SOCIAL NETWORK NUMBERS

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May 20, 2012

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FACEBOOK

Facebook is a social utility that connects you with the people around you

- Founded in 2004.
- 3500+ employees.
- Available in 70 languages.
- 901 million monthly active users around the world.
- 300 million photographs uploaded daily.
- 500 million users engaging via mobile devices.
- 125 billion friend connections established.
- Coca-Cola's Page has almost reached 42,000,000 fans.
- The most popular application is Socialcam, with over 51,000,000 users.
- The busiest country is Brazil.
- South Africa has over 4.5 million users.

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- http://www.appdata.com/?nav=mmn
- http://www.socialbakers.com/facebook-statistics/south-africa

TWITTER

Yours to discover

- Founded 2006.
- 900+ employees.
- Over 165 million users.
- 1 billion tweets per week.
- 50% of the users are engaging via mobile devices.
- 27% of users tweet at least once every 3 months.
- 1 million new accounts are created every day.
- There are just over 100 million users in the US.
- The Netherlands is the most popular country.
- 1.1 million registered accounts, 405,000 active users in South Africa.
- Lady Gaga has over 24,000,000 million followers.

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- http://designgap.tumblr.com/
- http://twitter.com/ladygaga

INSTAGRAM

Fast beautiful photo sharing

- Founded 2010.
- 13 employees.
- Over 30 million users.
- 58 photographs uploaded every second.
- A new users signs up every second.
- 81 comments are left every second.
- Over 150,000,000 pictures have been uploaded.
- 37% of users never upload a photograph.

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- http://blog.instagram.com/

PINTEREST

Organize and share things you love

- Founded 2010.
- Just short of 12 million users.
- 97% of the users are female.
- The average user is between the age of 35 and 44.
- Pinterest mobile apps are downloaded 250,000 times a day.
- Top audience niches are fashion, music, art, memorabilia, vineyards, wine, tourism.
- Over 4,000,000 page views per day.
- Better Homes and Gardens has 50,000 followers and 80,000 re-pins.go

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- http://pinterest.com/bhg/

LINKEDIN

Relationships matter

- Founded 2002.
- 1800+ employees.
- Over 161 million users.
- 22% of users on LinkedIn are engaging via mobile device.
- Over 2 billion page views every month.
- 2 new signups every second.
- More than 2 million company pages.
- Just over half the users are male.
- 77% of users are older than 25.
- IBM has 655,654 followers on LinkedIn.
- IBM has 286,994 employees on LinkedIn.
- South Africa has over 1.5 million users on LinkedIn.
- South Africa is ranked 14 on the country list.

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FOURSQUARE

Keep up with friends. Discover what's nearby. Save money & unlock rewards

- Founded 2009.
- 100 employees.
- Over 20 million users.
- 50% of the users are from the US.
- 31% of users are engaging via mobile device.
- 60% of the users are male.
- There have been over 2 billion checkins since launch.
- South Africa has seen over 45,000 checkins and mayorships
- There are over 7,800 unique users in South Africa.
- MTV has over 400,000 followers on FourSquare.

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GOOGLE PLUS

Real-life sharing rethought for the web

- Founded 2011.
- Over 90 million users.
- Fastest growing social network.
- Users spend an average of 3 minutes per month on Google Plus
- The most popular Page is Britney Spears with over 3 million followers
- 69.4% of users are male.
- Angry Birds has almost 1.5 million followers.

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