# How Can Startups Use The Power Of Social Media



## LinkedIn

- [ ] 35% of LinkedIn users the network daily.
- [ ] There are over 1 million groups on LinkedIn. A Startup can always find a group that is relevant.
- [ ] LinkedIn has over 200 million users. This means 200 million people can help a startup, either as partners or buyers.

## GOOGLE+

- [ ] GOOGLE+ is the 2nd-biggest social network with 343 million active users.
- [ ] 40% of marketers use GOOGLE+, 70% desire to learn more and 67% plan to increase GOOGLE+ activities.
- [ ] The +1 button acts as a 'stamp of approval'. Which can indirectly to a better page rank.

## FACEBOOK

- [ ] Facebook is the king of social networks, with Over 700 million active monthly users.
- [ ] It is the best place where startup can interact with its customer base.
- [ ] Social plugins & custom apps Facebook can become great tools to engage potential customers.

## TWITTER

- [ ] Twitter has over 230 million active monthly users. And twitter hashtags are -perhaps the fastest way of spreading a message.

- [ ] 68% of twitter users are more likely to buy from the brands they follow.
- [ ] Twitter search is an effective tool for finding out what people are saying about a certain topic.

## PINTEREST

- [ ] Pinterest is the fastest growing social network, with a growth rate of 88% over the last 12 months.
- [ ] Pinterest has over 70 million active monthly users, more than 67% of them are female.
- [ ] Great place for brand promotion if a startup deals with the food or the fashion industry.

## YouTube

- [ ] YouTube is the 3rd biggest social network, moving ahead of twitter.
- [ ] Creating videos is a new approach in brand promotion. YouTube also has major SEO values.
- [ ] The emotional chords that videos can string are much more powerful than text and pictures.

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