



## 10 Features & Benefits



FACEBOOK	Similar functionality on desktops, iPads and mobile phones	#1 Distribution Device(s)	Viewable on desktops, primarily made for mobile phones
	Skews older	#2 Demographic	Skews younger
	Personal connections and daily living	#3 Social Currency	Brands, places and trends
	Informational and likeable	#4 Lifestyle Emphasis	Capture moments and spread influence
	Text, images/photos and videos	#5 Content Features	Images/photos with captions and videos (Reels)
	Yes	#6 Image Albums	Stories/story highlights
	Yes, with previews	#7 Link Sharing and Blog Connectivity	Only in bio, not posts
	Challenging to control background clutter	#8 Presentation Aesthetics	Visually pleasing with easily tapped responses
	Frequent	#9 Feature Updates	Frequent
	2-3x weekly	#10 Posting Cadence	Often daily

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