

How Social Media

— IS —
CHANGING THE WORLD

••• BEYOND JUST SOCIALIZING •••

News

50% of people learn about breaking news on social media.

65% of traditional media reporters and editors use sites like Facebook and LinkedIn for story research and 52% use Twitter.

Twitter and YouTube users reported the July 20, 2012 Aurora, CO theater shooting before news crews could arrive on the scene. The Red Cross urged witnesses to tell family members they were safe via social media outlets.



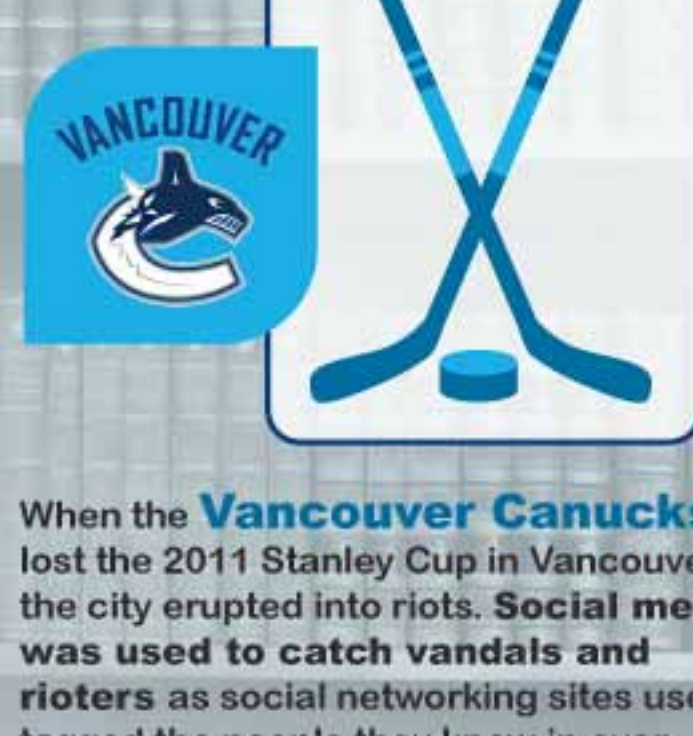
Top news sources for Americans



Law Enforcement

In 2011 the NYPD added a Twitter tracking unit and has used social networking to arrest criminals who have bragged of their crimes online.

67% of federal, state, and local law enforcement think "social media helps solve crimes more quickly".



When the Vancouver Canucks lost the 2011 Stanley Cup in Vancouver, the city erupted in riots. Social media was used to catch vandals and rioters as social networking sites users tagged the people they knew in over 2,000 photos posted to the sites.

Education

More than 80% of US college & university faculty use social media.

More than 50% use it for teaching.

30% use it for communicating with students.

59% of students with access to the Internet report that they use social networking sites to discuss educational topics.

50% of students use social media sites to talk about school assignments.

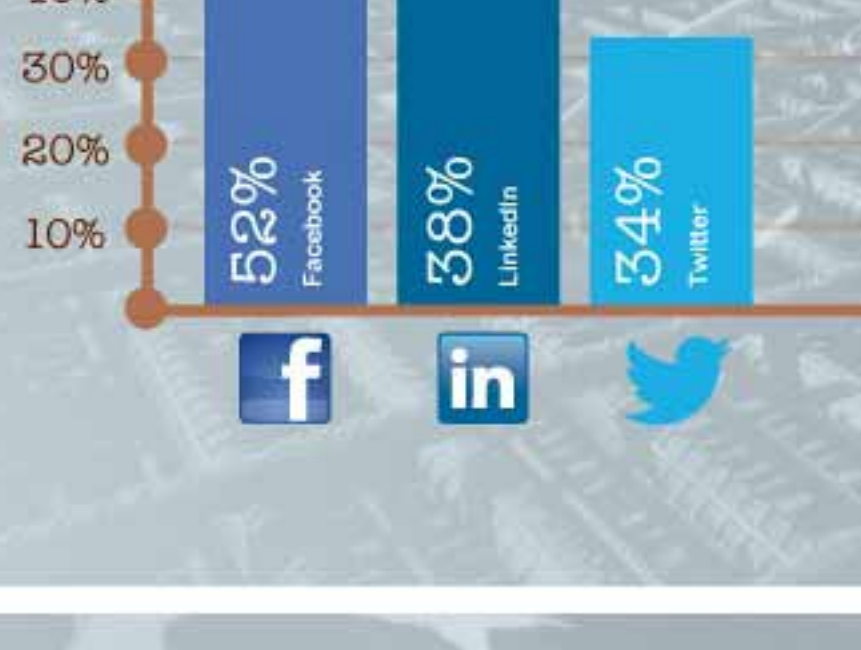
George Middle School in Portland, OR introduced a social media program to engage students:

Grades went up by 50%
Chronic absenteeism went down 33%

Employment

1 in 6 job-seekers tribute social media for helping find their current job.

