



# SOCIAL NETWORK GUIDE

Q2 2015

B2C	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	COMMUNITIES
<b>Description</b>	Top social network site on the web—for everyone and everything.	140-characters plus Twitter cards to attach photos, video, links for real-time news, marketing, connection.	The leading channel for watching, sharing and storing video, owned by Google.	All-mobile, all visual photo/video sharing channel owned by Facebook.	“Digital scrapbook” using a pinboard-style platform for collecting, organizing and finding images.	Managed (owned) community of brand followers and customers on or connected to a website.
<b>Headline</b>	Many B2C brands using a traditional media strategy (i.e. paid ads) ignoring the social engagement opportunities.	Real-time news sharing, well suited for mobile and now offering strong ad products.	Facebook online video is a increasing competitive threat (as well as Snapchat, Netflix etc) but YouTube has a big advantage in views over time	Rapidly gaining in popularity (passed Twitter in 2014) expected to adopt some Facebook-like changes soon (verified badges, filtered feed).	Fast-growing, top traffic driver for e-commerce making it very appealing to marketers.	Communities attracting new attention as social relationship and social customer support put a premium on owning data (vs. renting from other channels).
<b>User Profile</b>	High penetration across all segments (71% of online adults) Offers unparalleled targeting opportunities.	High penetration across all segments with higher indices with 18-29 year-olds (power users), African Americans, and urban residents.	Millennials but high penetration across all segments.	Skews younger but growing rapidly across all demographic segments.	Women still dominate Pinterest (42% women vs. 13% men) but becoming more balanced.	Targeted at people with specific interests and/or those interested in a brand.
<b>Active Users</b>	1.39 billion monthly (Dec 2014)	288 million monthly (March 2015)	1 billion monthly (March 2013)	300 million monthly (Dec 2014)	70 million (registered)	Varies by Community Usually 1,000s to 100,000's Occasionally 1 million +
<b>Customer Usage</b>	Browsing; staying in touch; photo sharing; reading and sharing news and other content; customer service; social advocacy.	News and current events; interests; following experts/ celebrities; networking; personal branding.	Entertainment, information (guides, how-tos), uploading videos.	Sharing; staying in touch; showcasing; photo appreciation; selfies; being artsy; inspiration.	Discovery; ideas; purchase; information; collections/ curation; aspirations; search.	Information/advice; fandom; connection with like-minded people; customer service; purchase.
<b>Brand Opportunites</b>	Engagement; Insights; Branding; Advertising at scale; targeted ads; customer service; community (Groups). Brands using Facebook Video in preference to YouTube—it generates many more interactions.	Supporting or creating events; second screen TV advertising support; real-time marketing; active listening; customer support.	Content marketing opportunities especially “how-tos” and other information-rich videos, storytelling.	Brand development; content marketing; event marketing; re-gram UGC for relationships/ followers/ influencers; visual storytelling; listening	Curation of relevant content; seeding ideas for purchase; cross promotion between Pinterest and sales channel.	Provides a strong forum for brand advocates and loyal followers. Owning data important for CRM.
<b>Dialogue Potential</b>	Good: Deeper engagement with audience segments targeted by paid posts.	Strong: Proactive strategy helps find relevant conversations to join as opposed to waiting for people to talk to you.	Limited: Relatively few comments and not conversational.	Limited: Relatively few comments, often simple praise of images. Proactive opportunities.	Limited: Mostly likes and shares.	Very high: Opportunity to build enthusiasm and support, for longer term relationships and sales.
<b>Media Strategy</b>	Earned/Paid: Integrated content strategy with a combination of socially engaging organic and paid posts plus a limited number of more promotional posts.	Earned/Paid: Promoted tweets customized to target audiences with relevant content; proactive outreach; reactive responding to @ company tweets.	Earned/Paid: Content tested organically, with paid supporting what does well to maximize impact and efficiency.	Earned/Paid: Earned media through unfiltered feed; sponsored ads and video.	Earned/Paid: Offering promoted pins to advertisers (Jan 2015) based on a successful beta test. Improving targeting of pins based on user interest.	Owned
<b>Best-in-class</b>	Walmart (customer response), Heineken, Carl's Jr.	Starbucks, T-Mobile (customer service)	GoPro, Walmart, Always #LikeAGirl	Red Bull, Starbucks, Expedia, Airbnb	Nordstrom, Whole Foods, L'Oreal, Etsy	My Starbuck Idea, Harley (HOG), Lugnet (Lego), Sephora, Sony
<b>Challenges</b>	Finding the balance between delivering value to the consumer and value to the brand.	Breaking through the clutter.	Good content requires time, money and creativity.	Good content requires time, money and creativity (but less than YouTube). No urls allowed, limiting ecommerce opportunities.	Good content requires time, money and creativity (but less than YouTube).	Difficult to build critical mass and scale beyond core loyalists.

