

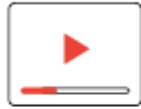
CONTENT STRATEGY

SOCIAL MEDIA BATS

TOP 20 SOCIAL MEDIA (by MAU)

- | | |
|----------------------------------|--|
| 1. Facebook — 2.9 billion MAUs | 11. Snapchat — 538 million MAUs |
| 2. YouTube — 2.2 billion MAUs | 12. Kuaishou — 519.8 million MAUs |
| 3. WhatsApp — 2 billion MAUs | 13. Qzone — 517 million MAUs |
| 4. Instagram — 2 billion MAUs | 15. Twitter — 436 million MAUs |
| 6. WeChat — 1.26 billion MAUs | 16. Reddit — 430 million MAUs |
| 7. TikTok — 1 billion MAUs | 17. Quora — 300 million MAUs |
| 8. Sina Weibo — 573 million MAUs | 18. Skype — 300 million MAUs |
| 9. QQ — 538.91 million MAUs | 19. Microsoft Teams — 270 million MAUs |
| 10. Telegram — 550 million MAUs | 20. LinkedIn — 250 million MAUs |

TOP 4 CONTENT CATEGORY



The top four content categories watched by YouTube users are comedy, music, entertainment/pop culture, and "how to."

Google/Ipsos Connect, U.S., YouTube Cross Screen Survey (n=1,621 YouTube users), July 2016.

BEST TYPES YOUTUBE CONTENT

(World Wide)

12 Best Types of YouTube Content To Succeed at Growing a YouTube Channel:

Summary

- ▶ 1. Funny Animals
- ▶ 2. Video Game Walkthroughs
- ▶ 3. How To Guides and Tutorials
- ▶ 4. Product Reviews
- ▶ 5. Celebrity Gossip Videos
- ▶ 6. Vlogs
- ▶ 7. Comedy / Sketch Videos
- ▶ 8. Shopping Sprees / Hauls
- ▶ 9. Unboxing Videos
- ▶ 10. Educational Videos
- ▶ 11. Parodies
- ▶ 12. Pranks

4 TYPE OF CONTENT FORMAT

IMAGE/COROUSEL

- Step by Step
- Newsletter Image
- Poster Seminar
- Quote-quote

LONG VIDEO

- Education
- Books Review
- Paper Review
- Interview

SHORT VIDEO POTRAIT

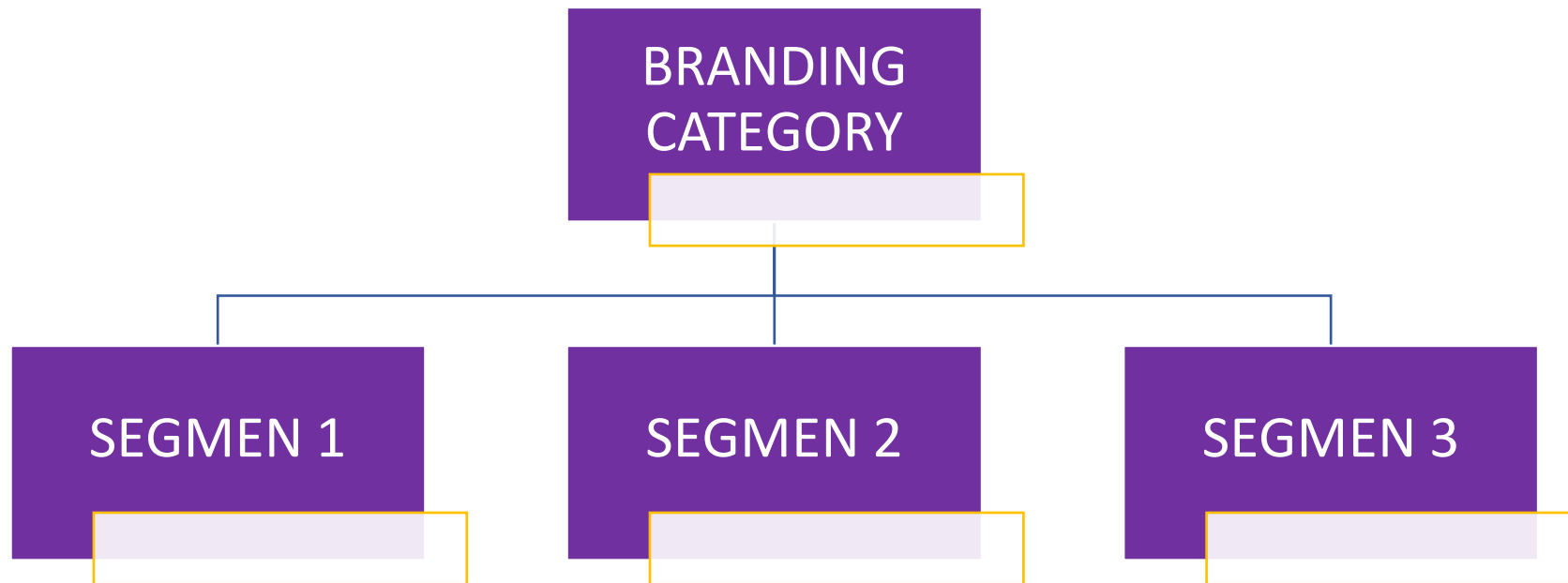
- Short Tips & Tricks
- Hit the trend
- Activity Dokum
- QnA

