

# Social Media for Business Comparison Chart

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

	<b>Facebook</b> <a href="http://facebook.com">facebook.com</a>	<b>Instagram</b> <a href="http://instagram.com">instagram.com</a>	<b>Snapchat</b> <a href="http://snapchat.com">snapchat.com</a>	<b>Pinterest</b> <a href="http://pinterest.com">pinterest.com</a>	<b>Twitter</b> <a href="http://twitter.com">twitter.com</a>
<b>Advertising Options</b>	Yes	Yes	Yes	Yes	Yes
<b>Active Members</b>	1.18 billion daily users	600 million monthly users	150 million daily	110 million monthly	317 million monthly
<b>Live Video</b>	✓	✓	✓	No	With Periscope
<b>Analytics</b>	✓	✓	✓	✓	✓
<b>Engagement Opportunities</b>	✓	✓	✓	✓	✓
<b>User Demographics</b>	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+
<b>Mobile</b>	✓	✓	✓	✓	✓
<b>Build a Following</b>	✓	✓	✓	✓	✓
<b>Post Text Updates</b>	✓	No	✓	No	✓
<b>Group Networking / Engagement</b>	✓	✓	✓	No	No