

# SOCIAL PLATFORM CHEAT SHEET



<b>NEED TO KNOW</b>	Most scalable social platform with a priority on connecting the world. The News Feed (algorithm-generated customized feed) is the core as this is where users come to connect with friends and family and consume news, video, and content and is the primary place brands advertise due to its broad but targeted reach.	Most personally curated social feed owned by Facebook Inc. In feed content is inspirational/aspirational while Stories content is more behind-the-scenes and unpolished. Users, brands and influencers customize the content they post with editing tools (Boomerang, Hyperlapse, etc.)	A standalone mobile app owned by Facebook Inc. used for one-to-one communication between friends and family or for customer service. Messenger supports group messages up to 150 users and can be used as a bot platform for brands.	Focus on real-time discovery, trending topics and moments. The platform's awareness and engagement duality, play a large role in its distinction from other larger platforms. A hub for video content, specifically in the form of live-streaming user and publisher content via Periscope and in-app streaming.	Remains the internet's premier destination for video content with over one billion users globally - almost one-third of all people on the Internet. In fact, over one billion hours of video is watched daily.	"World's catalog of ideas," where users go to be inspired. Pinterest is a hybrid social and search platform where marketers can reach a receptive audience throughout the purchase funnel, from the earliest stages of discovery through to conversion.	Best known for its ephemeral content, and positions itself as a mobile camera app. Users edit photos with features including lenses, image and voice filters, stickers, and drawing tools such as text, color, and emoji overlays including Bitmoji in 3D. Discover feature is widely used as a content destination to consume short-form stories from editorial partners.
<b>WHO'S ON IT</b>	68% of U.S. adults use Facebook. 74% of those users visiting Facebook daily and 51% visiting several times a day. Overall, more women use Facebook than men and usage is generally even across White, African American and Hispanic demos. Facebook is also the most global platform with the largest presence in India, United States, and Brazil.	35% of U.S. adults are on Instagram. However, the platform skews slightly younger with 71% of U.S. 18-24-year olds reporting that they use Instagram. 81% of this younger audience visits Instagram daily and 55% visits Instagram several times a day. Overall, the platform is pretty gender neutral and slightly over-indexes with African Americans and Hispanics.	37% of global online adults, making it the second most used mobile app in the United States. However, it is still second to WhatsApp in terms of messaging apps worldwide.	24% of global online adults (21% of all Americans). A wide audience; ranges from vocal and influential users, celebrities and publishers specializing in pop culture, politics, technology and internet memes. Heavy usage among African Americans and diverse cultures. Majority 18-24; second largest group is 25-34.	1.8 Billion monthly logged-in users who watch, on average, more than one hour of video daily on mobile alone. In the U.S., YouTube reaches more 18-34 and 18-49 year-olds than any cable network. With extensive global reach, YouTube has launched local version in more than 88 countries and a total of 76 different languages.	1 out of 2 millennials use Pinterest every month, and the platform is most popular amongst US women aged 18+. But it is rapidly growing far beyond that loyal base, especially amongst men and outside of the US.	28% of Snapchat US users are 18-24 years old. 70:30 female/male ratio. 173 million Snapchat daily users worldwide. 25% of Snapchat DAUs post to their Story every day. 49% of Snapchat users say they use the platform multiple times per day.
