



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