

Social Media for Business Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

	Facebook facebook.com	Instagram instagram.com	Snapchat snapchat.com	Pinterest pinterest.com	Twitter twitter.com
Advertising Options	Yes	Yes	Yes	Yes	Yes
Active Members	1.18 billion daily users	600 million monthly users	150 million daily	110 million monthly	317 million monthly
Live Video	✓	✓	✓	No	With Periscope
Analytics	✓	✓	✓	✓	✓
Engagement Opportunities	✓	✓	✓	✓	✓
User Demographics	More women than men use Facebook 28% are ages 20 to 29 21% are ages 30 to 39 16% are ages 40 to 49	31% adult female 24% adult male 55% are ages 18 to 29 28% are ages 30 to 49 11% are ages 50 to 64	23% are ages 13 to 17 37% are ages 18 to 24 26% are ages 25 to 34 12% are ages 35 to 44	71% of users are female 29% of users are male 34% are ages 18-29 28% are ages 30-49 27% are ages 50-64 17% are 65+	12.1 million users are ages 18-24 12.4 million are 25 -34 9.5 million are 35-44 12.1 million are age 45+
Mobile	✓	✓	✓	✓	✓
Build a Following	✓	✓	✓	✓	✓
Post Text Updates	✓	No	✓	No	✓
Group Networking / Engagement	✓	✓	✓	No	No