B2C	VINE	PERISCOPE	GOOGLE +	TUMBLR	SNAPCHAT	FB MESSENGER
<b>Description</b>	Short-form (six-second looping) video sharing. Owned by Twitter.	Live streaming from your phone. Owned by Twitter. Launched March 2015.	Google's answer to Facebook which has never really taken off on that scale.	Microblogging platform and social networking website.	Messaging application for videos, photos, texts and drawings. Sent to controlled list of people for limited time.	Facebook's Mobile Messaging application with apps upcoming that allow users to generate and share rich content.
<b>Headline</b>	Twitter has acquired Niche, an online talent agency to monetize Vine via endorsement deals	Another app (Meerkat) also just launched --yet to see which one (if either) will emerge as the winner.	Google is rethinking its approach, focusing on popular elements of G+ rather than the whole thing.	Growing in terms of members and revenue since Yahoo! acquired it.	Growing trend for "dark" marketing where brands use private social networks to connect with audiences.	Facebook is also investing in WhatsApp that it acquired in 2014 but may continue to focus on its simplicity.
<b>User Profile</b>	Younger users (14-20)	Early adopters, SXSW people, spammers.	Skews male, 21-35, techie.	The youngest user profile (38% in the 16-24 age group).	Younger people (13 - 23) focused on in the moment experiences. (Also some trying to escape parents who are on Facebook and Instagram.)	Younger user profile than social networks.
<b>Active Users</b>	More than 40 million users (April 2015)	N/A	540 million monthly (October 2013)	420 million users (October 2014)	100-200 million monthly (estimated) Feb 2015	500 million users (November 2014)
<b>Customer Usage</b>	Following Vine celebrities--some have over 10 million followers (KingBach); comedy, music, slice-of-life	Likely to follow other social media and be dominated by people watching media and celebrities.	Some popular features including hangouts, video.	Finding/interacting with friends; portfolio/collections; photo sharing; hobbylists.	Very fun-oriented is primary driver. Content goes away fast is a privacy appeal, but not the main driver.	Interacting with friends; emotional connection.
<b>Brand Opportunites</b>	Influencer marketing (Vine celebrity product endorsement); competitions, strong content for reach and engagement; coupons	Live streaming of events, sponsorship.	Organic distribution if you can find the audience; Search engine optimization; hangouts, video.	Interacting with Millennials; brand building; product advertising.	Discover (permanent place on the channel); time-sensitive offers; new product/event teasers; event coverage.	Potential for customer service direct messaging (CRM); sharing rich content; 1-1 conversations; e-commerce; alerts.
<b>Dialogue Potential</b>	Low: Comments and revines	No way to moderate comments or control spam currently.	Strong: If you have the right topic and audience.	Low: Just sharing (notes).	High: 1:1 sharing.	High: 1:1 sharing.
<b>Media Strategy</b>	Earned/Paid (via endorsement)	Earned only. No ad vehicles available.	Earned/Paid: Good organic distribution; Influencer campaigns. Good when integrated with Search.	Earned/Paid: Allows backlinks to good content for potential SEO advantage	Earned/Paid: Earned "Stories". Paid ads also now available. Paid listing on Discover.	Earned.
<b>Best-in-class</b>	GE, Oreo, Target	Red Bull, HBO, Huffington Post	Kohl's, Airbnb, Rotten Tomatoes, Nest	Nike, AT&T, AXE, Adidas	Taco Bell, Mountain Dew, McDonald's, Heineken	Your name here!
<b>Challenges</b>	Limited endorsement opportunities (many requests are declined).	Concept not proven--can live streaming be the basis of a sustainable consumer product? Also legal and data consumption issues.	Finding and building the audience on a channel that most users don't visit much.	Quality content that fits on the channel.	1:1 difficult to scale and build; Limited support for business including limited metrics to assess ROI.	1:1 difficult to scale and build; Brand opportunities not yet developed.

