








Social Media Platforms: *A Comparison*



					
REACH	1.86B MONTHLY USERS	313M MONTHLY USERS	600M MONTHLY USERS	106M MONTHLY USERS	150M MONTHLY USERS
TARGETING	<i>location, special interests, gender, age, household size</i>	<i>general user demographics and analytics info</i>	<i>location, special interests, gender, age, household size</i>	<i>industry or job type, location, gender, age</i>	<i>interest, keyword, audience</i>
BENEFITS	<i>targeting, versatility, direct contact, analytics</i>	<i>communication, deeper connection</i>	<i>targeting, engagement, brand awareness</i>	<i>targeting, advertising</i>	<i>website traffic, imagery, brand awareness</i>
LIMITATIONS	<i>45% of users in older age demographic, limited copy space</i>	<i>demographics not as robust, 140 character limit</i>	<i>73% of users in younger age demographic, links not supported</i>	<i>cost of advertising, low click through rates</i>	<i>68% of users are women</i>
	