10 Important, New Social Media Stats
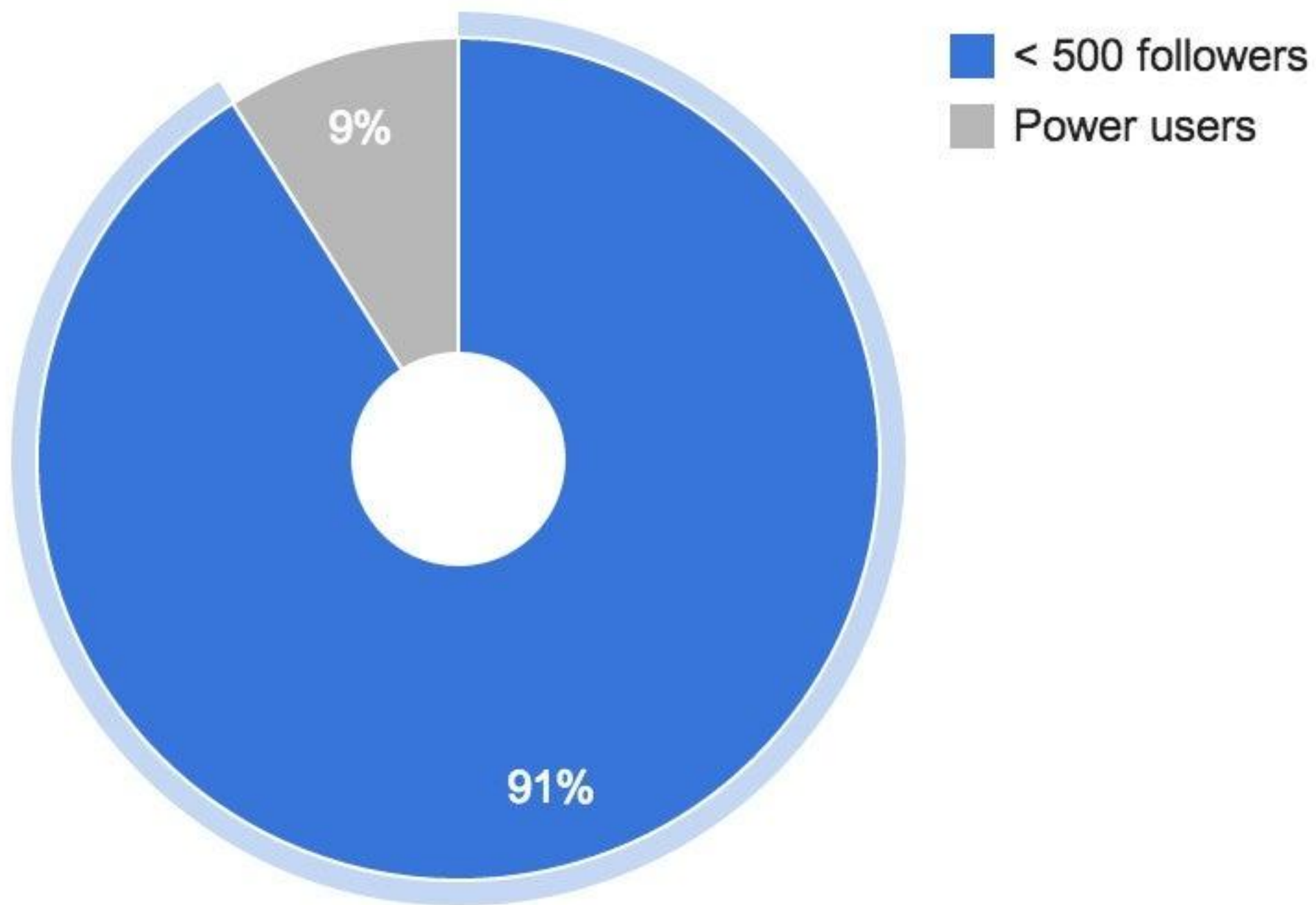
Your biggest advocates have the fewest followers
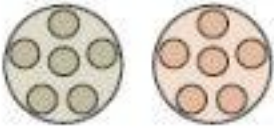
Mentions by Follower Count

