Social Media Marketing

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MIAMI Association of REALTORS

So Many Options

By The Numbers

Despite what you may have heard,

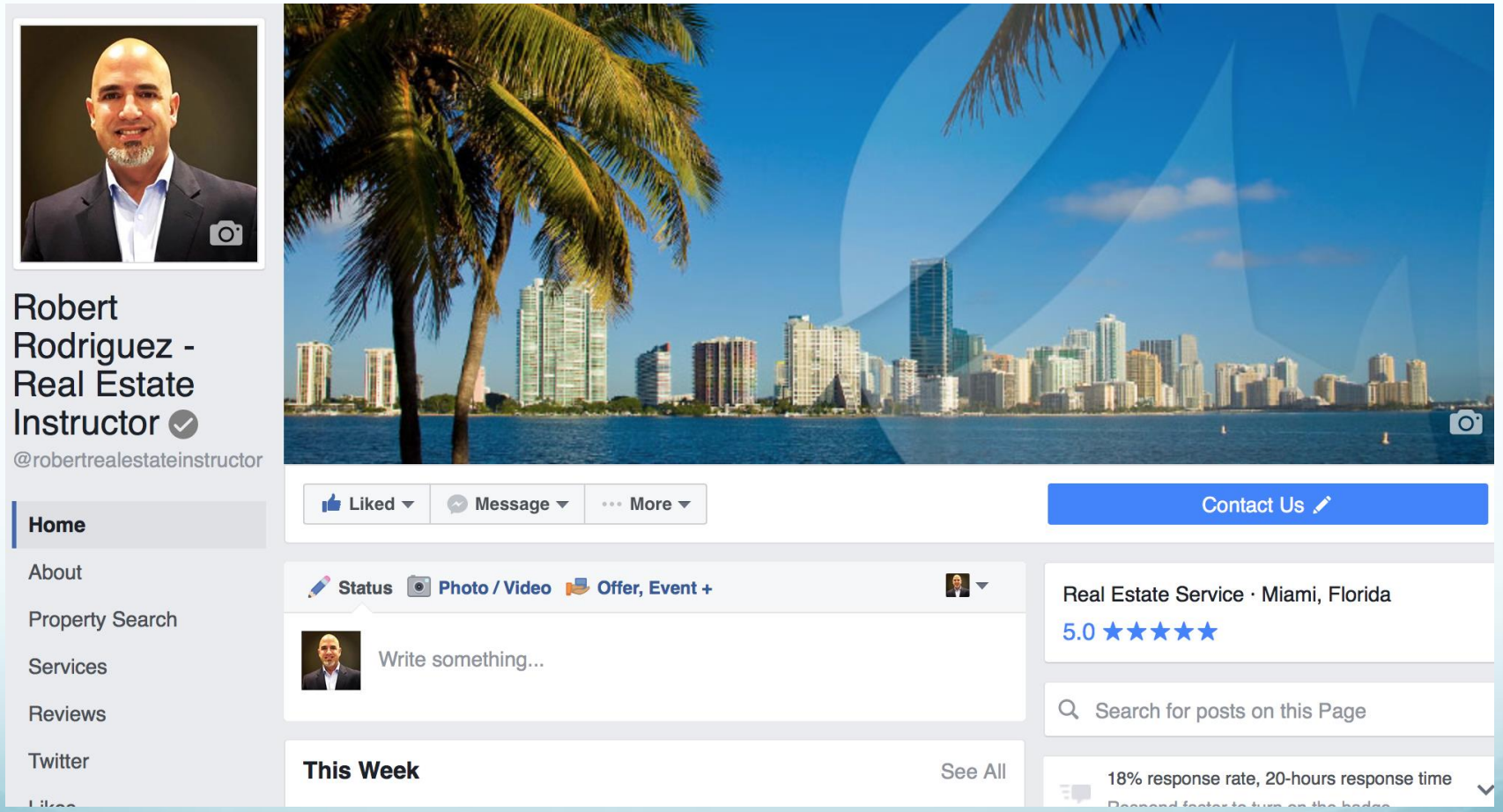
Facebook is still # 1

- Facebook has 1.65 billion monthly active users and 1.09 billion daily active users, on average.
- The platform boasts 1.51 billion mobile monthly active users and 989 million mobile daily active users, on average.
- It remains the most-used social media site among all ages, used by 64 percent of Americans 12 and up.
- It spans generations—83 percent of parents with a teen between the ages of 13 and 17 are friends with their child on Facebook.
- It isn't just North America either. Nearly 85 percent of Facebook's daily active users are outside of the U.S. and Canada.
- Facebook accounts for one in every six minutes spent online and one in every five minutes spent on mobile.
- Facebook is the most-used app.
- The average Facebook user has 155 friends. Women have more Facebook friends on average than men: 166 compared to 145.
- The site tallies 8 billion average daily video views.
- Facebook users rack up 100 million hours of daily video watch time.

