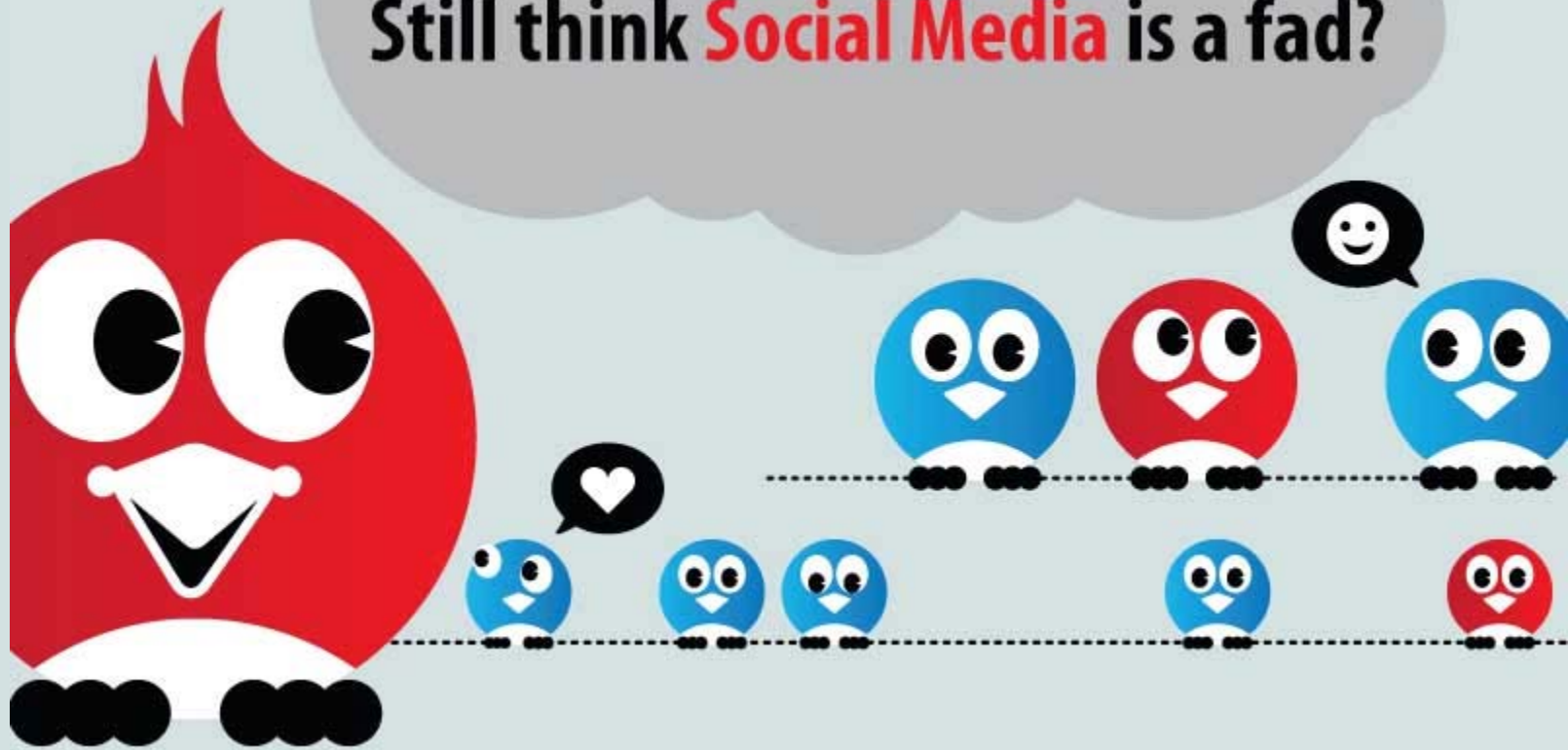


Still think **Social Media** is a fad?



Source: <http://www.onelily.com/2011/05/05/still-think-social-media-is-a-fad/>

Your friend, client, prospect, grandmother, colleague,
investor, mechanic, doctor, realtor, teacher, dietician
veterinarian, grocer, pastor, hair dresser *doesn't think so!*



facebook

established 2004

over **600 million** users

50% of active users
log on every day

the average user has
130 friends

700 billion minutes
spent on facebook
each month

Facebook is worth approx
50 billion bucks

twitter

established 2006

over **200 million** users

generates **65 million**
tweets a day

5% of users account for
75% of all activity

83% of users
post less than one
update/day

Twitter is worth approx
5 billion bucks

Linked in

established 2003

over **100 million** users

averages **1 new user**
per second

used strictly for
business networking

80% of companies
used LinkedIn as a
recruitment tool

LinkedIn is worth approx
1.5 billion bucks

Still Not Convinced?

Over 50% of the world's population is under 30-years-old
96% of them have joined a social network

The fastest growing segment on Facebook
is 55-65 year-old females

People care more about how their social graph ranks products and services
than how Google ranks them

Business 2 Business use social media more than Business 2 Consumer
not much more though... 86% vs 82%

The top applications for the use of social media for b2b marketers are
*thought leadership (59.8%), lead generation (48.9%),
customer feedback (45.7%) and advertising on sites (34.7%)*

If Facebook were a country...
it would be the world's 3rd largest (ahead of the US)

78% of consumers trust peer recommendations
only 14% trust advertisements

Social Media isn't a fad...
*it's THE way we now communicate with our
friend, client, prospect, grandmother, colleague,
investor, mechanic, doctor, realtor, teacher, dietician
veterinarian, grocer, pastor, hair dresser...*

