



Social Media Guide - 2022

Figures Formats





World

Key figures for social media

Figures

Formats

Audience

ACTIVE USERS

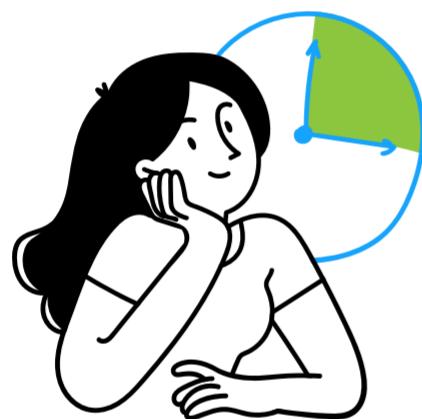
4.62 billion monthly

58% of the world's population >



KEY FIGURES

increase in social media users last year



13.5 new users every second

7.5 social networks used per month and per person

GENDER DISTRIBUTION

women

46%



54% men



TikTok

was the most downloaded mobile application in 2021

INTERNET USERS' FAVOURITE PLATFORMS

15.7% WhatsApp Instant messenger

14.8% Instagram Photo and video sharing

14.5% Facebook Photo and video sharing



Top 10 Social Media

...

1. **Facebook**
USA - 2004

2. **YouTube**
USA - 2005

3. **WhatsApp**
USA - 2009

4. **Instagram**
USA - 2010

5. **Wechat**
CHINA - 2011

6. **TikTok**
CHINA - 2016

7. **Messenger**
USA - 2011

8. **Douyin**
CHINA - 2016

9. **QQ**
CHINA - 1999

10. **SinaWeibo**
CHINA - 2009





Audience

ACTIVE USERS

2.912 billion monthly



MONTHLY USERS
connect everyday on
the platform

MAJOR PART

of the population on Facebook
is men between 25 and
34 years old, at 18.4%

GENDER DISTRIBUTION



Goals

Build

a community and build loyalty



Take advantage

of an additional sales channel¹



Highlight

your products and generate
more sales



Set up

targeted marketing campaigns
thanks to the advertising network



Figures

Formats

Tips



Publish visual content,
these are the types of
content that have the
most potential for
sharing²



Seek to create a
reaction among users,
thanks to short,
impactful and even
humorous messages³



Use Facebook's
visibility and
targeting tools



Use Facebook Live to
create appointments
and interact with the
community

1. that can meet the usage or
consumption habits of a part
of your prospects

2. video is the most shared
type of content

3. short messages and
humor

Facebook tools



Facebook Ads

Meta's ad network



precisely target
Internet users



Facebook Shops

E-commerce platform



sell your products on
the Facebook platform



Facebook Insights

Analytics



choose your KPIs for
your Page and track them



Facebook Pixel

Retargeting tool



tracking the actions
by visitors



Facebook IQ

Data and analysis tool



data and analysis
behavioral data /
marketing advice

Accounts to follow



Samsung



Like



Coca-Cola



Like



YouTube



Like



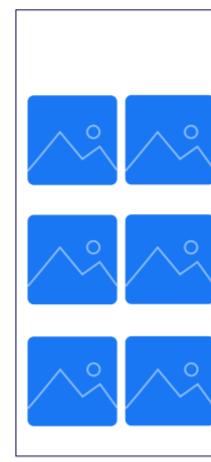
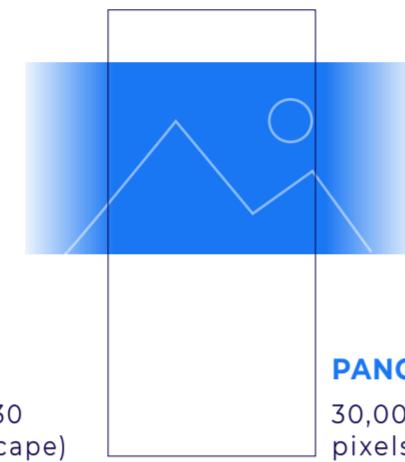
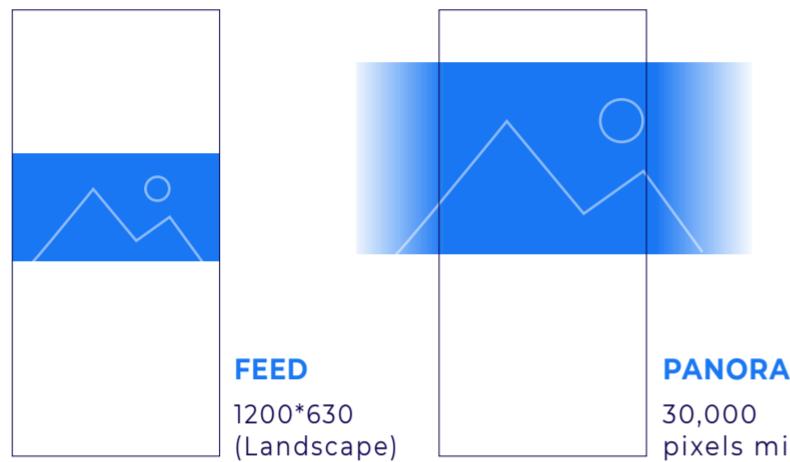
McDonald's



Like



IMAGES



Figures **Formats**

PROFILE COVER

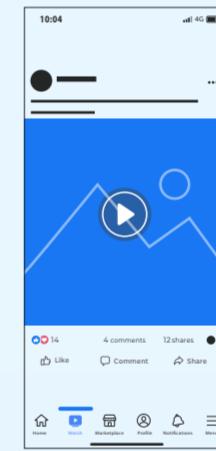
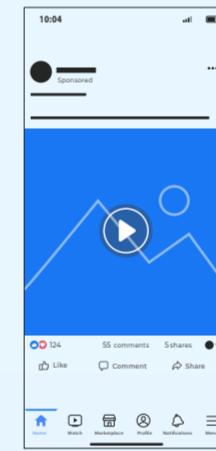
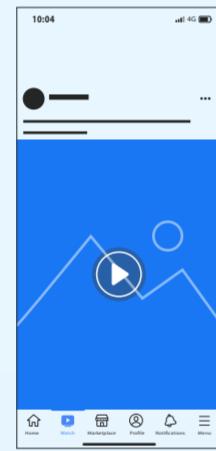
820*312

