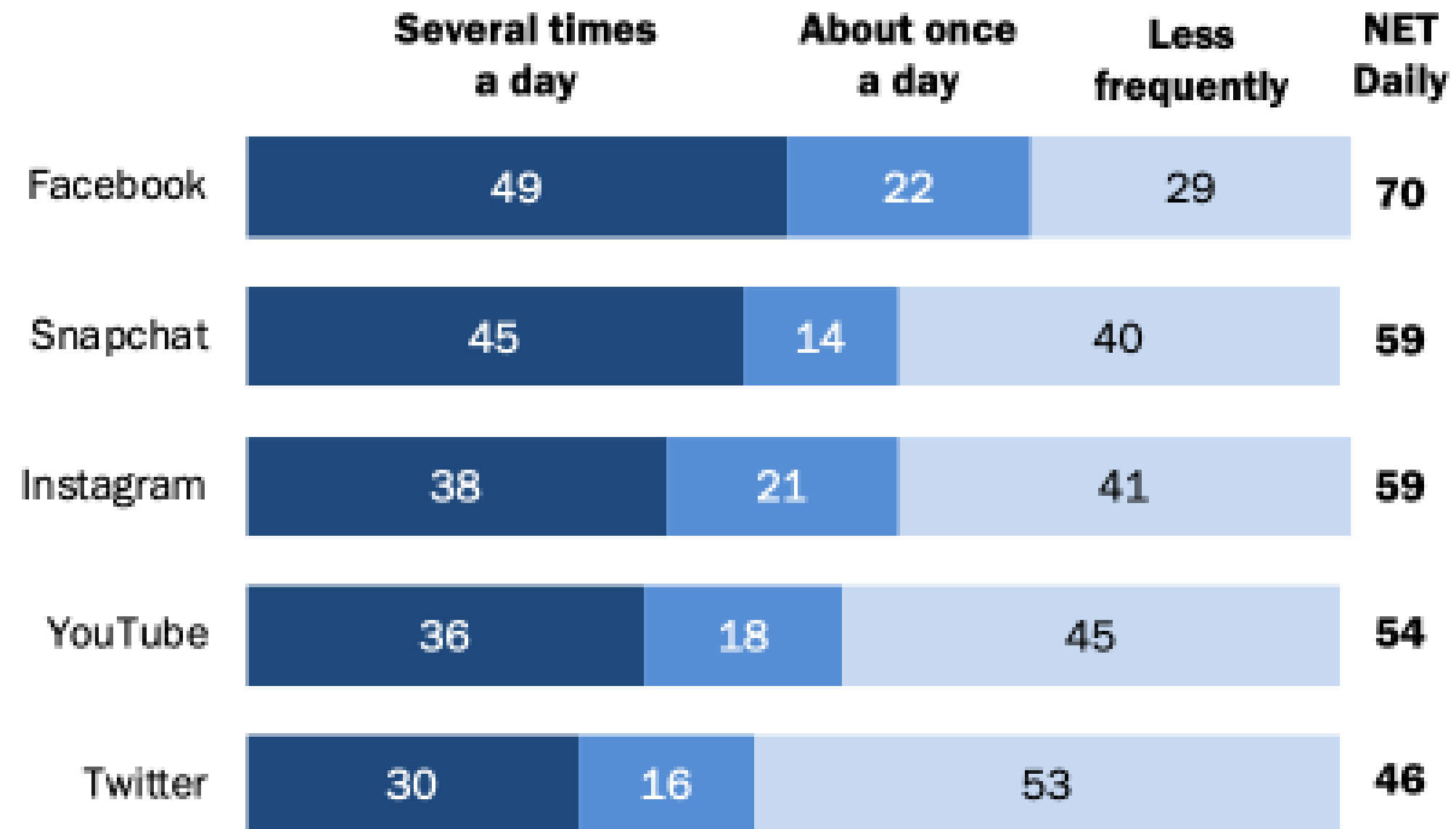
Mar 2020 - Mar 2021





Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ___, % who use that site ...



Note: Respondents who did not give an answer are not shown. "Less frequently" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

	Facebook	YouTube	Instagram	LinkedIn	Pinterest	Twitter	TikTok
Monthly Active Users	2.7 billion	2 billion	1 billion	738 million	400+ million	187 million	100 million
Largest Age Group	25 – 34 (26.3%)	15 – 25	25 – 34 (33.1%)	46 – 55	30 – 49	30 – 49 (44%)	18 – 24
Gender	44% female 56% male	72% of all internet users	57% female 43% male	49% female 51% male	78% female 22% male	32% female 68% male	59% female 41% male
Time per day	38 minutes	41.9 minutes	29 minutes	63% use monthly 22% use weekly	14.2 minutes	3.53 minutes per session	45+ minutes
Best times to post	Wednesday from 8–10 am, noon, Thursday at 9 am and 1–2 pm Friday at 9 am		Wednesday at 11 am Friday from 10 am–11 am	Wednesday from 8–10 am noon, Thursday at 9 am and 1–2 pm Friday at 9 am		Wednesday and Friday at 9 am Sprout Social, March 9, 2021	

ALGORITHMS





~~Day 1 Post~~

~~Day 2 Post Log in and Like~~

Day 3 Post Log in and Like



Day 1

Post

Day 2

Log in and Like

Day 3

Post



FREQUENCY

Facebook	3x week, max 2x day
Instagram	1 – 2 x day, max 3
Twitter	min 3, max 30 average 15
Pinterest	3x day, max 30 prefer new pins
Linked In	2x week, 1x day
YouTube	weekly



FREQUENCY

CONSISTENCY

A glowing lightbulb is positioned on the right side of the frame, resting on a highly reflective surface. The bulb's glass is clear, revealing the internal filament which is illuminated with a warm, orange-yellow light. The base of the bulb, featuring a standard screw-in thread pattern, is visible. The light from the bulb creates a bright, circular reflection on the surface below it, and a softer, larger reflection is visible in the background. The overall background is a soft, out-of-focus blue-grey color.

CONTENT IDEAS



COMPETITORS

What are they doing well?

What can you copy?

What are they missing?



OTHER SOURCES

Google Search

Answer The Public

Keywords Everywhere

Keyword Surfer

Quora

Teachable/Kajabi



QUESTIONS

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BLUE
ELEPHANT
PRODUCTIONS