

Social Media Statistics (general)#

- 66 percent of online adults are connected to one or more social media platforms
- 50 percent of social media users say they check in to their favorite networks first thing in the morning

Facebook statistics 2012

- In February 2012 Facebook had 850 million users
- Of the 850+ million Facebook users, 31% check in more than once a day
- 63% of Facebook users have deleted people from their friend lists (up from 56% in 2009)
- 44% have deleted comments others have made
- 37% have untagged themselves from photos
- Young adults and women are more likely to unfriend people (67% women vs 58% men)

Twitter statistics 2012#

- In February 2012 Twitter had 500 million registered users (approx 200m active)
- 36% of Twitter users tweet at least once per day, with an average visit time of 11:50 minutes
- Twitter users send 175 million tweets each day
- The top three countries on Twitter – USA (108 million), Brazil (33 million) and Japan (30 million)
- \$259 million is Twitter's projected ad revenue in 2012
- 1 million accounts are added to Twitter every day

Mobile + apps Statistics#

- The number of smartphones shipments is expected to be almost one billion in 2015
- 53% of American cellphone (mobile) users now have a smartphone
- 38% of people who use social media on mobile devices cite general browsing as their main activity

Social commerce#

- Sales via **social commerce** are expected to reach **\$30 billion** within five years
- 45% of social media users are at least 'somewhat' comfortable providing credit card details through social media channels
- by 2015 brands will be generating 50% of their web sales through social media and mobile platforms with a projection of \$30 Billion

Social media for business statistics #

- Only 26% of businesses frequently include calls to action in their tweets – 49% never include a call to action
- People were 25% more likely to buy a product they would be proud of if it had social buttons placed next to it, but 25% less likely to buy a product they would be embarrassed of if it encouraged them to like or tweet about it (by having social share buttons nearby)
- 70% of business ignore complaints on Twitter
- 72% of marketers handle social media themselves, the rest outsource

LinkedIn statistics 2012 #

- In February 2012 LinkedIn had 135 million users
- American users spend an average of 17 minutes on the site
- 50% of LinkedIn users have a bachelor's degree or higher
- There are 2 million companies on LinkedIn

Google+ statistics 2012 #

- In February 2012 Google+ had 90 million users
- American users spend an average of 6 minutes on the site
- Just 29% of Google+ users are female
- 44% of Google+ users are single
- The top ten countries using Google+: USA (31%), India (14%), Brazil (5%), UK (4%), Canada (2.5%), Germany (2%), Indonesia (1.8%) and Italy, Mexico and Spain (1.7%)
- The top occupation is student (20%)
- The Google+ button is served more than 5 billion times each day
- China and Iran block access to Google+

Pinterest statistics 2012#

- In February 2012 Pinterest had 10.4 million users
- Pinterest is retaining and engaging users 2-3 times better than Twitter was at a similar time in Twitter's company history
- 80% of Pinterest's user base are women, 60% have attended at least some college, 25% have a bachelor's degree or higher, and the average household income is between (US) \$25k – \$75k
- Over 80% of Pinterest pins are 'repins' (content already pinned being repinned by users)
- 30% of Pinterest users are between 25-34 years, 25% 35-44 & 17% 18-24 years old
- American users of Pinterest spend an average of 1 hour 17 minutes on the site
- 50% of users have kids