PROFILE PHOTOS

180*180



VIDEOS



RATIOS	16:9 (landscape), 4:5 (portrait), 1:1 (square)	2:1 (monoscopic), 1:1 (stereoscopic)	16:9 (landscape), 4:5 / 9:16 (portrait), 1:1 (square)	1:1 (square)	1:1 (square)	9:16 (portrait)	16:9 (landscape), 4:5 (portrait), 1:1 (square)	9:16 (portrait)
RESOLUTION	1280*720 720*1280	5120*2560 5120*5120	1920*1080 1080*1920 1080*1350 1080*1080	1080*1080	1080*1080	720*1280	1200*720 1080*1350 1080*1080	1080*1080 1080*1920
MAX. WEIGHT	4GB	10GB	4GB	4GB	4GB	4GB	4GB	4GB
FILE EXTENSION	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV
MAX. LENGTH	8 hours	30 minutes	4 hours	4 hours	2 hours	2 minutes (end-to-end)	15 seconds	2 minutes
FRAMES PER SECOND	30	30	30	30	30	30	30	30



Instagram

Photography on Social Networks

Audience

ACTIVE USERS

1.478 billion monthly

500 MILLION
users connect everyday
on the social platform

MAJOR PART

of the population on Instagram
is men between 18 and
24 years old, at 17.9%

GENDER DISTRIBUTION



Goals

Highlight

your activity and create a universe
around your visual identity



Reach out

to a young audience



Promote

your products



Bond

with your community



Adopt

an influencer marketing strategy



Figures

Formats

Tips



Dramatize your offer
by putting your products
in situation



Build a strong visual
identity + propose
quality images¹



Show authenticity and
spontaneity by using the
Story and Live features²



Study the most relevant
hashtags & add them
to your publications to
gain visibility & virality³



Organize contests with
prizes to increase your
viral potential



Study influencers and
use them

1. with quality photos

2. by using Instagram s
tories or Lives

3. to be easily found

Instagram tools



Instagram Shopping

Upload your products



+ add a link directly to your
product, on your photos
(advertising being
managed on Facebook)



Instagram Business

Meta's ad network



+ 2 types of ads on Instagram:
the publication format
(image or video), or the
story format. You must have
at least 10,000 followers to
add links in your posts



Favikon

This tool helps you target



+ evaluate & contact
influencers



Mojo

create original and
creative stories



InShot

easily edit your videos

Accounts to follow



Nike

[Follow](#)



Victoria's Secret

[Follow](#)



Huda Beauty

[Follow](#)



Chanel

[Follow](#)



Instagram

Photography on Social Networks

Figures

Formats

IMAGES



FEED
(organic & ads)
& CAROUSELS

1080*566
(Landscape)
1080*1350
(Portrait)
1080*1080
(Square)



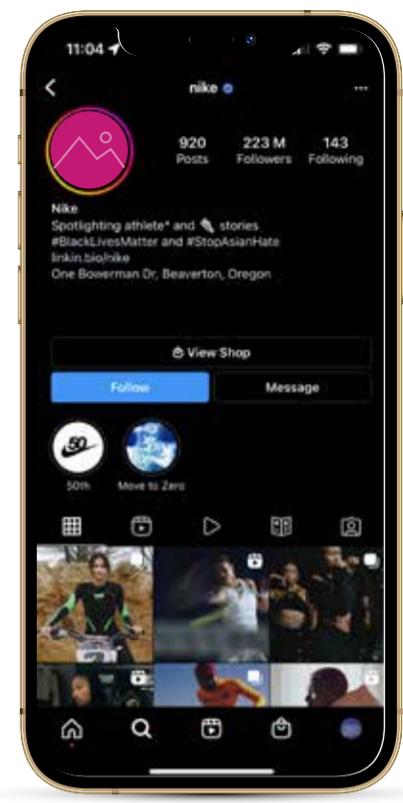
STORIES

1080*1920



REELS
& IGTV

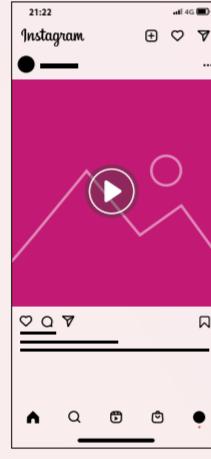
1080*1920



PROFILE
PHOTOS

320*320

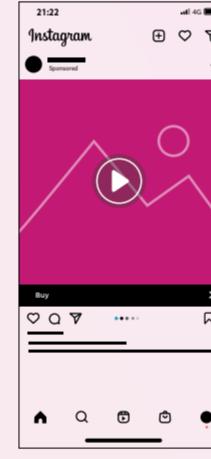
VIDEOS



IN-FEED



IN-FEED
(ads)



CAROUSEL
(ads)



STORIES



REELS



IGTV

RATIOS	1:1 (square) 16:9 (landscape) 4:5 (portrait)	1:1 (square) 16:9 (landscape) 4:5 (portrait)	1:1 (square)	9:16 (portrait)	9:16 (portrait)	9:16 (portrait)
RESOLUTION	1080*1080 1920*1080 1080*1350	1080*1080 1920*1080 1080*1350	1080*1080	1080*1920	1080*1920	1080*1920
MAX. WEIGHT	4GB	4GB	4GB	4GB	4GB	3.6GB
FILE EXTENSION	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV	MP4 / MOV
MAX. LENGTH	60 seconds	60 seconds	60 seconds	15 seconds (organic) 2 minutes (paid)	90 seconds	1 hour
FRAMES PER SECOND	30	30	30	30	30	30



Audience

ACTIVE USERS

436.4 million monthly

206 MILLION
users connect everyday
on the social platform

MAJOR PART

of the population on Twitter
is men between 25 and
34 years old, at 38.5%

Goals

Apply media monitoring
and control your e-reputation

Share content
news and build an expert image
in your field

Bond
with the community & interact
with users

Improve your visibility
& take advantage of the virality
potential of this platform

Improve
your brand image

Figures

Formats

Tips



The platform can be used
as an additional customer
relationship support



Use popular hashtags
to gain visibility



Be concise¹



Use visual content
to stand out²



Keep a high frequency
of publication



Familiarize yourself
with the "culture" on
the platform, and adopt
the appropriate tone



