

Facebook

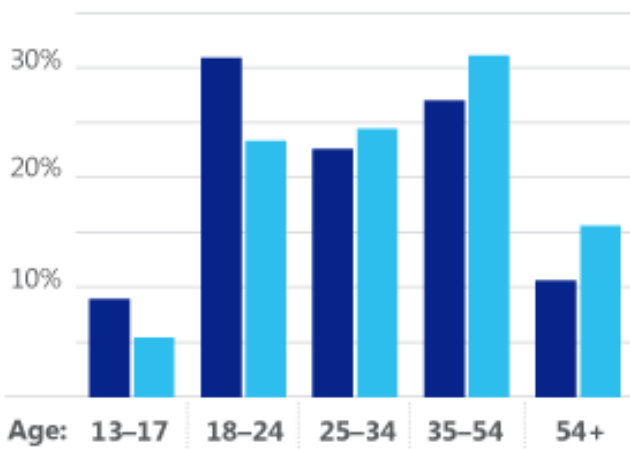


71% of online U.S. adults use Facebook.

It remains the most prominent and popular, though its users aren't who they used to be. In the last year, the most notable trend is a severe decline in use among teens, a demographic once considered the fuel of Facebook's growth.

The New (Older) Face of Facebook

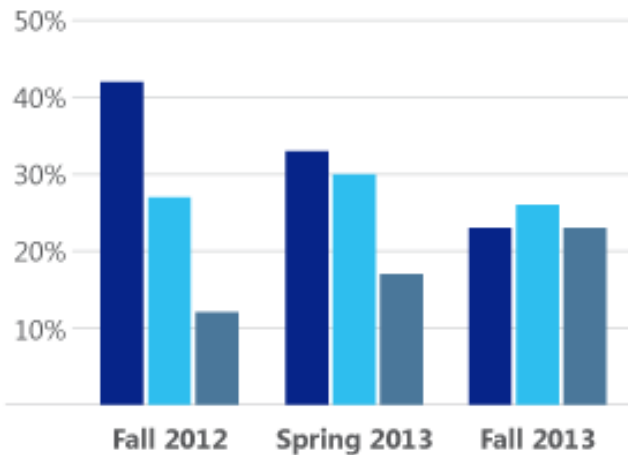
● Share in 2011 ● Share in 2014



Percentage Growth, by Age Group

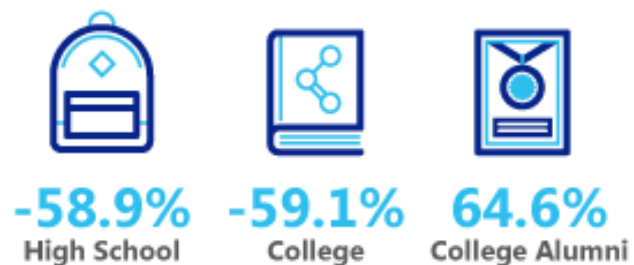
Which Sites Are Most Important to Teens?

● Facebook ● Twitter ● Instagram



It also has to do with Facebook growing up with its users: fewer new youth, as others mature into older age brackets.

Current Enrollment Growth, 2014



Younger demographics spread out their social networking across various platforms, trying new ones that pop up, rather than finding and locking into only 1.

Twitter



18% of online U.S. adults use Twitter.

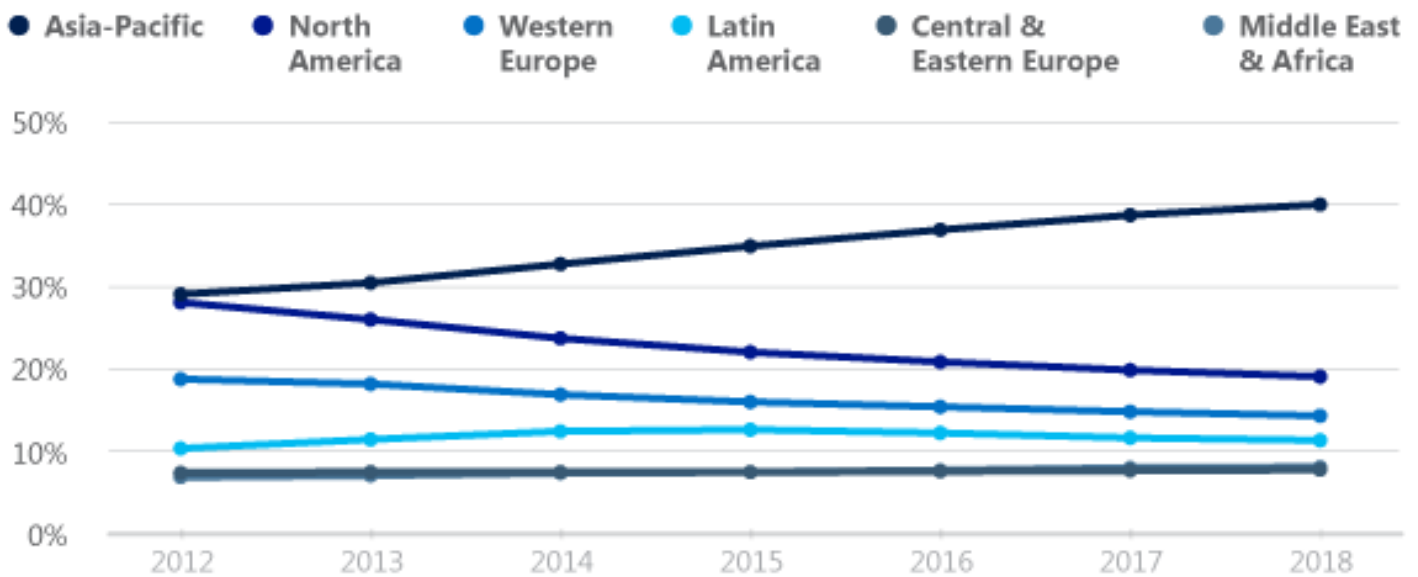
Gender is roughly equal (53% women, 47% men), and more than half of all published updates are crafted using mobile and Web tools, such as TweetDeck.

