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Facebook has been labelled as the next MySpace and perhaps this label scares them? MySpace slowly petered out and despite efforts to revive the social network, it was never revived.

## Advertising space

As a professional in the social media industry, where do you focus your marketing?

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On your mobile phone's home screen, most users will have four apps owned by Facebook: Instagram, Facebook, WhatsApp and Facebook Messenger. So the question arises: does Facebook have the same clout that it used to?

## Demographics

Where are under 17s going instead? Not surprisingly, they are moving to mobile chat services like WeChat, and photo-sharing apps like Instagram and Snapchat.

What's interesting is how quickly teenagers globally are taking up other services instead of Facebook.

## Conclusion

In reaching teenagers under 17 and people over this age, your brand must have a strong mobile presence, whether it be app-based or a mobi-friendly website. One key point is that your brand must be interactive.

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## ABOUT CHRISTOPHER SMITH

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