

Social Media Cheat Sheet for #Marketing

		FACEBOOK <i>I "Like" bacon.</i>		TWITTER <i>I am eating #bacon.</i>		YOUTUBE <i>Watch me eat bacon.</i>
About	A large social network where people create profiles, exchange messages, and report status updates.		A microblogging service that enables users to send text-based posts of up to 140 characters.		A video-sharing website popular for user-generated content, video clips, and video blogging.	
Pros	Great for brand exposure and customer relations.		Ability to quickly respond to clients and customers.		Build your brand through video blogs and tutorials.	
Stats	2.01 billion active monthly users worldwide. Five new profiles are created every second.		100 million active users. 500 million tweets sent/day. 79% of Twitter accounts are based outside the US.		Youtube gets over 30 million visitors per day. 300 hours of video uploaded per minute	
		LINKEDIN <i>I am skilled at eating bacon.</i>		GOOGLE+ <i>I hang out with people who like bacon.</i>		PINTEREST <i>Here is a bacon recipe.</i>
About	Online professional directory of individuals and companies for professional networking.		A social network operated by Google with profiles, status updates, circles, hangouts, and sparks.		Users can share photos on virtual bulletin boards. Typically used for fashion, recipes, DIY, & products.	
Pros	Great way to develop B2B relationships and interactions.		Easy way to interact with clients and customers. Can be integrated with other Google applications.		Primarily used by women and works well for products with strong visual appeal.	
Stats	467 million active users 13 % of Millennials use LinkedIn. T70 % of LinkedIn users are from outside the US.		375 million active accounts. 27 million visitors per month.		150 million active users. 81% of users are female	
		INSTAGRAM <i>I take hip pictures & videos of #bacon.</i>		FOURSQUARE <i>This is where I eat bacon.</i>		YELP <i>This place makes bacon & it is good.</i>
About	Take or import pictures and video, apply filters, and share across multiple social media outlets.		Location-based website for users to post their location (check-in) and share with friends.		Online guide for places to eat, shop, drink, relax, and play based on the opinions of others.	
Pros	Fast, easy and efficient photo and video sharing.		Claim your business and advertise sales, specials, and events.		Mix between phone book and review site. The higher your rating, the higher your listing.	
Stats	700 million active users. More than 40 billion photos have been uploaded to Instagram so far. 95 million photos posted/day		55 million users. 1.3 million business pages		28 million monthly mobile app users. 583 million monthly desktop visitors.	

	 <p>SNAPCHAT <i>Send a quick video or photo of #bacon.</i></p>	 <p>VINE <i>Watch me fry #bacon.</i></p>	 <p>TUMBLR <i>Look at this thread of #bacon photos.</i></p>
About	Mobile conversation for sending up to 10s of video or a photo, both disappear after viewing.	Video sharing service that allows 6s long video clips for sharing/commenting/following your favorite users.	Share picture collages and threads of topics, usually fashion, photography, illustrations, or infographs
Pros	The "Discover" app allows informative, storytelling opportunities for companies.	Easy way to interact with clients and customers through video sharing.	Primarily used by millennials Easy way to share visual data and infographics
Stats	173 million daily users. 70% of users are women. Millennials account for 7 out of 10 Snapchatters.	40 million registered users. More Vines than Instagrams are shared on Twitter.	1.3 billion Tumblr posts published in Jan. 2017. 5.9 Million new Tumblr blogs made in January 2017.