



# A CLOUD-BASED ESI SOURCE CHECKLIST

2022  
EDITION

## MESSAGING RANKED BY POPULARITY

- WhatsApp** - (2.0B monthly active users)  
The largest global messaging platform that allows texts, voice/video calls, and information sharing, owned by Meta.
- WeChat** - (1.26B monthly active users)  
A large global messaging platform, although the largest base of users is in China.
- Facebook Messenger** - (1.3B monthly active users)  
Previously a feature of Facebook, this messaging platform, while still integrated with Facebook, is a stand-alone app.
- Telegram** - (550M monthly active users)  
With a focus on privacy, security, and end-to-end encryption, Telegram has been gaining users since 2013
- SnapChat** - (536M monthly active users)  
SnapChat popularized ephemeral messaging, which allows messages to self-destruct shortly after viewing.
- Skype** - (300M monthly active users)  
The pioneering video, voice, and text communication platform that allows free calls, owned by Microsoft.
- Discord** - (150M monthly active users)  
Discord offers messaging and video/voice calls in community forums, but also in private chats.
- Signal** - (40M monthly active users)  
The non-profit Signal offers encrypted messaging to individuals or groups, along with video/voice calling.
- Viber** - (unknown monthly active users)  
Like WhatsApp, Viber offers VoIP and messaging services to a global user base. Owned by Rakuten.
- Kik** - (Unknown monthly active users)  
Kik is a Canadian-based instant messaging platform that promises anonymity for its users.

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## SOCIAL MEDIA RANKED BY POPULARITY

- Facebook** - (2.9B monthly active users)  
The largest and most popular social media site with extensive information available for easy "take-out."
- YouTube** - (2.2B monthly active users)  
The world's largest video-sharing site with social media capabilities, owned by Google.
- Instagram** - (2.0B monthly active users)  
A popular photo and short-form video sharing social platform, owned by Meta.
- TikTok** - (1.0B monthly active users)  
A fast-growing short-form video sharing site that has exploded in popularity in the past few years.
- Pinterest** - (444M monthly active users)  
A social media site that allows the curation of images (pinboards), a useful aid for discovery and idea generation.
- Twitter** - (436M monthly active users)  
Twitter is a microblogging site that allows users to post news, entertainment, and real-time announcements.
- Reddit** - (430M monthly active users)  
A social media site built around specific topics, allowing users to raise the visibility of content by upvoting.
- Quora** - (300M monthly active users)  
This question-and-answer platform sources answers from a community of experts and users.
- LinkedIn** - (250M monthly active users)  
This business networking site is popular with users looking to establish thought leadership.
- Tumblr** - (250M monthly active users)  
Tumblr is a blogging and social media platform. Declining in popularity, but still surprisingly relevant.

**Don't forget Parler, 4chan, Mastodon, and Truth Social**

## EMAIL PROVIDERS

- GMail** - The most popular email service provider.
- Outlook/Hotmail** - Outlook is Microsoft's web-based email service, started as Hotmail.
- Outlook Office/365** - The favored provider for business clients around the globe.
- Yahoo** - One of the originals, Yahoo is still going strong.
- AOL** - "You've Got Mail!", now owned by Verizon and well-supported.
- ProtonMail** - A privacy-and-security-centered email service.
- iCloud/Apple** - An email service suited for those invested in the Apple infrastructure.
- Mail.com** - A free, personal email service with 200+ unique domain names.
- Zoho Mail** - A service popular with small businesses.
- Titan** - A top-rated small business service with innovative tools to connect with customers.
- Tutanota** - An open-source email provider.
- GMX Mail** - Free email for everyone.

## CLOUD STORAGE

- Google Drive** - for teams and collaboration
- DropBox** - personal, shareable light data storage
- OneDrive** - Microsoft's solution for Windows users
- Amazon Drive** - For Android users
- Box** - Enterprise and small business storage
- Amazon S3** - Scaleable Cloud storage for enterprise
- Wasabi** - Discount Cloud storage for enterprise
- iDrive** - Personal backup solution
- iBackup** - Personal backup solution
- Carbonite** - Personal backup solution

## COLLABORATION APPS

- Slack
- Basecamp
- Microsoft Teams
- Google Docs/Tasks
- Sharepoint
- Monday
- Asana
- Zoho Teams
- Wrike
- Teamwork
- PlanEngage
- Kantata
- Jira
- Confluence
- LiquidPlanner
- Podio
- SmartSheet
- Redmine
- ClickUp
- AirTable
- Flock
- Workplace
- Todoist
- Podio