Twitter's Current Global Age Breakdown



Twitter User Share Worldwide, by Region, 2012-2018

Twitter's demographics will shift over time, with emerging nations making up a larger share of the tweeting population.



Instagram

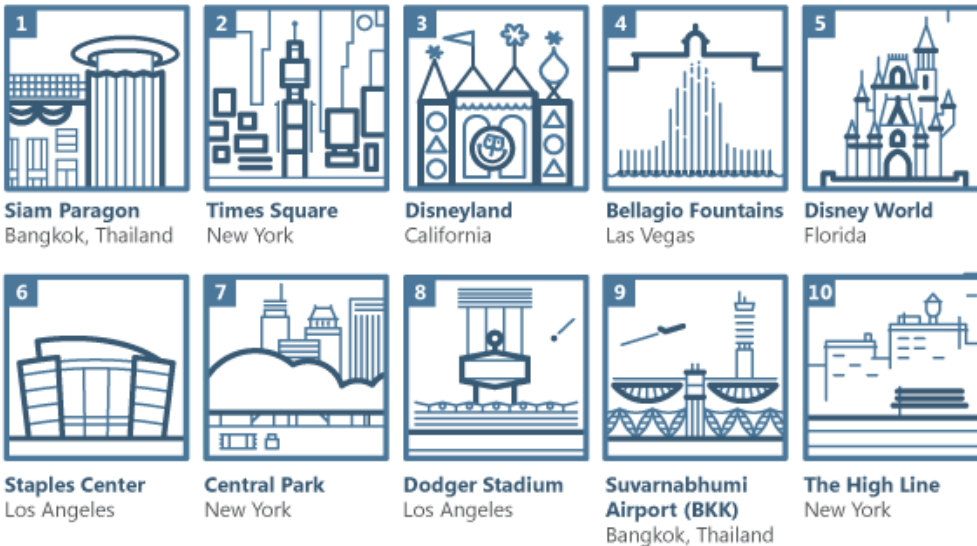


17% of online U.S. adults use Instagram.

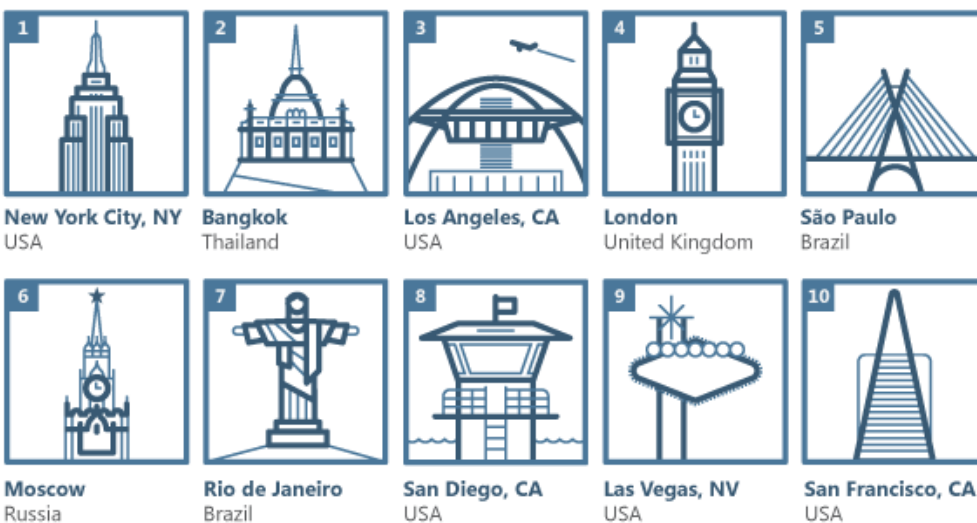
But it's a primarily young audience, and it's growing. More than 90% of Instagram users are under the age of 35. The platform's also picking up Facebook defectors, as Instagram usage increased 12% among teens ages 13 to 17 between 2012 and 2013.

Most-Instagrammed Locations, 2013

With 1.7 million Instagram users in Thailand, the country landed the only 2 locations on the list outside the U.S.



