

The Truth is in The Social Media Numbers



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While statistics can differ and be misinterpreted, they do provide a basis for measuring the adoption of new media and their use. In this white paper, I wanted to provide you with some statistics from different sources that will help you assess the current state of social media in the U.S. Hopefully this information will be a basis for you to decide to start marketing in social media or enhance what you are already doing.

Social Media Adoption

- Number of Internet Users in the United States - 208 Million people
Source: Click Z
- 60% of Americans use Social Media
- 59% of Social Media users interact with companies
- 93% of Social Media users believe a company should have a presence on social media sites
- 85% believe companies should interact with social media users
Source: Cone Business Social Media Research Study 9/08

Social Networking Growth by Worldwide Region			
June 2008 vs. June 2007			
Total Worldwide Audience, Age 15+ - Home and Work Locations			
Source: comScore World Metrix			
	Unique Visitors (000)		
	Jun-07	Jun-08	Percent Change
Worldwide	464,437	580,510	25%
Asia Pacific	162,738	200,555	23%
Europe	122,527	165,256	35%
North America	120,848	131,255	9%
Latin America	40,098	53,248	33%
Middle East - Africa	18,226	30,197	66%

Source: Comscore



Worldwide Growth among Selected Social Networking Sites

June 2008 vs. June 2007

Total Worldwide Audience, Age 15+

Home and Work Locations

Source: comScore World Metrix

	Total Unique Visitors (000)		
	Jun-2007	Jun-2008	% Change
Total Internet : Total Audience	778,310	860,514	11%
Social Networking	464,437	580,510	25%
FACEBOOK.COM	52,167	132,105	153%
MYSFACE.COM	114,147	117,582	3%
HI5.COM	28,174	56,367	100%
FRIENDSTER.COM	24,675	37,080	50%
Orkut	24,120	34,028	41%
BEBO.COM	18,200	24,017	32%
Skyrock Network	17,638	21,041	19%

Source: Comscore

Popular Social Media Sites

Facebook:

- 150 million active users
- Fastest Growing segment is 25 years or older
- 2.6 million minutes used per day

Source: Facebook 01/15/09

MySpace:

- 300 Million accounts
- 110 Million Active users per month
- 1.5 billion images on MySpace

Source: MySpace 01/15/09



Twitter:

- 200,000 Active Users Per week
- 3 million messages per day

Source: Twitter 01/15/09

Flickr:

- Over 2 billion images

Source: Flickr 01/15/09

YouTube:

- 5 billion U.S. video views a month
- 51% of users visit YouTube weekly or more
- 52% of 18-34 year olds share videos often

Source: YouTube 01/15/09

LinkedIn: (Business to Business)

- 30 million users
- 7% C-Level Executives
- 6.6% EVP/VP
- 16% Senior manager
- 18% Middle manager

Source: LinkedIn 01/15/09



How Social Media Is Used

The following information is from the book [Groundswell by top analysts Charlene Li and Josh Bernoff](#) at Forrester Research. Most of the statistics are from 2007.

Percentage of Online Consumers Using Blogs and User-Generated Content in the U.S

- Read Blogs 25%
- Comment on Blogs 14%
- Write a Blog 11%
- Watch User-Generated Videos 29%
- Upload User-Generated Videos 8%
- Listen to Podcasts 11%
- Percentage of Online Consumers Visiting Social Networking Sites 25%

Percentage of Online Consumers Using Forums, Ratings, and Reviews in the U.S.

- Participate in Discussion Forums 18%
- Read Ratings and Reviews 25%
- Post Ratings and Reviews 11%
- Percentage of Online Consumers Using RSS in the U.S. 8%

Participation in Groundswell Activities

- Watch videos from other users 29%
- Read online forums or discussion groups 28%
- Visit social networking sites 25%
- Read customers ratings/reviews 25%
- Read Blogs 25%
- Update/maintain a profile on a social meeting site 20%
- Add comments to someone's page 18%
- Contribute to online forums and discussions 18%
- Comment on someone else's blog 14%
- Upload photos to public web site 13%



- Publish and maintain a blog 11%

The Social technographic profile of online U.S. adults

- Creators 18%
- Critics 25%
- Collectors 12%
- Joiners 25%
- Spectators 48%
- Inactives 44%

How much online North American consumers trust sources of information about products or services

- Opinion of a friend or acquaintance who has used the product service 83%
- A review of the product or service in a newspaper, in a magazine or TV 75%
- Information on the manufacturer's web site 69%
- A review by a known expert 63%
- Consumer reviews on a retailer's site 60%
- Consumer reviews by users of a content site 52%
- Information on consumer opinion sites 50%
- An online review by the editors of a content site 49%
- Information in online chat rooms and discussion forums 37%
- Online review by a blogger 30%

Some more interesting facts from Pew Internet & American Life Project

Networked Workers: Summary of Findings at a Glance

- Most working Americans use the Internet or email at work.
- Nearly half of all working Americans do at least some work from home. With workplace Internet use, Americans tend to be always on or always off.
- Internet use at work varies by company type and profession.



- Nearly all workers use new information and communication tools in some way.
- Information and communications technologies present tradeoffs for today's workers.
- Those who are most tethered to work are more likely to say that their gadgets and connectivity have increased demands that they work more hours.
- Professionals and executives own more gadgets.
- Americans juggle work and email accounts, checking both throughout the day in many cases.
- In recent years, workers have become more likely to check their email outside of normal working hours.
- One in five employed email users and half of Blackberry and PDA owners say they are required to read and respond to work-related emails when they are not at work.
- Yet, few workers feel as though email alone has increased the total amount of time they spend working.
- Other online activities capture workers' attention at the office.

Source: Madden, Mary and Sydney Jones. Networked Workers. Washington, DC: Pew Internet & American Life - 2008

Points Taken From These Statistics

- Virtually everyone you want to connect with for business purpose has access to the Internet.
- Social Network sites and media continue to grow at a fast pace, and this growth is displacing the time people spend with traditional media. Marketers need to be where the people are.
- Consumers are willing to include brands as friends on most social network sites ***if the company is willing to interact with them and provide value*** above just asking them to buy something.
- Both MySpace and Facebook are important sites for U.S. Marketers.
- LinkedIn is the best site for making business-to-business connections.
- Most people are social media spectators and rely on a smaller group to provide creative and information via social media. A brand will interact most with these creative people. However, what is said and how it is said will affect both groups.



- People trust a friend or acquaintance's opinion that has used a product or service most. It pays to connect customers with prospects and allow them to interact with each other as well as the brand.

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