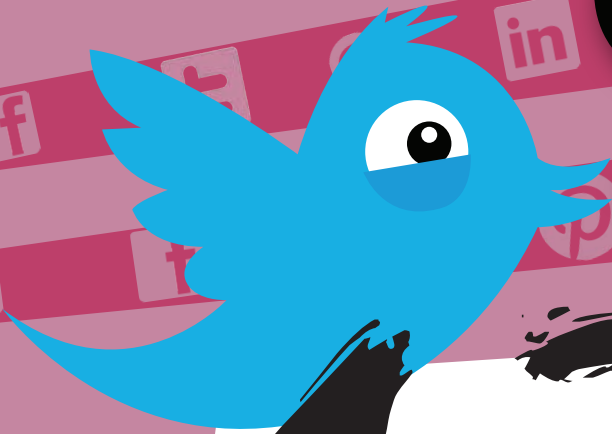


VOLUME 2



13 SOCIAL
MEDIA
INFOGRAPHICS
EVERY **MARKETER**
NEEDS TO SEE

INFOGRAPHIC SOURCES

2. <http://www.go-gulf.com/blog/social-networking-user>

3. <http://blog.marketo.com/blog/2011/05/is-content-marketing-traditional-advertisings-new-rival-infographic.html>

5. <http://sortable.com/blog/rise-of-the-slacktivist/>

7. <http://visual.ly/twitter-more-addictive-alcohol-cigarettes-0>

9. <http://visual.ly/where-inbound-marketing-headed>

11. <http://www.pagemodo.com/blog/roi-social-media-infographic/>

13. <http://corp.upstreamsystems.com/upstreams-research-reveals-one-in-five-online-americans-would-stop-using-a-companys-product-or-service-if-subjected-to-too-much-digital-advertising>

15. http://visual.ly/marketers-guide-pinterest-pin-it-win-it?utm_source=dvtr.it&utm_medium=twitter

17. <http://www.flowtown.com/blog/whos-using-google?display=wide>

19. <http://visual.ly/wordpress-stats-infographic>

21. <https://pinterest.com/pin/10344274114522653/>

23. <http://www.netwitstinktank.com/blackbaud/2012-nonprofit-social-networking-benchmark-report-infographic>

25. <https://pinterest.com/pin/10344274114511063/>



in



f

g+



USER ACTIVITY

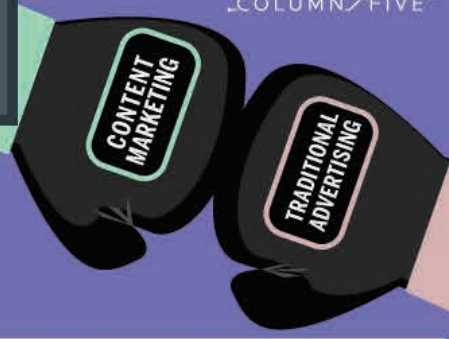
Comparison Of Social Networking Sites

Number of Users on Popular Social Networking Sites

901 Million
users



IS CONTENT MARKETING TRADITIONAL ADVERTISING'S NEW RIVAL?



Content Marketing is a force to be reckoned with. As companies seek to expand their reach online, budgets for Content Marketing are growing and new tactics and promotion strategies are being explored. Here we dive into the ins-and-outs of Content Marketing, how companies are currently using it, and the budgets that are being allocated to this massive new platform.

WHY SHOULD COMPANIES USE CONTENT MARKETING?

RISK MITIGATION



Content marketing develops trust by providing the buyer with information that will help them make the right decision, thus reducing organizational and personal risk.

LEAD GENERATION



Content drives traffic as well as captures leads through forms.

LEAD NURTURING



As a lead develops, strong content will educate and inform, developing a robust lead nurturing program.