Most-Instagrammed Cities, 2013

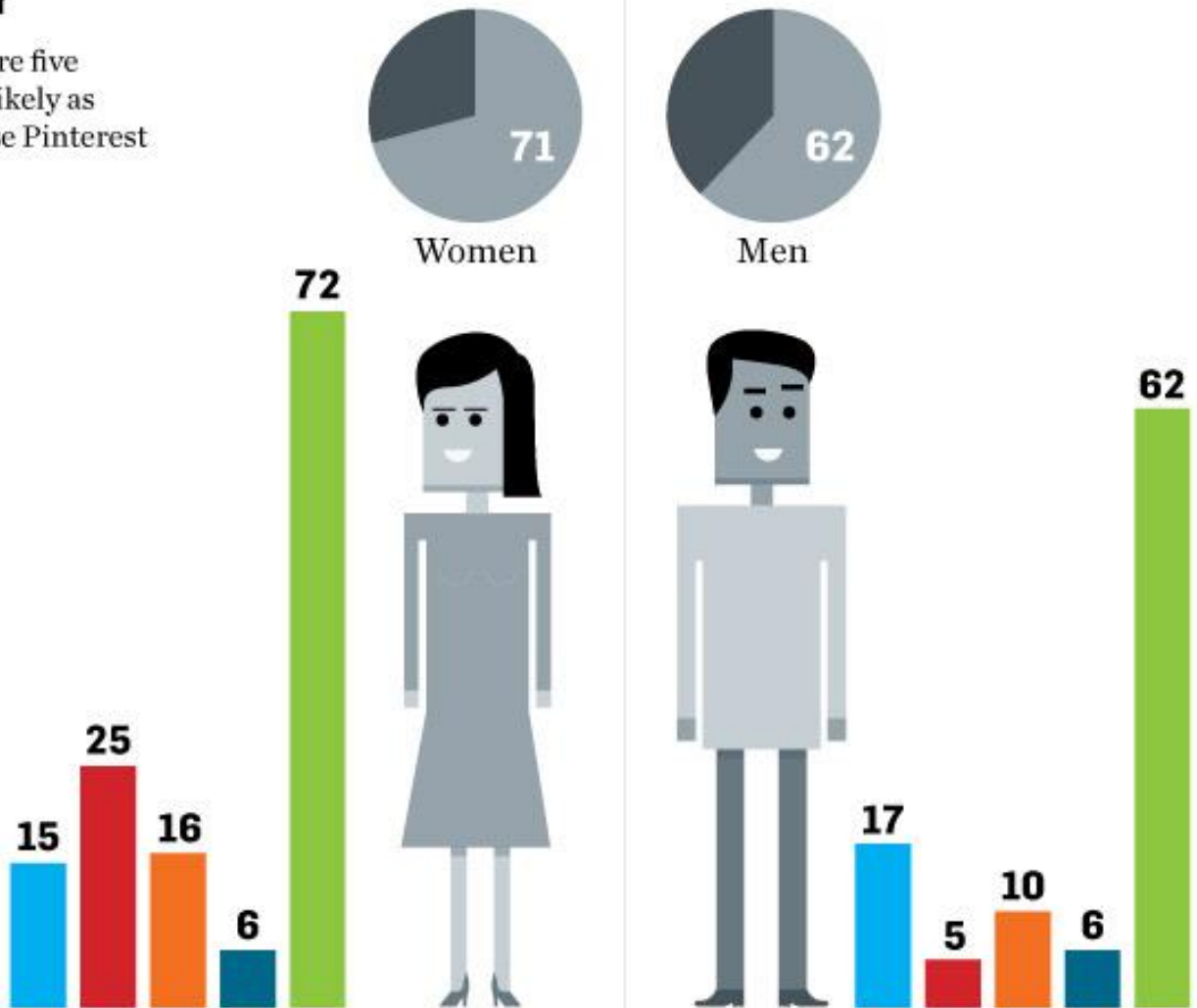


Internet users who use social networking tools (%)

