



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

20% MALE

80% FEMALE

150 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

THERE ARE OVER 67 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE

HAPPEN EVERY SECOND

328 MILLION ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.15 BILLION DAILY ACTIVE MOBILE USERS

AGE 25 TO 34 AT 29.7% OF USERS IS THE MOST COMMON AGE DEMOGRAPHIC

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

2.01 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

700 MILLION ACTIVE USERS



SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE

MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS

300+ 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



70% OF USERS ARE OUTSIDE THE U.S.

106 MILLION MONTHLY ACTIVE USERS