

Facebook

1. Sends more website referral traffic than any other social media network.
2. Geared toward both news and entertainment.
3. Future outlook places strong emphasis on video content.

Instagram

1. Highly visual network for static images and short videos.
2. Not optimal for driving blog or website traffic.
3. Best suited for strong visual brands.

Twitter

1. Views itself as a news platform as much as a social network (listed as a News App in the iOS App Store).
2. Retweeting and curation are encouraged.
3. Well-suited to brands sharing blog post or promoting website content.

Pinterest

1. Highly visual platform that lends itself well to strong imagery.
2. Often used to find inspiration for projects.

LinkedIn

1. Professional network. The content you share should reflect this.
2. Used heavily for sharing industry articles and general professional content.
3. Launched LinkedIn Pulse in 2015, a built-in content publishing and distribution platform.

Google+

1. Essentially acts as a social layer across Google's web properties (YouTube, etc.).
2. Hosts strong communities around all kinds of different interests.
3. 21% of Internet users are active on the network.