

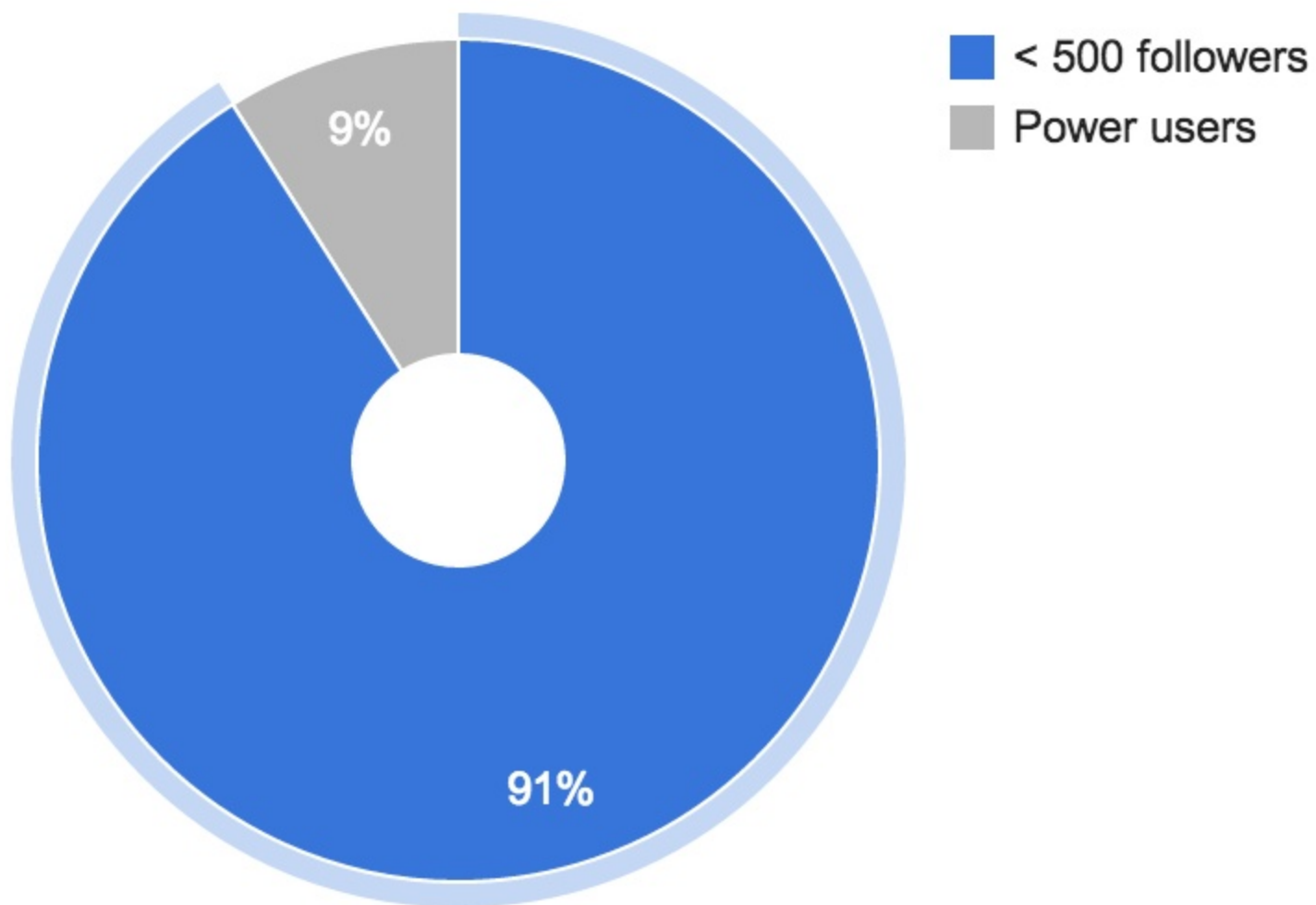


# 10 Important, New Social Media Stats

Your biggest advocates have the  
fewest followers



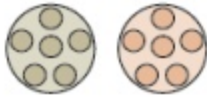


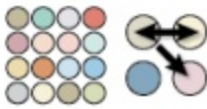


## Mentions by Follower Count



Twitter has 6 distinct  
communication networks



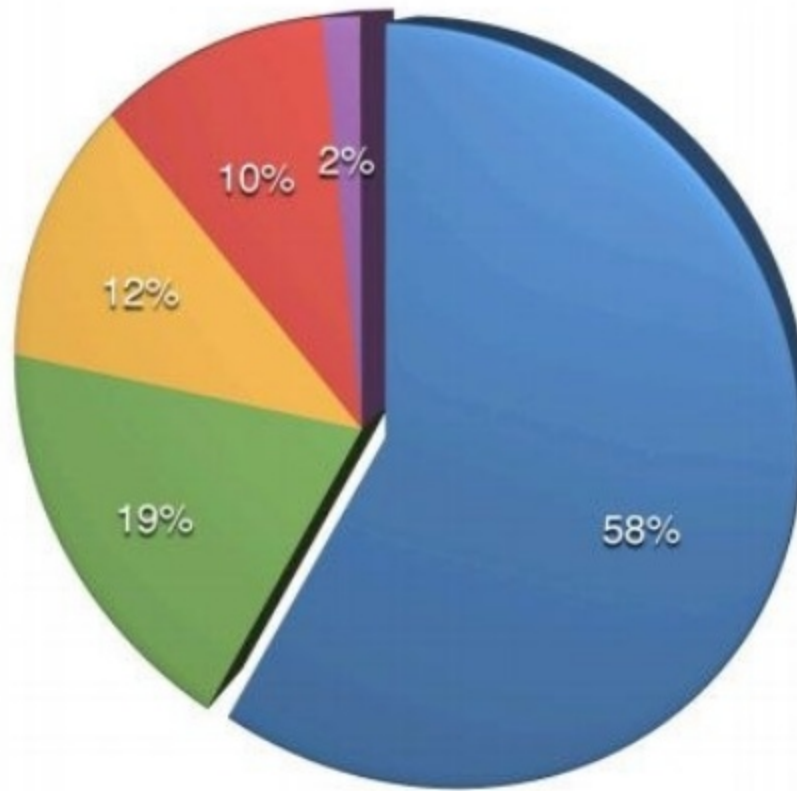
## The Six Structures of Twitter Conversation Networks

NETWORK TYPE			GROUPS	EXAMPLES
<b>Divided</b> <b>1</b>		<b>POLARIZED CROWDS</b> This type illustrates different groups of Twitter users who discuss polarizing topics. They often rely on different sources of information and commonly do not interact with groups that disagree with them.	<b>2 large</b>	Politics or divisive topics that display separate "echo chamber" structures
<b>Unified</b> <b>2</b>		<b>TIGHT CROWDS</b> This type captures close communities, such as conferences, professional topics and hobby groups, where participants strongly connect to one another for information, ideas and opinions.	<b>2-6 medium</b>	Hobbies, professional topics, conferences. No outsiders, all participants are members
<b>Fragmented</b> <b>3</b>		<b>BRAND CLUSTERS</b> This type is formed around products and celebrities. These popular topics attract large fragmented Twitter populations, generating mass interest, but little connectivity.	<b>Many small</b>	Brands, public events, popular subjects
<b>Clustered</b> <b>4</b>		<b>COMMUNITY CLUSTERS</b> These groups are created around global news events and popular topics. Communities form around multiple news sources. These community clusters are mostly disconnected from one another.	<b>Many small and medium</b>	Global news events
<b>In-Hub &amp; Spoke</b> <b>5</b>		<b>BROADCAST NETWORK</b> This type is often triggered by news media outlets and pundits who have loyal followers who retweet them. These communities are often star-shaped, as little interaction exists among members of the audience.	<b>1 large, some secondary</b>	News pundits and media outlets, famous individuals
<b>Out-Hub &amp; Spoke</b> <b>6</b>		<b>SUPPORT NETWORK</b> This type is created when companies, government agencies or organizations respond to complaints and customer requests. The company, or hub, account replies to many disconnected users, creating outward spokes.	<b>1 large, some secondary</b>	Companies and services with customer support



Marketers say written content is more important to them than visual





- Original written content
- Original visual assets (infographics, memes, etc.)
- Original videos
- Curation of other people's content
- Original audio content