Avoid commercial
publications

1. you only have 280 characters
2. (image, gif & video)
to stand out

Twitter tools



Twitter for business

Create and distribute
campaigns through its
advertising network



Tweetdeck

Manage
most of the elements of
your Twitter account



Buffer

Schedule & publish
at the perfect time



Audience Connect

Develop a chatbot
interact with your
followers on the platform,
automatically using
private messages



Talkwalker

Monitoring and analysis
control your e-reputation

Les comptes à suivre



PlayStation ✓

@PlayStation

[Follow](#)



Xbox ✓

@Xbox

[Follow](#)



Chanel ✓

@CHANEL

[Follow](#)



Samsung Mobile ✓

@SamsungMobile

[Follow](#)



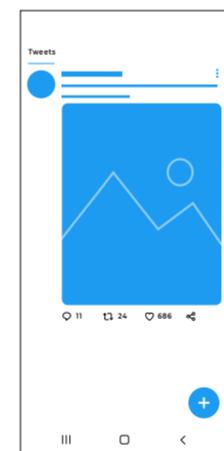
IMAGES

PROFILE PHOTOS

400*400

HEADER PHOTOS

1500*500



Figures

Formats

...

VIDEOS



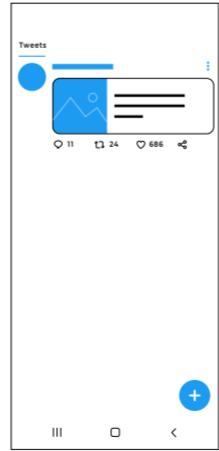
...

IN-FEED ADS

RATIOS	16:9 (landscape) 9:16 (portrait) 1:1 (square)
RESOLUTION	1280×720 (landscape) 720×1280 (portrait) 720×720 (square)
MAX. WEIGHT	512MB
FILE EXTENSION	MP4 / MOV
MAX. LENGTH	140 seconds
FRAMES PER SECOND	30 / 60

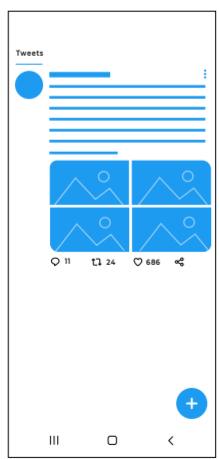
WEBSITE APP CARD CAROUSELS

800*418
(Landscape)
800*800
(Square)



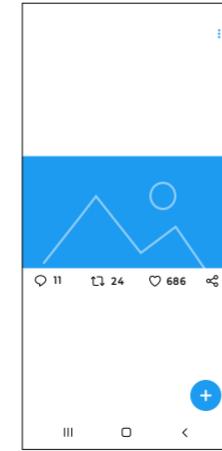
FEED

1600*1900
(Portrait)



MULTI-IMAGES

600*335 min.
(per image)



ADS

800*200
(lead generation cards)
800*320
(website cards)



Figures Formats

Audience

ACTIVE USERS

808.4 million monthly

40%

users connect everyday on the platform

MAJOR PART

of the population on LinkedIn is men between 25 and 34 years old, at 59.2%

GENDER DISTRIBUTION



Goals



Do commercial prospecting

and develop your network



Develop personal branding

and employee advocacy



Promote your activity

and show your expertise in your field



Increase the visibility

of your company



Share the life

of the company and put your employees in the spotlight



Monitor

the media and the competition



Tips



Use hashtags in your publications¹



Prefer the publication of visual content²



Build your publications with the objective of creating engagement and comments



Pay attention to your taglines³



Identify the people involved in your publication



Have a good frequency⁴

1. between 3 and 5 maximum. They should be adapted to your target and to the community's interests

2. (images, videos, PDFs) in order to stand out and gain visibility

3. (3 first lines) Catch the audience's attention

4. several posts per week

LinkedIn Tools



Sales Navigator

Commercial tool



+ prospect and quickly find the most interesting leads



Campaign Manager

Advertising management tool



+ 5 types of advertising from Text Ads to sponsored publications



Waalaxy

Sales prospecting tool



Shield

Monitoring & analysis tool



+ complete analytics for your LinkedIn account

Accounts to follow



Amazon

Internet . Seattle, WA

[Follow](#)



Google

Internet . Mountain View, CA

[Follow](#)



Microsoft

Software development . Redmond, Washington

[Follow](#)

Don't forget 😊



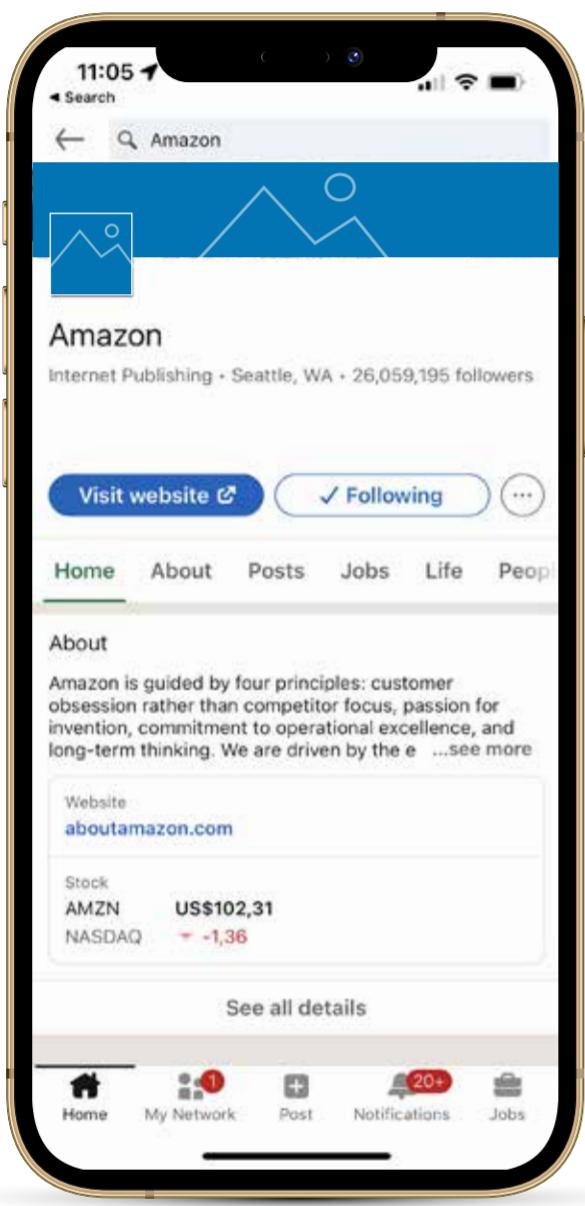
E-Commerce Nation - Web Media & Training Center