- 🟦 < 500 followers
- ⬜ Power users

9%

91%

Twitter has 6 distinct communication networks

The Six Structures of Twitter Conversation Networks

NETWORK TYPE			GROUPS	EXAMPLES
Divided 1		**POLARIZED CROWDS** 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.	2 large	Politics or divisive topics that display separate "echo chamber" structures
Unified 2		**TIGHT CROWDS** 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.	2-6 medium	Hobbies, professional topics, conferences. No outsiders, all participants are members
Fragmented 3		**BRAND CLUSTERS** This type is formed around products and celebrities. These popular topics attract large fragmented Twitter populations, generating mass interest, but little connectivity.	Many small	Brands, public events, popular subjects
Clustered 4		**COMMUNITY CLUSTERS** 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.	Many small and medium	Global news events
In-Hub & Spoke 5		**BROADCAST NETWORK** 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.	1 large, some secondary	News pundits and media outlets, famous individuals
Out-Hub & Spoke 6		**SUPPORT NETWORK** 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.	1 large, some secondary	Companies and services with customer support

Marketers say written content is more important to them than visual
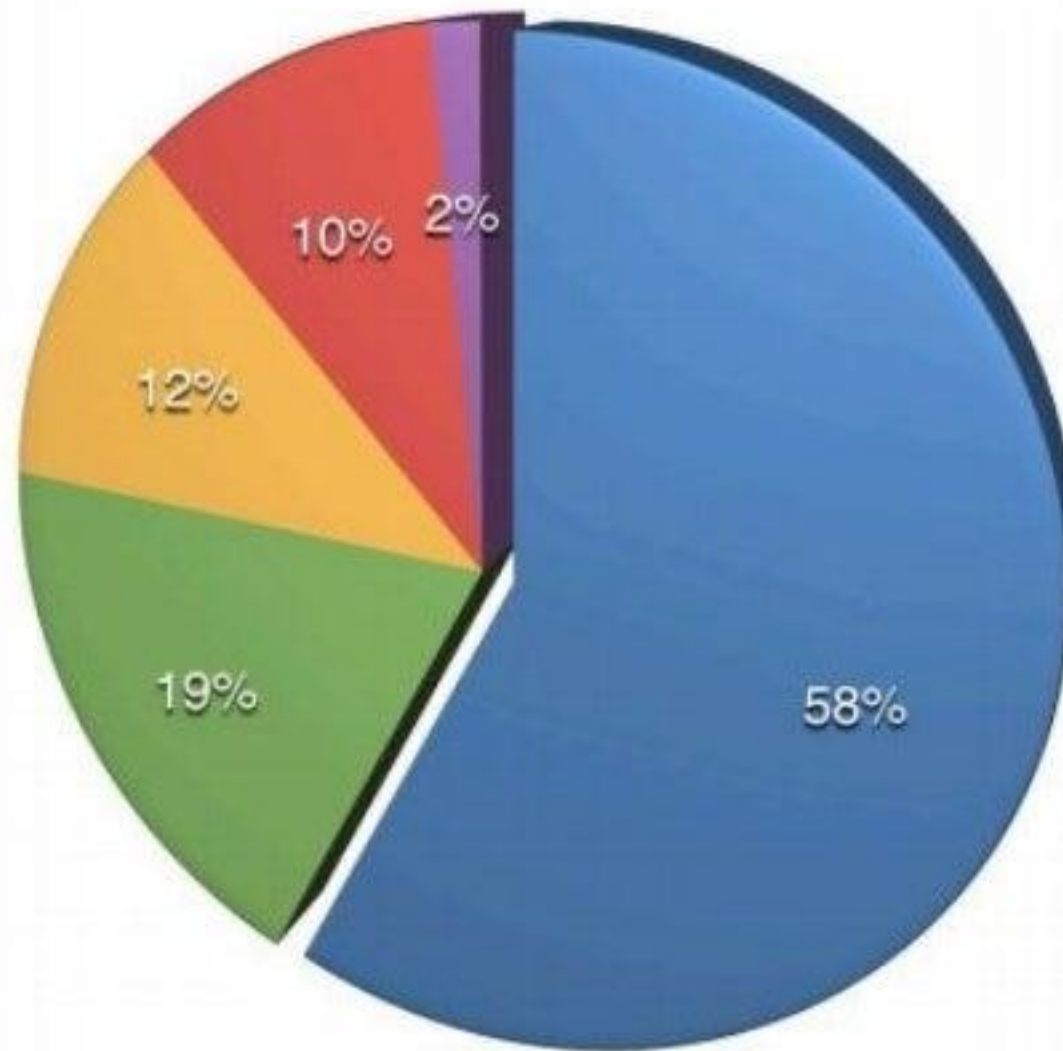
- Original written content
- Original visual assets (infographics, memes, etc.)
- Original videos
- Curation of other people's content
- Original audio content

