



- ✓ Text-based + Photos
- ✓ Older audience, created in February 2004
- ✓ Allows to create groups, events, shops, etc
- ✓ Biggest reach (visibility) – 2.2 billion active users
- ✓ Best at distribution chunks of information
- ✓ 93% of marketers are here
- ✓ ONLY 6% of your followers will see you posts 😞

- ✓ Photo & video based + #hashtags
- ✓ Younger audience, launched in October 2010
- ✓ Business engagement is at least 10x more
- ✓ Growing audience + popularity
- ✓ Clean, easier to navigate, less “clutter”
- ✓ 800 million active users, 500 million daily active users
- ✓ 36% of marketers are here
- ✓ 100% of your posts will reach your followers.

- ✓ **ADVERTISING:** Allows you to send messages to a specific target audience (location, language age, gender, interests)