

# SOCIAL MEDIA EMPIRE

## Social Media Stats and Facts

Finding the right social network is important. We choose our friends by our common interests, where we are on life's journey and our common goals; before you choose your social hang out, you'll need to know this in order to choose:

- Your unique purpose,
- Specific demographic and number of users you can reach,
- Amount of time you want to spend there, and
- Specific ways to "talk"

Find the basics facts\* about each below and assess which might be the best fit for you. Try to just focus on one form of social media, remember that what you focus on you will get good at.

### **FACEBOOK**

Web address: [www.Facebook.com](http://www.Facebook.com)

Purpose: Facebook is mostly used to connect with friends and family. However, many businesses use Facebook to build relationships (small businesses) and engage customers (big business) via business pages. Your connections are considered friends (personal page) or fans (business page).

Total # users: More than 1 billion monthly active users

Demographics of people you will likely find hanging out here

**Income:** 69% of users make between \$25,000 and \$74,999

**Age:** 74% of users between 25 and 54 years old

**Gender:** 57% women and 43% men

**Education:** 60% of users have some college

**Language:** Casual, as if talking to a friend

Average amount of time spent on this social network by person:

- 6.75 hours per month – but you have to think that it's the average over 1 billion users. Many of which are not active or as active.

Post types & length:

- ✓ Post lengths are unlimited
- ✓ You can post, share, like and comment on statuses, images, videos, polls, notes, articles and blogs.
- ✓ For most personal profiles and business pages, images get more traction.
- ✓ Has personal messages so you can privately talk to your 'friends' and 'non-friends' to further build relationships.

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### *TWITTER*

Web address: [www.Twitter.com](http://www.Twitter.com)

Purpose: A very interactive social networking site where you say what you need to say in short blurbs with the purpose of conversing with others or having others share what you posted. Also used to connect with celebrities. Your connections are considered “followers.”

Total # Users: Over 500 million users

Demographics of people you will likely find hanging out here

**Income:** 42% of users make between \$25,000 and \$49,999

**Age:** 67% of users between 25 and 54 years old

**Gender:** 61% women and 39% men

**Education:** 61% of users have some college

**Language:** Super casual and shorthand (you only have 140 characters)

Average amount of time spent in this social network: 1.5 hours per month

Post types & length:

- ✓ Posts are “Tweets” that consist of 140 characters or less
- ✓ More often during the day
- ✓ Shares are “re-tweets” considered good etiquette.
- ✓ Can reply to “Tweets”
- ✓ Lots of quotes and links to interesting pictures or articles.
- ✓ Has direct messages, so you privately message your followers to further build relationships.

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### *LINKEDIN*

Web address: [www.Linkedin.com](http://www.Linkedin.com)

Purpose: A professional networking site that covers every professional industry. Business people come here to network to acquire new business or a new work position. Profile details are usual real (which is sometimes not the case on Facebook and Twitter) and connections are higher quality as you can connect only with those that you know. Your connections are considered “connections.”

Total # Users: Over 175 million users

Demographics of people you will likely find hanging out here

**Income:** 48% of users make between \$50,000 and \$99,999

**Age:** 62% of users between 35 and 54 years old

**Gender:** 50% women and 50% men

**Education:** 88% of users have some college, Bachelor’s degree or Grad degree

**Language:** Super casual and shorthand (you only have 140 characters)

Average amount of time spent in this social network: 17 minutes per month

Post types & length:

- ✓ While you can post status updates, users mostly interact in groups on LinkedIn. You can find groups on all types of topics, such as Finance & Accounting Professionals, and you can share articles and reply to comments within these groups.
- ✓ Has an inbox so you can privately message your connections to further build relationships.

\* Ignite Social Media: <http://www.ignitesocialmedia.com/social-media-stats/2012-social-network-analysis-report/> a of February 2013

\* Socially Aware Blog: <http://www.sociallyawareblog.com/2012/11/21/time-americans-spend-per-month-on-social-media-sites/> a of February 2013

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### EXERCISE

Take 2 minutes to describe your ideal client because nothing becomes dynamic until it becomes specific.

Start by asking, *“Is it a man or a woman?”* Through GEMS™ Mastery, Unlimited Success and this training, you will learn how to speak to everyone – including their friends – but choose only one.

Continue to describe your ideal client starting with these prompts:

- age
- whether they have children or not and their age
- married or single
- if divorced, how many times have they been divorced
- where they work
- what they wear
- how much to they make
- What is their favorite food
- where is their favorite place to shop
- what kind of food do they like eat
- what is their favorite color
- what is their religion or none
- do they go to church or not
- did graduate from high school or college

Feel free to add anything else that specifically describes your ideal client. When you are done, you will have a description of the one person you will be talking to.