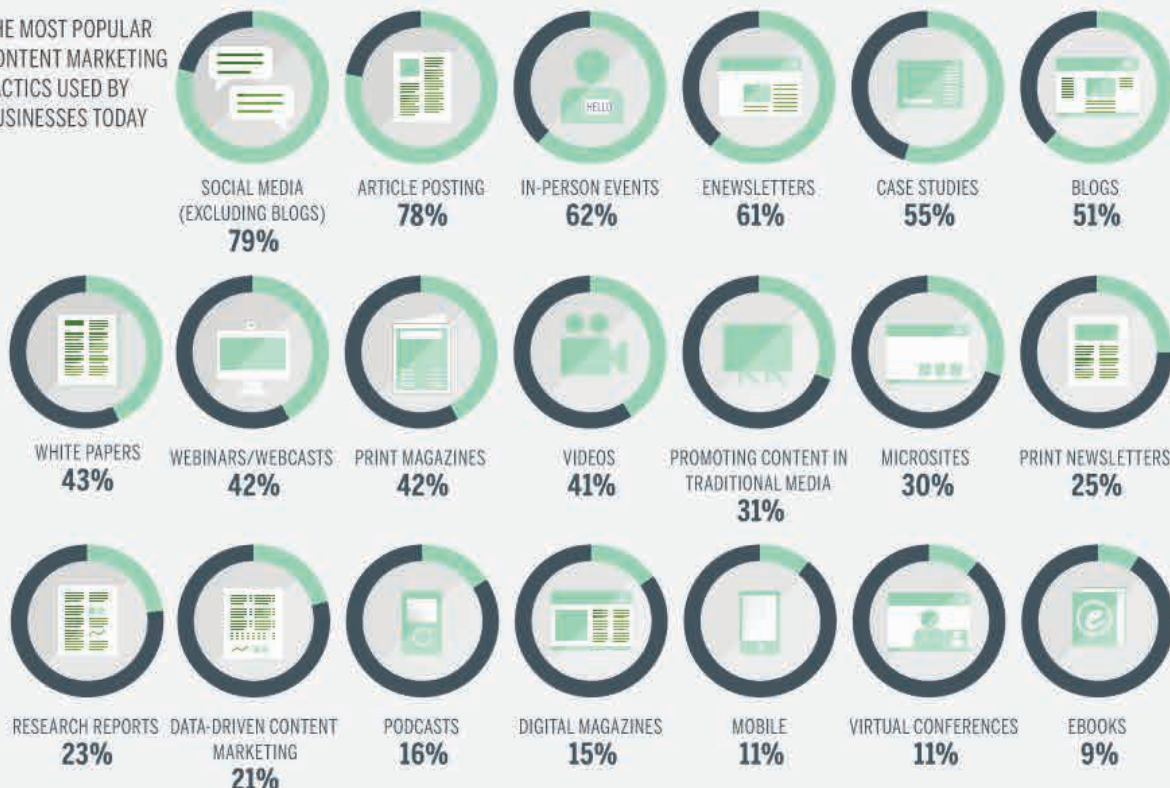
LEAD SCORING



It's based on how a prospect interacts with the content and through nurturing campaigns.

HOW ARE COMPANIES USING IT?

THE MOST POPULAR CONTENT MARKETING TACTICS USED BY BUSINESSES TODAY



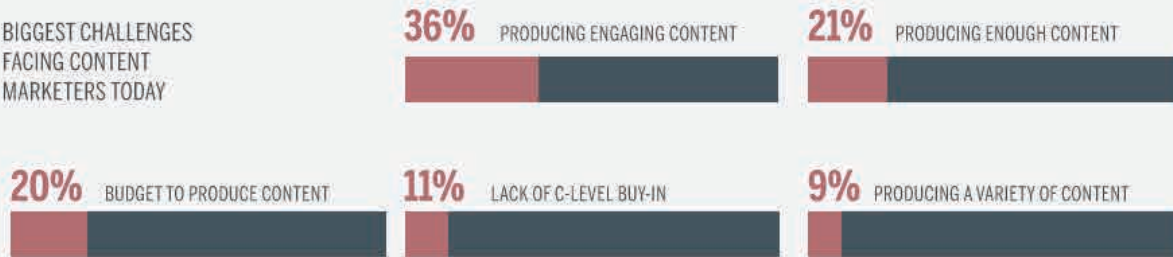
COMPANIES WITH **OVER 1,000** EMPLOYEES USE AN AVERAGE OF **9** CONTENT MARKETING TACTICS.