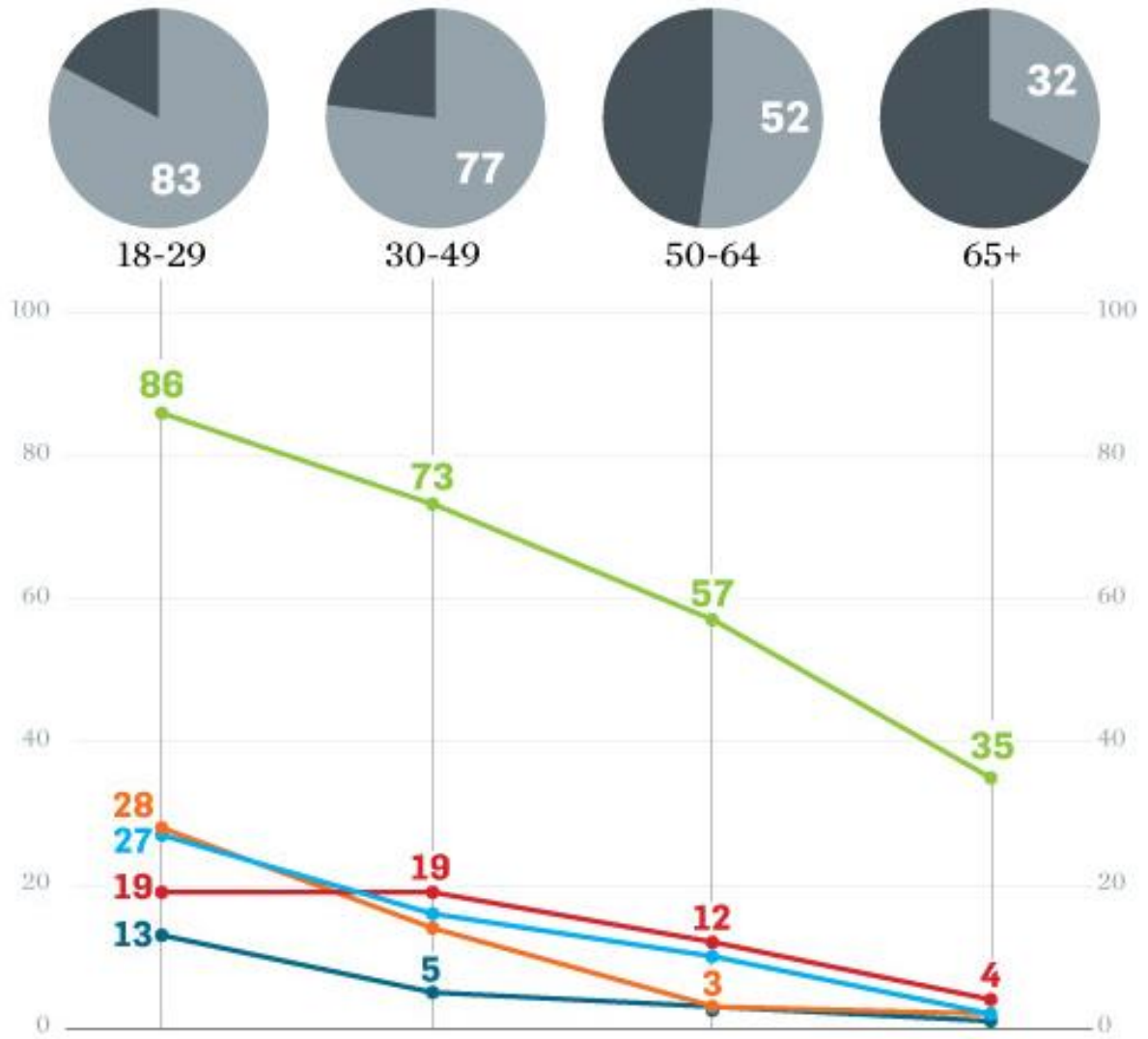


Gender

Women are five times as likely as men to use Pinterest

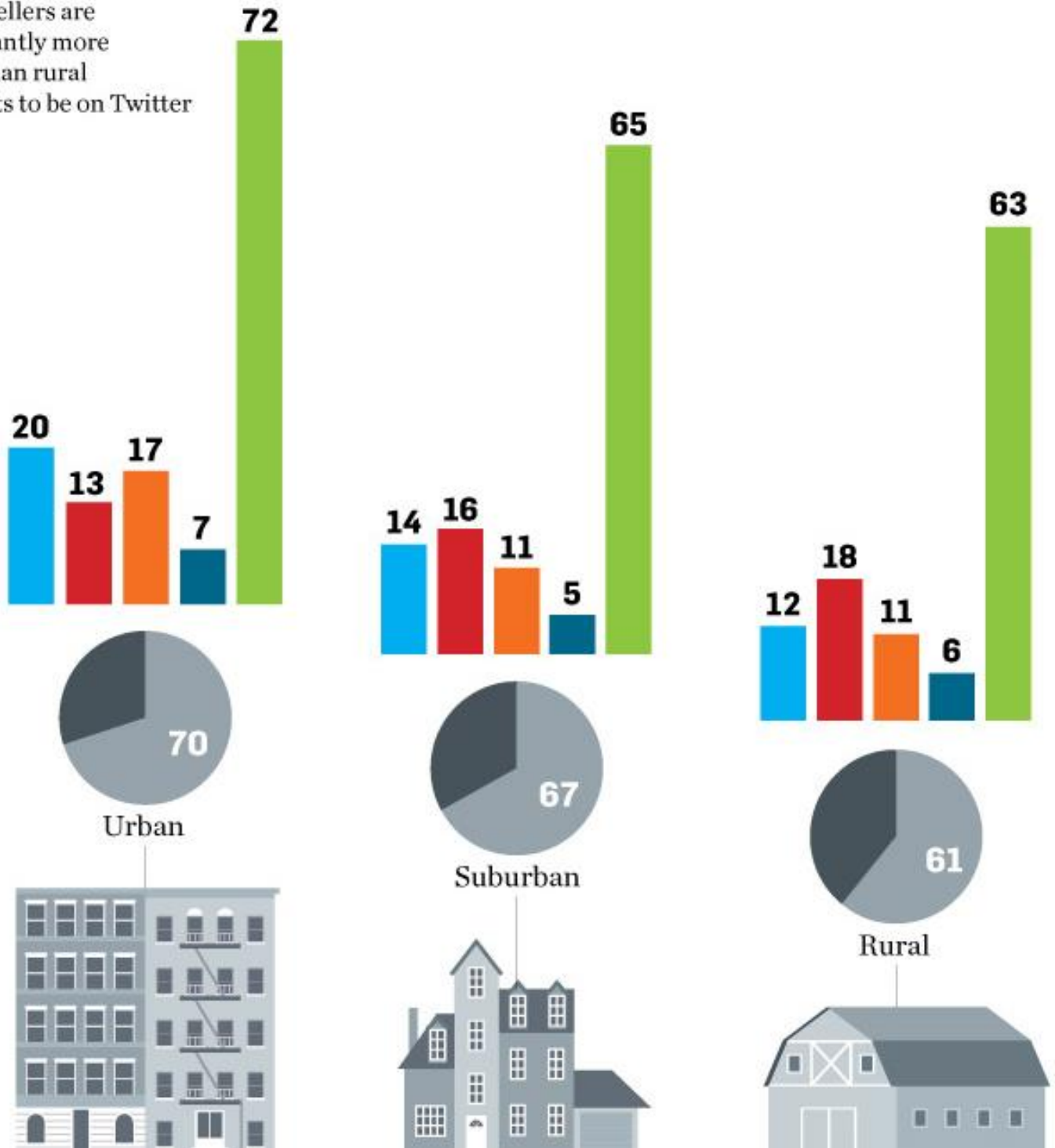


Age



Urbanity

City dwellers are significantly more likely than rural residents to be on Twitter

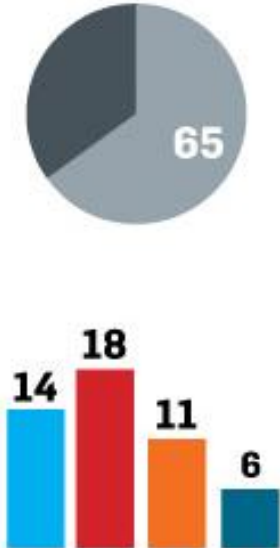


Race/Ethnicity

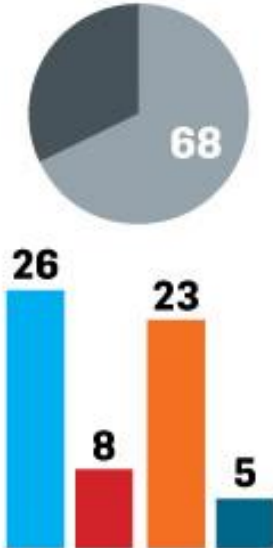
Blacks and Hispanics are more likely than whites to use Instagram

Note: Facebook ethnic data unavailable, but is consistent with overall social network use, according to Pew.