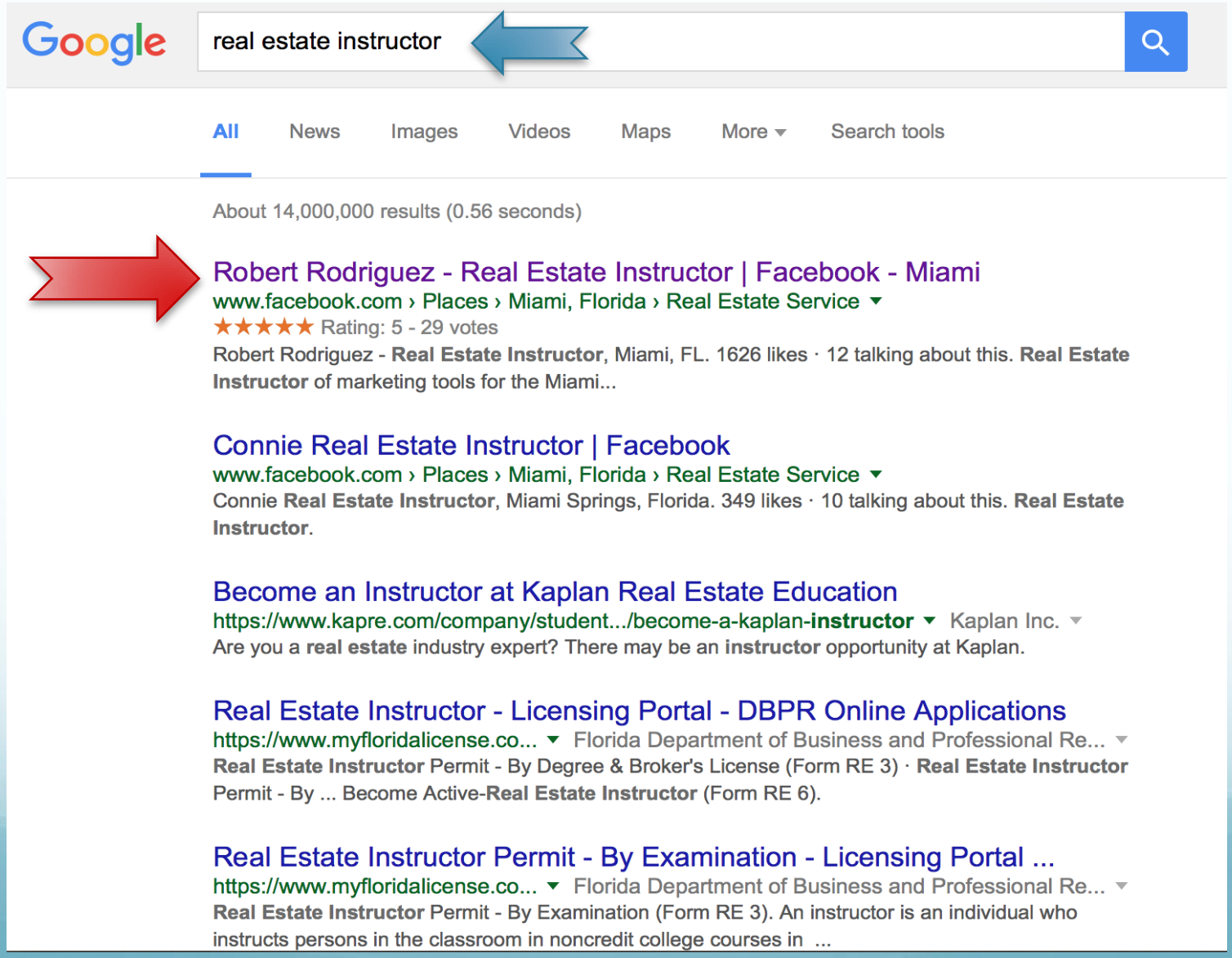
Businesses, Brands, and Marketing

- A colossal 50 million businesses use Facebook Pages.
- Every month, 2.5 billion comments are made on Facebook Pages.
- Nearly one-third of Facebook users (32 percent) engage with brands regularly.
- More than 2 million advertisers regularly use Facebook to market their business.
- In September 2015, 1.5 million small and medium businesses shared videos.

Professional Page is a Must



Improve Your Search Rank



Twitter

The majority of Twitter users are news junkies who use the network to seek out information about what's happening in the world. The micro-blogging platform is also a place for people to connect with brands.

- Twitter has 310 million monthly active users.
- Of those, 83 percent are active users on mobile.
- Every second, 6,000 Tweets are sent.
- Over 100 million GIFs were shared on Twitter in 2015.
- Of Twitter's users, 79 percent of accounts are outside the U.S.
- A whopping 86 percent of Twitter users say they use the site for news, 81 percent of users say they keep up with the news daily, and 40 percent of Twitter users use the site to be alerted to breaking news.
- Of those who say they use Twitter for news, 70 percent say that they do so because it's a great way to get news in real time.
- Another 36 percent of users use Twitter to pass the time and 28 percent use it to second-screen with live events.
- A surprising 53 percent of Twitter users never post any updates.

- More than 130,000 active advertisers market on Twitter
- Twitter users are three times as likely as Facebook users to follow a brand, with 49 percent of monthly Twitter users following brands or companies.
- Twitter is a place to interact with brands: 42 percent of users learn about products and services via Twitter, 41 percent of users provide opinions about products or services on Twitter, and 19 percent of users seek customer support on Twitter.

Instagram

Five years in, Instagram's still a hot network. It's one of the five most-used apps and it continues to grow in popularity. And it's an up-and-coming destination for advertisers.

- It has more than 400 million active monthly users.
- Of its user base, 75 percent are outside the U.S.
