

Social Media Channels and Stats



Facebook: Social Networking Site that allows for open communication between people and brands.

800+ Million Active Users

46% of Facebook users are 25-44 years old

81% of Facebook users have some level of higher education



Twitter: A Social Networking and Microblogging site that allows for open, public communication in 140 characters or less.

Over 200 Million Users

57% of Twitter users are 25-44 years old

37% of Twitter users have a Bachelors Degree, at least



YouTube: A video sharing website, owned by Google. The second largest search engine on the web.

Over 3 Billion Videos Viewed Daily

Average age of YouTube is 27 with 20% being 35+

78% of YouTube users have some level of higher education



LinkedIn: A Social Networking site for business professionals.

More than 120 Million Members

Average age of LinkedIn is 25-54

LinkedIn is used by 69 of the Fortune 100 Companies



Yelp: A Social Networking site that allows customers to leave reviews of any business

61% of people rely on user reviews for product information or research before a buying decision is made

41 Million Monthly Visitors



Google Places: Allows you to claim your business profile on Google, people can review your business

97% of consumers search for local *businesses* online