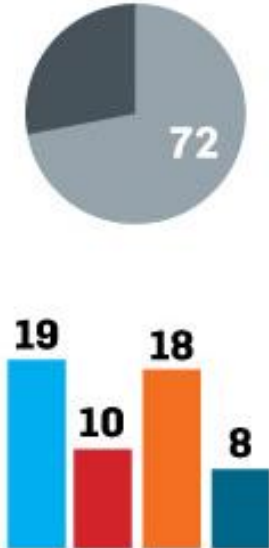
White, Non-Hispanic



Black, Non-Hispanic

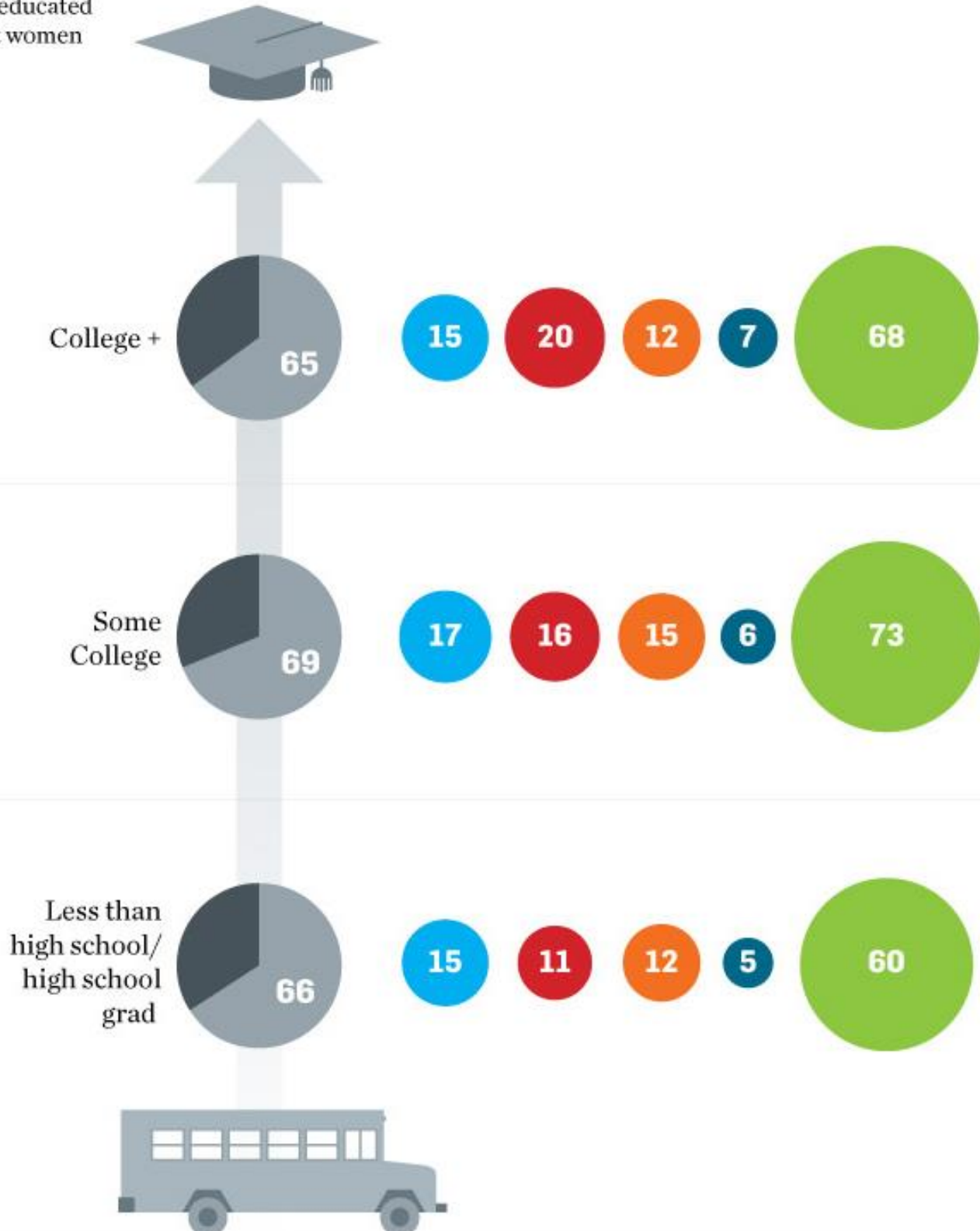


Hispanic

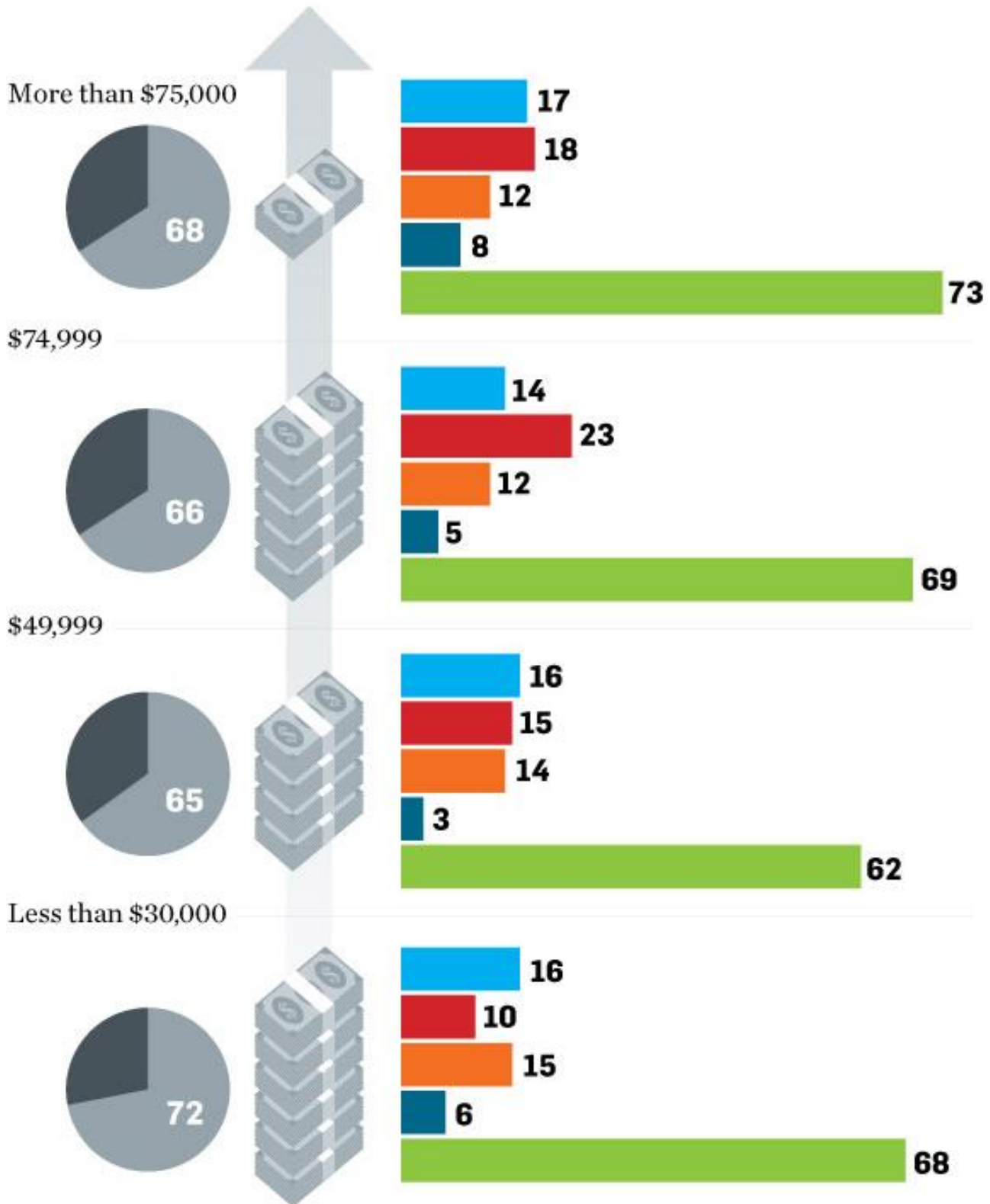


Education attainment

Pinterest attracts
higher-educated
affluent women



Household income/year



very Pinteresting

\$100,000+

Annual Household Income

28.1% of users are well off



Average Time Spent on Site

P Pinterest - 15.8 minutes

Y Youtube - 16.4 minutes

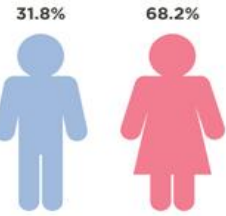
f Facebook - 12.1 minutes

t Twitter - 3.3 minutes



Pinterest Users with Children

50% of users have kids



Gender Breakdown

68.2% of users are women



NORDSTROM
WHOLE FOODS
west elm
ModCloth Mashable

Brands on Pinterest

N Nordstrom - 9,276 followers

W Whole Foods - 12,808 followers

w West Elm - 10,428 followers

M ModCloth - 10,678 followers

M Mashable - 9,596 followers

Total Unique Visitors Increased

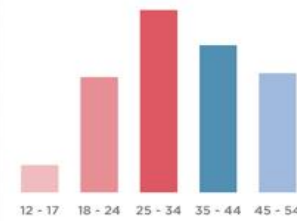
2,702.2%

Since May 2011

Unique Visitors

7,516,000 visitors in Dec. 2011

11,716,000 visitors in Jan. 2012



Age Demographics

12 to 17 - 4.1%

18 to 24 - 17.3%

25 to 34 - 27.4%

35 to 44 - 22.1%

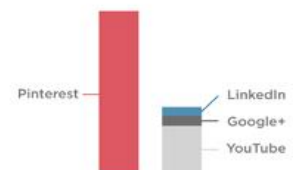
45 to 54 - 17.9%



