

## 32 AMAZING FACEBOOK STATS

- Total number of Facebook users: 1.11 billion
- Daily active Facebook users: 665 million
- Total number of Facebook pages: 50 million
- Average number of monthly posts per Facebook page: 36
- Total number of Facebook mobile users: 751 million
- Total number of Facebook apps: 10 million
- Total number of Facebook friend connections: 150 billion
- Average number of friends per Facebook user: 141.5
- Total number of Facebook likes since launch: 1.13 trillion
- Average daily Facebook likes: 4.5 billion
- Total number of location-tagged Facebook posts: 17 billion
- Total number of uploaded Facebook photos: 240 billion
- Average daily uploaded Facebook photos: 350 million
- Average time spent per Facebook visit: 20 minutes
- Average number of page likes per Facebook user: 40
- Total 2012 Facebook revenue: \$5.09 billion
- Total number of Facebook pages promoting posts: 500,000
- Total number of Facebook promoted posts: 2.5 million
- Total number of Facebook page offer claims: 42 million
- Total number of daily compromised Facebook logins: 600,000
- Total number of 'bogus' Facebook user accounts: 83 million
- Total number of languages available on Facebook: 70
- Total number of Instagram users: 130 million
- Number of Facebook employees: 4,619
- Total number of Open graph actions shared on Facebook: 400 billion
- Total number of songs, albums or radio stations shared on Facebook: 110 million
- Total number of books shared on Facebook: 1.47 million
- Average number of Users Playing Facebook Games per Month: 250 million
- Total number of connections between local businesses and users: 2 billion
- Average number of weekly local business page views: 645 million
- Average number of weekly comments on local business pages: 13 million

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**If in doubt, talk to an expert. The team at Bella Media are experts in social networking and content generation. Call 02 9398 2755 to talk to us about your social networking strategy and management.**

## 16 AMAZING TWITTER STATS

- Twitter launch date: March 21, 2006
- Total number of Twitter users: 500 million
- Country with the most Twitter users: China, 35.5 million
- Total number of Tweets sent: 170 billion
- Monthly active Twitter users: 200 million
- Average number of followers per Twitter User: 208
- Average number of Tweets sent per day: 400 million
- Average number of Tweets per Twitter user: 307
- Percentage of Twitter users accessing via mobile: 60%
- Number of fake Twitter users: Approx. 20 million
- Most followed celebrity on Twitter: Justin Bieber with 36.4 million
- Most retweeted message ever: Barack Obama's re-election victory with 802,624 Retweets
- Estimated value of Twitter: \$10 billion
- Cost of a 24-hour promoted trend: \$200,000
- Number of Twitter employees: 900+
- Twitter engagement rates for brands are 17% higher on Saturday and Sunday, yet only 19% of brand's tweets happen on the weekend
- 78% of engagements with a brand's Tweets are retweets
- 22% of engagements with a brand's Tweets are replies
- 92% of engagements with a brand's Tweets are link clicks
- 30% higher interaction rates 8am-7pm.
- Tweets with image links have engagement rates 2x higher than Tweets without image links
- Tweets that contain fewer than 100 characters receive 17% higher engagement than tweets that are longer
- Tweets that contain links receive 86% higher retweet rates than tweets with no links
- Tweets with hashtags receive 2x more engagement than those without hashtags
- Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags
- Tweets that use more than two hashtags actually show a 17% drop in engagement
- Tweets that ask followers to Retweet receive 12x higher retweet rates than those that do not; yet less than 1% of brands implement this strategy

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