Internet publishing. Caen, Calvados

[Follow](#)



Figures Formats



IMAGES

PROFILE PHOTOS / COMPANY LOGO

400*400

PROFILE COVER PHOTOS

1584*396



FEED

1200*627
(Portrait)

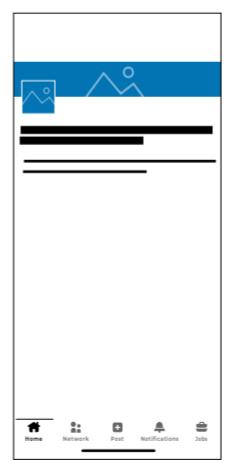
BLOG POST

1200*627



ADS

100*100
(size of the company logo)
300*250
(background image)
1200*627
(sponsored content images)



COMPANY PAGE

1128*191 (page cover)
1128*376 (main tab)
502*282 (customized modules on the main tab)
900*600 (company photos)
60*60 (square logo)

VIDEOS



SHARED

1:2.4
2.4:1800*1920
1920*800

ADS

9:16
1:1 (square)
16:9 (landscape)1080*1920
1080*1080
1920*1080

RATIOS	RESOLUTION	MAX. WEIGHT	
1:2.4 2.4:1	800*1920 1920*800	5GB	200MB
9:16 1:1 (square) 16:9 (landscape)	1080*1920 1080*1080 1920*1080	MP4 / MOV MKV	MP4
FRAMES PER SECOND	MAX. LENGTH	FILE EXTEN-	
10 minutes	60		30 minutes
60	30		



Pinterest

Pins for social networks

Audience

ACTIVE USERS

433 million
monthly

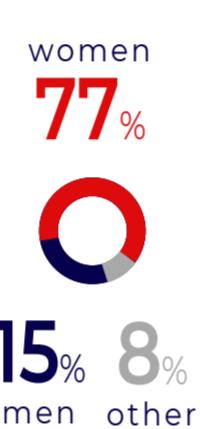


GEN Z
& male users
in one year



GEN Y
users in
one year

GENDER DISTRIBUTION



Goals

Drive traffic

to your website and improve your SEO



Showcase

and highlight your products with
quality visuals



Target

a female clientele



Take advantage

of the very high retention time



Sell

thanks to the numerous
e-commerce features



Figures

Formats

Tips



Insert the most
important keywords for
you in the name of
your board



Pin content regularly
on your profile



Create inspiring
visuals of good size
and quality



Create collaborative
boards to reach new
visitors



Create rich product
pins



Offer video content

Pinterest tools



Pinterest Business

Ads tool



Tailwind

Scheduling tool

+ saves you time and gives
you information about
your audience



Shop The Look

Clic & Buy

+ feature that allows users
to click on the product
they want, then proceed
directly to purchase



Try On

Try-on feature

+ using augmented reality

Accounts to follow



Harper's Bazaar

@harpersbazaar

Follow



Nordstrom

@nordstrom

Follow



L.L.Bean

@llbean

Follow



April and May

@aprilandmay

Follow



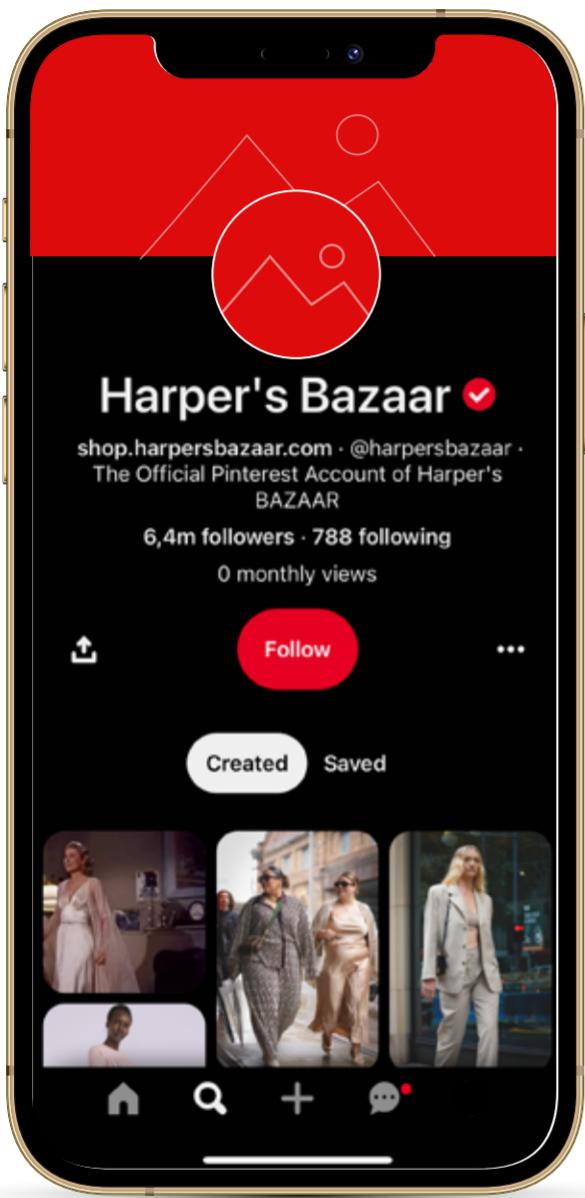


Pinterest

Pins for social networks

Figures

Formats



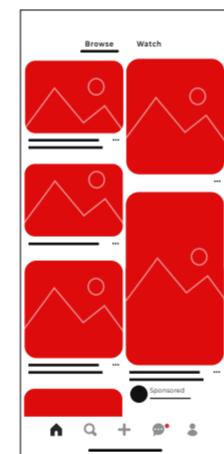
IMAGES

PROFILE PHOTOS

165*165

PROFILE COVER PHOTOS

800*450



FEED PINS / ADS / CAROUSELS

1000*1500
(Portrait)1000*1000
(Square)

...

