

## **Social Media Comparison Charts**

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## Photo Sharing Site Comparison Chart

**NOTE:** Comparison chart was created based on available information and features are subject to change.


	<b>Pinterest</b> <a href="http://Pinterest.com">Pinterest.com</a>	<b>Flickr</b> <a href="http://Flickr.com">Flickr.com</a>	<b>Instagram</b> <a href="http://Instagram.com">Instagram.com</a>	<b>PhotoBucket</b> <a href="http://Photobucket.com">Photobucket.com</a>	<b>Webshots</b> <a href="http://Productlink.com">Productlink.com</a>
<b>Description</b>	Pinterest is a social network tool that lets you collect , visually share, curate, and discover new interests by pinning images or videos to pin boards and browsing what other users have pinned.	An online photo sharing and management system with a vast array of editing and display features, including numerous stylish – and entertaining – special effects.	Instagram is a fast, beautiful and fun way to share your life with friends and family.  Take a picture or video, choose a filter to transform its look and feel, then post to Instagram.	A photo sharing site largely focused on social media integration, Photobucket makes it easy to share your photos with specific friends and social networks	A photo sharing website that provides several ways to share photos with friends and family, including photo messages, online photo albums and electronic postcards. The focus is on professionals and photography enthusiasts.
<b>Cost</b>	Free	Free  Pro	Free	Free  Pro	Free  Premium
<b>Site Integration</b>	Pinterest integrates with Facebook, Twitter and Wordpress blogs, Widgets for websites.	Email, Facebook, and Twitter share buttons are above every photo on the photo page.  The Share dropdown offers the choice of Pinterest, Tumblr, Blogger, LiveJournal, and WordPress.  You can get the embed code or a direct link to the photo page.	Share on Facebook, Twitter, Tumblr, Foursquare, Mixi.	One click posting to most of the popular blogging and social networking systems.	You can share images from your premium account selecting the Share icon to get the URL of the photo.  You can post this photo to social media such as Facebook, Google+, Pinterest, etc. or share through email.
<b>Print/download options</b>		Print photos onto a wide range of items		Print and download photos	Prints
<b>Limits</b>	Unlimited	1 TB storage	Unlimited	Unlimited photo and video storage	

	<b>Pinterest</b> <a href="https://www.pinterest.com">Pinterest.com</a>	<b>Flickr</b> <a href="https://www.flickr.com">Flickr.com</a>	<b>Instagram</b> <a href="https://www.instagram.com">Instagram.com</a>	<b>PhotoBucket</b> <a href="https://www.photobucket.com">Photobucket.com</a>	<b>Webshots</b> <a href="https://www.productlink.com">Productlink.com</a>
<b>Mobile Sharing</b>	Android iOS	Android iOS	Android iOS	Android iOS	Apps for iPhone and Android
<b>Editing and Display tools</b>		✓	✓	✓	
<b>Extras</b>	Boards can be created in specific categories. Others can pin to your boards	Tag, caption and set copyright permissions on photos; Organize into collections and sets. Easily link your photos from all the popular blogging systems	Take and share videos; Instagram Direct lets you choose who you send photos and videos to.	Digital slideshows; Adding effects to images and turn photos into gifts.	Send eCards customized with photos from the website

## Social Media Advertising Comparison Chart

**NOTE:** Comparison chart was created based on available information and features are subject to change.

	<b>Facebook</b> <a href="https://www.facebook.com">Facebook.com</a>	<b>Twitter</b> <a href="https://www.twitter.com">Twitter.com</a>	<b>LinkedIn</b> <a href="https://www.linkedin.com">LinkedIn.com</a>
<b>Description</b>	Facebook Ads are shown to specific groups of highly engaged people on desktop and mobile devices. Ads allow you to send followers directly to your website, sales page, blog, portfolio etc.	Twitter's "Promoted Tweets" gets your account in front of more people who are interested in your business.	LinkedIn lets you create and place ads on prominent pages within the LinkedIn.com website. People then click on your ads and visit your website.
<b>Network reach</b>	1.15 billion active users	232 million	Over 259 million
<b>Mobile</b>	✓	Mobile Tablet	No
<b>Ad formats</b>	App ads Domain ads Mobile app ads Offer ads Page-like ads Page post link ads Page post photo ads Page post text ads Page post video ads Sponsored stories	Promoted Tweets Promoted Accounts Promoted Trends	Text Display
<b>Targeted</b>	By Demographics Location	Geography Interest	Job title Job function

