

	Enterprise Apps	Social Media Apps
Purpose	Supports business operations and decision making	Entertainment Personal Communication Individual Productivity
User Base	Employees Managers Organization Stake Holders	Public
Complexity	Highly complex Integrating multiple processes data sources	Genererally simpler focusing on specific functions
Customization	Fequenlty customization specific organization	Limited customization options for individuals
Security and data protection	Robust measures to protect sensitive business data ensure data compliance	Important  Often less stringent or complex