



# Social Platform Cheat Sheet

\* Updated May 2015

									
<b>Need to Know</b>	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 watched per month.	Owned by Facebook. Very high engagement rates relative to other channels. All mobile. 70 M photos /day	Massive growth in last 3 years. Created a new design language that many have emulated. 80% mobile activity.	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.	Questionable value as a "social network" but not irrelevant. Mostly used to bolster SEO.	Able to reach under 25 demo. Mobile-only with disappearing images/videos + 24-hour "stories"
<b>Who's On It</b>	Everyone. 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, teens & young men.	Millennial parents, millennials, teens, and early adopters. Audience is getting more mainstream.	Mostly US, mostly women 25-54. Recent rise in men to the platform (1/3 of sign-ups male) as well as gains internationally.	Teens and Millennials. Popular amongst the fashion, art, entertainment & creative set.	Early adopters, millennials and teens. Hardcore content creators.	Large international audience + tech early adopters. Also has implications for whole Google ecosystem - so basically everyone.	Young adults and teens 15-25; roughly 70% women.
<b>MAU</b>	1.44 Billion	302 Million	1 Billion	300 Million	Est. 72.5 Million Registered Est. 30 Million MAU	Est. 43 Million	40 Million	540 Million	120 Million
<b>How People Use It</b>	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. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquiries.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcasing their lives in unique, artsy, or adorable ways. Lots of selfies and food. Getting inspired by what others are sharing, including friends, brands & influencers.	Discovering new things & products; getting inspired; planning their lives.  Notable: Women - food and drink, crafts, home decor, and fashion. Men - photography, art, design, and home decor.	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.	Often used for promoting one's personal businesses or career.  Occasionally following brand content.	1:1 short snippets of photos/videos that disappear (after up to 10 seconds). Can screenshot images.  Daily storytelling to all friends via 24-hour "story" feature.
<b>How Brands Use It</b>	Publish high quality visual content, often an extension of brand campaigns. Elicit engagement from fans & non-fans. Can do very robust demo & interest targeting.	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 video content. Leverage influencers to create video content. Paid media - pre-roll, banners, in-video, etc.	Publish high quality photographic and video content & engage with fans. Leverage influencers to create branded content.	Integrate Pinterest button on website & optimize web content for Pinterest, Creating rich pins (including product, app, and place) to make content more discoverable. Maintain Pinterest profile & curate relevant content.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Some convergence with Yahoo advertising.	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	SEO  Less commonly used as a content distribution channel, and when it is, it's used mainly by publishers or tech brands.	Behind the scenes, exclusive content. Content must be entertaining, organic, and on the fly.  Working with influencers to engage with fans.
<b>Content Types</b>	Strong visuals (print quality) with less than 20% text on image; embedded Videos	140 character limit Text based, image content, & GIF's	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters" 15-second looped videos	Strong vertical visuals - with links back to (& pulled from) brand website and strong descriptions	Visual / image based content, videos & GIF's	6-second videos	Text-based content. Can include visuals, videos & links back to brand website	Images, videos, drawings, emojis, text
<b>Paid Media</b>	Yes - Robust	Yes - Robust	Yes - Robust	Yes - Needs IG Approval	Yes - App Download & Cinematic and Rich Pins	Yes - Basic	No	Yes - Thru Google	Yes - Discover Feature, Brand Stories
<b>What It Can Help Achieve</b>	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Reach New Audiences	Brand Equity Usage Occasions Purchase Intent Brand Engagement Traffic	Awareness Brand Equity Brand Engagement Traffic Sales	Brand Equity Traffic	Brand Equity Brand Engagement	Traffic Search Optimization	Brand Equity Brand Engagement Young Audiences
<b>Major KPIs</b>	Shares, Comments, Likes Impressions, Video Views CTR, CPE, CPF	Retweets, @replies, Favorites, Followers Impressions, CTR, CPF Hashtag use	Video views Video completion rate Comments, Likes	Likes, Comments, Hashtag use, Impressions (on paid)	Impressions, Clicks, Repins, Likes, Comments, CPA, CPE	Reblogs, Notes	Revines, Comments, Loops (# of times video is played)	Clicks, Comments +1's	Views, Screenshots, Replays