PINTEREST

Social Site that is all about discovery

50%+ of new signups are men

6,000 tweets on average happen every second

50%+ of new signups

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

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

Facebook

Social sharing app all around pictures and 60 second videos

Social Sharing for sending videos and pictures that disappear after being viewed

Instagram

Social sharing app all around pictures and 60 second videos

Many brands are participating through the use of # hashtags and posting

Snapchat

App for sending videos and pictures that disappear after being viewed

Users share 1 million links every 20 minutes

Most followed brand is National Geographic

LinkedIn

Business oriented social networking site

Brands that are participating are corporate brands giving potential and current associates a place to network & connect

There are over 69 million Twitter users

10+ billion video views daily

Most used platform among 12 - 24 year olds

70%+ users are outside the U.S.

260 million monthly active users

2.23 billion monthly active users

326 million monthly active users

300+ million monthly active users

1 billion monthly active users

6,000 tweets on average happen every second

6,000 tweets on average happen every second

250 million monthly active users

Statistics as of 12.27.2018  Designed by: Leverage - leveragestl.com