VIDEOS



VIDEO PINS

RATIOS

1:1 (square) ou 2:3
4:5 ou 9:16 (portrait)

RESOLUTION

1000*1500
1080*1920

MAX. WEIGHT

2GB

FILE EXTENSION

MP4 / MOV / M4V

MAX. LENGTH

15 minutes



**STORY PINS /
FLEETS**
1080*1920



**INFOGRAPHIC
PINS**
1000*3000



**COLLECTION
PINS**
1000*1500
(Portrait)
1000*1000
(Square)



YouTube

The video platform

Audience

ACTIVE USERS

2.5 billion monthly

122

MILLION
daily active users

MAJOR PART

of the population on YouTube
is men between 25 and
34 years old, at 21.2%

GENDER DISTRIBUTION

women

46%



54%
men

Goals



Founding

and federating a community



Gain notoriety

and generate virality



Enhance your SEO

strategy & drive traffic to your website



Showcase

your products in video



Bond with the consumer

thanks to the video



Find

new customers



Figures

Formats

Tips



Promote your visual identity & authenticity



Invest in the right material



Work on your keywords, titles and descriptions¹



Grab the viewers' attention from the very first seconds



Work on your thumbnails



Structure your videos

1. so that your channel and videos are easily found

YouTube tools



YouTube Analytics

Detailed statistics



provides detailed statistics to evaluate the success of your videos & adopt appropriate strategies



TubeBuddy

Diagnostics



tool that examines your video to see if it is well configured & optimized for organic search to generate views



VidiQ

Manage & optimize



your presence on YouTube

Accounts to follow



LEGO

14M subscribers

FOLLOW



PlayStation

14M subscribers

FOLLOW



GoPro

10.6M subscribers

FOLLOW



Red Bull

10.4M subscribers

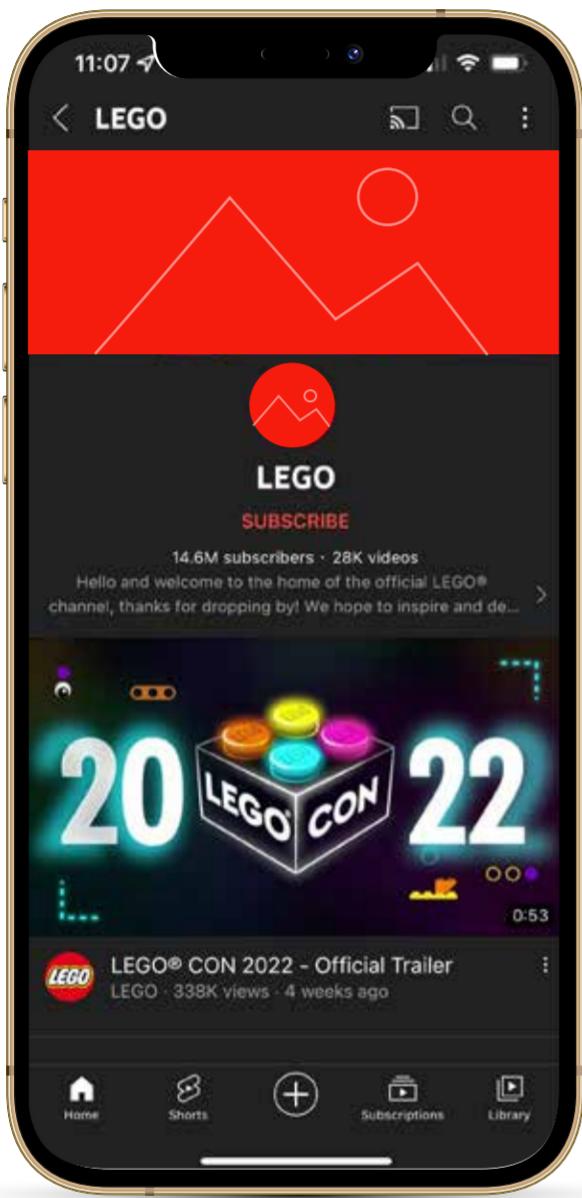
FOLLOW





YouTube

The video platform



IMAGES

PROFILE PHOTOS

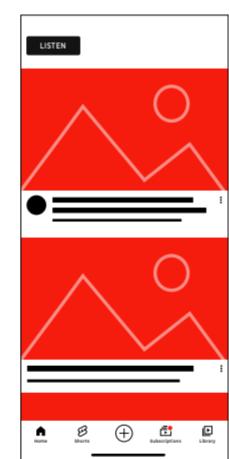
800*800

BANNER

2560*1440

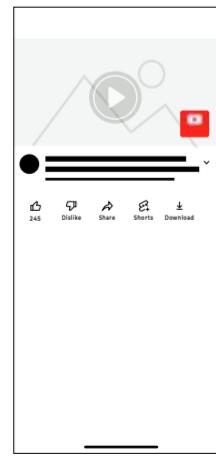
1235*338

(smartphone)



THUMBNAIL

1280*720



FILIGRANE
150*150



ADS

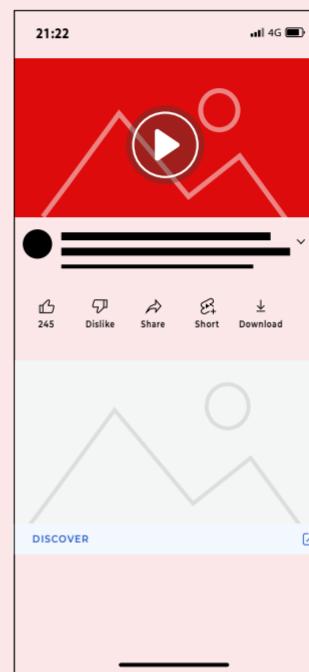
300*250
(display ad)

300*60
(display ad long)

480*70
(overlay ad)

Figures **Formats**

VIDEOS



VIDEO PINS

1:2.4
2.4:1

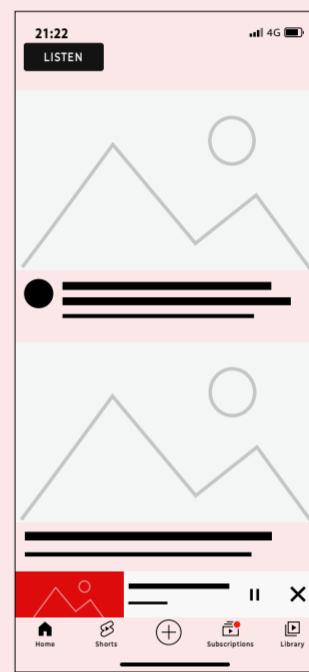
800*1920
1920*800

5GB

MP4 / MOV
MKV

10 minutes

60



VIDEO PINS

9:16
1:1 (carree)
16:9 (paysage)

1080*1920
1080*1080
1920*1080

200MB

MP4

30 minutes

30



Snapchat

100% mobile social media

Audience

ACTIVE USERS

557.1 million
monthly

332

MILLION

users connect on
the platform everyday

MAJOR PART

of the population on Snapchat
is men between 18 and
24 years old, at 38.9%

GENDER DISTRIBUTION

women

54%



46%
men

Goals

Connect

with your community



Reach

a young target



Create

& share viral content



Propose

creative content



Showcase

your products



Figures

Formats

Tips



Snapchat has a lot
of filters available to
its users, so take
advantage of them!



