Introduction

FACEBOOK - What's on your mind?
- FB numbers
- 5 tips to post

INSTAGRAM - The hashtag universe
- IG numbers
- 5 tips to post
Launched in 2004 by Mark Zuckerberg

Individual and professional profiles

Most used social platform
NUMBERS

• 2.45 billion monthly active users
• 1.62 billion daily active users
• 83 million fake profiles

Source: Facebook/CNN - September 2019
57% 43%
25-34 y/o

Source: Hootsuite/We Are Social
 NUMBERS

4 million likes/min

38 minutes/day

Source: Hootsuite/We Are Social
THE HASHTAG UNIVERSE
THE HASHTAG UNIVERSE

- Launched in 2010 by Kevin Systrom and Mike Krieger
- Photo and video-sharing network platform
- Nowadays is owned by Facebook
INSTA-NUMBERS

• 1 billion monthly users
• 500 million users per day
• More than 400 million active daily consumers (Stories)

Sources: Hootsuite/Statista/Instagram/Marketing Land
52%  48%
18-34 y/o
28 minutes/day

95 million photos video/day
Thank you!
#LetsTalkNuclear