You have less than an hour to respond on Twitter

Response Time	Percentage
Immediately	14%
5 to less than 30 minutes	19%
30 minutes to less than 1 hour	20%
1 to less than 2 hours	12%
2 to less than 5 hours	4%
5 to less than 12 hours	4%
12 to less than 24 hours	12%
1 day or longer	14%

53%

65%
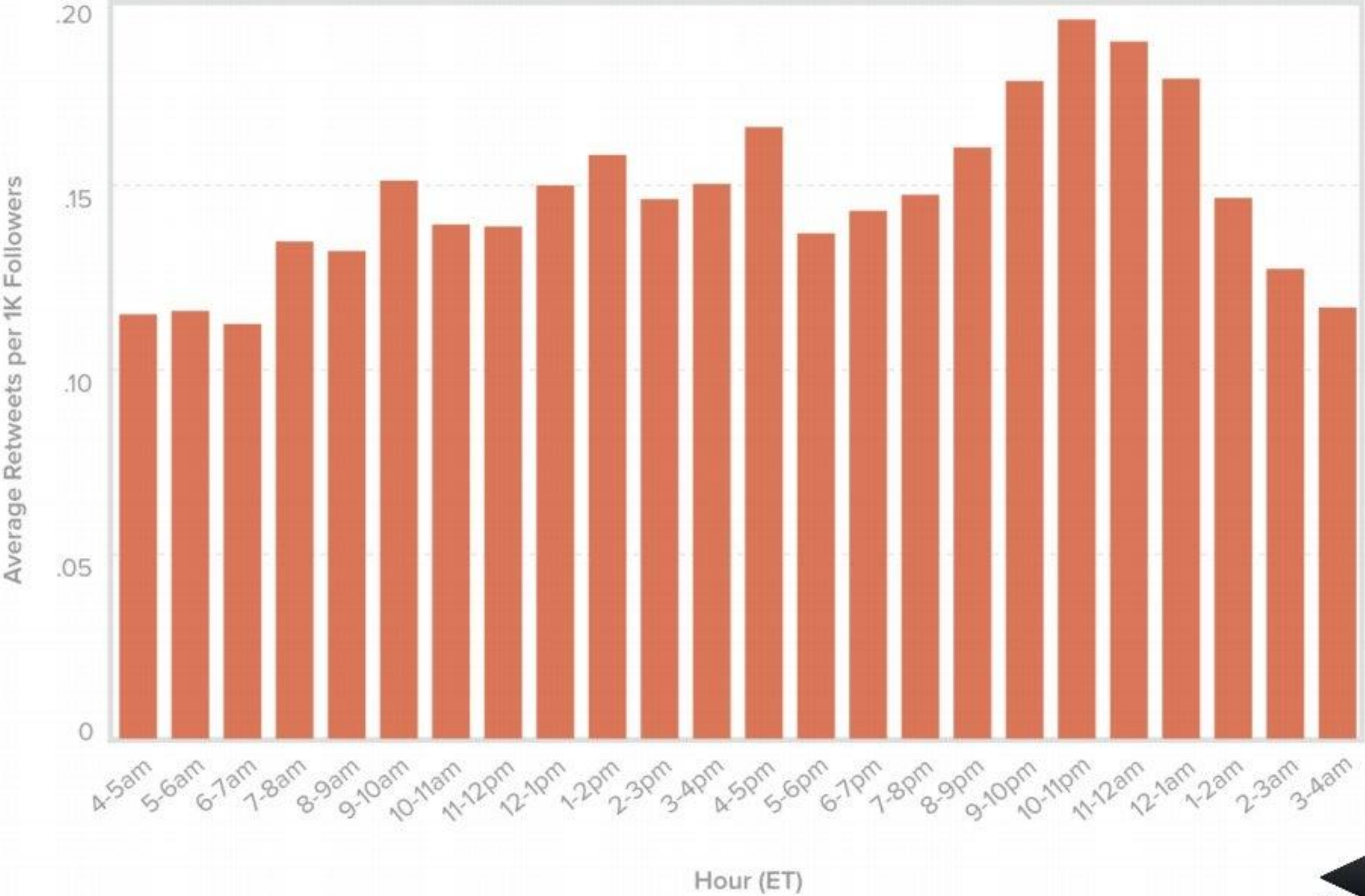
■ Of those that expect a brand/company to respond

