



10 Features & Benefits



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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