B2B	LINKEDIN	FACEBOOK	TWITTER	BRANDED COMMUNITIES	BLOGS	SLIDESHARE
<b>Description</b>	The social network for professional workers giving them a place to share their resume and career details.	Top social network site on the web--for everyone and everything. B2B as well as B2C.	140-characters plus Twitter cards to attach photos, video, links for real-time news, marketing, connection.	Managed community of brand followers and customers on or connected to a website.	Discussion, information sites.	Slide hosting service, acquired by LinkedIn in 2012
<b>Headline</b>	LinkedIn continues to build social layer on top of its functional foundation. LinkedIn Elevate recently launched to encourage employee advocacy.	B2B uses are primarily for generating leads and nurturing customer relationships.	Real-time news sharing, well suited for mobile and now offering strong ad products.	Communities attracting new attention as social relationship and social customer support solutions put a premium on owning data (vs. renting from other channels).	Blogs, like branded communities, making a comeback as premium put on owning data and building forums for engagement.	Maybe one of the most under-utilized social media platforms but one with clear, measurable ROI
<b>User Profile</b>	Professional, over \$75K income, 60/40 male to female, 65% over 35, Potential employees, employees, opinion leaders, personal brand builders.	High penetration across all segments (71% of online adults) Offers unparalleled targeting opportunities.	High penetration across all segments with higher indices with 18-29 year-olds (power users), African Americans, and urban residents.	Targeted at people with specific interests and/or those interested in a brand.	Index higher for income, education, male, younger (25-34).	Professional, over \$75K income, 60/40 male to female, 65% over 35, Potential employees, employees, opinion leaders, personal brand builders.
<b>Active Users</b>	187 million monthly (April 2014)	1.39 billion monthly (Dec 2014)	288 million monthly (March 2015)	N/A	N/A	60 million visitors a month (Q4 2013)
<b>Customer Usage</b>	Job search, recruitment, networking, industry/ company information and news.	Browsing; photo sharing; reading and sharing news and other content; customer service.	News and current events; interests; following experts/ celebrities; networking; personal branding.	Information/advice; fandom; connection with like-minded people; customer service; purchase.	Information/advice; product endorsement.	Ideas; information; how-tos.
<b>Brand Opportunites</b>	Recruiting, employee showcasing, opinion leaders, corporate PR, advocacy; thought leadership; sales leads; networking	Pass-through content (B2B2C); communities (Groups); customer service; recruiting; PR/news; lead generation; advocacy; testimonials	Advocacy, corporate branding, staffing, listening, product announcements, sales channel.	Product ideation; marketing feedback; pre-sales Q&A; knowledge sharing; customer support.	Industry advocacy; SEO; PR; Corporate/Executive branding; product/company updates; bench strength; reputation.	Thought leadership; prospects/lead generation; links; connection to LinkedIn; storytelling.
<b>Dialogue Potential</b>	Good: Relatively few comments but good quality.	Good: Especially with closed groups.	Good.	Very high: Opportunity to build enthusiasm and support, for longer term relationships and sales.	Very high: Opportunity to build enthusiasm and support, for longer term relationships and sales.	Good--limited but typically high-quality comments.
<b>Media Strategy</b>	Earned/Paid: Thought leadership content; blogs from executives. LinkedIn Ads with relevant content, sponsored content.	Earned/Paid: Integrated content strategy with a combination of socially engaging organic and paid posts plus a limited number of more promotional posts.	Earned/Paid: Promoted tweets customized to target audiences with relevant content; proactive outreach; reactive responding to @ company tweets.	Owned	Owned	Earned/Paid: Content ads (on LinkedIn).
<b>Best-in-class</b>	Dell, Evernote, L'Oreal, P&G, Cleveland Clinic	Zoetis (Group), PHP, Cisco	GE, AMEX, Maersk	Oracle Community, American Express OPEN Forum	Whole Foods, Microsoft, AMEX Forum	HP, IBM,
<b>Challenges</b>	Building traffic; quality content; attracting non-users higher up the sales funnel; low user usage.	Building critical mass (for groups).	Breaking through the clutter.	Building traffic, quality content.	Building traffic, quality content.	Quality content; standing out from other similar content.

# About LiveWorld

LiveWorld is a social media solutions company that provides services and software for human engagement at scale to help brands develop deeper relationships with customers. LiveWorld delivers a full range of social media solutions to improve relationship marketing, customer support, and market learning. Fortune 500 brands use our solutions to engage their clients in a way that's social, personal, and direct, yet affordable and sustainable on a large scale. Our proprietary technology empowers people to moderate and respond to user comments at scale and to analyze data in context with human intelligence and sensitivity. LiveWorld is a trusted partner of the world's largest brands, including the number-one companies in retail, CPG, pharmaceutical, and financial/travel services. For our clients, we develop strategy, create and publish content, engage customers, moderate content, manage crises, and glean insight from social media. LiveWorld is headquartered in California, with offices in New York City and San Jose.



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