Snapchat content is
time-based, so don't
hesitate to post
several times a week



As on other social
networks, videos
generate more
engagement than
other formats



Advertise to
promote your
business



Use influencers

Snapchat tools



Story Studio

Edit your videos



Snapchat Trends

Find themes



find the most popular
themes

Accounts to follow



SHEIN

Fashion company



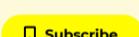
Bumble

Dating app



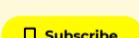
GoPro

Cameras



Red Bull

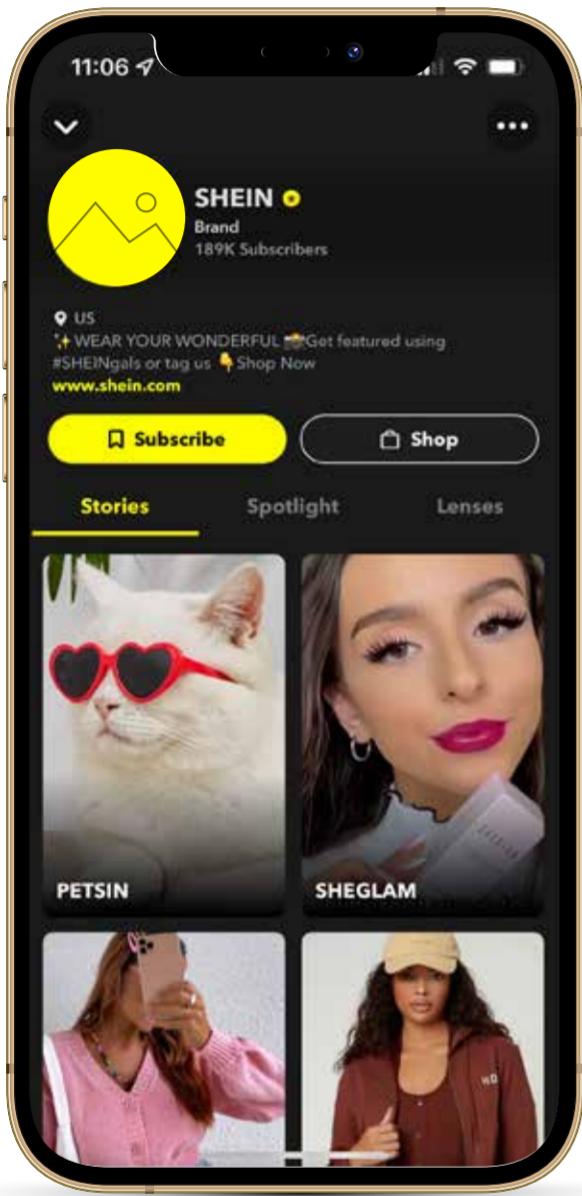
Energy drinks





Snapchat

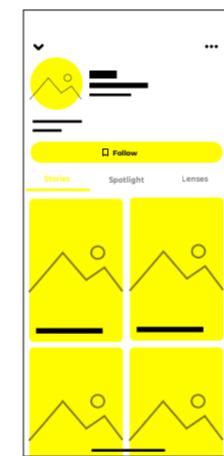
100% mobile social media



IMAGES

LOGO FOR BRAND'S THUMBNAIL

993*284



POSTS / ADS

1080*1920

...

VIDEOS



UNIQUE VIDEO AD

RATIOS

9:16

1080*1920

RESOLUTION

MAX. WEIGHT

32MB

FILE EXTENSION

FILE EXTENSION

MP4 / MOV

MAX/ LENGTH

MAX/ LENGTH

10 seconds

LONG VIDEO AD

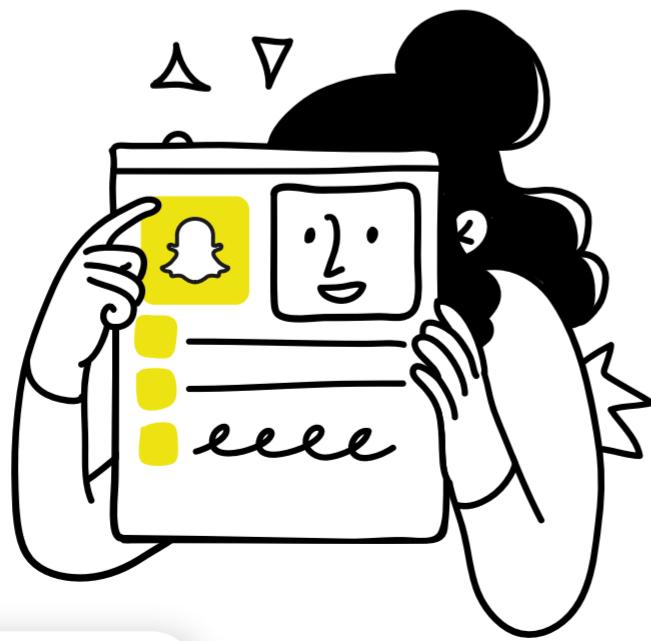
16:9

1080*1920

1GB

MP4 / MOV

180 seconds





Audience

ACTIVE USERS

1 billion monthly

3 BILLION
downloads
(App Store, Google Play
Store, ...)

MAJOR PART

of the population on TikTok
is men between 16 and
24 years old, at 60%

GENDER DISTRIBUTION



Figures Formats

Tips



Tips to apply:
TikTok offers a lot of
effects, so take
advantage of them to
create quality videos



Make contests: it is pos-
sible to offer gifts on the
network¹



Don't be too serious,
the social network
is meant to be
entertaining



Follow the trends
to gain virality²



Interact with
influencers

1. to attract new members
to your follower base

2. especially popular music
and hashtags to gain viral
potential

TikTok tools



TikTok Analytics

Performance tracking

+ of your account, and better
understand your subscribers
to adapt your content



TikTok Shopping

E-commerce feature

+ in partnership with Shopify
that allows you to buy
products directly on the
platform



TikTok Live

Real-time interactions

Accounts to follow



@gymshark

Nothing to do with sharks.
Something to do with the gym.



