

	Sample FB	Facebook	Twitter	Instagram	YouTube	...
Size of relevant audience	80% of total market					
Capable of creating content	Yes					
Has a version for business	Yes					
Organic posting has effective reach	Low to medium					
Can target audiences via paid posts/ads/promos	Yes – highly effective					
Cost of ads, promotions	< \$150/mo					
Types of audience engagement (likes, comments, share)	Extensive					
Dialogue with audiences	Extensive					
Features (e.g. events, payment system)	Events critical and work well					
High security & trust	In effect, yes					
Time needed to maintain – per day or week	15 to 45 min/day					
Access to user data; Able to measure conversion	Reasonable audience info; mostly yes.					