









SOCIAL LANDSCAPE OVERVIEW

REFERENCE GUIDE TO THE LEADING SOCIAL MEDIA PLATFORMS

	KEY PURPOSE	PRIMARY AUDIENCE USAGE / BRAND INSIGHT	TRENDS WE'RE TRACKING	AUDIENCE	LARGEST ACTIVE AGE GROUP	HOW TRAVEL BRANDS SHOULD INCORPORATE
	Driving Planning Into Action	<b>Information, community, communication.</b> 78% of consumers follow brands on Facebook to receive information and communicate directly.	<b>SOCIAL SHOPPING:</b> Rapidly expanding ecommerce capabilities, like Live-Shopping Fridays.	2.8 billion global users	25-34 year olds	Facebook should be approached as the core of a social media strategy. House brand information, expand awareness through the platform's massive reach, and tap into audience behaviors to drive further action. Move consumers further into their travel consideration journeys through website links.
	Moving from Inspiration to Planning	<b>Visual inspiration, discovery, communication.</b> The largest platform for inspiration, consumers now seek direct brand communication and shoppable content for immersive in-app experiences.	<b>INFLUENCER MONETIZATION:</b> Evolved payment models to keep influencers in-platform and away from TikTok.	1 billion global users	25-34 year olds	Instagram is essential to intersect consumers where they're actively seeking trip inspiration and planning. Pair with Facebook, as the platforms work hand-in-hand to move consumers further through their consideration journey. Ensure responsive engagement, as direct messaging is key.
	Real-Time Engagement and Audience Insights	<b>In-the-moment conversation, current events tracking.</b> Users seek real-time engagement with brands, making it an essential tool for building trust.	<b>ENHANCED SAFETY GUARDRAILS:</b> Heightened protection measures will make the platform more appealing.	199 million global users	30-49 year olds	Twitter is a powerful platform for direct communication with existing and potential guests; utilize its real-time nature to develop relationships and build brand trust. Tap into trending topics and consumer questions/ feedback received to collect valuable sentiment analysis across key audience targets.
	Hypertargeted Lead Generation and Recruitment	<b>Networking, job seeking, education, industry news.</b> LinkedIn attracts audiences with high travel consideration, including key business guests and event planners.	<b>SHORT-FORM FEATURES:</b> Ephemeral content and enhanced creative tools to retain audience attention and usage.	756 million global members; 57 million businesses	35-55 year olds	LinkedIn is valuable for intersecting a hypertargeted audience using rich demographic data, for lead generation and recruitment opportunities alike. Integrate to establish and strengthen your brand, convey company culture to attract qualified candidates, and build authority through thought leadership articles.
	Identifying Trends and Driving Traffic	<b>Planning inspiration and idea sharing.</b> Pinners are planners; they seek content for events three months in advance, lending Pinterest as a critical tool for trendspotting.	<b>VIDEO PLAY:</b> Launched in Q2, Idea Pins allow creators and businesses to tell a story through video, producing 9x more engagements.	454 million monthly users	45-60 year olds	Pinterest is key for intersecting travelers during the planning stage and for reaching niche audiences like brides and parents. Elevated ad and shopping tools drive qualified website traffic and purchase actions. Utilize trending topics to inform future content planning; Pinners relay the trends that will be popular in the future.
	Building Awareness and Driving Traffic	<b>Entertainment, discovery, education, news.</b> YouTube is now the second most-used social platform, and the second largest search engine.	<b>SEARCH UPGRADES:</b> New visual search, preview, and language translation features to help global users find relevant content quickly - backed by the power of Google.	2.1 billion global active users	15-25 year olds	YouTube is a critical social strategy component for reaching and engaging global travel audiences through immersive video content. Routine keyword optimization of playlists, titles, and video descriptions increase discoverability to audiences around the world; drive users to website for purchase action.
	Building Awareness and Trendspotting	<b>Entertainment and discovery.</b> TikTokers love to discover - places, products, trends, tips, etc. Although content is largely viral videos and remixes, users also seek inspiration and education.	<b>LONG-FORM DEBUT:</b> TikTok is now allowing users to create videos up to three minutes in length in an effort to compete with YouTube.	689 million monthly users	16-29 year olds	TikTok can be key for discovery among a younger demographic; test brand play with partnerships before an owned channel to gauge sentiment and inform spend. Use TikTok trends to understand what resonates with Gen Z and inform content across other platforms; repurpose native videos to Instagram.
	Building Awareness and Driving Traffic	<b>Instant messaging, live event coverage.</b> Interactive visual content and AR technology are used for socialization and entertainment. Linked Snaps can boost traffic to brand websites.	<b>AR IDENTIFICATION:</b> The new Scan feature acts as a virtual search tool, helping users with everyday tasks such as item identification and lookalike shopping.	300 million daily active users	13-34 year olds	Snapchat offers a powerful suite of tools to reach NextGen audiences and drive interest through curated, non-skippable ad placements and geotagged, interactive filters. As audiences continue to crave augmented reality, Snapchat should be considered to spark sharing and drive awareness.