SOCIAL MEDIA
Facts and Statistics
You Should Know

Facebook Facts and Stats:

As of July 2016, Facebook has about

Firms ignore

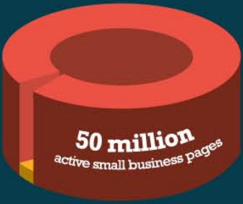
1.71
billion
monthly active users.

70%
of Facebook fan questions.

85%
of Facebook audience connects via mobile phones,

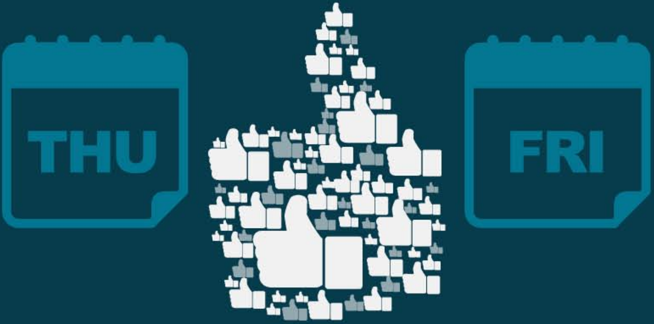
83%
of whom access it via smartphones.

There are **50 million** active small business pages but only **2.5 million** of them pay to be 'active advertisers'.



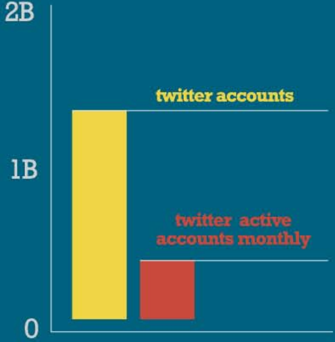
*only 2.5 million pay to be active advertisers.

Posts published on **Thursdays** and **Fridays** receive the highest likes, shares, and comments.

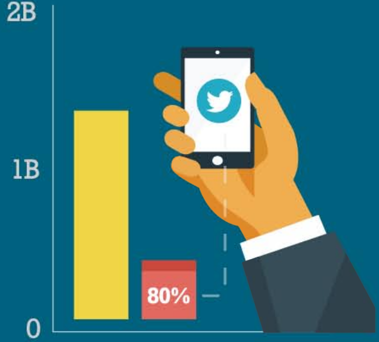


Twitter Facts and Stats:

Of the **1.3 billion** accounts created on Twitter, only **310 million** users are active monthly.



80% of active users access the site via mobile.



77%

of users feel more positive about a brand when their tweet receives a reply.

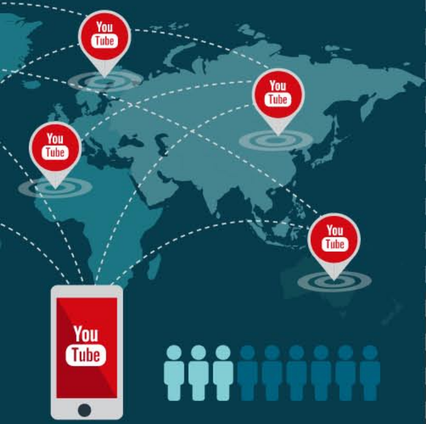
60%

of consumers expect brands to respond to their query within the hour, but the **average is one hour and 24 minutes.**

Tweets with images receive **18%** more click throughs, **89%** more likes, and **150%** more retweets.

YouTube Facts and Stats:

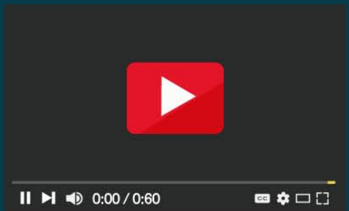
YouTube has over **a billion users –** almost one-third of all people on the Internet.



More than half of YouTube views come from mobile devices.

YouTube is the world's second largest search engine and the third most visited site after Google and Facebook.

The most viewed brand videos are on average 31-60 seconds long (32% of all views).



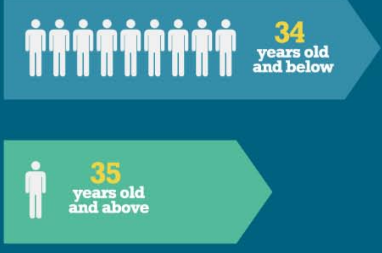
You
Tube
How To...

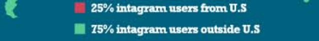
Searches of **"how to"** videos on YouTube are growing **70%** year on year.

Instagram Facts and Stats:

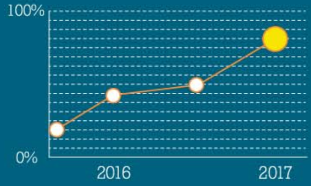
Instagram now has **400 million** active users, 75% of whom are outside the U.S.

90% of Instagram users are younger than 35.



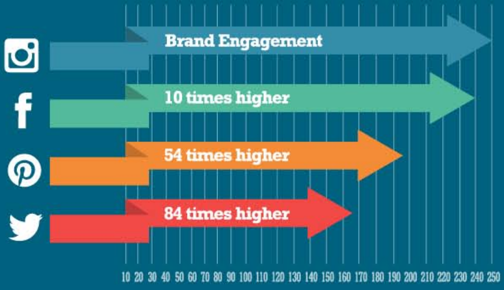

🟥 25% intagram users from U.S
🟩 75% intagram users outside U.S

48.8% of the brands are on Instagram and by 2017, experts expect the number to rise to **70.7%.**



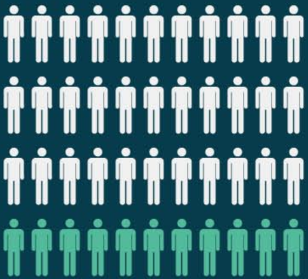
Posts with location receive 79% more engagement.

Brand engagement on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.



LinkedIn Facts and Stats:

LinkedIn has
400 million
members,
a quarter of whom
access the site
monthly.



40% of LinkedIn users use the mobile app to look for a new job.

LinkedIn has
3 million
active job
listings.

An average CEO has
930 LinkedIn
connections.

Over 3 million firms created LinkedIn accounts but only 17% of small businesses in the U.S. use it.

Sources:

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