

Facebook

- www.facebook.com
- Social networking site with 500 million world wide users.
- Users add friends; send messages; and join networks by city, workplace, school, and region.
- Average user has 130 friends and is connected to 80 community pages, groups, and events.
- Average user creates 90 pieces of content each month.
- Facebook Pages get indexed; the activity on your Page increases “viral visibility.”
- Site allows the ability to add apps and events.
- Site is set up for advertising.
- There are more than 200 million active users currently accessing Facebook on their mobile devices. Mobile users are twice as active on Facebook than nonmobile users.

Twitter

- www.twitter.com
- Site has more than 175 million users.
- Site has 65 million daily tweets.
- Free social networking and micro-blogging service. Users send and read tweets and share photos.
- Tweets are text-based posts of up to 140 characters displayed on an author’s profile page and delivered to followers.
- Site allows access to experts.
- Site allows building of a personal brand.
- Traffic is guided to your site.
- Site allows people to build and connect with communities, both local and online.
- Site allows mobilization.
- Site facilitates fundraising.

LinkedIn

- www.linkedin.com
- Site has more than 90 million registered users worldwide.
- One new member joins roughly every second.
- Site has 47 million unique monthly visitors.
- Social networking is business oriented.
- Networking allows people to establish personal and business contacts, find jobs, business opportunities, and recommendations.
- Employers can list jobs and search for potential candidates. Job seekers can review hiring managers’ profiles and discover which of their existing contacts can introduce them.
- A portion of the site is called LinkedIn for Good. It allows you to add a badge to your profile for an organization you believe in.

YouTube

- www.youtube.com
- YouTube is the world's most popular video-sharing site with 2 billion videos viewed per day.
- Every minute, 24 hours of video is uploaded to YouTube.
- Five million unique monthly visitors access the site via a mobile device.
- Users upload, stream, and view video content for free.
- Users can tag and categorize video content, create playlists, and easily share content externally.
- Users upload 20 minutes of video to the site every second.
- Users initiate 3.6 billion searches on the site every month.
- Usage is up 53 percent from last year.

Blogs

- Wordpress, Blogger, Typepad, etc.
- These are open-source publishing platforms.
- The template system includes widgets that can be easily rearranged without knowing code (e.g., HTML/PHP), as well as themes.
- The code in themes and templates can be edited for more advanced customizations.
- These can be easily integrated into websites to post and share content, and can be used as a content management system.
- Twenty percent of bloggers in the United States are Latinos.

MySpace

- www.myspace.com
- Site is an “entertainment portal.”
- Social networking website has an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, and music.
- Site features a younger demographic, artists, and musicians.
- Nearly 14% of MySpace's U.S. users are Latinos.
- MySpace is the top social media site when ranked by streams for June 2009.



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