

Comparing the State of the Social Networks

***With Citations

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<http://stepincomm.com>

franstep09@gmail.com

@fransteps



	Facebook	Twitter	LinkedIn	Pinterest	YouTube	Snapchat	Periscope	Instagram
Size	1.5 BN users	316 MM users	380 MM members	48-70 MM (Estimated)	1 BN users	100 MM (Estimated)	10 MM user accounts	300 MM active users
Activity	382,000 likes per minute	500 MM tweets per day	2 new users per second	1.7 billion recipe pins	300 hours of video uploaded every minute	Collaborated with Square to create Snapcash	40 years worth of video has been watched on network	70 million pictures posted per day
Devices and Habits	68% use on mobile devices	80% of active users through mobile devices	44% of B2B marketers use for lead gen	80% of traffic from mobile devices	Half of video views are on mobile devices	New privacy policy is controversial	Spawned "how-to" Summits within weeks	Avg users spends 21 min per day on the app
Cool Fact	In June '14, served more video views than YouTube	23% of Tweets get a reply	39 MM students & grads; fastest growing demo	22% of adults use network	Most Twitter vids originate here	45% of users are bet 18 and 24	Global Map allows you to look at videos by geographic area	70% of users are outside US
Latest Move	Improved Search	Favorites Become Hearts	Revamping Groups	Visual Search Tool	Offering legal assistance to creators	Brand Channels	Skip Ahead on Replays	Advertising Options
Ownership	Public	Public	Public	Private	Google	VC Funded	Twitter	Facebook
Sources	A	B	C	G	F	D	K	Q

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