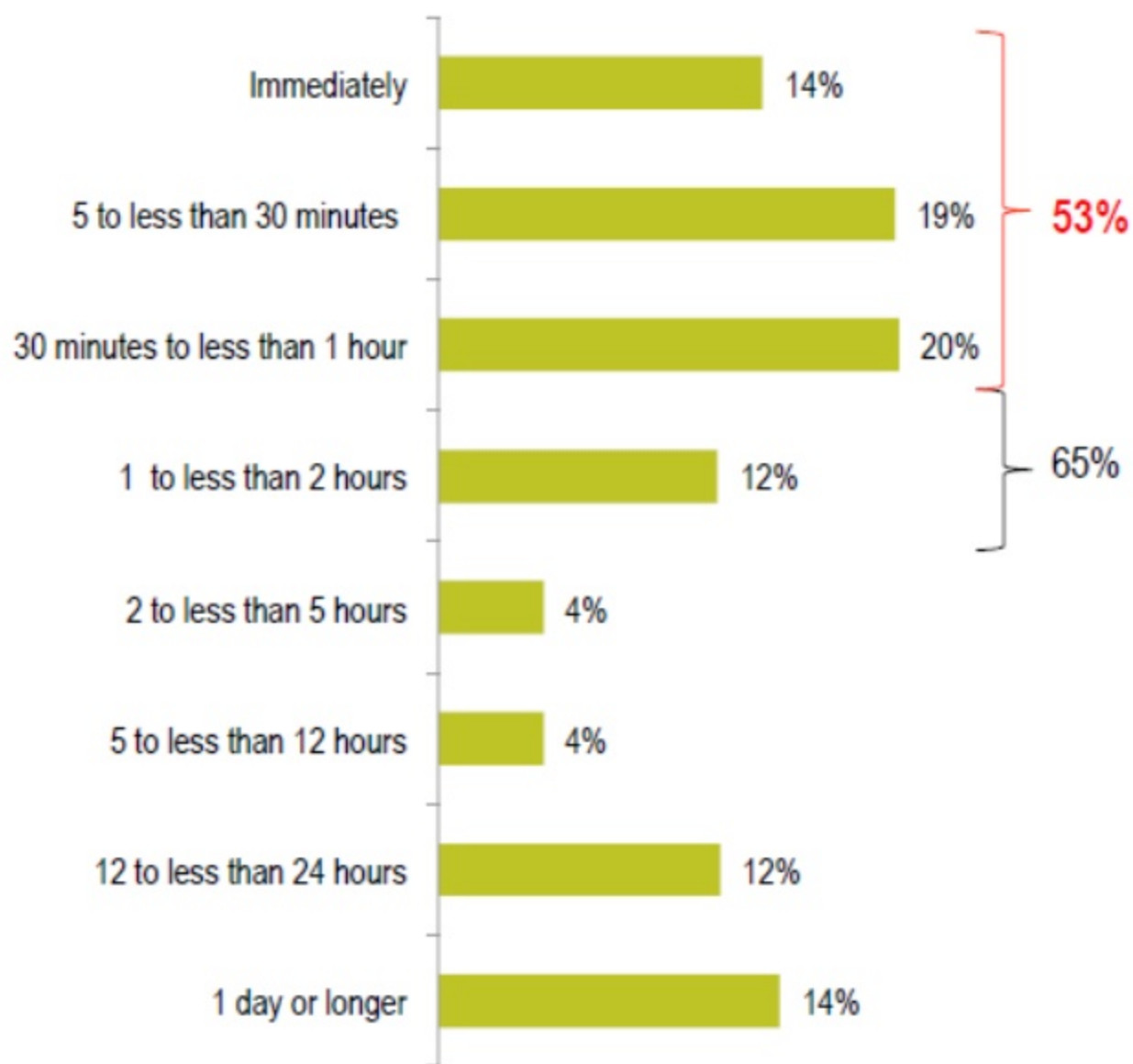




You have less than an hour to  
respond on Twitter







