SOCIAL MEDIA NETWORKS
The Big Five

FACEBOOK - 2.2 billion MAU*, 1.45 billion DAU*, 25-34 makes up 30%
Allows users to “friend” other user’s profiles and “like” business pages and post messages to friends or followers.

INSTAGRAM - 800 Million MAU, International, 60% under 30
Allows users to take pictures and videos, and share them on a variety of social networking platforms.

LINKEDIN - 500 million MAU, 133 m from US, 44% make over $75k
Allows users to “connect” with other professionals and extend existing networks of professional contacts.

TWITTER - 330 million MAU, 80% International, 80% Mobile
Allows members to follow user profiles and broadcast short posts called “tweets” to their followers.

PINTEREST - 200 Million MAU, 60% US, 81% Female
Allows users to add images or “pins” to their collection boards based on themes, browse the content of others, and save pins to their boards.

*MAU = monthly active users DAU = daily active users
SOCIAL MEDIA NETWORKS
Other Popular Networks

GOOGLE MY BUSINESS
Business search results which appear at the very top of the Google search results, and include contact information, location, and crowd-sourced reviews.

YOUTUBE
Allows users to upload and share videos.

TUMBLR
Allows users to post multimedia and other content to a short-form blog.

GOOGLE+
Allows users to post updates to their various “circles” or interest-based communities.

YELP
Crowd-sourced reviews about local businesses.