

The five apps are very known in this country and all over the world although I don't use all of the five, it has been clear how much these apps have become a part of our life.

By comparing the content quality of the five apps, the first one is Facebook. Its content quality includes actual posts, advertisements, interactions, and products or services, as well as critical profile information like a detailed "About" page and a calendar full of useful resources. On Twitter, the feed is a way to showcase your brand narrative over time. Share current and past blog posts, positive brand news, industry events, and research, and highlight customer case studies. The content you're producing for other channels can be strategically repurposed with your Twitter audience in mind. What Instagram has is, that it allows you to build your brand image through pictures and videos far more effectively than Facebook or Twitter, or any other social media website. The app Pinterest allows content that is shared on your Pinterest boards which can include images of your products, helpful visual guides to DIY projects, or photography centered around topics such as travel and food. Lastly, While being creative on TikTok and hopping on new trends is a great strategy, creating evergreen content is a surefire way to keep your community engaged and get more followers.

In certifications, Twitter, Instagram, and TikTok have a verified badge which is a check that appears next to an Instagram account's name in search and on the profile. It means it has been confirmed that an account is the authentic presence of the public figure, celebrity, or brand it represents. Facebook offers Meta certification exams to help you stand out in your field. Meta awards credentials to individuals who demonstrate advanced-level proficiency in various aspects of digital marketing with Meta products. Unfortunately, Pinterest isn't offering a certification at this time.

In ease of use, in my experience, all of the apps have a smooth, stress-free & easy online learning process. I tried all of the apps and I think that it is easy but maybe those who are still unfamiliar with the kind of app will find it hard to use especially, Facebook which has many features to explore. In learning experience, What I recommend using is Pinterest because out of all the five apps, this app is the one that is not just easy to use but also by just using the search bar, there could be results instantly. I didn't get to see much in the four other apps about this aspect although I think that because Facebook is the app mostly used in the country, it's more comfortable for all to use which can be an advantage.

If we are talking about prices, I think it depends on the creator as most apps like Facebook, Twitter, and Instagram are more about boosting a post on their page. The most amazing is Pinterest because everything is free even for the business section, you're not going to pay them but instead, they can pay you.

The apps are all amazing and unique in their way. The apps can have similarities but they all have their specialties which users see when they are using them.