Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period: \_\_\_\_\_\_\_\_\_\_

**ADD: Social Media Network Comparison Chart**

Using the chart below, you will research each social media network to fill in the information. This will be beneficial to you later as we work through social media branding for your Logo, brand, and website.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Network:** | **Purpose:** | **Best For:** | **Number of Users:** | **Demographic Information:** | **Challenges:** | **User Communication:** |
| **Icon  Description automatically generatedFacebook** |  |  |  |  |  |  |
| **Icon  Description automatically generatedInstagram** |  |  |  |  |  |  |
| **Icon  Description automatically generatedSnapchat** |  |  |  |  |  |  |
| **A picture containing ax, silhouette, vector graphics  Description automatically generatedTwitter** |  |  |  |  |  |  |
| **Icon  Description automatically generatedPinterest** |  |  |  |  |  |  |
| **Logo  Description automatically generatedTikTok** |  |  |  |  |  |  |
| **Icon  Description automatically generatedYouTube** |  |  |  |  |  |  |
| **Icon  Description automatically generatedLinkedIn** |  |  |  |  |  |  |