



# Meetup

A SOCIAL MEDIA SNAPSHOT by Danielle Marshall





# Meetup

Facebook connects you with close friends. LinkedIn connects you with your professional contacts.

Twitter connects you with Ashton Kutcher. **Meetup connects you with the people near you who are doing the things you want to do.**

- MeetUp Blog



## About

Meetup brings people together in thousands of cities to do more of what they want to do in life. It is organized around one simple idea: when we get together and do the things that matter to us, we're at our best. And that's what Meetup does. It brings people together to do, explore, teach and learn the things that help them come alive.







# Meetup



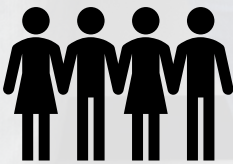
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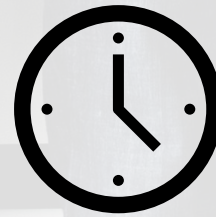
**32.30M**  
MEMBERS



**614,764**  
MONTHLY MEETUPS



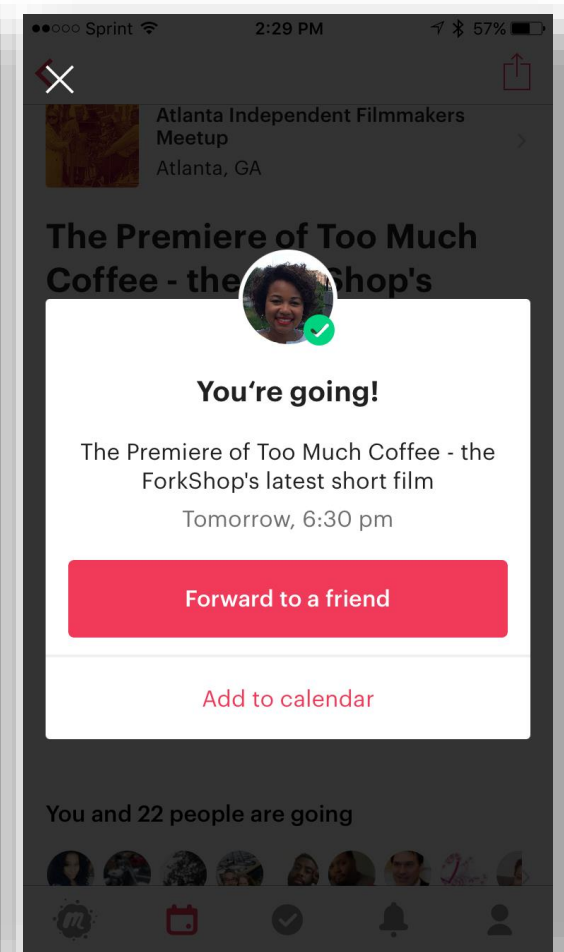
