



Social Media Statistics – we will periodically update this list

- 80% of companies use LinkedIn as a primary tool to find employees
- YouTube is the second largest search engine in the world
- 80% of Twitter usage is on mobile devices...people update anywhere, anytime...imagine what that means for bad customer experiences?
- 25% of search results for the World's Top 20 largest brands are links to user-generated content
- 34% of bloggers post opinions about products & brands
- 78% of consumers trust peer recommendations
- Wikipedia has over 13 million articles...some studies show it's more accurate than Encyclopedia Britannica...78% of these articles are non-English
- Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...iPhone applications hit 1 billion in 9 months.
- 1 in 6 higher education students are enrolled in online curriculum
- Social Media has overtaken porn as the #1 activity on the Web
- There are over 200,000,000 Blogs (see graph below)
- MySpace continues to be the most popular social media site in the US, capturing 31.95% of all social media visitors. Globally, however, MySpace has fallen behind Facebook as the leading social media site, with Facebook recording 65.7 million unique visitors in 2009, as compared to 54.1 million at MySpace.
- Twitter has seen staggering acceptance from the global Internet population, growing by 76.8% from February to March and a whopping yearly growth rate of 1,382%, from February 2008 to February 2009.
- Facebook grew 314% in Europe in terms of yearly traffic from February 2008 to February 2009.
- Only 14% of consumers trust advertisements
- Only 18% of traditional TV campaigns generate a positive ROI
- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily.

(Note: most of these statistics were reported on: socioconomics.net)

Prediction: We will increasingly learn about products and services through social media as it continues to evolve (which also explains why search engines are becoming increasingly reliant on social media).

Some Social Media Statistics

