**Twitter**

Be professional? Or personal? Informs your account choices.

Relative hashtags –more searchable, interests, issues

Don’t have to follow back, can streamline feed (Also MUTE option)

Doesn’t have to be 140 characters

Don’t want to use multiple tweets or if do sparingly with 1/2, 2/2

**Tumblr**

It’s like a mashup of a lot of social media - pinterest, blogs, issues/interests, reblogging, sharing content – looks familiar

Track tags

More private

Can be more anonymous

Artistic-portfolios, groups