	<b>Facebook</b> <a href="https://www.facebook.com">Facebook.com</a>	<b>Twitter</b> <a href="https://www.twitter.com">Twitter.com</a>	<b>LinkedIn</b> <a href="https://www.linkedin.com">LinkedIn.com</a>
	Interests Behaviors Connections Custom Audience	Gender Keyword Device	Industry Geography Age Gender Company name Company size LinkedIn Group
<b>Cost</b>	Daily Budget Lifetime Budget Cost per Thousand impressions bid (CPM) Cost per Click bid (CPC).	Daily Budget	\$10 to over \$1000 Pay per click (CPC) Cost per 1,000 impressions (CPM) One-time \$5 activation fee
<b>Ease of Use</b>	Easy with the Facebook Ad Create tool	Easy self-service tools	Easy
<b>Content Rules</b>	None	None	

## Social Media Integration Tool Comparison Chart

**NOTE:** Comparison chart was created based on available information and features are subject to change.

	<b>Hootsuite</b> <a href="http://Hootsuite.com">Hootsuite.com</a>	<b>Tweetdeck</b> <a href="http://Tweetdeck.com">Tweetdeck.com</a>	<b>Sprout Social</b> <a href="http://sproutsocial.com">sproutsocial.com</a>	<b>Yoono</b> <a href="http://Yoono.com">Yoono.com</a>	<b>Postling</b> <a href="http://Postling.com">Postling.com</a>
<b>Description</b>	Hootsuite is the leading social media dashboard today with 8 million+ satisfied users. It allows you to manage and measure multiple social networks.	Tweetdeck is a web and desktop solution to monitor and manage your Twitter feeds with powerful filters to focus on what matter	A social media management and monitoring platform with the single-stream Smart Inbox that allows you to view all of your social channels and profiles at once.	Yoono is a social media management add-on for sharing links, images and videos across social networks.	An all-in-one dashboard for social media management across multiple platforms.
<b>Integrates with</b>	Twitter, Facebook, LinkedIn, Google +, Foursquare, Mixi, Wordpress, App directory with more social media sites including Tumblr, YouTube, Flickr.	Twitter	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn, YouTube, FriendFeed, MySpace, Flickr, Foursquare,	Facebook, Twitter, LinkedIn, Blogs (WordPress, Blogger, Tumblr, Typepad, Squarespace, Drupal), Flickr, Bit.ly, YouTube, and reviews sites like Yelp
<b>Analytics</b>	✓		✓		✓
<b>Free level</b>	✓	✓	30 Day Free trial	✓	No
<b>Paid level</b>	✓	No	✓		✓
<b>Multiple users or brands</b>	Levels of access for team members	✓	Flexible Account Structures for team members	✓	✓
<b>Features</b>	Ow.ly link shortening tool	Filter searches based on criteria like engagement, users and content type.	Keyword monitoring and listening	Share links, images & videos across all your networks	Organize your social media accounts into brands for more than one location, business or adding a personal account.
<b>Workflow management</b>	✓		✓		No