Late night is the best time for retweets

Fridays are Facebook's best days for engagement
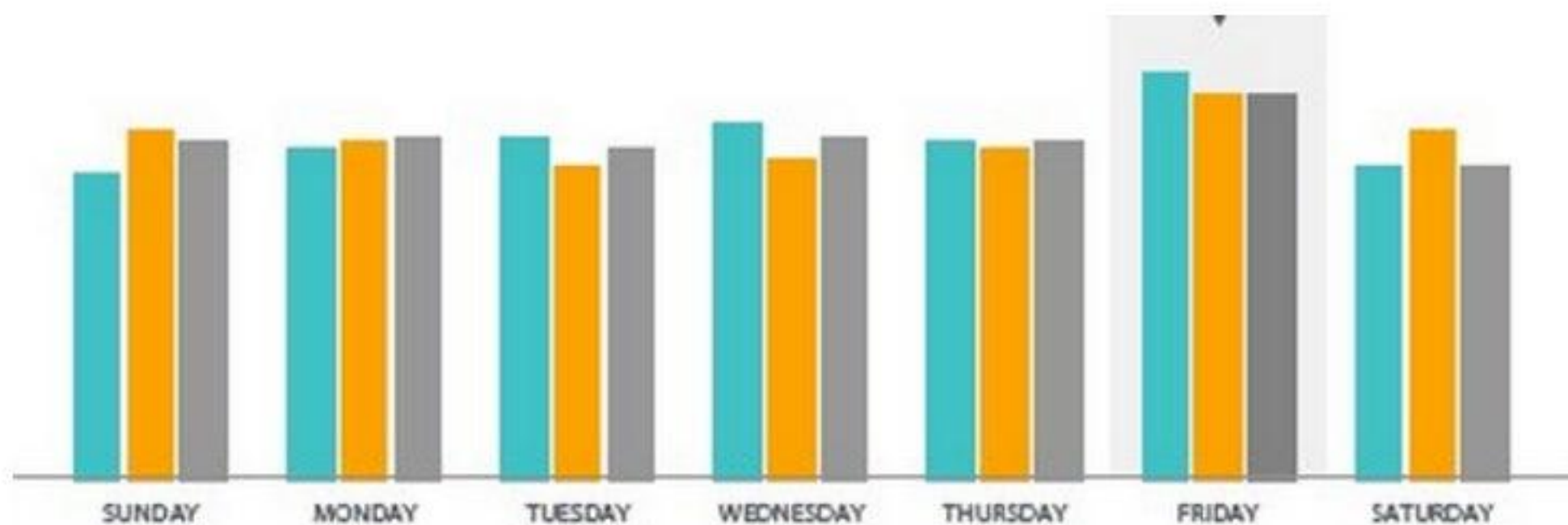
SHARE OF ENGAGEMENT TYPE BY DAY
(Q1 2014)

