

INTERSOCIALMEDIA-ÜBERSICHT SCHWEIZ 2025

Social-Media-Plattformen in der MACH Strategy Kriterien	LinkedIn	Xing	Facebook	YouTube	Reddit	X	Instagram	Pinterest	Snapchat	Twitch	Tik Tok	BeReal	Threads
Dachorganisation	Microsoft Inc. [US]	New Work SE [DE]	Meta Platforms Inc. [US]	Alphabet Inc. [US]	Advance Publications Inc. [US]	X Corp [US]	Meta Platforms Inc. [US]	Pinterest Inc. [US]	Snap Inc. [US]	Amazon.com Inc. [US]	ByteDance [CHN]	Voodoo [FR]	Meta Platforms Inc. [US]
Online	2002	2003	2004	2005	2005	2006	2010	2010	2011	2011	2016	2020	2023 (2019)
Kategorie	Business Network	Business Network	Social Network	Videoportal	Internetforum und Social-News-Aggregator	Mikrologging-Dienst	Social Network mit Fokus auf Video-Foto-Sharing	Online-Pinnwand für Inspiration mit Bildern und Pins	Instant-Messaging-Dienst	Videoportal mit Fokus auf Live- Streaming von Videospielen	Social Network für kurze Videos und kreativen Content	Social Network mit Fokus auf unbearbeiteten Bildern	Mikrologging-Dienst, Anbin- dung an Meta-Plattformen
Communities: • Corporates / KMUs • Startups • Recruiter • Influencer / Politiker • Familie, Bekannte	●● ●● ●● ●●	●● ●● ●●	●● ●● ●● ●●	●● ●● ●●	●● ●● ●● ●● ●● (Interessensbereiche)	●● (Publisher, News) ●● ●●	●● ●● ●●	●● ●●	●● (privater Raum)	●●	●● ●●	●●	●● ●●
Eignungen: • B2C • B2B • eCommerce • Employer Brand / Recruiting • Markenbekanntheit steigern • Produktabsatz erhöhen • Interaktionen fördern • Kundenbindung stärken	●○○ ●●● ●○○ ●●● ●○○ ●○○ ●○○ ●○○	○○○ ●●● ○○○ ●●● ○○○ ○○○ ○○○ ○○○	●●● ●●● ●●● ●○○ ●●● ●●● ●●● ●○○	●●● ●○○ ●●● ●○○ ●●● ●○○ ●○○ ●○○	●●● ●○○ ○○○ ○○○ ○○○ ○○○ ○○○ ○○○	●●● ●●● ●○○ ●○○ ●○○ ●○○ ●○○ ●○○	●●● ●○○ ●○○ ○○○ ○○○ ●○○ ●○○ ●○○	●●● ●○○ ●○○ ○○○ ○○○ ●○○ ●○○ ●○○	●●● ○○○ ●○○ ○○○ ○○○ ●○○ ●○○ ○○○	●●● ●○○ ○○○ ○○○ ○○○ ●○○ ●○○ ○○○	●●● ●○○ ○○○ ○○○ ○○○ ●○○ ●○○ ●○○	●●● ○○○ ○○○ ○○○ ○○○ ●○○ ●○○ ●○○	●●● ●○○ ○○○ ○○○ ○○○ ●○○ ●○○ ●○○
Content-Quellen: mehrheitlich • PGC (Production Generated) • CGC (Creator Generated) • UGC (User Generated)	● ● ●	● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ●	● (in Form von Werbung) ● ●	● ● ●	● ●	● ●
Studien: • Medienstudie (WEMF) • Nutzungsmonitor (IGEM) • Konsummerkmale (WEMF)	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy - MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER	MACH Strategy Digimonitor MACH Strategy CONSUMER
RUS-Werte • Soziale Netzwerke (bezahlt) • Soziale Netzwerke (gratis) • Messengerdienste: Discord, Facebook Messenger, Signal, Telegram, Threema, WhatsApp • Weitere Social-Media-Plattformen in der MACH Strategy: Bluesky	● ●	● ●	● ●	● ●	● ●	● ●	● ●		● ●	● ●			



Quelle: MACH Strategy 2025 Upgrade Social Media | Quelle: unabhängige Expertenmeinung aus Vertreter:innen der (WEMF User Commissions) sowie Vorstandsmitglieder:innen der IGEM und des IAB 2025