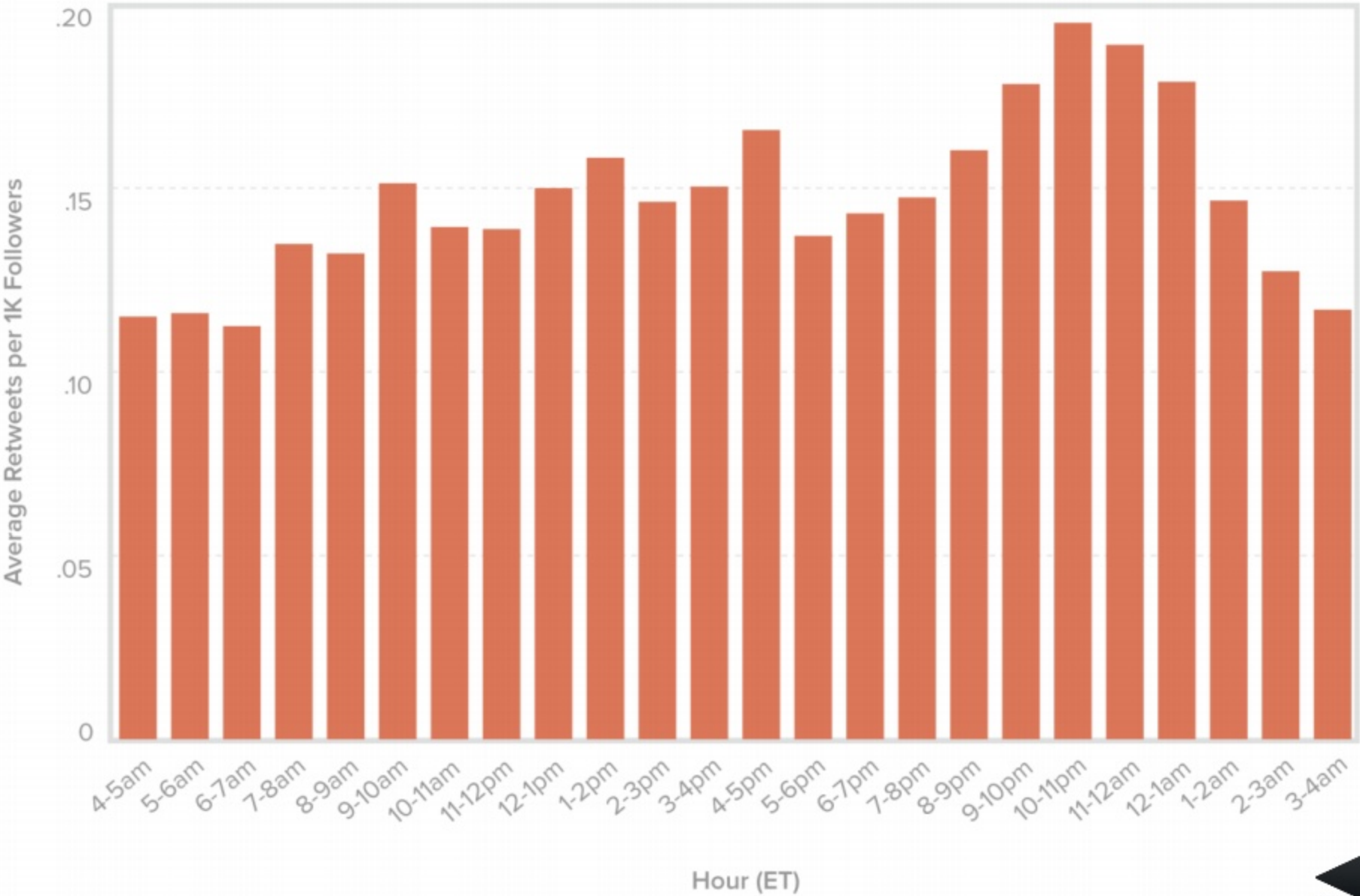
■ Of those that expect a brand/company to respond