Facebook Fans

97% of fans are women

Pinterest has more than these combined.



Referral Traffic Percentages

P Pinterest - 3.6%

Y Youtube - 1.05%

g+ Google + - 0.22%

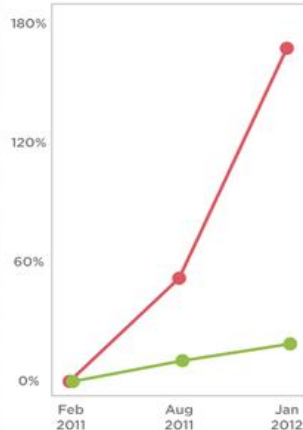
in LinkedIn - 0.2%



Million Visitors Every Day

Average Daily Visitors

1.36 million visitors a day



Annual Company Growth

Pinterest employees

Employees at similar companies



Pins by Method

Repin

Pinmarket

Other

Made by:

midea

Sources

Shareaholic Blog
comScore
Tech Crunch



Apparel Retailer Referral Traffic

Rose 289% from July - Dec. 2011



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ **32% MALE**
♀ **68% FEMALE**

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH **CONSUMERS** IN A NON-OBTRUSIVE WAY

USERS SHARE **2.5 BILLION** PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **MTV**

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH **925,000** NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**



79% OF USERS ARE **35 OR OLDER**

240 MILLION ACTIVE USERS

Designed by: Leverage - leveragenewagemedia.com



Instagram

BY THE NUMBERS

Instagram allows you to apply filters to photos and then share them with your friends.



