

Social Media Competitive Analysis

Features	Competitors			Comparators	
	LinkedIn	YouTube	Reddit	Twitter	Instagram
Posting	YES	YES	YES	YES Posting is limited to 140 characters	YES
Private Messaging	YES	NO	YES	YES	YES
Commenting	YES	YES	YES This is a primary feature for Reddit, as the majority of discussion happens in comments	YES	YES
Videos	YES Videos can be 10 minutes long	YES The site is specialized for video posting	YES Videos can be 15 minutes long	YES Videos can be 30 seconds long	YES Videos can be 1 minute long but longer with the IGTV feature
Photos	YES	NO	YES	YES	YES
Professional Networking	YES The site is specialized for professional networking	YES The user can subscribe and comment or find the information they need and contact the company/person directly	YES Based on what the user is following, you can connect with professionals who are hiring or reach out to others in the community for advice	YES Professional networking is limited to tweets and connecting/messaging with others	NO
Forwarding	YES	YES	YES	YES	YES
Favoriting	YES Profiles can be shared, posts can only be shared if there is a connection	YES	YES	YES	YES
Multiple User Accounts	NO A user may have an additional account if they are a job poster	YES	YES This is only if you use a third party plugin called Reddit Enhancement Suite	YES	YES A user can have several accounts for their different interests
Live Feed	NO	YES	YES Your post can have a live discussion feed	YES Tweeting can happen in real time	YES
Follow Other Users	YES You can either connect with another user or only choose to follow their posts	YES	YES Not only can you follow users but you can follow specific subreddits, categories based on a specific interest	YES	YES