overdrive interactive

2016 SOCIAL MEDIA MAP

A Snapshot of the Evolving Social Media Landscape

SOCIAL NETWORKS
- facebook
- google plus
- path
- whisper
- yik yak
- tribe.net
- meetme
- tagged
- meetup
- ello
- reddit

PROFESSIONAL SOCIAL NETWORKS
- linkedin
- slideshare
- angel list
- viadeo
- xing
- rallypoint
- sermo
- doc2doc
- doximity
- muck rack
- researchgate
- academia.edu
- ning

PRIVATE SOCIAL NETWORKS
- yammer
- salesforce chatter
- convo
- swabr

INTERNATIONAL SOCIAL NETWORKS
- qzone
- vkontakte
- renren
- pengyou
- odnoklassniki
- douban
- kaixin001
- skyrock
- studivz
- mixi.jp
- cloob
- taringa
- virbuzz
- badoo
- meinvz
- mixxt

SOCIAL MUSIC NETWORKS
- soundcloud
- bandcamp
- last.fm
- spotify
- mixify
- myspace
- loudup
- dubtrack
- next big sound

HEALTH & FITNESS SOCIAL NETWORKS
- my fitness pal
- pumpup
- sparkpeople
- map my fitness
- happier

SOCIAL TRAVEL NETWORKS
- airbnb
- tripadvisor
- wayn
- lonely planet
- couch surfing
- travbuddy
- tripline
- travellerspoint
- tripit
- gogobot

SOCIAL COMMERCE & PAYMENT
- venmo
- ebay
- etsy
- groupon
- livingsocial
- polyvore
- fancy
- shopkick
- kickstarter
- indiegogo
- betabrand
- cut on your bias
- yipit
- spreesy
- productwiki
- dwolla
- popmoney

SOCIAL SEARCH
- twitter search
- google social search
- socialmention
- socialsearch

SOCIAL MEDIA MANAGEMENT & TRACKING
- socialeye
- hootsuite
- tweetdeck
- buffer
- sproutsocial
- sprinklr
- simply measured
- trackmaven
- syncapse
- awarenesshub
- viral heat
- visible
- sysomos
- crowdbooster
- socialflow
- howsociable
- socialware
- trendspottr
- followerwonk
- geopiq
- klout
- unified

SOCIAL MEDIA LISTENING
- socialeye
- tracx
- engagor
- buzzbundle
- netbase
- hootsuite
- tweetdeck
- buffer
- sproutsocial
- sprinklr
- lithium
- sendible
- engage121
- everypost
- synthesio
- brandwatch
- netvibes
- trackur
- attensity
- conversocial

CONTENT DISCOVERY & CURATION
- reddit
- livefyre
- feedly
- scoop.it
- banjo
- internet archive
- contentgems
- bubblews
- everypost
- storify
- medium
- paper.li
- symbaloo
- deviantart
- trackmaven
- moz content

URL SHORTENERS
- bit.ly
- goog.gl
- tinyurl
- ow.ly
- po.st
- is.gd
- snipurl

BLOGGING
- wordpress
- tumblr
- blogger
- squarespace
- penzu
- postach.io
- ghost
- posthaven
- sett
- pen.io
- svbtle
- typepad
- medium

MICROBLOGGING
- twitter
- foursquare
- ello
- storify
- tumblr
- plurk
- mobli
- pheed

LIVESTREAMING
- facebook
- youtube live
- periscope
- meerkat
- google hangouts on air
- ustream.tv
- snapchat live stories
- livestream
- dacast
- younow
- veetle

PODCASTING
- soundcloud podcasting
- simple podcast press
- garageband

PHOTO SHARING
- instagram
- pinterest
- snapchat
- flickr
- imgur
- photobucket
- weheartit
- kaptur

VIDEO SHARING
- youtube
- vimeo
- dailymotion
- vine
- vevo
- screencast
- wistia
- snapchat

SOCIAL GAMING
- zynga
- imvu
- world of warcraft
- second life
- gamurs
- onverse
- smallworlds

LOCAL & LOCATION-BASED
- foursquare
- google my business
- next door
- alignable

SOCIAL REVIEWS
- yelp
- angie's list
- buzzillions
- insiderpages
- customer lobby
- tripadvisor
- glassdoor

SOCIAL RECRUITING
- indeed
- careerarc
- freelancer
- upwork
- thumbtack
- guru
- taskrabbit
- gild
- jobvite
- talentbin
- anthology
- glassdoor

SOCIAL Q&A
- quora
- answers
- stack exchange
- yahoo! answers
- wiki answers
- ask.come
- allexperts
- blurtit
- fluther
- piazza
- jelly

WIKIS
- wikipedia
- wikimapia
- fandom
- wikisource
- wikispecies
- wikihow
- tv tropes
- wikiquote
- wikieducator
- ballotpedia
- wikibooks
- wikitravel
- scholarpedia

Websites
Mobile Apps
Tools & Platforms
Ads/Sponsorship Opportunities

DOWNLOAD THE MAP

THE PDF HAS LIVE LINKS!

ovrdrv.com/social-media-map

SHARE THE MAP