@chipotle

Cultivate a better world.



@target

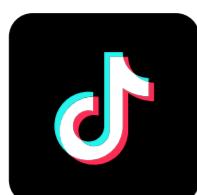
No list, just vibes



@amazon

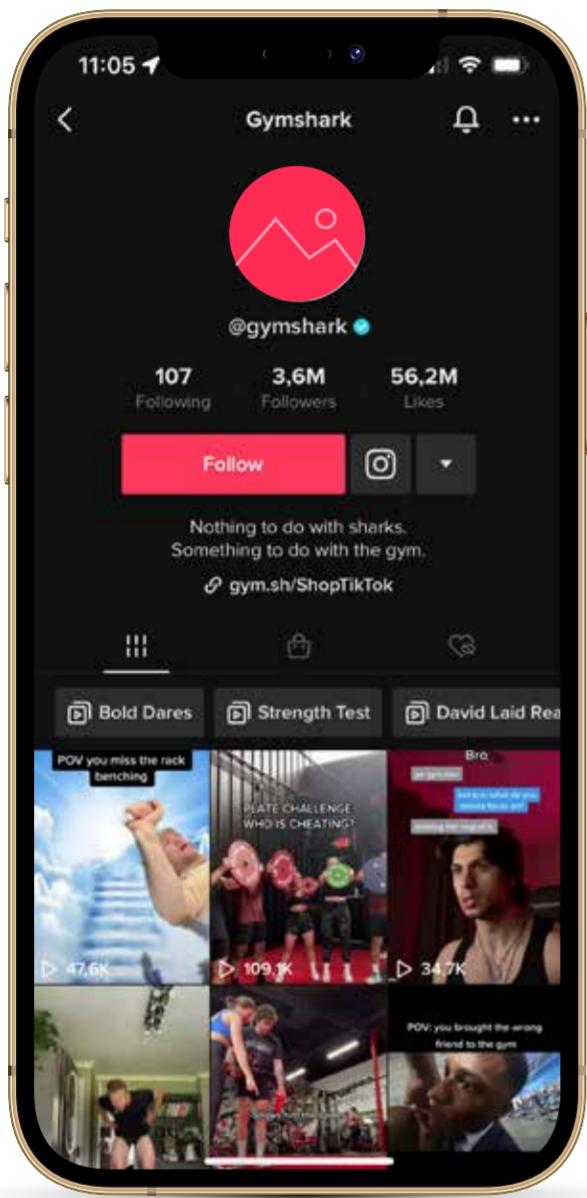
We work with boxes





TikTok

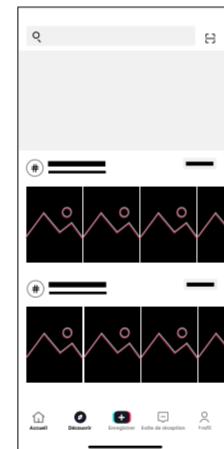
the little one who became big



IMAGES

PROFILE PHOTO

100*100

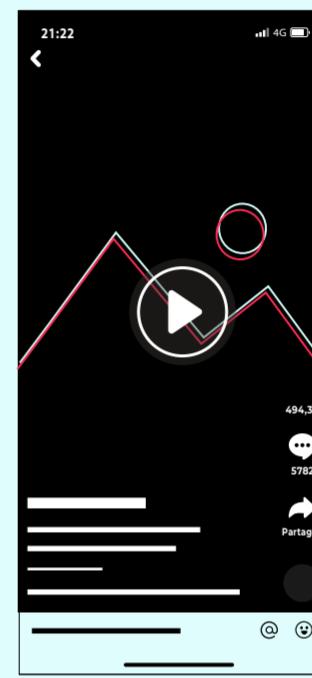


STORY PHOTOS

1080*1920

...

VIDEOS



IN-FEED

IN-FEED (Ads)

RATIOS	RESOLUTION	MAX. WEIGHT	FILE EXTENSION	MAX. LENGTH
9:16	1080*1920	287.6MB	MP4 / MOV	10 minutes
1:1	1080*1080	500MB	MP4 / MOV / AVI	40
16:9	1920*1080			10 minutes
				40





WhatsApp

The #1 instant messenger

Audience

ACTIVE USERS

2 billion monthly

100

BILLION
messages are sent every day

OF ADULTS

20%

in the world use the messenger

Goals



Get closer

to your customers



Use the app

as a customer service platform



Answer quicker

and customize the conversation



Share

your company's news



Showcase

your products & services



Figures

Formats

Tips



Share all relevant information about your business¹



Create an e-commerce website with Catalog²



Focus on your loyal customers by sending them customized offers and tips



Share your news with "Statuses"³



Segment your directory⁴

1. (name, logo, contact details, news...) on WhatsApp business

2. through Whatsapp Business application to showcase your products

3. a kind of story that appears in a tab next to conversations and lasts 24 hours

4. to send customized messages and offers

WhatsApp tools



WhatsApp business

Simple interaction



it allows you to easily interact with your customers and showcase your products and services



