

	<b>What is it?</b>	<b>Who uses it?</b>	<b>How does it work?</b>	<b>What makes it unique?</b>	<b>What's in it for LDATs?</b>
<b>Facebook</b>	<p>World's largest social media network</p> <p>Users engage through status updates, photo, video, private messages, events and linked content. Engagement with posts is through comments, reactions and shares</p> <p>Brands and organisations can operate their own pages, attract fans through 'likes' and create private groups with shared interests</p>	<p>70% of Australians are active Facebook users</p> <p>Australians spend 12.5 hours on Facebook per week</p> <p>Most popular with the 18-29 age group</p>	<p>Users post content to their own profiles, friends profiles, pages they 'like' or groups they've joined</p> <p>User interactions are visible based on personal or group privacy settings, with posts on brand pages visible to the public</p> <p>Accessible on mobile, desktop and tablets</p>	<p>Regular updates in real-time</p> <p>Used predominantly on mobile</p> <p>Comprehensive advertising offering</p> <p>Detailed insights for brand and group pages</p>	<p>Access to a large and diverse audience</p> <p>Ability to target specific audiences through Facebook's advertising platform</p> <p>Mobile availability means there's an opportunity to communicate with audiences at a range of times</p>
<b>Instagram</b>	<p>World's largest photo sharing platform, owned by Facebook</p> <p>Users follow friends, celebrities, influencers companies or organisations</p> <p>Typically used as a public platform, but users can have private accounts</p>	<p>1 in 5 Australians use Instagram</p> <p>58% of 18-29 year olds have an account</p>	<p>Users upload photos, video and real-time 'Instagram stories' with the option add captions, geographical tags and hashtags</p> <p>Other users then 'like' or comment on photos they've discovered either in their feed of accounts they follow or the explore page of the platform</p> <p>Content is aggregated via themed hashtags or geo-tags</p>	<p>Primarily a mobile platform; desktop browsing is enabled, however functionality is limited</p> <p>Geo-tagging allows users to discover accounts in locations of interest</p> <p>Public content is searchable via hashtags</p>	<p>Ability to post photos, video and Instagram stories of events and occasions in real-time</p> <p>Ability to connect with audiences in specific locations</p>
<b>YouTube</b>	<p>World's largest video sharing platform</p> <p>Channels can be created by individuals, celebrities, companies and organisations</p> <p>Users can subscribe to channels to be notified when new videos are uploaded</p> <p>Videos can be embedded or shared on other websites or social media platforms</p>	<p>Videos can be viewed without having an account or being logged in. In Australia there are 15 million viewers per month</p>	<p>Videos are uploaded with descriptions, and can be curated in to themed playlists</p> <p>Videos can then be 'liked', 'disliked', 'favourited', commented on, added to a playlist or shared</p>	<p>Videos can be uploaded and embedded on to webpages or other social media platforms, making the content easier to share</p>	<p>Access to a broad range of users with content that can be easily shared</p> <p>Access to content producers (or 'influencers') with established subscriber bases</p> <p>Access to established communities on the platform</p>
<b>Twitter</b>	<p>News and information shared in 140 characters or less</p> <p>Users follow friends, companies, organisations, publications and influential individuals with certain interests or areas of expertise</p> <p>Typically used as a public platform</p>	<p>3 million monthly active users in Australia</p> <p>More popular with a male audience, 18-29 year olds use Twitter the most, followed by 30-39 year olds</p>	<p>140 characters or less updates called 'Tweets' that can contain links, photos or video</p> <p>Tweets can be replied to, 'favourited' or 'retweeted'</p> <p>Conversations are formed around themes and events, typically aggregated by hashtags</p>	<p>Hashtags can be used to discover tweets around a particular theme</p> <p>Easy integration with other social platforms for cross-posting</p>	<p>Creation and management of themed conversations</p> <p>Access to a highly engaged community</p>
<b>LinkedIn</b>	<p>Networking platform, based on making professional connections</p> <p>Users can connect with colleagues, industry peers, and follow company and influencer updates</p>	<p>4 million monthly active users in Australia</p> <p>Most popular with a 40-49 age group</p>	<p>Users 'connect' with to build their business networks. Users can also post updates, publish blog posts, privately message other users and follow organisations that have brand pages</p>	<p>Typically used as a platform to connect and engage on a business to business level</p> <p>Job search functionality allows companies and organisations to recruit through the platform</p>	<p>Access to community stakeholders and avenues to explore partnership opportunities</p>