Late night is the best time  
for retweets

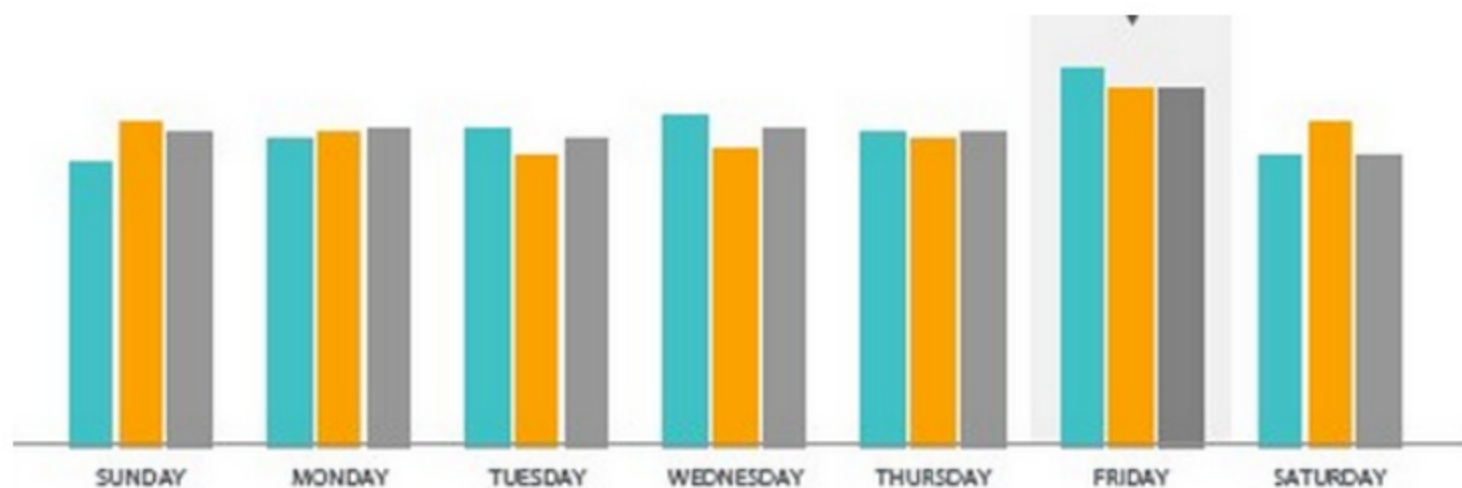


# Retweets by Time of Day



Fridays are Facebook's best days  
for engagement





SHARE OF ENGAGEMENT TYPE BY DAY  
(Q1 2014)

COMMENTS LIKES SHARES



# Photos drive engagement on Facebook pages



## Most Shared Posts from Facebook Pages Worldwide, March 2014

% of total

### Photo

87%

### Link

4%

### Album

4%

### Video

3%

### Status

2%

*Note: among the top 10% of posts in raw interactions from 30,000+ Facebook pages*

*Source: Socialbakers.com as cited in company blog, April 8, 2014*

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[www.eMarketer.com](http://www.eMarketer.com)





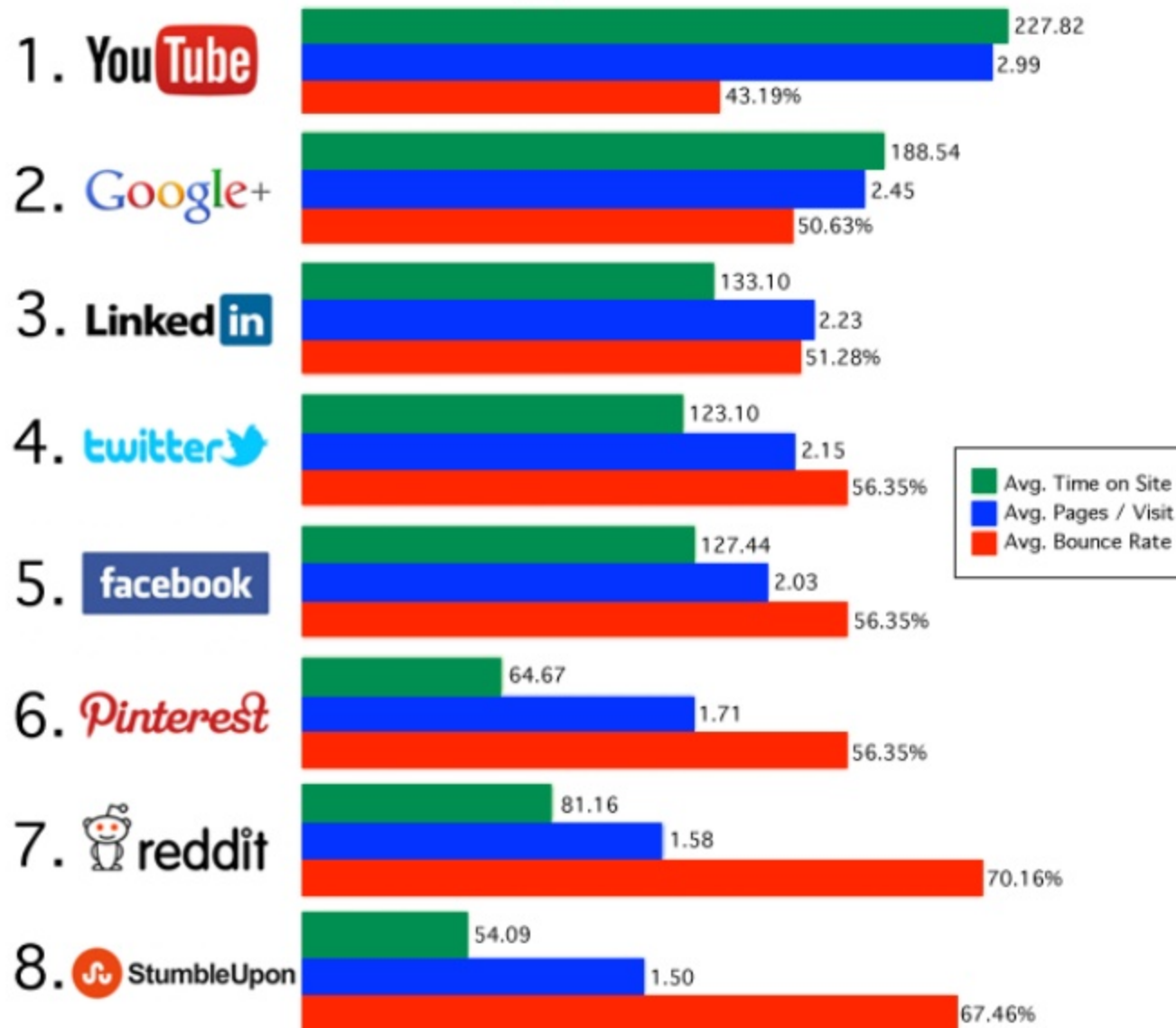
Facebook, Twitter, and Pinterest  
drive the most traffic