Landbot

Create a chatbot



Polls for WhatsApp

Create polls

Accounts to follow



Gymshark

3.5M followers



Chipotle

1.7M followers



Target

1.6M followers



Amazon

542.5K followers





twitch

The #1 streaming platform

Audience

ACTIVE USERS

140 million
monthly

31

MILLION
daily active users
on the platform

75%

OF USERS
are between 16 and
34 years old

GENDER DISTRIBUTION



Goals

Reach

a young and connected target



Stand out

from the competition



Show

inventiveness and innovation



Strengthen the relationship

with your customers & interact
directly with them



Make your company

more human and authentic



Showcase

your expertise



Figures

Formats

Tips



Get the right
equipment¹



Be regular & learn the
language used on the
platform



Do online events²



Have a real project and
be creative



Advertise through
an influencer



Test your new
products



Create entertaining
content

1. (powerful computer, camera,
microphone..) and a very good
connection

2. to gather your community

Twitch tools

Ads

Twitch Advertising >
Ad network



OBS

Open Broadcast Software



Record your screen



StreamLabs

Streaming software



allows to manage with
viewers interactions, chat
management and
donations



NightBot

Moderation

Accounts to follow



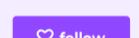
Alienware

115,000 followers



Wendy's

113,000 followers



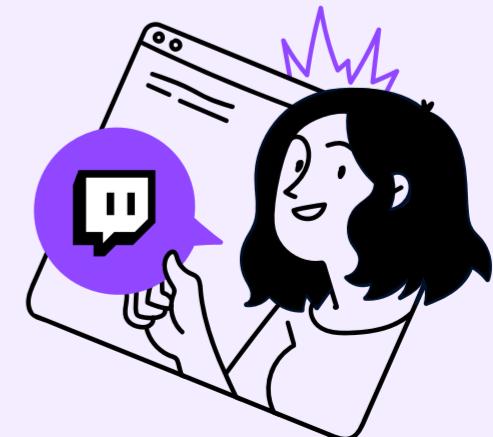
Porsche

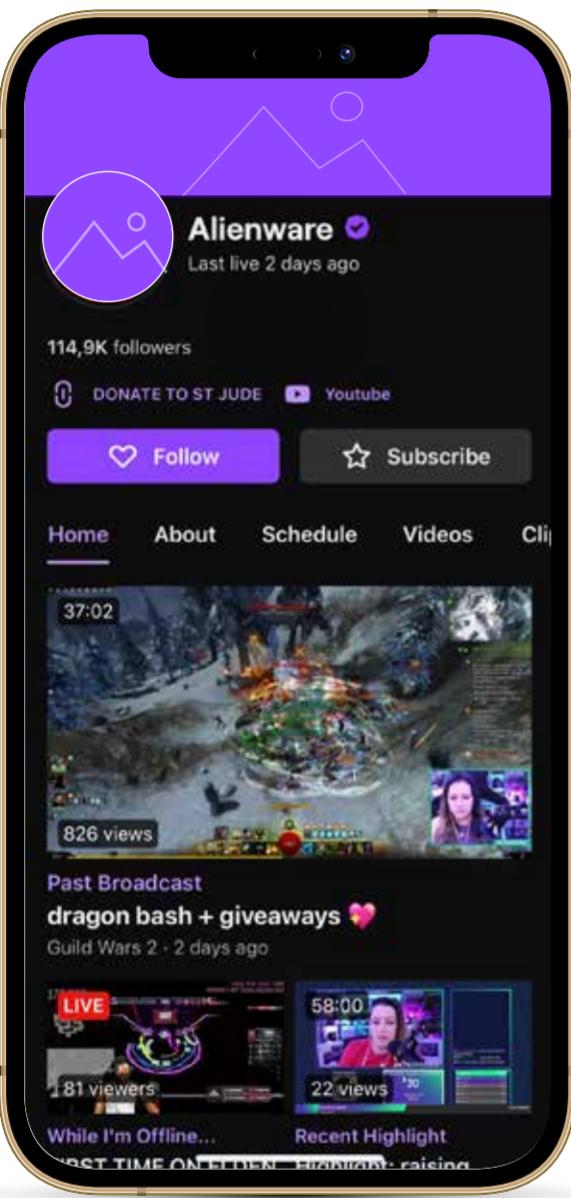
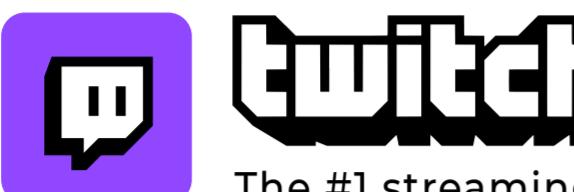
22,900 followers



Burberry

4,200 followers





IMAGES

PROFILE PHOTO

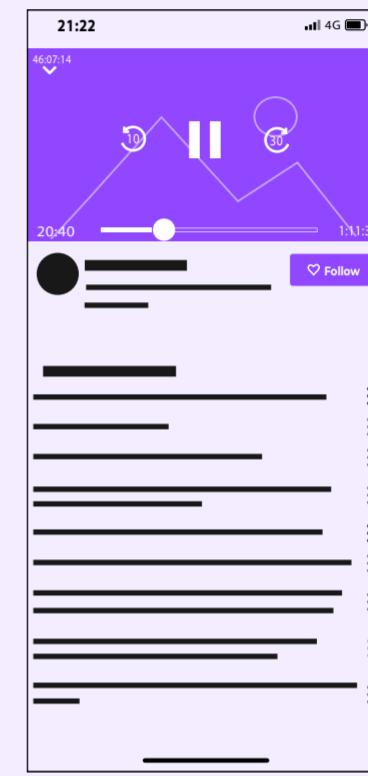
256*256

BANNER

1200*480

Figures Formats

VIDEOS



PINNED VIDEOS

RATIOS	16:9
RESOLUTION	1280*1080
MAX. LENGTH	48 hours
FRAMES PER SECOND	60






Discord

The community platform

Audience

ACTIVE USERS

150 million
monthly

TIME SPENT

9

minutes
spent per
day and per
user every
day

390 million
registered users
on the platform

12,000
bots are available
on the platform

Goals

Bond with your customers
and interact directly with them



Reinforce the feeling
of belonging to the company thanks
to private servers



Create servers that group
together customers and allow them
to communicate with each other



Gather feedback
from your customers



Regular promotion of
products with the community
(private sales etc.)



Figures

Formats

Conseils



Create a server to
create a club and
community



Set up different
channels:

- "idea box" dedicated
to customer feedback
and suggestions
- promotions of good
deals
- customer advice



Create roles for the
moderators of the
server: they will have
the power to manage
the community

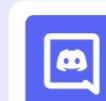


Promote strong values
and exclusive content



Promote your server
by advertising on
other servers

Discord tools



Discord Nitro

Paid subscription service



with over
1 million users



Bubble plan

Task management



to be used in parallel
with Discord as a
freemium software for
task management



Patreon

Crowdfunding

Accounts to follow



GucciVault

Official SuperGucci Vault

[Accept the invitation](#)



fulllife

Gameswear Company

[Accept the invitation](#)



Just Lego Things

Lego

[Accept the invitation](#)





The 1st E-Commerce Web Media in Europe



www.ecommerce-nation.com

Do you want to write for our European media?

Come and talk about
E-commerce issues
on our media.

To do so, nothing could be
easier: fill in the form

Join now

We will get back to you as
soon as possible