	<b>Hootsuite</b> <a href="https://hootsuite.com">Hootsuite.com</a>	<b>Tweetdeck</b> <a href="https://tweetdeck.com">Tweetdeck.com</a>	<b>Sprout Social</b> <a href="https://sproutsocial.com">sproutsocial.com</a>	<b>Yoono</b> <a href="https://yoono.com">Yoono.com</a>	<b>Postling</b> <a href="https://postling.com">Postling.com</a>
<b>Mobile</b>	iPad, iPhone, Android.	No	iPhone and Android apps.	No	iPhone
<b>Scheduling Functionality</b>	✓	✓	✓		✓

## Social Network Comparison Chart

**NOTE:** Comparison chart was created based on available information and features are subject to change.

	<b>Facebook</b> <a href="http://Facebook.com">Facebook.com</a>	<b>Twitter</b> <a href="http://Twitter.com">Twitter.com</a>	<b>Google+</b> <a href="http://plus.google.com">plus.google.com</a>	<b>Pinterest</b> <a href="http://Pinterest.com">Pinterest.com</a>	<b>LinkedIn</b> <a href="http://Linkedin.com">Linkedin.com</a>
<b>Description</b>	The largest social networking utility that connects you with your friends, family and others, who work, study and live around you.  Boasts a high number of daily active users.	A microblogging platform built on the premise of answering the question, "what are you doing?"  It allows you to send and receive updates to and from others with similar interests.	Google+ is a social networking and identity service, owned and operated by Google Inc.  It brings together many of Google's individual services with the goal of making sharing on the web more like sharing in real life.	Pinterest is a photo-sharing website that allows users to create and manage theme-based image collections. Pinterest for business helps people discover your business and share it with others.	A social network service focused on connecting professionals with the purpose of sharing information and opportunities.
<b>Estimated # of Users</b>	Over 1 billion	Over 232 million active users	300 million	Approx.70 million ( <a href="http://semioCast.com">semioCast.com</a> )	Over 259 million
<b>Privacy Settings</b>	Privacy settings are highly customizable, allowing users to decide which information to share with which users.	You can choose either a public (default) or private account (can only communicate and see updates with permission).	Privacy settings are highly customizable, allowing users to decide which information to share with which users.	Privacy settings allow you to choose whether or not to hide your profile from search engines. You can also choose which social media sites you want to connect with.	Privacy settings are highly customizable, allowing users to decide which information to share with which users.
<b>Mobile-Friendliness</b>	Apps for iPhone, iPad, Android, Nokia, Palm, Blackberry, Windows, Sidekick, Sony and INQ  Facebook for EveryPhone for non-smartphones.	Apps for Smartphones iPhone, Android, and Windows, Blackberry, Windows 8 Tablets, iPad, Android tablets, Mac, Windows 8 and TweetDeck	Apps for Android and iOS	App for iPhone and Android phone or tablet, iPad	Smartphone Apps for iPhone, Blackberry, Android and Windows; iPad
<b>Website Widgets &amp; Integration</b>	✓	✓	✓	✓	✓
<b>Photo Sharing</b>	✓	✓	✓	✓	✓



	Facebook <a href="http://Facebook.com">Facebook.com</a>	Twitter <a href="http://Twitter.com">Twitter.com</a>	Google+ <a href="http://plus.google.com">plus.google.com</a>	Pinterest <a href="http://Pinterest.com">Pinterest.com</a>	LinkedIn <a href="http://Linkedin.com">Linkedin.com</a>
<b>Video Sharing</b>	✓	✓	✓	✓	✓
<b>Advertising</b>	✓	✓	✓	Promoted pins only	✓
<b>Private Messaging</b>	✓	✓	✓	No; secret group boards can be created to share pins with people you invite only.	✓

## Social Media Resources

[Linkedinfluence](#) - The Ultimate LinkedIn Training Course

[Magic Submitter](#) - Power To Dominate Social Media And All Search Engines

[Social Business Accelerator](#) - Social Media Training & Software

[Social Marketing Tribe](#) - #1 Resource For Ongoing Social Media Training. 100+ Hours Of Training On Topics Like: Facebook, LinkedIn, Twitter, Youtube, Email / Digital Marketing