

# SOCIAL MEDIA: Is It Just a Fad?

- By 2010, Gen Y will outnumber Baby Boomers -- 96 percent of them have joined a social network.
- Social media has overtaken porn as the number one activity on the Web.
- One out of eight couples married in the U.S. last year met via social media.
- 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 nine months; iPhone applications hit 1 billion in nine months.
- If Facebook were a country, it would be the world's fourth largest, between the United States and Indonesia.
- The fastest growing segment on Facebook is 55- to 65-year-old females.
- Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire populations of Ireland, Norway, and Panama.
- Eighty percent of Twitter usage is on mobile devices. People update anywhere, anytime. Imagine what that means for bad customer experiences!
- What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook...
- YouTube is the second largest search engine in the world.
- There are more than 200,000,000 blogs.
- Fifty-four percent of bloggers post content or tweet daily.
- If you were paid \$1 for every time an article was posted on Wikipedia, you would earn \$156.23 per hour.
- Thirty-four percent of bloggers post opinions about products and brands.
- Twenty-five percent of Americans in the past month said they watched a short video on their phone.
- According to Jeff Bezos, 35 percent of book sales on Amazon are for the Kindle when available.
- In the near future, we won't search for products and services; they will find us via social media.
- More than 1.5 million pieces of content (Web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily.
- Successful companies in social media act more like Dale Carnegie and less like David Ogilvy - listening first, selling second.
- Successful companies in social media act more like party planners, aggregators, and content providers than traditional advertisers.