# SOCIAL MEDIA
MANAGEMENT BY

bellyflop

**There are 27 million LinkedIn profiles in the UK, with 60% male and 40% female**

LinkedIn posts with images get twice as many comments. Algorithms prioritise high-quality posts so, multimedia-rich posts are more likely to perform well.

Video posts are 5 times more likely to get comments and earn three times the engagement of text-only posts.

**According to Twitter, 13.6 million people in the UK can be reached by advertising.**

This number represents 24% of the UK population, aged 13+.

**YouTube is the world's second largest search engine and second most visited site after Google.**

## Bespoke packages to suit your requirements:

- Dedicated Social Media Assistant
- Social media set-up
- Multi-platform management
- Daily Twitter Posts
- Daily Facebook Posts
- Instagram Posts
- Linked In Posts
- Infographics created
- Brand Research
- Competition Research
- Progress Report
- Comprehensive Strategy Creation
- Style Guide Creation
- Cancel Anytime

**In the UK the average engagement rate on a Facebook post is 3.82%.**

**The average engagement rate for a photo post is 5.48% and for a video post 6.96%.**

According to Facebook Audience Insights, the average UK user makes 6 comments, likes 11 posts, shares 1 post and clicks on 13 ads in a 30-day period.

**YouTube is ranked as the UK's second most popular social media channel with almost as many users as Facebook.**

At the beginning of 2019 there were an estimated 24 million Instagram users in the UK. This is 42% of the UK's population, which according to Instagram can all be reached with advertising. The gender split is slightly skewed towards females (54% vs 46% males).