

RELEASE IN PART B6

From: H <hrod17@clintonemail.com>
Sent: Sunday, February 20, 2011 5:47 PM
To: 'JilotyLC@state.gov'
Subject: Fw: Fascinating set of stats... Makes a strong statement about the world we navigate..

Pls print.

----- Original Message -----

From: Burns Strider [mailto:]
Sent: Tuesday, February 15, 2011 03:23 AM
To: H; Minyon Moore []
Subject: Fascinating set of stats... Makes a strong statement about the world we navigate...

B6

<http://t.co/cfLXVJx>

23 Social Media Facts to Share with Executives

Written on February 14, 2011 by Espo in social media

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For my job, I read and research A LOT and save A LOT of useful stats and figures that help “sell” the benefits of social media for companies. Not just from a communications perspective, but also from a strategic thinking and integration point of view. Usually they wind up stuck in my presentations or in my bookmark folders, but aren’t shared much outside of my company’s four walls – which is unfortunate.

Social media is a place to share, so here is a breakdown of 23 high-level numbers and statistics that can make jaws drop, and get the hamsters in their heads turning the wheel. If you are asking why 23, well I was watching the NBA with my nephew when thinking up this post and figured I would pay homage to Jordan. Feel free to share in presentations as you like.

In the US, there are 149M active Facebook users, 70% log in once a day – Ogilvy & BuddyMedia

Social media accounts for ~ 25% of all time spent online over 35 minutes per hour – Nielsen

Facebook accounts for 8.93% of all website visits in the US. All of Google’s properties including YouTube, Gmail, Google accounts for 9.85% – Experian Hitwise

64% of Facebook users have liked a brand on Facebook - ExactTarget~~OBJ~~

By 2012, half of the world’s Internet users, 1 billion people, will have a Facebook account – TIME (12/7-1/3 edition)

Facebook’s fastest growing demographic is 17-35 year olds – TIME

43% of Facebook users who “unlike” a brand do so because of too much push marketing – Exact Target

46% of Internet users worldwide interact with social media on a daily basis -TNS

25% of social media users are more likely to look into a brand advertising on social media – Adology

15% of these users are more likely to purchase from social media advertisers – Adology

38% of Small & Micro Businesses would use social media more if they had more time or a convenient management solution – Vistaprint

46% of micro business owners utilize social media – Vistaprint

\$4.26 billion will be spent on social media marketing globally in 2011 – eMarketer

17% of US online consumers have created a Twitter account – ExactTarget

48% of Twitter users check their account at least once a day – Exact Target

71% of Twitter users expect to receive marketing messages via the platform – Exact Target

41% of users who have unfollowed a brand on Twitter did so because they were over-marketed to – ExactTarget

46% of Twitter users meet with friends more in person over 2009 – Social Mythbusting

78.6% of consumers have joined a company's community to get more information on the company – Universal McCann

71% of community members say they are more likely to purchase from brand – Universal McCann

66% of company community members note that the community has made them more loyal to a brand – Universal McCann

63% of corporate community members note that they will recommend brand to friends/family – Universal McCann

Ford's 2011 Explorer launch on Facebook generated a 200% greater return than a Super Bowl ad - Social Media Case Studies, Stories, Perspectives

This post was inspired by this great post from my friend Arik Hanson, and I encourage you to post up a similar one if you are squirreling away stats and figures that could help your fellow social media practitioners.

Burns Strider