

SOCIAL MEDIA CHEAT SHEET

(for users)

PROS

CONS



FACEBOOK

A ubiquitous, global social network used by 1.28+ billion users to share photo, video, and links, as well as to instant message.

Most likely network to contain the largest number of your connections/friends. Includes most of the features of its competitors, all in one place.

Everyone you know is on it, so it lacks a cool, exclusive appeal. Highly saturated with brands, advertisers, and click-bait.



TWITTER

271 million active users post text, links, images, and 6 second videos (Vines) in 140 characters or less.

Instant news source. Access to public icons.

High volume of content at such high speed can be overwhelming. Character limit is...limiting.



INSTAGRAM

Primarily mobile app that 200+ million users share pictures and short videos.

Easy scrolling without much text and no links. Beautiful, eye catching photography.

Less one to one engagement than other networks. Complicated features may cause stress (i.e. "filter anxiety").



PINTEREST

70 million users (80% of them women) use this online collaging resource for sharing inspiration and bookmarking links.

Great for finding ideas around many topics. Inspiring and motivating.

Very little social interaction with others. Topics tend to revolve around select categories (e.g. food, weddings).



GOOGLE PLUS

A less-popular network created to compete with Facebook. 300 million users are on it, but many don't realize it.

Good features like circles, communities and video hangouts. With fewer active users than most networks, participants are very responsive.

Very quiet network with lots of rumors around its future. Features can be difficult to figure out.



LINKEDIN

Network used by 300 million users to share experiences/resumes among business professionals.

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Entirely focused on business/careers. Unique features, some of which are limited to the paid subscription aspect (LinkedIn Premium).



SNAPCHAT

Mobile app for sharing pictures between friends. 100 million users and rapidly growing.

Young, private, cool, mom-free. Doesn't store photos automatically, so it won't take up memory in your phone.

Privacy concerns, spam issues, limited functionality.