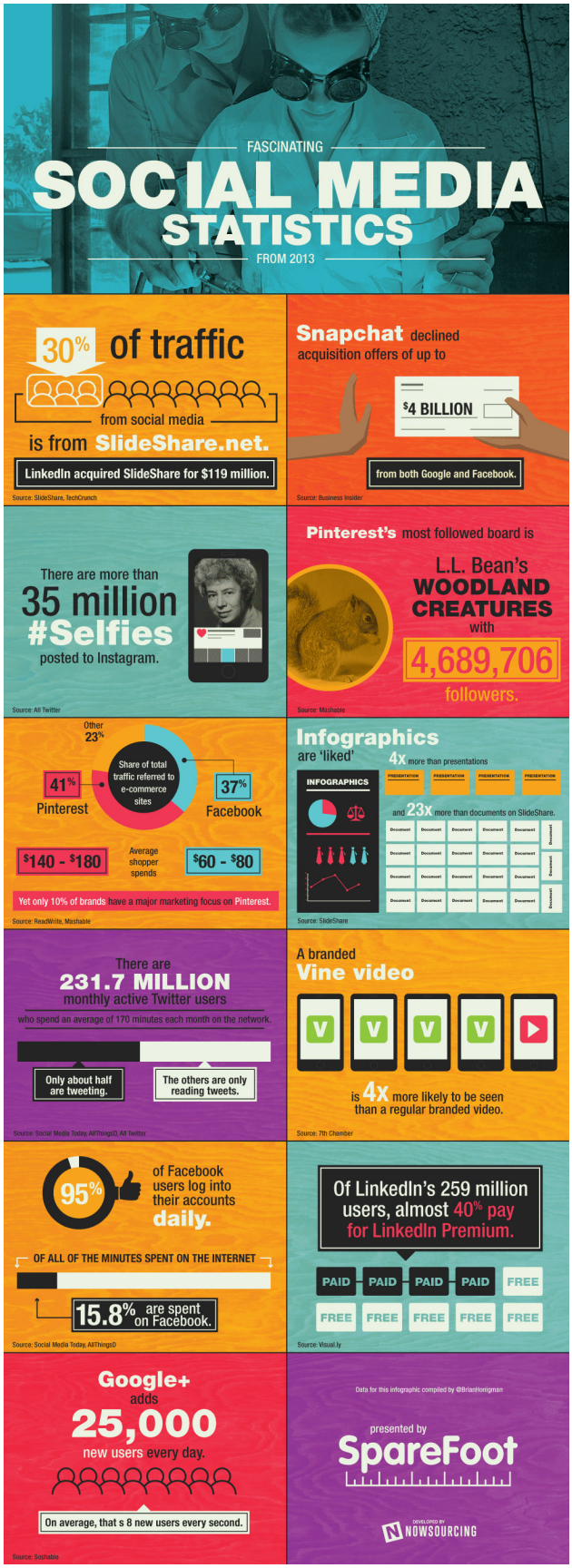
Social Networks 2013 - Year in Review

Author : Cat

Date : December 31, 2013

Another year come to a close and 2013 was certainly the rise of the Social Networks! Viral video stars now rival Hollywood popularity (for their 15 minutes anyway) and marketing companies are finding that social sharing is the best way to get your message out. With so many people sharing their lives, thoughts, and art via social networks, the internet has become a cornucopia of personal information. Most for the better and some for the worse.

Let's take a look at the highs, the lows and the stats behind it all.


