

Social Media Overview

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Social Media Platform	# of Users	Description	Media Type	Ad Options
Facebook	1.18 billion daily active users	Facebook is a social media and networking app that allows people to connect with others through profile pages and their newsfeed via content posts. Facebook introduced live streaming in 2016.	Text, Images, Video, Live Streaming, Messaging	Page post engagement, page likes, clicks to website, website conversion, app installs, app engagement, event response, offer claims, video views, local awareness, slideshows, carousel ads, dynamic ads, lead ads
Twitter	313 million monthly active users	Twitter is an online news and social networking app that allows people to create 140-character messages to "tweet" out to followers.	Text, Images, Video, Messaging	Tweet engagement, video views, website visits, website conversions, app installs or re-engagements, followers, leads on twitter, awareness
LinkedIn	467 million registered members, 133 million in the US	LinkedIn is a business-oriented social media app that connects professionals. It also allows companies to create pages to share information and industry news with followers. LinkedIn has a higher percentage of users who are employed compared to users who are unemployed.	Text, Images, Messaging	Sponsored content, sponsored inmail, dynamic ads, display ads, text ads
Instagram	500 million monthly active users	Instagram is a social media app that allows users to post stylistic images and short videos to followers. In Q4 2016, Instagram introduced live streaming functionality.	Images, Videos, Live Streaming	Photo ads, video ads, carousel ads
Pinterest	150 million active monthly users	Pinterest is a content sharing app that allows users to post and share images and other media known as "pins". These individual pins are then organized into collections by a topic or theme known as Boards. The most popular themes are food, drink, do-it-yourself (DIY) projects, crafts, home decoration, holidays and events.	Images	Promoted pins
Snapchat	150 million daily users	Snapchat is an image and video messaging app that sends short, self-deleting images and videos to others. The selfie filter option applies humorous art to each person. Snapchat is a rapidly growing social media service that is forecasted to exceed Twitter and Pinterest usage by the end of 2016.	Images, Videos, Messaging	Snap ads, sponsored geo-filters, sponsored lenses
YouTube	More than 1 billion users	YouTube is a video sharing app that allows users to create and upload videos. Videos can be easily embedded in other media, such as websites, or users can search directly for video or video channels on YouTube.	Videos	Video ads
Tumblr	326.9 million blogs	Tumblr is a microblogging and social networking app that allows people to post content in a short-form blog. Tumblr is owned by Yahoo.	Text, Images	Sponsored posts, sponsored video posts, sponsored day
Flickr	122 million users	Flickr is an image and video hosting app that enables people to share, discover and organize photos and video. Flickr is owned by Yahoo.	Images	Interactive ads, standard ads
Reddit	234 million unique monthly users	Reddit is a social news and media aggregation app that allows registered users to submit content and engage with submissions from other users. Reddit has a higher percentage of users that are more liberal than moderate or conservative in their political standing.	Text, Images, Videos	Promoted post
Periscope	10 million registered accounts	Periscope is a live streaming video app owned by Twitter in which users can broadcast live to viewers. Multiple competing social media platforms now offer live streaming.	Video, Live Streaming	Periscope is currently beta testing an ad platform
Google+	4-6 million active users	Google+ is a social media app that allows users to create and share content. Every Google account has a corresponding Google+ account. The number of people who have created a post or are active users on Google+ is low.	Text, Images, Videos	Promoted post