

Social Media Platforms By Category

When selecting social media platforms for social media strategy consider platform categories, characteristics, and target audience demographic use. For user demographics of each social media platform visit Pew Research Center's [Social Media Fact Sheet](#). For user demographics of websites visit [Similarweb](#).

Social Networks	Messaging	Microblogs	Blogs	Media Sharing	Ratings and Reviews	Social Bookmarking	Social Knowledge
Websites/apps where one connects with those sharing personal or professional interests.	Instant chat apps based on mobile social networks with fewer limits/ more features than texting.	A form of traditional blogging where content is smaller in both file size and length.	Websites with posts in reverse chronological order featuring stories on a variety of subjects.	Social media platforms focused on sharing pictures, opinions, updates, links, recommendations, and videos.	Report people's opinions about the quality of a product or service and measure how good it is.	Services where users can save, comment on, and share bookmarks of links to web content.	Information exchanges where users ask questions and get answers from real people.
Facebook Founded 2004 2.9 billion MAU 1.9 billion DAU 239 million U.S.	FB Messenger Founded 2011 736 million MAU 390 million DAU 188 million U.S.	Twitter/X Founded 2006 436 million MAU 217 million DAU 94 million U.S.	WordPress Founded 2003 297 million MV 65 million U.S.	YouTube Founded 2005 2.6 billion MAU 319 million DAU 246 million U.S.	Yelp Founded 2004 141 million MV 131 million U.S.	Reddit Founded 2005 861 million MAU 36 million DAU 223 million U.S.	Wikipedia Founded 2001 2.5 billion MV 650 million U.S.
LinkedIn Founded 2003 810 million MAU 559 million DAU 200 million U.S.	WhatsApp Founded 2009 1.3 billion MAU 1.1 billion DAU 93 million U.S.	Pinterest Founded 2010 431 million MAU 112 million DAU 85 million U.S.	Wix Founded 2006 52 million MV 17 million U.S.	Instagram Founded 2004 2.0 billion MAU 1.4 billion DAU 158 million U.S.	TripAdvisor Founded 2000 141 million MV 92 million MV	Buzzfeed Founded 2006 97 million MV 52 million U.S.	Quora Founded 2009 806 million MV 330 million U.S.
	Others Discord WeChat Slack	TikTok Founded 2016 150 million MAU 36 million DAU 113 million U.S.	Others Blogger Squarespace	Snapchat Founded 2004 557 million MAU 313 million DAU 107 million U.S.	Others Google My Bus. Amazon Angi		Podcasts Founded 2005 505 million MAU 164 million U.S. Platforms: iTunes, Spotify, iHeartRadio, Audible, SoundCloud.
		Threads Founded 2023 100 million MAU					
The abbreviations above are MAU for monthly active users, DAU for daily active users, and MV for monthly visits. The total U.S. Population is 331 million.							

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