



- Attracts all ages and demographics
- 7 out of 10 adults (age 18-49) use platform
- **Facebook Stories** are viewed first by users
- Users view platforms constantly, **post consistently**
- Include **Please Like and Share** in posts
- Thursday & Friday posts have best click rates
- **Post unique Thank You's** to customers
- **Tag up to 99 people** in each post - include business owners, influential people and past customers
- Tag @GSNorCal in all posts



- Highly visual experience
- 67% of users are between ages of 18-29
- 62% of users find new products and services via **Instagram Stories**
- Posts may be simultaneously shared on Facebook
- Include **Please Like and Share** in posts
- **Music, pictures, hashtags, and animation** help make posts stand out
- **Weekend usage** is high - post often
- **Post unique Thank You's** to customers
- Add @GSNorCal in all posts