FASCINATING
SOCIAL MEDIA
STATISTICS
FROM 2013
30% of traffic
from social media
is from SlideShare.net.
LinkedIn acquired SlideShare for $119 million.
Source: SlideShare, TechCrunch
Snapchat declined acquisition offers of up to
$4 BILLION
from both Google and Facebook.
Source: Business Insider
There are more than
35 million
#Selfies
posted to Instagram.
Source: All Twitter
Pinterest's most followed board is
L.L. Bean's
WOODLAND CREATURES
with
4,689,706
followers.
Source: Mashable
Other 23%
Share of total traffic referred to e-commerce sites
41% Pinterest
37% Facebook
$140 - $180
Average shopper spends
$60 - $80
Yet only 10% of brands have a major marketing focus on Pinterest.
Source: ReadWrite, Mashable
Infographics
are 'liked'
4x more than presentations
INFOGRAPHICS
PRESENTATION
and 23x more than documents on SlideShare.
Document
Source: SlideShare
There are
231.7 MILLION
monthly active Twitter users
who spend an average of 170 minutes each month on the network.
Only about half are tweeting.
The others are only reading tweets.
Source: Social Media Today, AllThingsD, All Twitter
A branded
Vine video
is 4x more likely to be seen than a regular branded video.
Source: 7th Chamber
95%
of Facebook users log into their accounts
daily.
OF ALL OF THE MINUTES SPENT ON THE INTERNET
15.8% are spent on Facebook.
Source: Social Media Today, AllThingsD
Of LinkedIn's 259 million users, almost 40% pay for LinkedIn Premium.
PAID
FREE
Source: Visual.ly
Google+
adds
25,000
new users every day.
On average, that s 8 new users every second.
Source: Sosfiable
Data for this infographic compiled by @BrianHonigman
presented by
SpareFoot
DEVELOPED BY
NOWSOURCING

Most Popular of the Internet 2013

#1 Viral Video - What Does the Fox Say, Ylvis (source: Google). One of my personal favourites and kid friendly too! Norwegian comedy duo Ylvis created the video to promote their new TV season but the video caught on globally and became the most shared video of the year. But seriously, what does the fox say??

If you are a fan of YouTube and viral videos, then you'll want to watch the YouTube 2013 Rewind video. It is a 5 minute mash-up of the most popular videos and some new footage featuring YouTube stars of the year. Just in case you'd put the Harlem Shake or Prancersize behind you.

Most talked about Facebook Topic - **The Pope.** (source: Facebook)

Most searched news on Bing - **Royal Baby Birth**. Want to know what topped the Google Search lists? Check out Google's Top Searches of 2013, all categorized for you by movies, diets, celebrities, etc. Top overall searches? **Rob Ford** makes the top 10. Also the **Royal baby, Batkid** and **Nelson Mandella**. Top "How to" people wanted to learn? **How to Twerk**.

Dictionary.com's word of the year was **Privacy**. Oxford dictionary picked **Selfie**. What other social-network-derivied lingo dominated popular culture? FOMO (Fear of Missing Out) and Cat Bearding.

MARKETING LESSONS
from
2013's HOTTEST WORDS
In 2014, you need to run marketing campaigns that tap into the latest technologies and trends. And there's no better way to get a sense of the current Zeitgeist than to sample the newest English words. Here're some of the top neologisms from 2013, and how they should inform your 2014 marketing decisions.
LISTICLE
noun
An article structured as a list (think BuzzFeed).
Takeaway
Let's face it, consumers don't want to read your novel. Keep your marketing content short and integrate photos and videos to attract attention.
CRONUT
noun
Ring-shaped pastry made with croissant-like dough—50% doughnut, 50% croissant, 100% delicious.
Takeaway
Don't be afraid to hybridize ideas for maximal success! Build participation and awareness by pairing Vine videos with email, or hashtags with TV commercials.
#YOLO
abbreviation of "you only live once"
Used to justify risky behavior, drunken selfies at Denny's, or Miley Cyrus karaoke covers.
Takeaway
In 2013, hashtags were more popular than ever. Ask your fans to share passions and capture their carefree moments with designated hashtags.
SELFIE
noun
A self-portrait for posting on social media.
Takeaway
Showcase user-generated content in your marketing campaigns to win over those selfie-happy consumers.
PHUBBING
noun
Snubbing someone in a social setting by playing with your phone instead of paying attention.
Takeaway
Rude? Sure. But it underscores the importance of mobile for your marketing campaigns.
TWERK
verb
To dance in a sexually suggestive way with the knees bent and the legs apart, often for humorous effect.
Takeaway
Launch campaigns that bend the conventions and shake things up a bit. Get tongues wagging with innovative content.
FOMO
abbreviation of "fear of missing out"
The fear that if you miss a party or event you will miss out on something great.
Takeaway
Today's consumers don't want to miss a thing—which is why they're always scrolling their social feeds. Grab their attention by consistently creating social content and launching social campaigns.
BRAIN FATIGUE
noun
A condition in which the brain is over-stimulated and can't remain focused.
Takeaway
Use big visuals, video, and strong calls to action to attract consumer attention without pummeling into submission.
CAT BEARDING
noun
Taking photographs of people holding cats to their faces so the cat looks like a beard.
Takeaway
Don't be afraid to follow trends and memes—even the silly ones—if it draws eyes to your messaging.
NEWLY COINED BY
offerpop
Beutler Ink
SOURCE: Cambridge Dictionaries Online About Words blog

Sad statements of 2013

When you give people a public forum and no filter, sometimes things go poorly.

