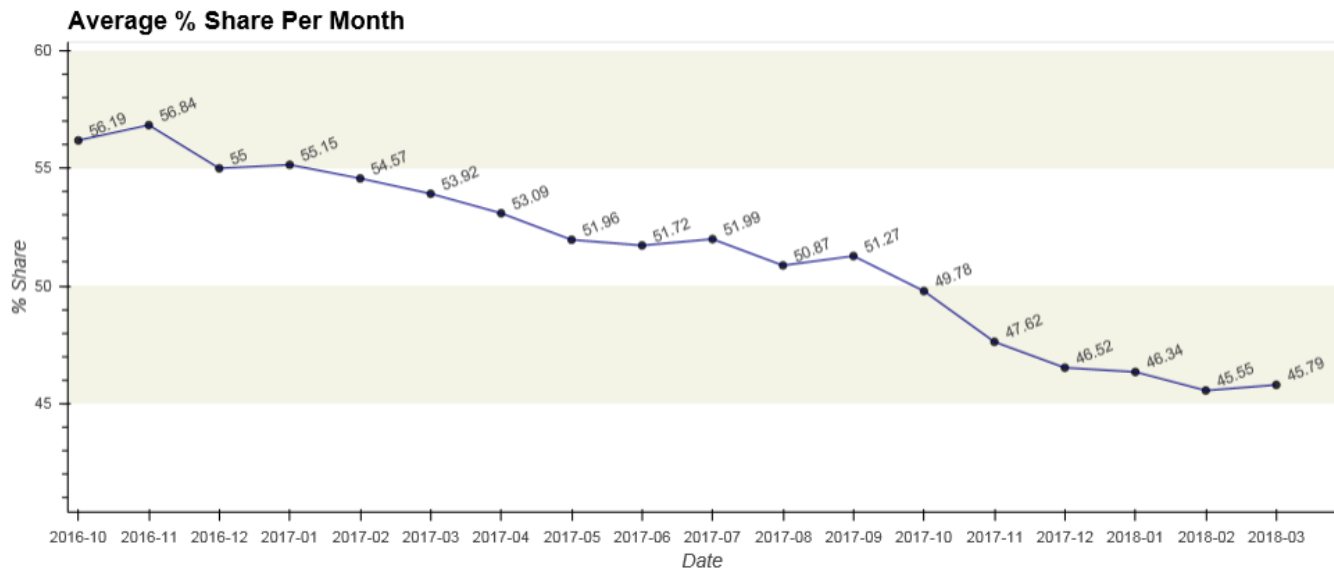


# Facebook Share Data

Each month contains 529 data points (websites) that were accessed through Facebook.

For the purpose of this study, Facebook share consists of anything shared through Facebook's domain as well as messenger (not including Instagram which Facebook acquired in 2012).

Facebook's average percentage share for each month.



The largest percentage changes for Facebook share from March 2017 to March 2018.

We see some big names such as:

Overstock: +37%

Alibaba: +34%

GrubHub: +27%

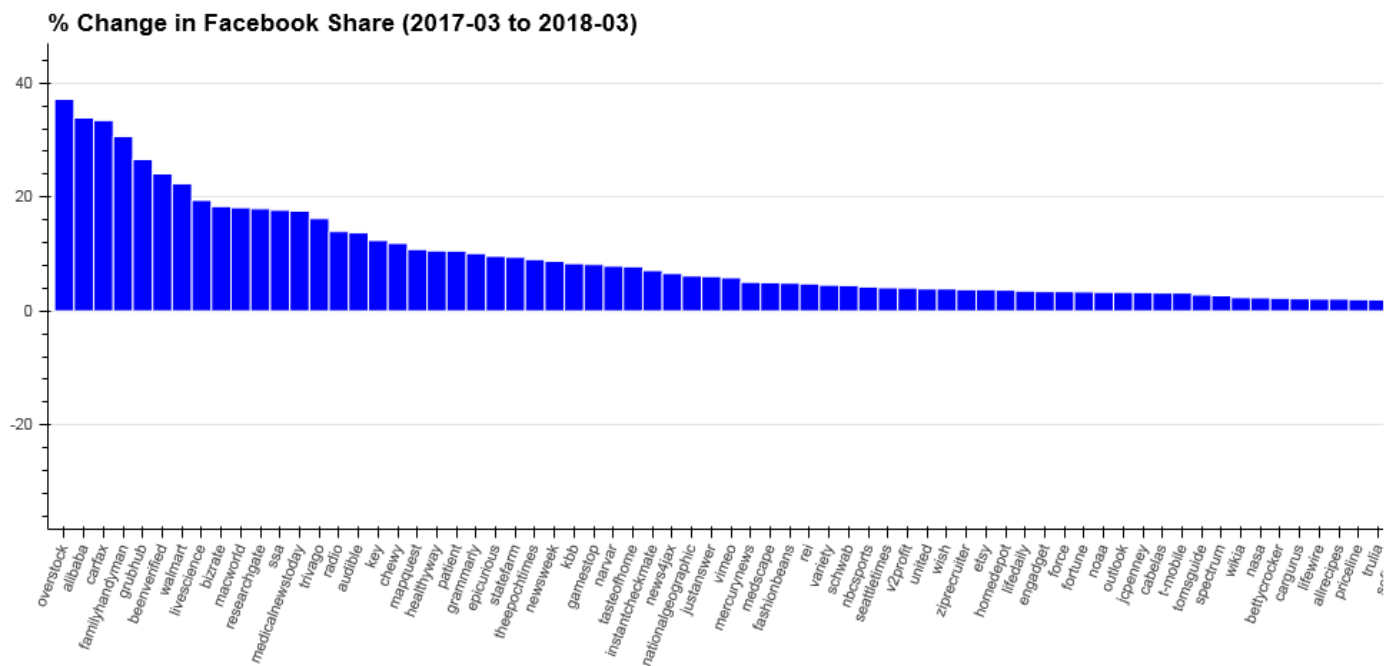
Walmart: +22%

Trivago: +16%

Audible: +13%

Mapquest: +11%

Epicurious: +10%



The lowest percentage changes for Facebook share from March 2017 to March 2018.

From March 2017 to March 2018 437/529 websites had a negative change (~83%).

We see some big names such as:

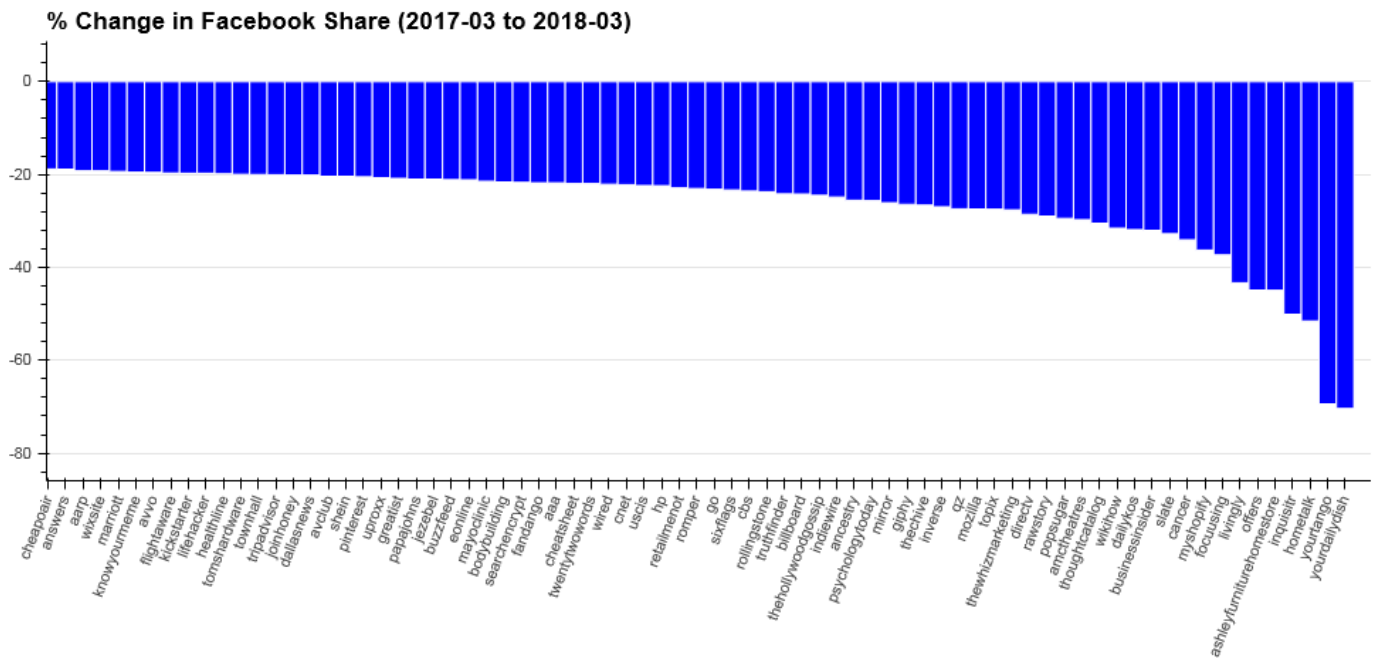
Daily Dish: -70%

Business Insider: -32%

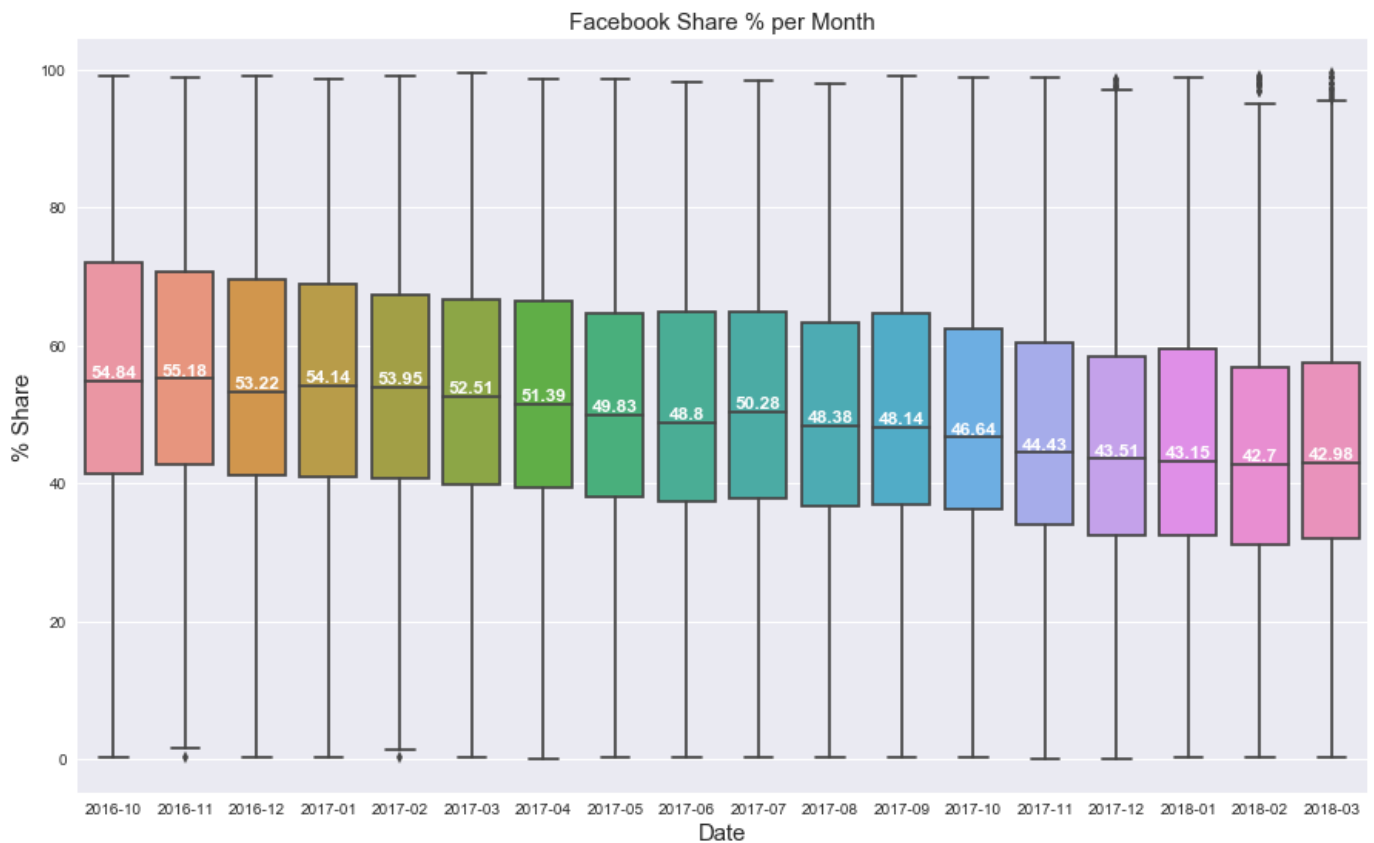
Pop Sugar: -29%

Buzzfeed: -21%

Pinterest: -20%



Boxplot for Facebook's percentage share for each month and respective medians. The only outliers we see are on the low end of 2016-11 and 2017-02 or on the high end of 2017-12, 2018-02, and 2018-03.



Boxplot of the percentage change from year to year for the months where we have the yearly data.

