



PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**89% USE PINTEREST FOR PURCHASE INSPIRATION**

**431 MILLION MONTHLY ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS**

**THERE ARE OVER 77 MILLION TWITTER USERS**



**6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND**

**353 MILLION MONTHLY ACTIVE USERS**



FACEBOOK

**THE LARGEST SOCIAL MEDIA PLATFORM AROUND THE WORLD**

**59% OF SOCIAL MEDIA USERS ARE ON FACEBOOK**

**26% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34**

**USERS SPEND 19.6+ HOURS A MONTH ON AVERAGE ON FACEBOOK**

**2.91 BILLION MONTHLY ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING APP ALL AROUND PICTURES STORIES AND LIVE VIDEOS**

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

**CONSUMERS CAN RELATE TO PICTURES AND VIDEOS**

**MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC**

**1.4 BILLION MONTHLY ACTIVE USERS**



TIKTOK

**APP FOR MAKING AND WATCHING SHORT FORM VIDEOS**

**1+ MILLION VIDEO VIEWS DAILY**

**1+ BILLION SOUND USES DAILY**

**MOST USED SOCIAL PLATFORM AMONG USERS AGES 10-29**

**1+ BILLION 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**



**77%+ USERS ARE OUTSIDE THE U.S.**

**250 MILLION MONTHLY ACTIVE USERS**