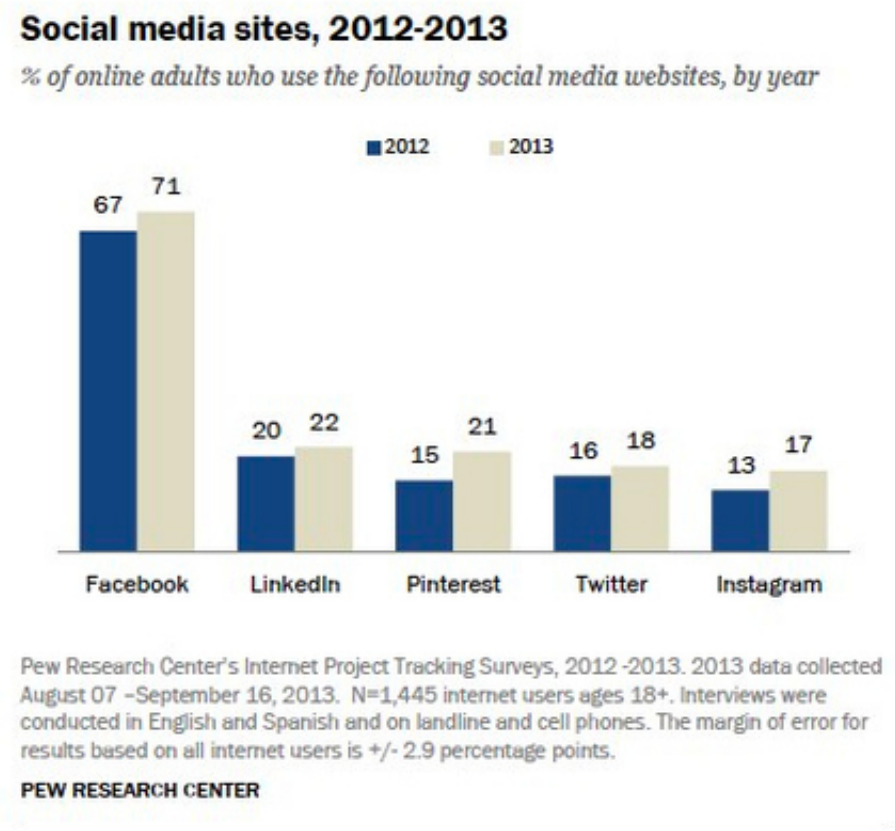
My vote for least tasteful social trend goes to the Tumblr Selfies at a funeral, where people took pictures of themselves on their way to or at funerals, sometimes with the person who had died.

Media outlets weren't always on the ball either Here are the worst tweets from the media in 2013.

Social Network Use In Summary

Pew Internet, often used as the definitive source on social media use, released their annual report on December 30th. The results are predictable. Use of all social networks are up, particularly with adults. Here are the highlights:

- 73% of online adults (18+) now use a social networking site of some kind.
- Facebook is still #1 but a striking number of users are now diversifying onto other platforms. Google+ (not pictured below) is #2.
- 42% of online adults now use multiple social networking sites.
- Instagram users are nearly as likely as Facebook users to check in to the site on a daily basis.



What's big for 2014?

Top 3 trends we will see on the rise:

- **Google+** - membership is growing and with tie-ins to YouTube and the other Google tools, people are finding new value in this network.
- **Video** - Watch for a lot more of this medium. YouTube, Vine, others. Videos are easy to make and edit and have enormous power in terms of engagement and ability to communicate.
- **User created content** - one of the new marketing buzz words. In addition to videos created by production companies and professional photographs, the world is loving personal content including blogs, videos and photos posted publicly.

So have you jumped on the band wagon yet? Even without an account, you can view public Facebook pages, Google+ pages, YouTube videos, Tweets, Tumblr blogs etc. And if you are concerned about privacy, (inserting shameless plus here) we can help!

Happy New Year and here's to an exciting 2014 in social networking ahead!!