# Social Media Post-Click Engagement

(September 2013 - February 2014)

Presented by:  Shareaholic



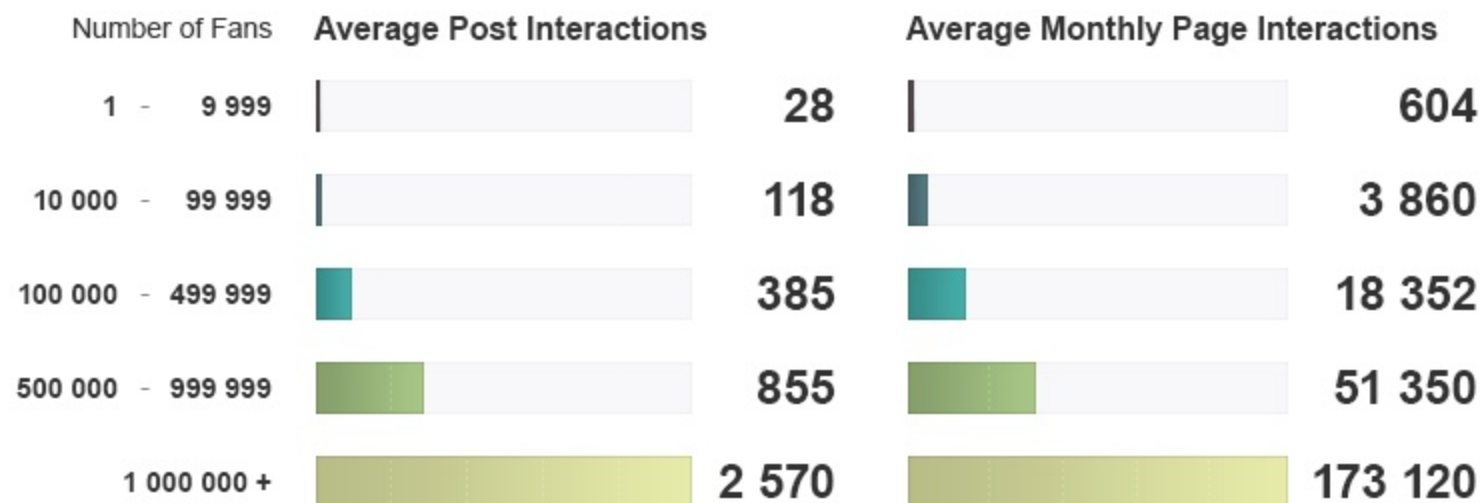
Data based on average activity across over 200,000 sites and 250+ million unique visitors each month



Small biz Facebook pages average  
28 interactions per post



## Average Interactions by Page Size



Data: Facebook Data, 43 465 Pages

Data Range: January 16 - February 16, 2014



There's a best day for everything on  
Pinterest