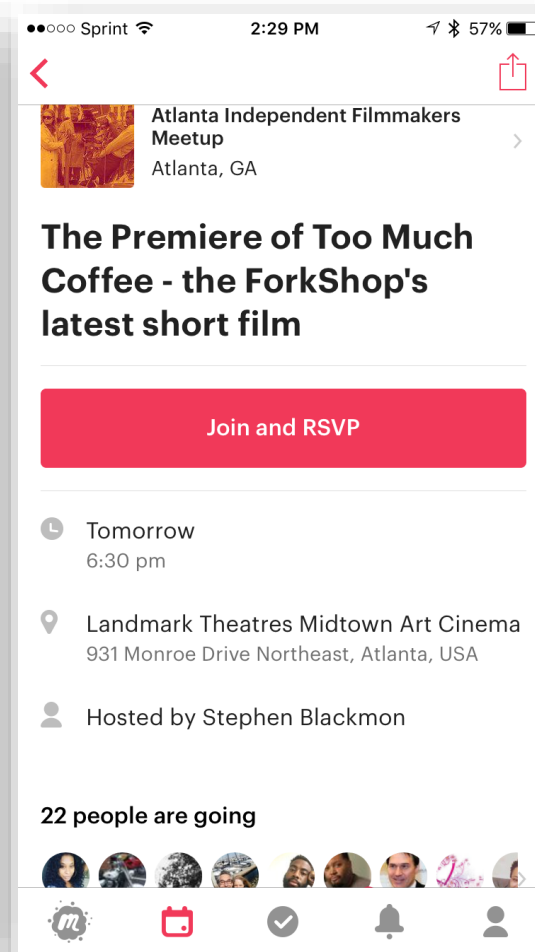
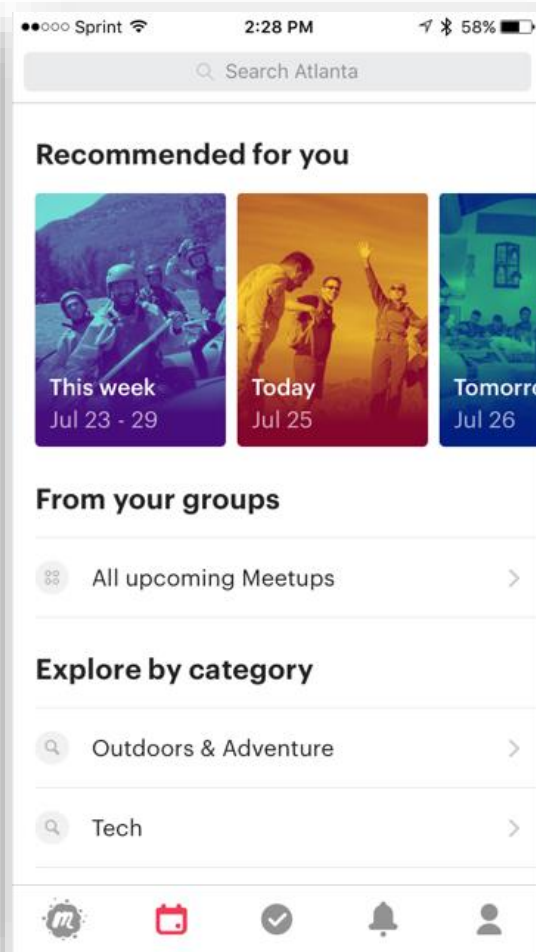
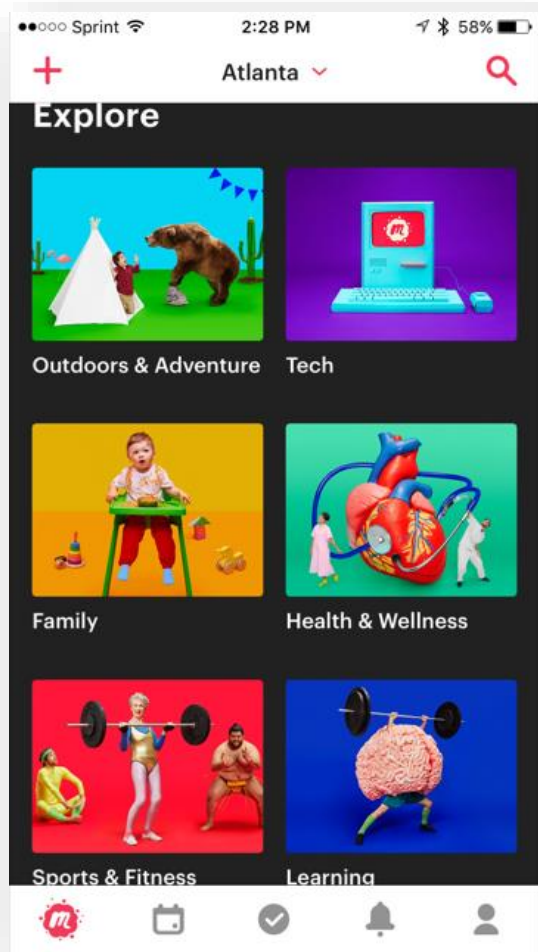
**288,726**  
MEETUP GROUPS



**4,726**  
MEETUPS HAPPENING  
NOW



**3.90M**  
MONTHLY RSVPS





## The Future of Meetup

- Using technology to stay a step ahead
- “Self-driving” meetups formed initially by computers allowing for more specific, tailored groups.
- Running group: women only, intermediate runners, meeting at specific park entrance each Wednesday.
- Mass customization of activities

TECH

### Facebook Is Coming For Meetup, And Meetup Is Ready To Fight

Like other tech companies before it, Meetup is now squarely in Facebook's crosshairs. Here's how the group meeting pioneer is sizing up the social giant.

Posted on July 12, 2017, at 2:50 p.m.



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BuzzFeed News Reporter

**BuzzFeed**NEWS