- Users have shared more than 40 billion photos.
- Users Like 3.5 billion photos every day.
- On average, users share 80 million photos per day.
- In Piper Jaffray's spring 2016 Taking Stock with Teens survey, 27 percent of teens ranked Instagram as the second most important social network.
- **Businesses, brands, and marketing**
- Instagram has the highest per follower engagement rate of any of the major social networks at 2.3 percent.
- A whopping 68 percent of Instagram users engage with brands regularly.
- Instagram has 58 times more engagement per follower than Facebook.
- Engaged Instagram followers are worth more than those on Facebook, with an average order value of $65 versus $55.
- Instagram users are 2.5 times more likely to click on ads than users on other social media platforms.

Linkedin

Perhaps more so than any other social network, LinkedIn’s purpose is clear. It’s a place to connect with colleagues and professional contacts. Many businesses use it for hiring. It’s also a destination for brands in the B2B sector.

- It has 433 million users in more than 200 countries and territories.
- Of those, there are 100 million active monthly users.
- More than 128 million users in the U.S.
- Users are signing up at a rate of more than two new members per second.
- One in every three professionals in the world is on LinkedIn.
- Among its users are 40 million students and recent college graduates.
- Nearly half (49 percent) of key decision makers are on LinkedIn.
- Only 25 percent of users log in monthly.
- But when they do log in, they create content—more than 1 million members have published long-form posts and over 19.7 million SlideShare presentations have been uploaded.
- Users conduct 1 billions searches per day.
- They use it to connect—100,000 LinkedIn members join new groups every day.

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Miami/Fort Lauderdale Area | Real Estate

Current	Miami Association of Realtors
Previous	The Keyes Company, Mount Sinai Hospital
Education	Miami Dade College

View profile as

500+ connections

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Contact Info

Add a section to your profile – be discovered for your next career step.