

## Appendix H: Social Media comparison

	Facebook	Twitter	YouTube	LinkedIn	Google+	Instagram	Pinterest
<b>Year launched</b>	2004	2007	2005	2003	2011	2010	2010
<b>Users</b>	7.9 million	3.3 million	7.1 million	3.9 million	2.0 million	0.7 million	0.5 million
<b>Focus</b>	Family/Friends	News	Content/Video	Business	Content	Photo	Hobby/Interests
<b>Advertising</b>	Ads/Sponsored	Sponsored tweets	Ads/Sponsored videos	Ads	Sponsored posts	-	Product Placement
<b>Engagement</b>	Friend	Follower		Connection	People	Follower	Follower
<b>Brand Presence</b>	Fan page	Profile page	Channel	Company page	Business page		Business page
<b>Mobile App</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Sharing</b>	Share	Retweet (RT)		Share	Share		Repin
<b>Photo Sharing</b>	Yes	Yes	No	No	Yes	Yes	Yes
<b>Video Sharing</b>	Yes	Yes	Yes	No	Yes	Yes	Yes (YouTube)
<b>Linking to other social media</b>	Yes	Yes	No	No	Yes	Yes	No
<b>Interaction with customers</b>	Yes, direct	Yes, direct	Yes, indirect	No	Yes, direct	Yes, indirect	No