

# SOCIAL MEDIA OVERVIEW FOR TRAVEL COMPANIES AND USERS



Google has announced that the closure of the general public version of Google+ will be effective on April 2. The American giant was relying heavily on its social network Google+. But success has never been achieved. In addition, security flaws have been added.

Since February 4, it is no longer possible to create new profiles, pages or communities at Google+. Google will allow the users to retrieve their content (videos, photos...) and then all data will be deleted. After that however, there is still a number of social media popular among tourists.

Facebook remains the undisputed leader among social media platforms. **Despite the various scandals over the user data, Facebook (FB) remains the largest social media site in the world**, with more than two billion people using it every month. There would be more than 65 million companies with a FB page and more than six million advertisers. Facebook gives priority to content that engages people, especially family and friends, in meaningful conversations and interactions.

Young Europeans, however, seem to abandon FB and prefer Instagram and Snapchat for sharing photos and videos. Regarding its popularity, Instagram is ranked behind Youtube, Whatsapp, Messenger, or Wechat which is used mainly in Asia.

**Snapchat** is an application that focuses on sharing photos and short videos (also known as snapshots) with friends. The app made the "Stories" format popular, which eventually proliferated to other social media platforms such as Instagram. But the rise of **Instagram** Stories seems to have affected Snapchat's growth and the interest of marketers in using Snapchat for their brands in general. Snapchat has 255 million active users per month.

**LinkedIn** is now more than just a resume and job search site. It has 294 million active users per month. It has evolved into a professional social media site where industry experts share content, build networks and their personal brand. It has also become a place where companies can establish their enlightened leadership and authority in their sector and attract talent to their company.

**Tumblr** is a microblogging and social networking site that allows users to share text, photos, links, videos, audio, etc. People share a wide range of things on Tumblr, from cat pictures to art and fashion. There are no less than 642 million unique visitors per month.

**Pinterest** is less frequented with 250 million monthly users. It is a place where people go to discover new things and get inspired, unlike most social media sites where engagement is the focus.

**Twitter** is a social media site for news, entertainment, sports, politics, etc. Twitter differs from most other social media sites in that it places a strong emphasis on real-time information.

Another unique feature of Twitter is that it only allows 280 characters in a tweet. Twitter is also often used as a customer service channel. Twitter is 335 million active users per month.

**Medium is an online publishing platform with a social network element.** For the moment it

has at least 60 million users per month. It is free to publish on Medium and read most articles. In addition to publishing original content on Medium, it is common for brands to republish articles from their corporate blogs on Medium to extend their reach.

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