Quick Stats *(as of April 2012)*

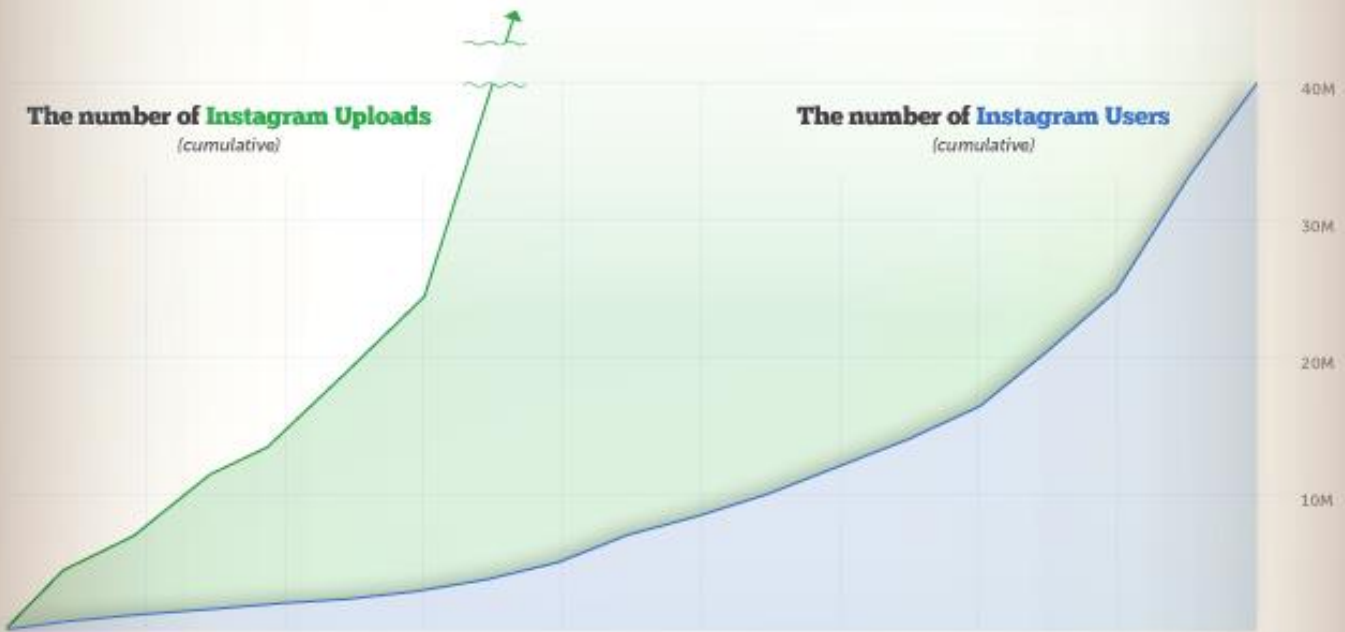
1 BILLION+ total number of Instagram photo uploads

40 MILLION+ total number of Instagram users

1600% approx. growth of Instagram's user base between April 2011 and April 2012.

The number of Instagram Uploads (cumulative)

The number of Instagram Users (cumulative)





Instagram

BY THE NUMBERS





Instagram

BY THE NUMBERS



Original



... with the "LORD KELVIN" filter

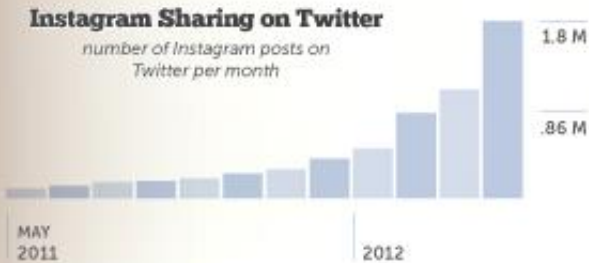
Estimated Daily Reach

percentage of global Internet users who visit *instagr.am*

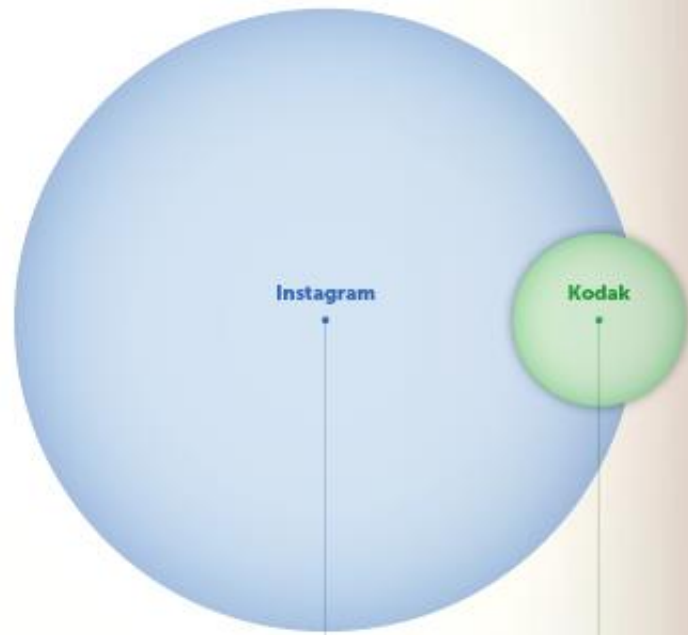


Instagram Sharing on Twitter

number of Instagram posts on Twitter per month



Relative Valuation of Instagram



In April 2012, Instagram was sold to Facebook for **\$1 billion**.

In April 2012, Kodak had a market cap (valuation) of **\$77 million**.

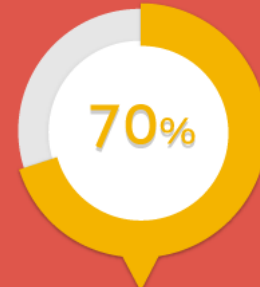
WHY G+ IS THE PLACE TO BE



Online adults use Google+ on a monthly basis [^]



Use Google+ to interact with brands' content



Of top 100 brands are using Google+

Post-Click Engagement



Google+ refers the most quality traffic: 2.45 pages per visit

User Interactions With Brands' Posts

Facebook	0.073 %
Google+	0.069 %
Twitter	0.035%

Google+ generates nearly as much engagement per follower as Facebook & nearly twice as much as Twitter.

[^] That's the same number who use Twitter, and more than who use LinkedIn, Pinterest, or Instagram.

 **300,000,000+**

Google+ has 300 million+ in-stream active users. A study by Janrain indicates Google+ has continued to grow strong, quickly becoming the second largest social network despite its late start (2011) and others have forecast Google+ will surpass Facebook by May 2016.



500
Million+
total users

- Over 343 Million active users on Google+
- Platform has over 67% male users
- 80% users login at least once a week to Google+ and 60% users login everyday
- The +1 button is served more than 5 billion times per day
- 40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities
- Animated GIFs are still the most engaging type of post



Marketing Success with Google+

Google+ isn't just for tech geeks and Google darlings anymore. It has an active user base that rivals YouTube and surpasses Twitter¹, and it's increasing rapidly. If you're not already on the newest social network, it's time to be introduced.

