Social Media Sites to Consider for your Brand

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Whether you are a seasoned social media marketer, a marketer looking to venture into social media marketing, or a business owner looking to leverage social media, it’s helpful to know about the most popular social media sites out there right now. This will allow you to maximize your brand reach on social media, engage with the right people, and achieve your social media goals.

## Facebook

Facebook is the largest social networking site, with nearly 3 billion people using it monthly. This means roughly 37% of the world’s population are Facebook users.

## YouTube

YouTube is a video-sharing platform where users watch a billion hours of videos daily. Besides being the second largest social media site, YouTube is often called the second largest search engine after Google, its parent company.

## WhatsApp

WhatsApp is a messaging app used by people in over 180 countries. Initially, people originally used WhatsApp to send text messages to their family and friends. Gradually, people started communicating with businesses via WhatsApp.

## Instagram

As a visual social networking platform, Instagram is the place for showcasing your products or services with photos or videos. On the app, you can share a wide range of content such as photos, videos, Stories, reels, live videos, and IGTV for longer-form videos.