<b>MAU</b>	2.19 Billion 150 Million DAU (Stories)	800 Million 250 Million (Stories)	1.3 Billion	330 Million	1.8 Billion	200 Million+	191 Million DAU
<b>HOW PEOPLE USE IT</b>	Connect with friends and family, consume news and video (premium original content, editorial and live) and discover products, content, and events that align with their personal interests. People take to brand Pages to ask product questions or voice concerns and join Groups to discuss interests with like-minded communities. Stories usage is also growing, aided by international audience.	Create and discover inspirational visual (photo, video, boomerang, hyperlapse, and layout) content. Follow friends, family, influencers and brands, save content, and share with Instagram Direct. Explore tab is used to discover new content creators. Stories (including Location and Hashtag Stories, Polls, and Live) provide a behind-the-scenes, more authentic look at the world.	To communicate with friends and family on daily happenings via text, video, and audio messaging. People also connect with Brand Pages to ask product questions or voice concerns. The 'Messenger Day' product allows users to create 24-hour ephemeral stories within the Messenger mobile app.	Sought after resource of news, pop culture updates. Along with conversation around tent-pole events, heavily used for brand customer service. Users view original programming with participating partners and publishers, like BuzzFeed's AM to DM. Live-streaming with live-viewing continues to evolve with streaming partnerships like NBA, Bloomberg, in-app live-stream, and Periscope Producer.	Primarily used as a search engine for discovering new content and a subscription service for keeping up with dedicated interests via creator channels. In addition, YouTube has created unique experiences for music fans, gamers, TV lovers, and families (i.e. YouTube music, YouTube Gaming, YouTube TV, YouTube Kids).	People go to Pinterest to "discover, save and do." They browse for inspiration and research future purchases, using the platform as a tool to plan for both everyday moments and major life events. 87% of pinners have made a purchase after seeing a product they liked on the platform.	1:1 photo/video messages that expire after 24 hours with filters and lenses. Daily storytelling to friends via 24-hour Story feature. Custom Stories with select friends both geo-fenced and non. Access publication source stories in Discover. View and curate content to Live stories. Save snaps to and from Memories. Create stories from images and videos in Memories.
<b>HOW BRANDS CAPTURE ATTENTION</b>	Photo Ad, Video, 360 Photo/Video/Audio, GIF, In Stream video, Mid roll Ads	Photo Ad, Video, Boomerang, Hyperlapse, Story Ads, Link to Canvas from Stories, Story Carousel Ads, GIF Stickers	News Feed Ads	Photo, GIF, Promoted Video, In-Stream ads, Sponsorships	Standard Video (long and short form); Dynamic Creative (Vogon and Director Mix)	Static and Rich Pins, Auto-Play Promoted Video, Cinematic Pins	Static image or video with customizations, Snap Ads with Video, Video content & TV series created for Snapchat exclusively, Snapchat Lenses
<b>HOW BRANDS DRIVE ACTION</b>	Canvas (+Collections), Dynamic Product Ads, Static/Video Carousels, Link Ads, 360 Photo/Video/Audio, Events, Offers, Lead Generation Ads, App Installs, Live Reminder Ads, Collection Ads, Groups for Pages, Local Awareness, In Stream video, Marketplace Ads	Static/Video Link Ads, Stories, Static/Video Albums and Carousels, Collection Ads, Link to Canvas from Stories, Story Polls	Messenger Ads, Sponsored Messages, Messenger Codes	Polls, Cards (Video, App, Summary, Website), Conversation Ads, Instant Unlock, Moments, Custom Emoji/Hashflag, Promoted Trends	TrueView In-Stream, TrueView Discovery, Bumpers, Display Ads, Overlay Ads, Overlay Ads, Sponsored Cards, Mid-Roll	Static and Rich Pins, Buyable Pins, One Tap Promoted Pins, Promoted App Pins	Article, App install, Mobile Web-Site or Deep Link Attachments. Lead Generation Ads, Snapcodes, Snap to Unlock, Filters and Lenses
<b>HOW BRANDS OFFER LIVE EXPERIENCES</b>	Video/360 video Facebook Live (and cross posting), Stories, Live 360 Ready Program, 4K and VR viewing for Live 360 streams, Live with Friends, In Stream video, Watchparty	Live Stories, Live with a Friend	N/A	Live via Periscope, Live in Twitter and Periscope Producer, 360 Periscope Live	Live Streaming (HDR, 4K, 360 4K), Live Stream in Ads.	N/A	National and local geo filters, Sponsored Lenses, Ad placements within "Our Stories," Custom Stories, and the newest Live broadcasting for certain publishers.
<b>EMERGING INNOVATION FOR BRANDS</b>	Story Ads, Premieres, 3D Posts	AR Studio for Instagram, Native Payments	AR capabilities	Video Website Cards, Direct Message Card for promotion and sharing bots	Dynamic Creative Solutions such as Vogon and Director Mix	Pinterest Lens, Following tab, Promoted Video at Max Width	Snappables, Lens that react to sound, Promoted Lens with DR capabilities, Lens Studio, unskippable 6 second videos