



100 SOCIAL NETWORKING FACTS STATISTICS & FOR 2012



There are more devices connected to the Internet than there are people on Earth

40%

socialize more online than they do face-to-face

Every minute of the day:



100,000 tweets are sent

2 Million queries are searched on google

48 hrs of video are uploaded to YouTube

684,478



pieces of content are shared on Facebook



3,600 photos are shared on Instagram

Some statistics



REGISTERED USERS



DAILY ACTIVE USERS



TIME SPENT MONTHLY



MALE VS. FEMALE RATIO OF USERS



58% of users return daily

50% of smartphones connect to Facebook every hour of every day

Accessed by 7,000 different types of devices every day

+500 Million likes per day

140 Billion friend connections

250 Million photos added daily

1 out of every 7 minutes spent online is spent on Facebook

Each day Facebook users spend 10.5 Billion minutes (almost 20,000 years) on the social network



92%

% of retweets are based on "interesting content." Only 26% are due to inclusion of "please RT!" in the tweet

340 Million tweets per day

40% have never sent a single tweet

+11 accounts are added every second

Every day, 1 Million new accounts are created

Twitter's projected advertising revenue in 2012 is \$259 Million



80% of users log in at least once per week

67% of users are male

60% of users log in every day

42% of users are single

Every day a Google +1 button is served more than 5 Billion times



The average Pinterest user has 171 pins, 229 followers, 3 boards and 28 likes

Pinterest is now the third most popular social network, behind Twitter & Facebook (in the US)

720 Million minutes were spent using the mobile app in 2012

Since 2012, 1.2 Billion minutes have been spent using Pinterest on the Web

19% of female internet users are on Pinterest

Over 20% of Facebook users are on Pinterest daily



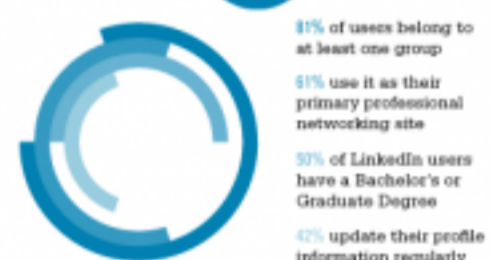
300 million pictures uploaded to Facebook a day (via Instagram)

1 Billion+ total photos have been uploaded to Instagram

575 likes & 81 comments by users every second

Every second, 1 new user joins Instagram

User base grew 1000% between April 2011 and April 2012



81% of users belong to at least one group

81% use it as their primary professional networking site

50% of LinkedIn users have a Bachelor's or Graduate Degree

42% update their profile information regularly

Every second, 1 new user joins LinkedIn



Every minute, 700 YouTube videos are shared on Twitter

30% of videos account for 99% of all views

Every day, YouTube Mobile gets 600 Million views

4 Billion

video views are seen on YouTube globally every day

One hour of video is uploaded to YouTube every second - that's 24 hours of video every 24 seconds, 60 hours a minute, 5 months every 2 hours, a decade every single day and a century every 10 days

SOCIAL GAMING

- 79% have a college degree or better
- 58% of Social Gamers are over 40 years old
- 44% earn over \$50,000 per year
- 29% are Married with children
- 8% of people access the games from a mobile phone

COUPONS ON SOCIAL MEDIA

- 67% of customers will like a Facebook page to save 25% or more
- 28% of consumers share deals through social media
- 17% will tweet or retweet a deal to save 25% or more
- 12% have looked for deals on social media sites using their smartphones

MOBILE USE STATISTICS AND FACTS



91% of mobile internet access is for social activities

71% of all app sessions take place outside the U.S.

73% of smartphone owners access social networks through apps at least once per day



Out of the 6 Billion people on the planet, 4.8 Billion have a mobile device while only 4.2 Billion own a toothbrush



We interact with our mobiles 40 to 80 times a day on average

U.S. 181 Million

China 167 Million

Britain 25 Million

The U.S. has the greatest number of active iOS & Android devices, standing at 181 Million, China is 2nd with 167 Million while Britain is 3rd with 25 Million

Time spent with social media on mobile apps and the mobile web is 161 Million minutes per month

China is the fastest growing smartphone market, growing by 250% between Oct 2011 and Oct 2012

SOCIAL MEDIA SECURITY

1 in 4 users location tag their Facebook posts each month

50% of Facebook users check their security settings every 2-3 months

Over 20 Million US users have their birthday and year in their profile

An average user has 229 Facebook friends

18% of Pinterest accounts are connected to Twitter

SOCIAL MEDIA FOR BUSINESS

34% of medium and 27% of small businesses are using social media for business (+10% Year on Year)

Facebook is the number one social marketing tool for brands at 83% (88% target for 2014), followed by Twitter at 53% (target 64% in 2014)

74% of brand managers saw an increase in website traffic after investing just 6 hours per week on social media

62% of marketers said that social media has become more important to their marketing campaigns in the last 6 months

83% of social media customer service users have walked away from a purchase after a bad experience, compared to 49% of non-users

70% of brand fan questions on social media aren't responded to

70% of brands ignore complaints on Twitter

53% of employers have a formal policy on social media

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SOURCES

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