Who uses what and why?

Worksheet 3.1

Learning aim A

The table below contains a list of some of the world's 21 most important social media sites. Work with a partner to complete the details. If you are not familiar with the site you may need to do some research into the features it has. In the ‘Likely audience profile’ column try to identify the type of people who might use the site and what they might use it for.

| Site | Site main features | Likely audience profile |
| --- | --- | --- |
| Facebook |  |  |
| Twitter |  |  |
| Threads |  |  |
| Instagram |  |  |
| YouTube |  |  |
| LinkedIn |  |  |
| Pinterest |  |  |
| Snapchat |  |  |
| TikTok |  |  |

Pause point

Why do you think that businesses use social media sites that would ordinarily be designed for personal use?