

Content-Formate im Social Web

| Plattform | Content-Format | | | | | | | |
|-------------------|----------------|--|-------------|------------------|-------|-------------|--------------|----------|
| | Reiner Text | Links | Bild/Grafik | Animierte Grafik | Video | Live-Stream | Reines Audio | 360-Grad |
| Blog | + | + | + | + | + | - | + | - |
| Facebook | + | + | + | + | + | + | + | + |
| Instagram | - | - (als Ad) | + | - | + | + | - | + |
| Instagram Stories | + | + (ab 10.000 Empfängern oder blauer Haken oder Ad) | + | - | + | + | - | - |
| YouTube | - | + | - | - | + | + | - | + |
| Twitter | + | + | + | + | + | + | - | - |
| Snapchat | - | - | + | - | + | - | - | - |
| Pinterest | - | + | + | + | + | - | - | - |
| XING | + | + | - | - | - | - | - | - |
| LinkedIn | + | + | + | - | + | - | - | - |