

# Social Media Platforms



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# Top 10 Social Media Platforms Compared

Sr.No.	Social Media Platforms	MAU*	Revenue	Launched
1	Facebook	2.9 billion	\$85.96 billion	2004
2	YouTube	2.2 billion	\$28.8 billion	2005
3	WhatsApp	2 billion	\$5.5 billion	2009
4	Instagram	2 billion	\$24 billion	2010
5	TikTok	1 billion	\$11 billion	2016
6	Snapchat	538 million	\$1.06 billion	2011
7	Pinterest	444 million	\$575 million	2005
8	Reddit	430 million	\$289.9 million	2010
9	LinkedIn	250 million	\$12.4 billion	2006
10	Twitter	217 million	\$5.42 billion	2003

# Facebook



**Headquarters:** Menlo Park, CA,  
**Launched:** 2004,  
**Monthly Active Users:** 2.9 billion  
**Revenue:** \$86 billion ([2022](#))  
**Founders:** Mark Zuckerberg.



- ▶ Facebook isn't number one anymore. Sure, the platform that you connect with your mom, third-grade teacher, and neighbor is still there, and still as popular as ever (even more so, actually).
- ▶ But now it's Meta. Or at least the company that owns it, Instagram, and WhatsApp are now Meta, Inc.
- ▶ The platform has seen a demographic shift, but it's still the big dog on the social media block.
- ▶ Some of the leading industries on Facebook include financial services, ecommerce, retail, gaming, entertainment, media, telecom, technology, consumer goods, and automotive businesses.
- ▶ The News Feed increasingly suppresses business posts, but there are still ways to bolster engagement without investing in ads.
- ▶ However, if you really want to drive action from your audience, [Facebook ads](#) are a great way to do it.
- ▶ Consider joining (or creating) groups, [using a Facebook Messenger chatbot](#), or using live video to up your engagement

# YouTube

**Launched:** 2005

**Headquarters:** San Bruno, California

**Monthly Active Users:** 2.2 billion

**Revenue:** \$28.8 billion ([2022](#))

**Founders:** Jawed Karim, Steve Chen, Chad Hurley



- ▶ The original video social media platform, [YouTube](#) maintains dominance in that market. It is currently the second most used platform with 2.2 billion monthly active users.
- ▶ The potential for reach on YouTube is unrivaled, with [81% of U.S. adults](#) using the platform. The numbers can't be ignored.
- ▶ YouTube has a strong user base across all age groups. This includes the difficult-to-reach 65+ demographic, 49% of whom use the platform, second only to Facebook.
- ▶ YouTube covers all genres from beauty, gaming, and education to DIY home improvements. This is the platform for most brands to invest in, with video being the growing [medium for content marketing](#).

# WhatsApp

**Launched:** 2009

**Headquarters:** Menlo Park, California

**Monthly Active Users:** 2 billion

**Revenue:** \$5.5 billion ([2022](#)) estimated

**Founders:** Brian Acton, Jan Koum



- ▶ WhatsApp remains the most popular social messaging app, way out in front of Facebook Messenger.
- ▶ The closed messaging app might not seem the obvious choice for brands. But consider that SMS has a [98%](#) open rate compared to 20% for email. It's a captive audience. And, unlike SMS, WhatsApp messages are free to send.
- ▶ If you use WhatsApp for customer service and retention, you probably already realize its potential for brands is huge and distinctly under-leveraged.
- ▶ If you can crack WhatsApp, you'll have a direct marketing channel to your audience.

# Instagram

**Headquarters:** Menlo Park, CA

**Launched:** 2010

**Monthly Active Users:** 2 billion

**Founders:** Kevin Systrom, Mike Krieger

**Revenue:** \$24 billion ([2022](#))



- ▶ [Instagram](#) is a social network where product-based businesses, influencers, and coaches can thrive.
- ▶ Since introducing stoppable posts in 2018, the potential ROI for product-based businesses is higher than ever – not only can B2B's connect with a massive audience, they can link the product information and sales straight from the Gram.
- ▶ If your target demographic is under 35, Instagram is a gold mine: [67%](#) of 18-24-year-olds use Instagram, with 67% of Generation Z and 58% of Millennials using the app daily.
- ▶ Read more [Instagram Statistics and Facts for 2021](#).

