

Platform	URL	Username	Follower Count	Average Posts Per Week	Types of Posts	Common Hashtags
Instagram	https://www.instagram.com/apple/	apple	27.3 Million	5-7 posts per week	Photos demonstrating iPhone camera qualities.	#ShotOniPhone
Twitter	https://mobile.twitter.com/apple?lang=en	Apple	7.7 Million	N/A	N/A	N/A
Facebook	https://www.facebook.com/apple/	Apple	13.529 Million	1 post every 3 months	No posts, only updated cover photos	N/A
TikTok	https://www.tiktok.com/@apple/	apple	1.2 Million	Only 4 posts ever made	N/A	#BrutalMasks #MadeOniPad
YouTube	https://www.youtube.com/user/Apple/featured	Apple	15.6 Million	5 posts per month	Videos: Ads, commercials, campaign videos, events, short films	#ShotOniPhone #AppleEvent #iPhone13Pro