Social Media Sites Used by Job Searchers



89% of job recruiters have hired employees through LinkedIn

26% through Facebook

15% through Twitter



More than 2.6 million companies have LinkedIn Company Pages.

Voter Participation

Facebook users reported they are more likely to vote if they see on social networking sites that their friends did.



During the 2012 presidential election:

22% of registered voters posted about how they voted on Facebook or Twitter.

30% were encouraged to vote by posts on social media.

20% encouraged others to vote via social networking sites.

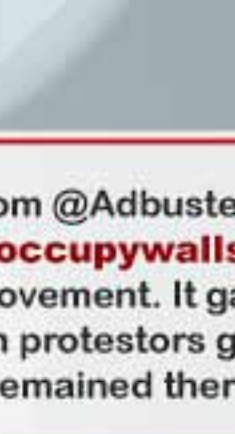
President Obama's victory Facebook post was the most 'Liked' photo on Facebook with over 4 million likes.

Election Day was by far the most tweeted about even in US political history with 31.7 million tweets.



Political Change

Social media has enabled greater political awareness and organization, which in some cases rewritten entire political landscapes.



The 2011 Egyptian uprising motivated tens of thousands of protestors (through social media) for 18 days of demonstrations and, ultimately led to the resignation of Egyptian President Mubarak on February 11, 2011.



A tweet from @Adbusters on July 4, 2011 with the hashtag #occupywallstreet started the American Occupy movement. It gained traction on September 2011 when protestors gathered at NYC's Zuccotti Park and remained there until November 15, 2011.

Economy

Social media sites have created a new industry and thousands of jobs in addition to providing new income and sales.

facebook posted \$1.26 billion for third quarter 2012 revenue, up from \$954 million for 3rd quarter 2011 earnings.



Twitter earned an estimated \$350 million in 2012.

It is estimated that \$900 billion - \$1.3 trillion could be added to the economy through added productivity and improved customer service that social media provides.

Music Industry

4 billion video views are seen on YouTube globally every day.



64% of teenagers listen to music on YouTube, making it the "hit-maker" for songs rather than radio (56%) or CDs (50%).

Pop star Justin Bieber was discovered on YouTube when he was only 12 years old. At 18 years old, Bieber's net worth was estimated at \$80 million.

In 2012, 210,000 years of music was played on Facebook.

Marketing

Social media produces almost double the marketing leads of:

trade shows

telemarketing

direct mail

PPC

46% of online users count on social media when making a purchase decision.

Social media lead conversion rates are 13% higher than the average lead conversion rate.

facebook

On Facebook, brand posts get half of their reach within 30 minutes of being posted.

74% of brand marketers saw an increase in website traffic after investing just 6 hours/day on social media.

Interaction

An average Facebook user has 130 friends.



88% of teens report that social media helps them stay in touch with friends they cannot see regularly.

52% of teens using social media report that using the sites has helped their relationships with friends.

70% of adult social networking users visit the sites to connect with friends and family.

57% make new friends using social media

69% report getting to know students at their school better.

Time Spent on Social Media

Average time spent on Social Media (by age)



Females spend almost 40% more time daily on social media sites than men do. (3.6 hours vs. 2.6 hours)

Roughly 1 in 5 users aged 18-34 spend 6 hours or more per day on social media.

Business owners spend almost 50% more time than those who don't own a business. (4.4 vs. 3)

Social Activity

450+ million Tweets are sent every day (100,000 every minute).

1 out of every 7 minutes spent online is on Facebook.

32% of all Internet users are using Twitter.

23% of Facebook's users check their account 5 or more times daily.

40+ million photos are uploaded to Instagram every day.

684,478 pieces of content are shared on Facebook every minute.

Instagram users spend 250+ minutes on the app every month.

1 hour of video is uploaded to YouTube every second.

The Google +1 button is used 5 billion times per day.

Pinterest users spend an average of 16 minutes per visit on the site.

There are 575 Likes and 81 comments on Instagram every second.

Interest Over Time on Google

Search term "Social Media"

2005 2007 2009 2011 2013

Sources: http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me_b_2185281.html, <http://www.riselsen.com/us/en/news/2012/how-connectivity-influences-global-shopping.html>, <http://socialnetworking.prison.org/>, <http://press.expertin.com/United-States/Press-Release/expertin-marketing-services-reveals-27-percent-of-time-spent-online-is-on-social-networking.aspx>, <http://www.marketingcharts.com/wp/interactive/social-networking-eats-up-3-hours-per-day-for-the-average-american-user-26049/>, <http://www.google.com/trends>