

## AT-A-GLANCE {SOCIAL GUIDE} v2: Social Networks Comms Channels

| Facebook                                                                                                                                                                                                                                                                                                                                                                                                                                        | Instagram                                                                                                                                                                                                                                                                                                                                                                                                                               | Linkedin                                                                                                                                                                                                                                                                                                                                          | Pinterest                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Reddit                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Snapchat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | TikTok                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Twitter                                                                                                                                                                                                                                                                                                                                                                                                                                            | WhatsApp                                                                                                                                                                                                                                                                                                                                 | YouTube                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| <b>VIDEO</b><br>3D posts<br>360 photo<br>Live<br>Native video<br>Premier<br>Watch party<br><br><b>PHOTO</b><br>Profile photo<br>Header Image<br>Photo<br>Post<br><br><b>AUDIO</b><br>*****<br><br><b>STORIES</b><br>Stories<br><br><b>TEXT</b><br>Bio<br>Comment<br>Events<br>Facebook Connect<br>Groups<br>Mention<br>Messenger<br>Messenger Kids<br>Post<br>Questions<br>Reviews<br>Tag<br><br><b>COMMERCE</b><br>Ads<br>Deals<br>Fundraisers | <b>VIDEO</b><br>AR effects<br>Boomerang<br>Captions<br>IGTV<br>Poll<br>Questions<br>Reels<br><br><b>PHOTO</b><br>Carousel<br>Post<br>Profile photo<br>QR code<br><br><b>AUDIO</b><br>Record voice<br>Music<br><br><b>STORIES</b><br>Stories<br><br><b>TEXT</b><br>Bio<br>Caption<br>Comment<br>Hashtags<br>Profile<br>Tag in content<br>Text on content<br><br><b>COMMERCE</b><br>Ads<br>Guides<br>Fundraiser<br>Promotions<br>Shopping | <b>VIDEO</b><br>Native video<br>Upload video<br>Video message<br><br><b>PHOTO</b><br>Carousel<br>Slides<br>Profile photo<br><br><b>AUDIO</b><br>Record voice message<br><br><b>STORIES</b><br>Linkedin Live<br><br><b>TEXT</b><br>Bio<br>Article<br>Comment<br>Events<br>Group<br>Like<br>Polls<br>Post<br>Share to<br><br><b>COMMERCE</b><br>Ads | <b>VIDEO</b><br>Augmented Reality Try on<br>Link to video content<br><br><b>PHOTO</b><br>Add photo to Pin<br>Native post<br><br><b>AUDIO</b><br>*****<br><br><b>STORIES</b><br>*****<br><br><b>TEXT</b><br>Boards<br>Comment<br>Collab boards<br>Daily Inspiration<br>Follow<br>Home feed<br>Mention<br>Messages<br>Pins<br>Pinterest Tag<br>Private Boards<br>Profile<br>React<br>Saved<br>Tag in pin<br>Topics<br><br><b>COMMERCE</b><br>Ads<br>Promoted by<br>Sponsored | <input type="checkbox"/> Ads<br><input type="checkbox"/> AMA<br><input type="checkbox"/> Cakeday<br><input type="checkbox"/> Crosspost<br><input type="checkbox"/> Downvote<br><input type="checkbox"/> Karma<br><input type="checkbox"/> Lurk<br><input type="checkbox"/> Message<br><input type="checkbox"/> Moderator<br><input type="checkbox"/> Share<br><input type="checkbox"/> Subreddit<br><input type="checkbox"/> Upvote<br><input type="checkbox"/> Submit a link | <input type="checkbox"/> Add Friends<br><input type="checkbox"/> Add URL to snap<br><input type="checkbox"/> Ads<br><input type="checkbox"/> Bitmoji<br><input type="checkbox"/> Bounce<br><input type="checkbox"/> Chat<br><input type="checkbox"/> Discover<br><input type="checkbox"/> Geofilters<br><input type="checkbox"/> Lens<br><input type="checkbox"/> Filters<br><input type="checkbox"/> Lenses<br><input type="checkbox"/> Live Stories<br><input type="checkbox"/> My Story<br><input type="checkbox"/> Multisnap<br><input type="checkbox"/> Our Story<br><input type="checkbox"/> Replay<br><input type="checkbox"/> Shows<br><input type="checkbox"/> Snap<br><input type="checkbox"/> Snap Camera<br><input type="checkbox"/> Snapchat Score<br><input type="checkbox"/> Snapcode<br><input type="checkbox"/> Snap Map<br><input type="checkbox"/> Snappables<br><input type="checkbox"/> Stickers<br><input type="checkbox"/> Subscriptions | <input type="checkbox"/> Ads<br><input type="checkbox"/> Augmented Reality (AR) (Ad format)<br><input type="checkbox"/> AR filters<br><input type="checkbox"/> Bio<br><input type="checkbox"/> Comment<br><input type="checkbox"/> Direct<br><input type="checkbox"/> Duets<br><input type="checkbox"/> Filters<br><input type="checkbox"/> GIFs<br>Messages<br><input type="checkbox"/> Hashtags<br><input type="checkbox"/> Influencers<br><input type="checkbox"/> Like<br><input type="checkbox"/> Post<br><input type="checkbox"/> Search<br><input type="checkbox"/> Share<br><input type="checkbox"/> Shoppable<br><input type="checkbox"/> Stickers<br><input type="checkbox"/> Features<br><input type="checkbox"/> Trending Videos | <b>VIDEO</b><br>Native video<br>Spaces<br><br><b>PHOTO</b><br>GIFs<br>Header Image<br>Photo<br>Tweets to snaps<br><br><b>AUDIO</b><br>Voice Tweet<br><br><b>STORIES</b><br>Fleets<br><br><b>TEXT</b><br>Bio<br>Direct Message<br>DM Groups<br>Hashtags<br>Likes<br>Lists<br>Mentions<br>Mobile alerts<br>Moments<br>Poll<br>Pinned tweet<br>Reply<br>Threads<br>Topics<br>Trending<br>Quote tweet<br><br><b>COMMERCE</b><br>Ads<br>Sponsored tweet | <input type="checkbox"/> Broadcast Lists<br><input type="checkbox"/> Business Acct.<br><input type="checkbox"/> Calls<br><input type="checkbox"/> Chats<br><input type="checkbox"/> Groups<br><input type="checkbox"/> Message<br><input type="checkbox"/> Profile<br><input type="checkbox"/> Stats<br><input type="checkbox"/> Updates | <input type="checkbox"/> About<br><input type="checkbox"/> Ads<br><input type="checkbox"/> Call-to-action in Video<br><input type="checkbox"/> Channels<br><input type="checkbox"/> Comment<br><input type="checkbox"/> Create<br><input type="checkbox"/> Default Video<br><input type="checkbox"/> Discussion<br><input type="checkbox"/> Featured Video<br><input type="checkbox"/> Header image<br><input type="checkbox"/> I like this<br><input type="checkbox"/> I dislike this<br><input type="checkbox"/> Live<br><input type="checkbox"/> Pinned<br>Comment<br><input type="checkbox"/> Playlists<br><input type="checkbox"/> Premier<br><input type="checkbox"/> Private Videos<br><input type="checkbox"/> Profile<br><input type="checkbox"/> Reply<br><input type="checkbox"/> Share<br><input type="checkbox"/> Subscribers<br><input type="checkbox"/> Subscriptions<br><input type="checkbox"/> Trending |

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|             |                   |  |  |  |  |  |  |  |  |
|-------------|-------------------|--|--|--|--|--|--|--|--|
| Marketplace | Sponsored content |  |  |  |  |  |  |  |  |
|-------------|-------------------|--|--|--|--|--|--|--|--|