

ABOUT REDLANDS

Facebook vs. Instagram: Audience & Content Strategy

U.S. Adult Usage by Age

AGE	FACEBOOK	INSTAGRAM
18-29	68%	80%
30-49	80%	62%
50-64	74%	40%
65+	57%	19%

The clearest difference: Facebook is especially strong among adults 30-64, while Instagram is strongest among younger adults. The platforms overlap, but people often use them differently.

FACEBOOK Primary role: INFORM

Best suited to community information, usefulness and conversation.

Strong content:

- Community events & calendars
- New businesses and openings
- Restaurant/business recommendations
- Local news and practical information
- Redlands history and "Did you know?" posts
- Nonprofit/community updates
- Weekend roundups
- New resident & relocation resources
- Links to AboutRedlands.com articles/directories
- Posts inviting comments, recommendations or memories

Don't be afraid of information. Dates, times, links, event details and longer explanations can work well here.

INSTAGRAM Primary role: INSPIRE

Best suited to discovery, visual storytelling and creating the feeling: "I want to go there."

Strong content:

- Beautiful restaurant food
- Coffee shops, cocktails & treats
- New businesses and boutiques
- Reels showing an experience
- Downtown scenes & hidden gems
- "3 places to..." features
- Date-night ideas
- Family activities
- Seasonal Redlands imagery
- Events shown through people enjoying them
- Visually interesting local personalities

Lead with the visual. Put most who/what/when/where details in the caption rather than on the image.

FACEBOOK: "What's happening in Redlands?"
INSTAGRAM: "Look what's happening in Redlands."
ABOUTREDLANDS.COM: "Search, discover and act."

Example: Promoting Oktoberfest

Facebook: Include the date, time, location, ticket information, vendors, parking details, a link to the full event listing and useful explanatory copy.

Instagram: Use a strong full-screen photo or Reel of the experience - beer steins, German dancers, food, music or people enjoying the event. Keep on-image copy simple, such as **“Oktoberfest is back!”**, and move the details to the caption.

The Instagram Rule

Instagram graphics should not try to be flyers. The image or video should do the visual work. Someone should be able to glance at it and immediately think, “What’s that?” or “I want to go there.”

One Important Nuance

Facebook is not simply for “older people,” and Instagram is not only for “young people.” There is substantial audience overlap. The more useful distinction for About Redlands is **how each platform is used**: Facebook helps inform the community; Instagram helps inspire discovery.

ABOUT REDLANDS SOCIAL STRATEGY

Facebook -> Inform | Instagram -> Inspire | AboutRedlands.com -> Discover

Sources: Pew Research Center, Social Media Use in 2025 and Social Media Fact Sheet. Percentages shown represent U.S. adults in each age group who report using the platform.