

Major social media account to create and complete

Platform to create the profile	Can you enable a custom URL?	Links to other social profiles?	How well does it rank?
Twitter	Custom by default	No	Ranks high + "Position zero" (Google shows a separate box with recent tweets)
Facebook	facebook.com/username (You can select it only once)	Yes (In "Other accounts" section of "Edit profile")	Very well
Pinterest	Custom by default	Yes (Twitter, FB)	Moderately
Linkedin	Yes	Yes (Twitter)	Very well + Rich snippets!
Instagram	Custom by default	No	Moderately
Google Plus	Yes (You can select it only once)	Yes	Very well + Knowledge graph for logged-in users
Slideshare	Custom by default	Yes (Twitter, FB, Linkedin, G+)	Well
Youtube	Yes (if you qualify)	Yes	Very well
Tumblr	Custom by default	Yes (Twitter, FB)	Moderately
Medium	Custom by default	Yes (Twitter)	Moderately
About.me	Custom by default	Yes (Good way to link to your multiple accounts from one place)	Well

