



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **2.5 BILLION** PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS



150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH **925,000**

NEW USERS EVERY DAY

400 MILLION 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**



79% OF USERS

ARE **35** OR OLDER

240 MILLION ACTIVE USERS