



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



50%+ OF NEW SIGNUPS ARE MEN

250 MILLION MONTHLY ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 69 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND

326 MILLION MONTHLY ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.57 BILLION DAILY ACTIVE MOBILE USERS

25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

2.23 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1 BILLION MONTHLY ACTIVE USERS



SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE

MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS

300+ MILLION MONTHLY ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



70%+ USERS ARE OUTSIDE THE U.S.

260 MILLION MONTHLY ACTIVE USERS