

SMM ESSENTIALS [WEEK 6]

OBJECTIVE

Fill in the table "Popular social networks in the CIS countries", reflecting the criteria characteristics.

| Criteria | Instagram | Facebook | TikTok | Twitter | VK | OK.ru |
|------------------------------|-----------|----------|--------|---------|----|-------|
| Typical user description | | | | | | |
| Target consumer description | | | | | | |
| Pros and cons for marketer | | | | | | |
| Pros and cons for advertiser | | | | | | |
| Analytical options | | | | | | |
| Monetization features | | | | | | |