STORIES

- Daily Activity
- Promote Content
- Followers Engage

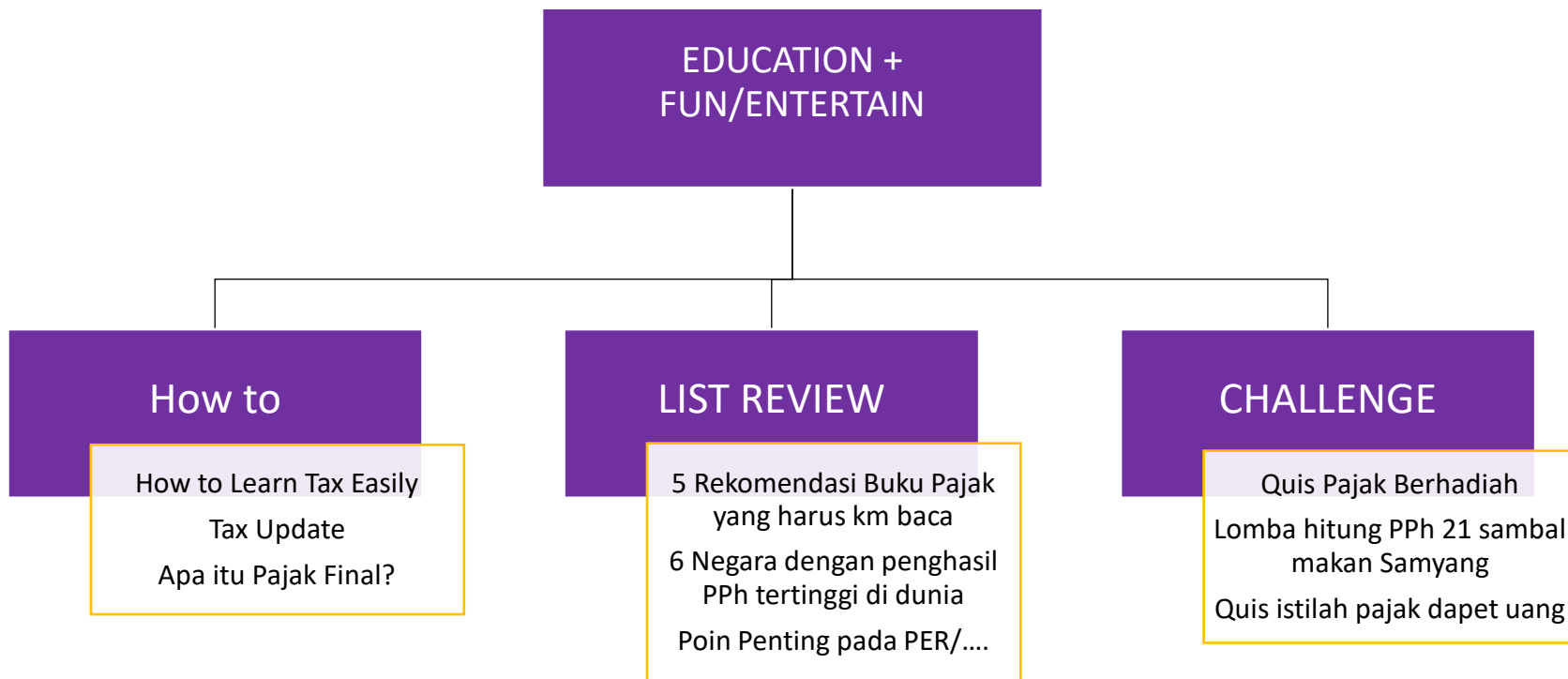
PILAR KONTEN

Pilar konten membantu mengarahkan branding dari individu atau kelompok melalui jenis konten yang akan dibuat



CONTOH PILAR KONTEN

Untuk branding company BATS Official adalah Konsultan edukatif,
profesional, tapi seru.



CONTOH PILAR KONTEN

Untuk branding personal Brian Pramudita sebagai konsultan pajak yang lucu.

