

SOCIAL MEDIA CHEAT SHEET

TWITTER



A micro blogging social site with 560 million active users that post text, links, images and videos in 140 characters or less. Used as a news platform. Well-suited for brands sharing blog posts or promoting website content.

FACEBOOK



The largest social network with 128+ billion users and 4.75 billion pieces of content shared daily. Best for building brand loyalty. Sends more website referral traffic than any other social media network. Geared towards news and entertainment. Communicate with consumers in non-obtrusive way.

INSTAGRAM



A social sharing mobile app around pictures and videos with 200 million users. Used for building relationships and conversation. Best suited for strong visual brands.

LINKEDIN



A business oriented social networking site with 300 million users. Exists for company information, updates and recruiting. A highly professional network that is used heavily for sharing industry articles and general professional content.

PINTEREST



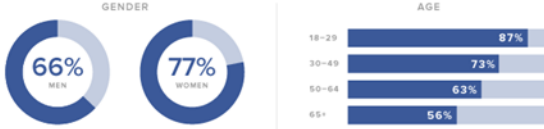
An online collaging resource that is all about discovery with 70 million users. Highly visual platform that lends itself well to strong imagery. Often used to find inspiration for projects.

SNAPCHAT



Mobile app for sharing pictures and videos between friends with 100 million users. Growing and changing more rapidly than any other platform.

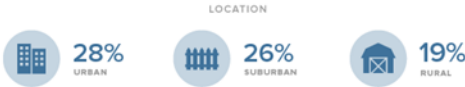
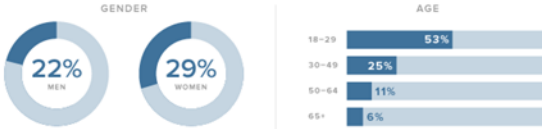
Facebook Usage Among Key Demographics



Twitter Usage Among Key Demographics



Instagram Usage Among Key Demographics



Pinterest Usage Among Key Demographics



LinkedIn Usage Among Key Demographics



Snapchat User Demographics

