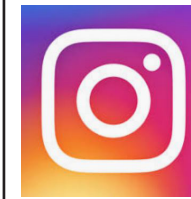




**Snapchat**



**Instagram**

**Content**

Type of  
info/media,  
Frequency  
of posts

**Purposes  
for Posts**

Reasons that  
user would  
make a post

**Typical User**

Characteristics  
of senders  
& receivers