SUNDAY   MONDAY   TUESDAY   WEDNESDAY   THURSDAY   FRIDAY   SATURDAY

■ COMMENTS   ■ LIKES   ▥ SHARES

Photos drive engagement on Facebook pages

Most Shared Posts from Facebook Pages Worldwide, March 2014
% of total

Photo
87%

Link
4%

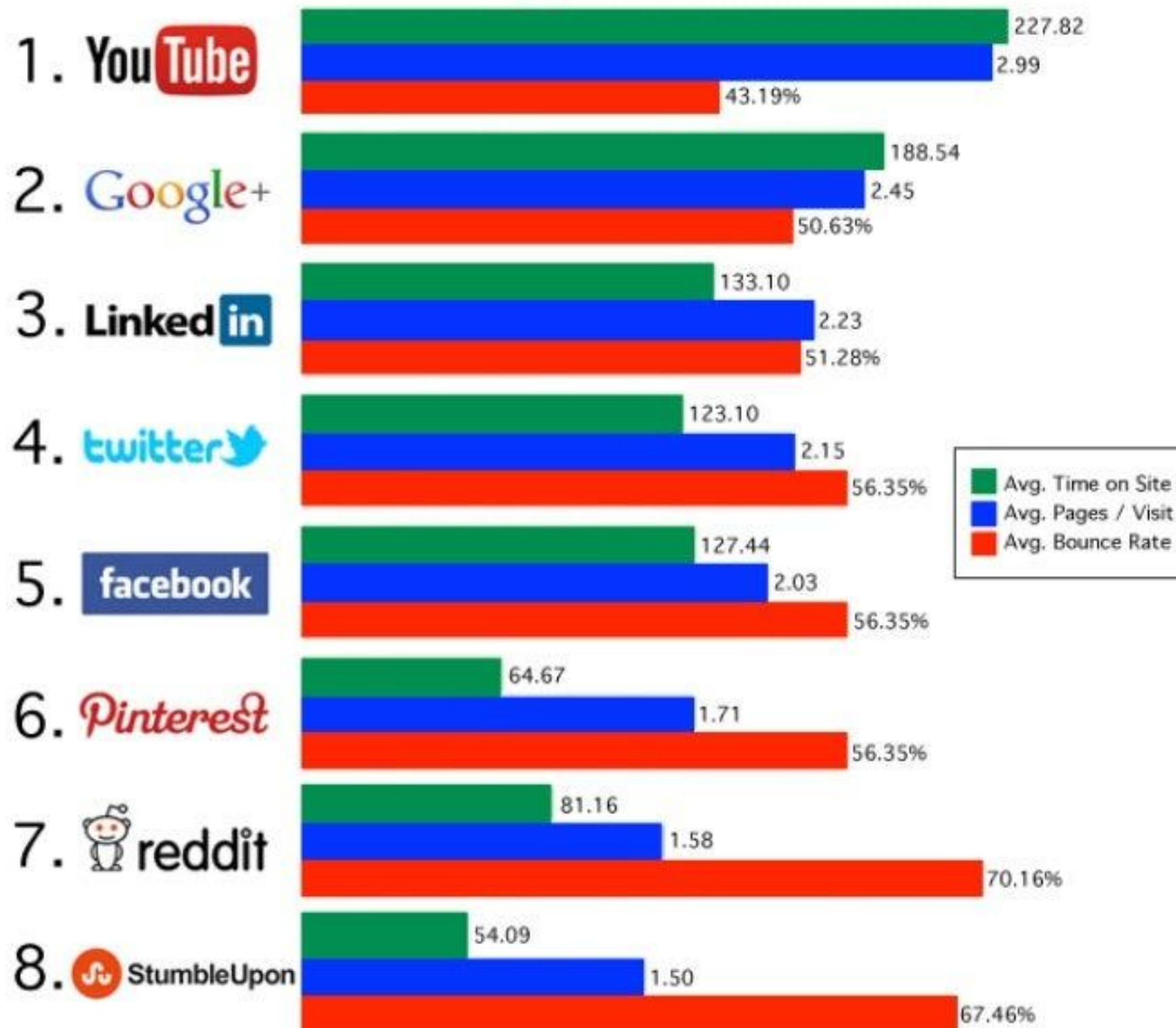**Album**
4%

Video
3%

Status
2%

Facebook, Twitter, and Pinterest drive the most traffic

Social Media Post-Click Engagement
(September 2013 - February 2014)
Presented by: Shareaholic

