



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 17% MALE

♀ 83% FEMALE

20 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

241 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

1 MILLION LINKS EVERY 20 MINUTES

f

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

NATIONAL GEOGRAPHIC

200 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

25-35 YEAR OLDS ARE THE MOST **ACTIVE**

540 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**



POWERS 50% OF THE **WORLD'S HIRES**

300 MILLION USERS