20 MILLION
people use Google+ mobile monthly

More than 4.7 million people have Guy Kawasaki in one of their circles

Active user base grew by 33% between June 2012 and March 2013

80:20
The golden rule of content is to share 80% about the customer and 20% about sales.

26% of Internet users in the US used Google+ in the past month²

58% of Google+ users have used the platform daily.

Key Google+ Features

- RECOMMENDATIONS**
Recommendations ("+" from Google+ contacts will appear in your Google search results, on Google Maps or in Google's Play store for apps, music and books.
- IMAGES**
Your Google+ profile includes a tight integration with Google's photo service, Picasa, and offers substantial photo and video storage.
- HANGOUTS**
Google+ chat and live video are called **Hangouts**. Up to ten people can 'hang out' at one time via high-quality video. **Hangouts On Air** can be broadcast live via YouTube to an audience internet-wide.
- COMMUNITIES**
Communities is a platform for discussion groups, public or private, and is already home to a growing list of industry and customer groups.
- CONTENT**
Build and share relevant, interesting content that benefits your page visitors.
- HANGOUTS**
Broadcast Hangouts on Air to promote video content and cross-post between Google+ and YouTube.
- COMMUNITY**
Find and participate in Communities that already have fans or power users.
- OFFERS**
Use Offers to provide email or in-store discounts via the Google Offers app.

Anatomy of a Google+ Business Page

- COVER PHOTO**
Visually represent your business.
- TAGLINE**
A one-sentence description of your business.
- INTRODUCTION**
Tell your story in a few paragraphs.
- NAP**
Enter your Name, Address and Phone exactly as it appears on your website.
- CONTACT**
Email address, links to your website and any additional links or information.
- CIRCLES**
Contacts are grouped in **Circles**, which are similar to groups in Gmail. Information and media can be shared with specific Circles with clear parameters for privacy.

Engage Effectively on Google+

- COMMUNITY**
Find and participate in Communities that already have fans or power users.

Download the FREE guide here:
<http://bit.ly/googlevocus>

VOCUS[®]

Marketing Cloud

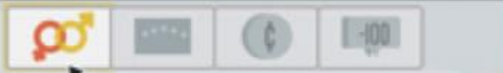
vocus.com | #vocus

¹ <http://www.emarketer.com/Article/Which-Social-Networks-Growing-Fastest-Winter/009884>

² eMarketer, May 2013.

WHO'S USING GOOGLE+?

We all know about the high profile Google+ users such as Mark Zuckerberg or Sergey Brin, but what about the average user? We take a look at the demographics of Google+ and just how active they are.



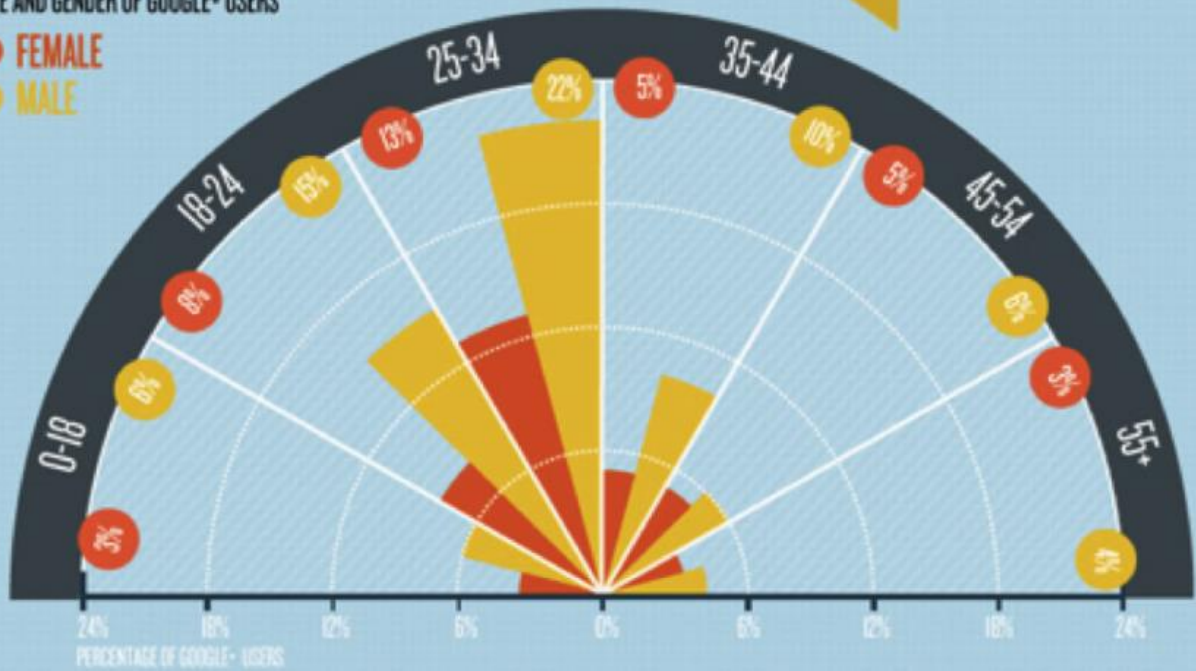
Since its initial launch, Google+ has been largely male-dominated with nearly 63 percent male users compared to 37 percent female. The largest group of Google+ users are currently males ages 24-25.

GENDER BREAKDOWN OF GOOGLE+ USERS



AGE AND GENDER OF GOOGLE+ USERS

- FEMALE
- MALE



Sources:

Microsoft Social Listening

Track what matters to you:
msft.it/MSL

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businessinsider.com, sysomos.com, emarketer.com,
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SOURCE: PEW RESEARCH CENTER

PLUS YOUR
BUSINESS
plusyourbusiness.com



Digital Information World

digitalinformationworld.com

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 *People. Not pageviews.*

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