Social Platform Cheat Sheet

* Updated May 2016

Need to Know	Most established social channel; broad reach in US & global. Very advanced targeting; paid ads necessary.	Very well established w/ strong ad products & potential for wide reach, though audience is more niche.	Owned by Google. 2nd most popular search engine. 6 billion hours of video viewed per month.	Prioritizes quality video/photo content that looks and feels like those organically using the platform. Explore new content, topics and users within the platform catered to users interest.	Where people go to "create their own future" and "discover, save, do." Updates to search are indicative of a focus on the "Discover" portion of the platform. 80% of usage happening on mobile.	Started by a high school dropout; now owned by Yahoo. Blogging platform for the creative set.	Owned by Twitter. Launched the short-form video craze. Very influencer driven. Nearly all mobile.	Mobile app; expiring images & videos, 24-hour Live/Sponsored Stories, Discover tab. 10 Billion video views per day; positioning itself as full-service messaging platform	Reach more than 234 million engaged and passionate users through a flexible programmatic platform. Target audience by interest, location, and specific communities.
Who's On It	Everyone, with a majority of Millennial users living in U.S., India & Brazil. However, teens are using it less, and differently (more for networking)	A fairly wide audience, with pops in: Tech, Marketing, African American, Entertainment, Politics	Everyone. Especially Millennials (72%), GenX (58%), and teens 14-17 (81.9%)	Millennial parents, millennials, teens.	Over 45% of the users are from overseas and, while women still dominate the platform, men are the largest growing demographic.	Teens and Millennials. 56% users are 18-34. Popular amongst the fashion, art, entertainment, food & creative set.	Early adopters, Millennials and teens. Hardcore content creators.	"86% of demo between 13-34 years old; ~50/50 = US/International Over 100MM daily active Snapchatters	53% M/ 47% F 54% from the US and 46% are International. US users spend over 13 minutes on the site with each visit (on average.)
MAU	1.51 Billion	310 Million	1 Billion	400 Million	100 Million	N/A - Tumblr tracks audience based on blog network & dashboard	Est. 200 Million Vines watched	200 Million	234MM unique users
How People Use It	Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events. Also used for customer service.	Many are spectators rather than active participants, discovering content, articles, & news, though participation has increased with the introduction of the algorithm. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquires.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcase their daily lives in a unique and artistic way. Discover other brands/users that resonate with personal interests. Become content creators by consistently inventing ways to utilize the platform with hacks.	Aspirational content curator that helps users plan for their next life phase. Discovering new things & products; getting inspired; planning their lives and purchases.	Curating & creating content that provides a window into their personalities, interests, etc. Riffing on pop culture, trends, humor, etc. Following others who inspire them.	Consuming & sometimes creating fun, interesting 6-second videos. Following influential content creators.	1:1 photo/video messages that expire after 24 hours. Daily storytelling to friends via 24-hour "story" feature. Access publication sourced stories	Platform is primarily for the sharing of interesting and noteworthy content. Users are able to vote up content. And commentary is contained within reddit threads. Great community for discovery.
How Brands Use It	Publish high quality visual content, often an extension of brand campaigns. Elicit action (social engagement, clicks to website, video views, etc.) from fans & non-fans. Can do very robust demo & interest targeting. Increasingly as a sounding board for customer service.	Real-time participation in cultural events. Publish high quality visual & text based content. Ask questions & have 1:1 conversation with consumers & influencers. Host Twitter chats & parties. Respond to customer service inquiries.	Distribute TV commercials and other video content, and create unique web-based content including Virtual Reality, Live Streaming, and 360° video. Leverage influencers to create video content.	Share high-quality video and photo creative showcasing the brand or product in unique/innovative ways. Engage with audiences by utilizing and viewing hashtags. Leverage influencers to create UGC content increasing reach and awareness of the brand/product.	Businesses currently create 2/3 of platform content. Publish high quality content with rich, keyword focused descriptions & vertical imagery. Integrate Pinterest button on website & optimize web content, Create rich & promoted pins to make content more discoverable.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Brands can also drive awareness through Blogless Sponsored Posts (branded Tumblr page not needed).	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	Showcase exclusive, behind-the-scenes content, which should be entertaining and spontaneous. Work with influencers to engage fans. Buy 3V Ads, integrated into content on Live and Discover.	Launch authentic discussions with the Reddit community in order to build awareness and alter brand perception. Target relevant subreddits in order to build relevance and incentivize the community to take action.
Content Types	Standard Video, Live Video, 360 degree video, strong visuals (print quality) with less than 20% text on image; link, carousel, and canvas ads.	140 character limit Text-based, image content, videos, live-stream content & GIFs. Conversational ad units that encourage social buzz.	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters" Looped video up 60 seconds, link and carousel ads	Vertical visuals with links back to brand site & keywords for search in descriptions, Buyable pins, Cinematic pins, How-To pins, & Rich pins	Text, photo, quote, link, chat, audio, video. Photos and GIFs tend to perform best.	6-second videos	Photos, videos, drawings, emojis, stickers, text, audio/video notes, audio/video calls	Photos, videos, text, and links.
Paid Media	Yes - Robust	Yes - Robust	Yes - Robust	Yes – Leverages Facebook Ads API	Yes – Robust with Buyable Pins	Yes –Sponsored Blog & Day, Sponsored Posts (static, video, blogless & on Yahoo)	No	Yes – Discover, Stories, Geofilters, Lenses	Yes - Sponsored Headlines Premium ads and custom programs
What It Can Help Achieve	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Fan Engagement Brand Equity Brand Engagement Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Reach New Audiences	Awareness Brand Equity Brand Engagement Purchase Intent Reach New Audiences	Awareness Brand Equity Brand Engagement Driving Traffic Sales Purchase Intent	Awareness Brand Equity Brand Engagement Traffic	Brand Equity Brand Engagement	Awareness Brand Equity Brand Engagement Young Audiences	Awareness & Conversation Sales & Sign-ups Site Traffic
Major KPIs	Impressions, Video Views, CTR, CPE, CPM, Likes, Comments, Shares, Frequency, % of audience reached	Retweets, @replies, Likes, Followers, Impressions, CTR, CPF Hashtag use	Video Views, Video Completion Rate, Likes, Comments	Likes, Reach, Impressions, Eng. Rate, Hashtag use, Clicks, CPC, CPE, Video Views	Repins, Likes, Impressions, Unique Viewers, Clicks, CPA, CPE, CPC, CPA, Installs, Closeups, Purchases	Engagements (likes, Reblogs), Impressions, Follows, Clicks, Views, ER	Re-vines, Comments, Loops (# of times video is played)	Views, Screenshots, Replays, Filter Usage, Filter Impressions	Impressions, Clicks, Comments, CTR, CPM, and CPC