# TikTok

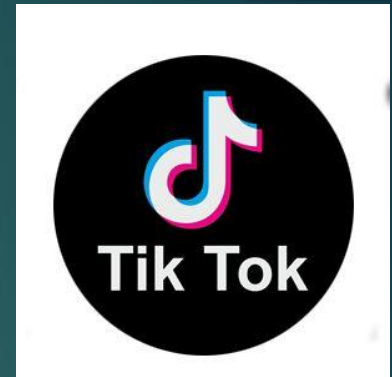
**Launched:** 2016

**Headquarters:** Culver City, California

**Monthly Active Users:** 1 billion

**Founders:** ByteDance Ltd, Zhang Yiming, Toutiao

**Revenue:** \$11 billion ([2022](#))



- ▶ [TikTok](#) bills itself as “the leading destination for short-form mobile video” with a company mission to inspire creativity and bring joy.
- ▶ TikTok has certainly struck a chord as it’s the youngest app to market but has already seen incredible growth.
- ▶ In 2017, after only one year, the app became the fastest growing app worldwide.
- ▶ Despite attempts to ban TikTok in the U.S. and being banned in India, as of 2021, the app had been downloaded [more than 3 billion times globally](#).
- ▶ If you want to connect with Generation Z, TikTok is the platform to check out.
- ▶ In the U.S., [25%](#) of the audience is a teenager or younger. Those users are highly engaged, too; with an [average user session of nearly 11 minutes](#), which is twice as long as Pinterest, the next closest app.

# Snapchat

**Headquarters:** Los Angeles, CA

**Launched:** 2011

**Monthly Active Users:** 538 million

**Founders:** Evan Spiegel, Bobby Murphy, Daniel Smith,



- ▶ If your target demographic is young, you definitely want to get in on [Snapchat](#).
- ▶ The most active users on Snapchat are 13-year-olds, and they're spending upwards of 30 minutes a day on the app.
- ▶ Snapchat is a haven for user-generated content, behind-the-scenes videos, exclusive offers, and influencer takeovers.



# Reddit

**Launched:** 2005

**Headquarters:** San Francisco, CA

**Monthly Active Users:** 430 million

**Founders:** Steve Huffman, Alexis Ohanian, Aaron Swartz

**Revenue:** \$289.9 million ([2022](#))



- ▶ [Reddit](#) heralds itself as “the front page of the internet,” and according to Alexa rankings, Reddit is one of the top 20 most-visited sites.
- ▶ Reddit has a unique blend of content and community, with more than [2.8 million](#) communities or subreddits, dedicated to every topic imaginable.
- ▶ With so many niches, there’s a place for every brand and business – it’s a matter of finding the niches where your potential customers are active and diving in.
- ▶ However, be warned: Reddit is a fickle place and won’t tolerate blatant self-promotion.
- ▶ Tread lightly as you begin to navigate because if you get the tone wrong, commentators are quick to jump in and can trash a brand.

# Pinterest

**Launched:** 2010

**Headquarters:** San Francisco, CA

**Monthly Active Users:** 444 million

**Founders:** Ben Silbermann, Paul Sciarra, Evan Sharp

**Revenue:** \$574 million ([2022](#))



- ▶ Some of the most popular content on [Pinterest](#) includes fashion, food, decor, wedding, workout, and DIY-related pins.
- ▶ In addition, anything with rich visuals can thrive on Pinterest.
- ▶ Notably, [60%](#) of Pinterest users are female. If you have a predominantly female audience, that's a compelling reason to invest time in social media marketing on Pinterest.
- ▶ That's not to say that men aren't on Pinterest – it has a male audience percentage of [40%](#).

# Twitter

**Headquarters:** San Francisco, CA

**Launched:** 2006

**Monthly Active Users:** 217 million ([2021](#))

**Founders:** Jack Dorsey, Evan Williams, Biz Stone, Noah Glass

**Revenue:** \$1.2 billion ([2022](#))



- ▶ Unlike other social media platforms, [Twitter](#) saw a decrease in the number of users in the past year. This may be attributed to the banning of former president Donald Trump and fears of conservative censorship.
- ▶ As of this writing, the site is in the process of completing a [\\$44 billion sale](#) to Tesla CEO Elon Musk. This announcement led to large fluctuations in follower numbers as the political makeup of the users changed, a process [Twitter referred to as “organic”](#) in nature.
- ▶ In spite of a clear understanding of what the future holds for the platform, if your business is related to entertainment, sports, politics, tech, or marketing, you stand to earn tremendous engagement on [this app](#).
- ▶ On Twitter, brands have an opportunity to craft and hone their voice. There's room to be clever and personable, while still being informative and helpful.
- ▶ Jump into threads, provide value, share your own content as well as others, and join the non-stop conversation.

# LinkedIn



**Headquarters:** Sunnyvale, CA

**Launched:** 2003

**Monthly Active Users:** 830 million ([2022](#))

**Founders:** Reid Hoffman, Konstantin Guericke, Allen Blue, Jean-Luc Vaillant, Eric Ly

**Revenue:** \$8.05 billion ([2020](#))

- ▶ Within its massive network of professionals, you'll find more than 61 million users in senior positions on [LinkedIn](#).
- ▶ If you're looking for decision-makers who have the power to hire your company, stock your product, or partner with you, LinkedIn is the place to be.
- ▶ Did you know that the average LinkedIn user has an income more than \$2,000 above the national median? Or that [50 million](#) people use it to search for jobs every week?
- ▶ LinkedIn is a very focused social media platform, and because of that, it has unlimited potential for connecting with an elite group of professionals who can make a difference for your business.

**Thank You**