Facebook – can be accessed from devices with Internet connectivity. Users can create a customized profile revealing information about themselves. They can post text, photos and media which is shared with any other users that have agreed to be their "friend" or anyone if they are not set to private. Users can also use various embedded apps, join common-interest groups, and receive notifications of their friends’ activities. Facebook's rapid growth began as soon as it became available and has continued through 2018. Facebook passed 100 million registered users in 2008, and 500 million in July 2010 (WIKIPEDIA). According to the company's data at the July 2010 announcement, half of the site's membership used Facebook daily, for an average of 34 minutes, while 150 million users accessed the site by mobile. In October 2012 Facebook's monthly active users passed one billion, with 600 million mobile users, 219 billion photo uploads, and 140 billion friend connections. The 2 billion user mark was crossed in June 2017.

Instagram – allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed. After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of May 2019, over 40 billion photos had been uploaded to the service. Although praised for its influence, Instagram has been the subject of criticism, most notably for policy and interface changes, allegations of censorship, and illegal or improper content uploaded by users.

Snapchat – One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring users' "Stories" of 24 hours of chronological content, along with "Discover", letting brands show ad-supported short-form content. Snapchat has become notable for representing a new, mobile-first direction for social media, and places significant emphasis on users interacting with virtual stickers and augmented reality objects. As of February 2018, Snapchat has 187 million daily active users.

As of May 2012, 25 Snapchat images were being sent per second. as of May 2015, the app's users were sending 2 billion videos per day, reaching 6 billion by November. By 2016, Snapchat had hit 10 billion daily video views. By May 31, 2016, the app had almost 10 million daily active users in the United Kingdom. In February 2017, Snapchat had 160 million daily active users, growing to 166 million in May.

Twitter - a microblogging and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280 for all languages except Chinese, Japanese, and Korean. Users can post, like, and retweet tweets, but unregistered users can only read them. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users. Since 2015 Twitter has been a hotbed of debates and news covering politics of the United States. During the 2016 U.S. presidential election, Twitter was the largest source of breaking news on the day, with 40 million election-related tweets sent by 10:00 p.m.

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| Social Media Site | Features and structure of site | Target audience |
| YouTube | Can post or watch videos and livestreams | All, lots of different genres of videos. |
| Instagram | Can post pictures and 1-minute videos and view others posts | All, can post anything and everything |
| Twitter | Can post tweets (text) and attachments (photos and videos). And view others’ posts. | Younger generation |
| Snapchat | Can post “stories” which are picture or short videos which are shown on your profile to your followers for 24 hours before they are removed. Can also send private messages to others. | millenials |
| Facebook | Can send messages post photos or videos or texts and view others’ posts as well as have a calendar that will notify you of all your activities such as friends birthdays. | Companies who want to advertise, people who want to follow their friends every movements like stalkers |

How a plumber would get active on social media

Make an account

Make an advert

Reach a target audience

Reach nearby people

Redirect them to your website to view your content with more info

Attachments need to gave a specific file size and format

Resolution has to be at least 1280x720

File size of 2.3gb max

Facebook allows 1hr max videos, Instagram has 1 min videos

You need search engine optimisation (seo) and keywords in your web content so people can find your content through searching on a search engine like google. you need to know how people are looking for your products, services or info, and you need to categorise that into the correct keywords, in order to make it easy for them to find you, otherwise, they'll land on a page that isn’t yours in the Google search results.

To catch peoples eyes you should make a lot of pictures that are pleasant to look at and also have enough relevancy to your plumbing business to be recognised.

You should also make a attention catching headline and titles so that more people will look at your content.

When sharing content use customizable posting features on your social media platforms. This includes the headline, image, and a description of the content you’re sharing. Every marketer and social media user is competing to catch the user’s eye. The more optimized your post is for a particular platform, the more effective your social media promotion will be.