



How to Work a Trend

Table Comparing Different Social Media Platforms

more money for shoes

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Features	LinkedIn	Twitter	Facebook	Blog	Pinterest
Description	Social network which connects professionals.	Broadcast short messages.	Connecting people with friends.	Creating your own blog for people to see.	Pictures and videos of things you love.
Number of Users	150 Million	555 Million	901 Million	2 Million	11.7 Million
Marketing Tools Is this site a good tool for marketing your business?	✓	✓	✓	✓	✓
User Visibility Can what you have to say be spread widely through other users?	✓ By publishing, sharing & commenting	✓ By 're-tweets' & 'trending'	✓ By 'likes'	✓ By 'repins'	✓ By 'likes'
Blogging Feature	✓		✓	✓	
Mobile Application	✓	✓	✓		✓
Events Feature	✓		✓		
Tagging feature	✓	✓	✓		✓
Photo Sharing	✓	✓	✓	✓	✓
Video Sharing	✓		✓	✓	✓
Company Brand Presence	Company Page	Business Profile Page	Facebook Business Page	Business Blog Page	Company boards
Audience	68% of users are over 35 years of age.	Most users are between 35-44 years of age.	Most users are between 18-25 years of age.	30% of users are between 35-44 years of age.	30% of users are between 25-34 years of age.
Privacy Settings	Highly customizable, can choose who you want to see your information.	Can choose between either a public or private account.	Highly customizable, can choose who you want to see your information.	Can choose between either a public or private account.	You create a public board for everyone to see. You can choose to not have your page on search engines.