1. YouTube — 227.82 / 2.99 / 43.19%
2. Google+ — 188.54 / 2.45 / 50.63%
3. LinkedIn — 133.10 / 2.23 / 51.28%
4. twitter — 123.10 / 2.15 / 56.35%
5. facebook — 127.44 / 2.03 / 56.35%
6. Pinterest — 64.67 / 1.71 / 56.35%
7. reddit — 81.16 / 1.58 / 70.16%
8. StumbleUpon — 54.09 / 1.50 / 67.46%

Legend:
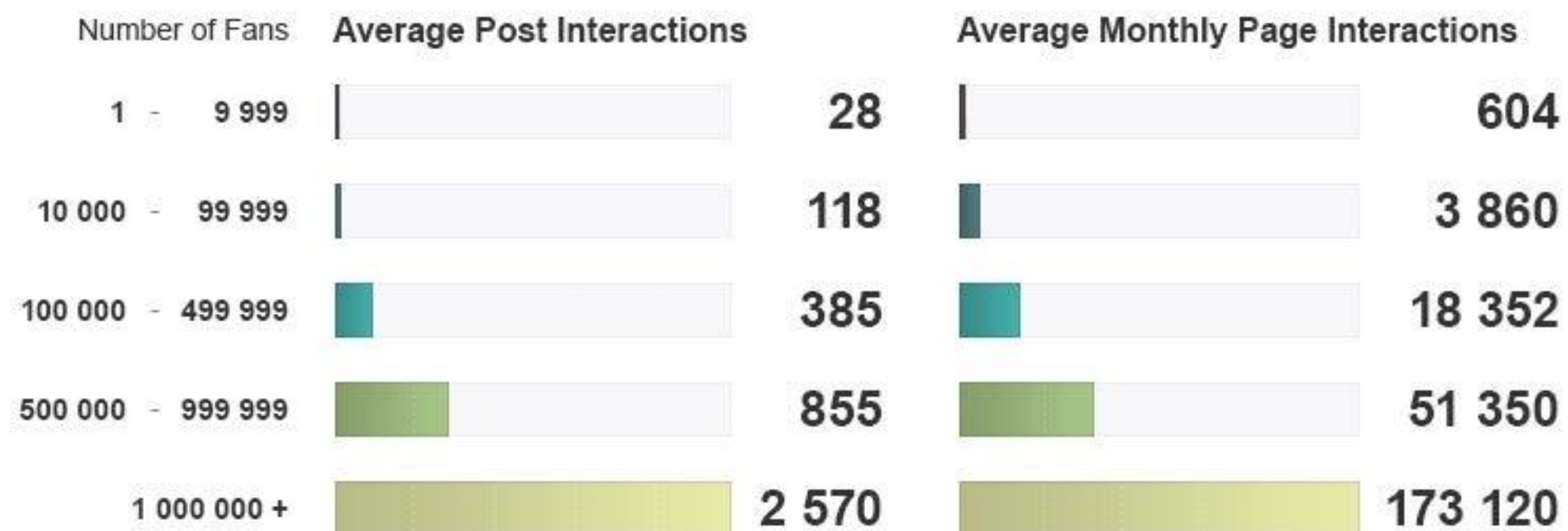- Avg. Time on Site
- Avg. Pages / Visit
- Avg. Bounce Rate

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

Number of Fans	Average Post Interactions	Average Monthly Page Interactions
1 - 9 999	28	604
10 000 - 99 999	118	3 860
100 000 - 499 999	385	18 352
500 000 - 999 999	855	51 350
1 000 000 +	2 570	173 120

socialbakers

There's a best day for everything on Pinterest