October: 10-2016 to 10-2017

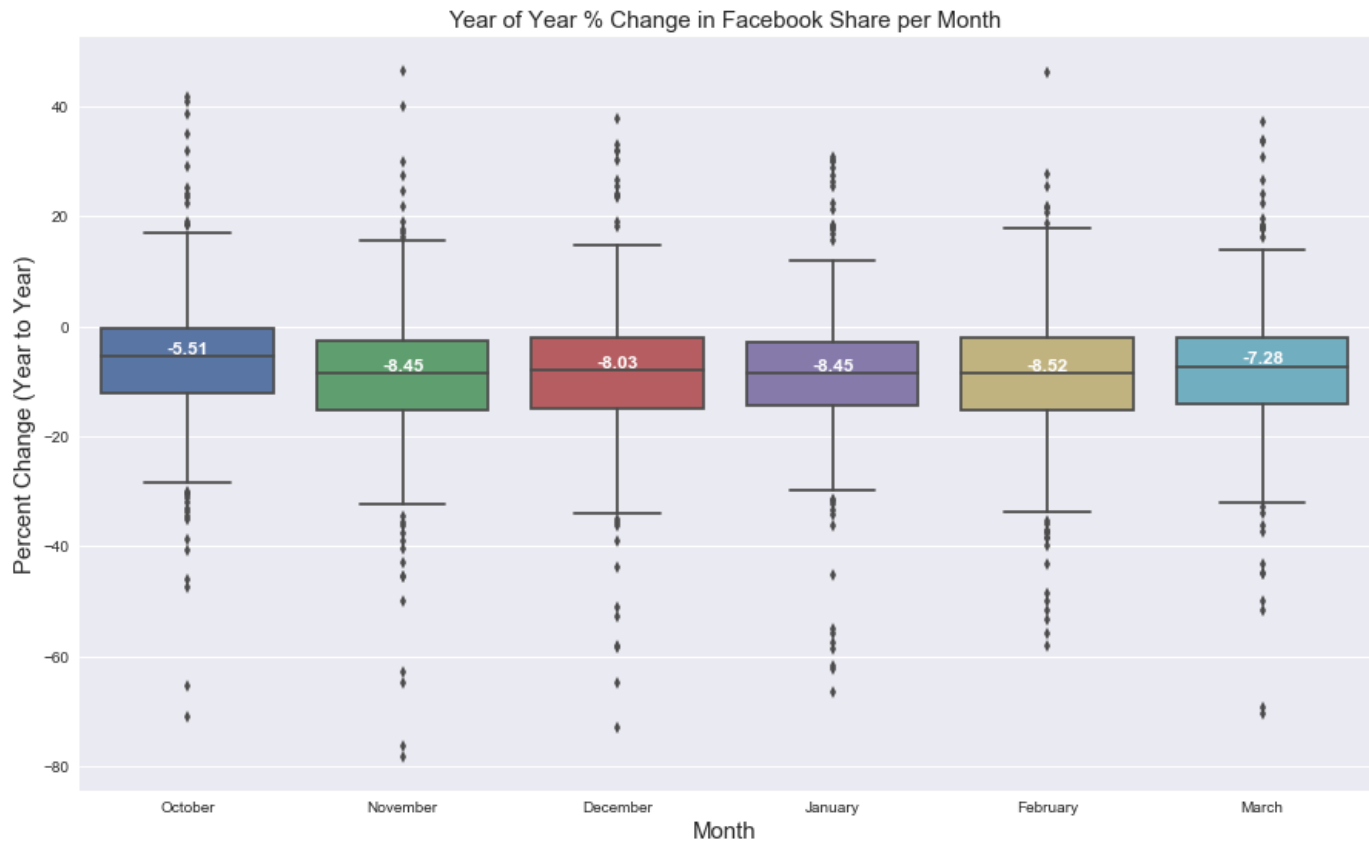
November: 11-2016 to 11-2017

December: 12-2016 to 12-2017

January: 01-2017 to 01-2018

February: 02-2017 to 02-2018

March: 03-2017 to 03-2018



Overall, Facebook has a lower share percentage in 2018 when compared to previous years, with only a few outliers.

Thesis: The rise of other social media giants in the past year, such as LinkedIn and Instagram, make up for the lost share of Facebook.

- Instagram's 'sponsored' feature for businesses and individuals to promote their own or other's websites/companies
- Instagram stories with ads (June 2017)
- LinkedIn more prevalent (almost necessary at this point, especially with millennials)
- YouTube risen from the ashes (especially after end of Vine, Jan 2017)