

Why You Should Care About Social Media

Social media is not about technology, it's about people and relationships.

- In the U.S., social networks and blogs reach nearly 80 percent of active U.S. Internet users and represent the majority of Americans' time online.¹
- Social media can be defined as any online platform or channel for publishing and disseminating user-generated content.²
- The combined daily circulation of the Wall Street Journal, USA Today, New York Times, Los Angeles Times, The Washington Post, the New York Daily News, and the New York Post equals only 36% of the average daily unique visitors (19 million) of Facebook.³
- Social media sites continue to surge in popularity, and now half of all American adults are using Facebook and other social networking sites such as LinkedIn and MySpace.⁴
- Today more than ever older Internet users are flocking to social sites to join in the conversation. In fact, the most significant growth among these sites in the last several years has been among 50 years and older, which has steadily upped the average user age across the board.⁵
- Facebook reaches almost 57% of the people in the United States (35% worldwide) which is a staggering statistic. If USA Today could reach 57% of Americans (without giving the newspaper away to every hotel guest) and know that the readers were spending over 23 minutes looking at their paper they would probably be the only newspaper in the United States... and mega rich.⁶
- Overall, 27% of online video consumers say they watch or download video from YouTube, and of those who watch or download videos from more than one location, 29% say YouTube is the place where they view online video most often.⁷
- 71% of online adults use online video-sharing sites such as YouTube or Vimeo.⁸
- Facebook is used primarily by adults of both sexes, but significantly female, in the prime of their active professional careers for social interaction.⁹
- Twitter is used primarily by young professionals of both sexes, but significantly female, to discuss current, real-time issues including world events and business-related topics.¹⁰
- LinkedIn is used primarily by older professionals of both sexes, but significantly male, to market themselves and their services.¹¹

Females and 18-34-Year-Olds Most Active Social Networkers

Females make up the majority of visitors to social networks and blogs, and people aged 18-34 have the highest concentration of visitors among all age groups. Americans aged 35-49 are also avid visitors: 4 percent more likely than average to visit social networks and blogs than they do any other site and 27 percent of these sites' audience.

Who is the average visitor to social networks and blogs? >> *Unique Audience Composition Index, Home and Work (May 2011)*
 Read as: During May 2011, U.S. Internet users aged 18-34 were 8 percent more likely than average to visit Social Networks and Blogs

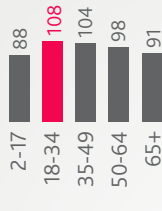
GENDER

The average visitor is female



AGE

She is between 18 and 34



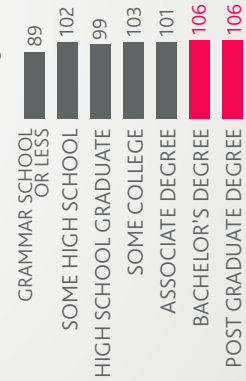
RACE/ETHNICITY

She is likely Asian or Pacific Islander



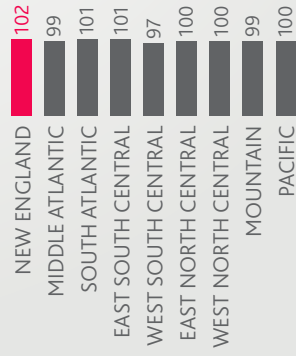
EDUCATION

She has obtained a Bachelor's degree



LOCATION

She likely lives in New England



HOUSEHOLD INCOME

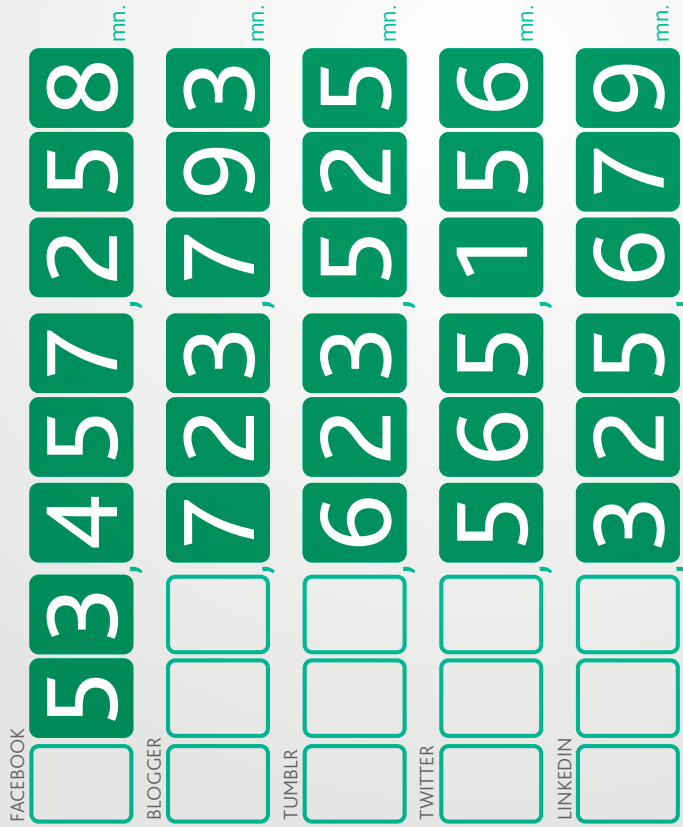
Her household income is less than \$50,000 per year



U.S. Internet Users Spend More Time on Facebook than Any Other Web Brand

Facebook has become synonymous not only with social media, but with Web use more generally, as Americans spend more time on Facebook than on any other site.

Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)



Top 10 U.S. Web Brands by Total Minutes, in Billions, Home and Work (May 2011)



Source: Nielsen

References

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NATIONAL FEDERATION OF FAMILIES

For Children's Mental Health