COMPANIES WITH **LESS THAN 10** EMPLOYEES SEE AN AVERAGE OF **6** CONTENT MARKETING TACTICS.

PERCENTAGE OF MARKETERS WHO USE THE FOLLOWING SITES TO DISTRIBUTE THEIR CONTENT



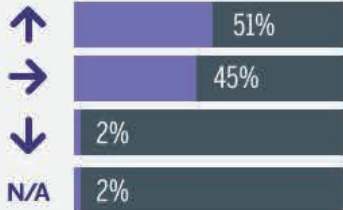
BIGGEST CHALLENGES FACING CONTENT MARKETERS TODAY



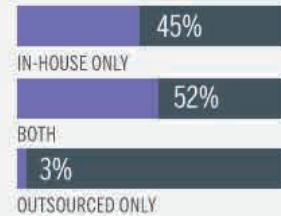
ARE BUDGETS GROWING?

51% OF B2B MARKETERS PLAN TO INCREASE SPEND IN CONTENT MARKETING OVER THE NEXT 12 MONTHS.

CONTENT MARKETING SPENDING OVER THE NEXT 12 MONTHS



IN-HOUSE VS. OUTSOURCE



B2B MARKETERS ALLOCATE APPROXIMATELY 26% OF THEIR TOTAL MARKETING BUDGETS TO CONTENT MARKETING

CONTENT MARKETING SPENDING BY COMPANY SIZE

While Content Marketing spend is significantly smaller than traditional advertising, it is not to be dismissed as inconsequential. One day Content Marketing may directly rival traditional advertising.

	% OF BUDGET	CREATION	DISTRIBUTION	TOTAL
AVERAGE	26%	\$78,600	\$301,000	\$379,600
1,000+ EMPLOYEES	21%	\$182,300	\$875,000	\$1,057,300
100-999 EMPLOYEES	22%	\$77,200	\$258,000	\$335,200
10-99 EMPLOYEES	25%	\$42,400	\$100,000	\$142,400
FEWER THAN 10 EMPLOYEES	34%	\$22,700	\$34,000	\$56,700

SOURCES: WWW.MARKETO.COM AND THE 2010 B2B CONTENT MARKETING REPORT FROM JUNTA42 | CONTENT MARKETING INSTITUTE AND MARKETINGPROFS

The Rise of SLACKTIVIST



Slacker



Activist



Slacktivist

SLACKTIVIST:
Doing something in support of an issue or cause that requires minimal personal effort.

Term coined by Dwight Ozard and Fred Clark in 1995

Sending a tweet ≠ attending a sit-in, but it can achieve the goal another way by spreading awareness of the issue



There is power in #s



Social media allows us to learn about more issues more than ever before

Slacktivist can build awareness of an issue overnight

How many signatures can a single person with a petition get?

The whole world can sign an online petition



in 36 hours,

5 0 0 0 0 0 0

Indians signed a petition on Avaaz.org to clean up corruption in India

New anti-corruption laws are now in the works

Slacktivists are

2x as likely to volunteer

2x+ as likely to ask for donations

4x+ as likely to encourage others to sign a petition or contact a politician

2x as likely to take part in an event

59%

of people say that the internet has had a major impact on the ability to get individuals together to make social change

Red Cross raised \$20 million in 5 days after the Haiti earthquake through text message donations. 10,000 texts per second at its peak

85%

of Twitter users are group participants.

KONY 2012
INVISIBLE CHILDREN

Kony 2012 received 112 million views within 6 days.

80% of internet users participate in groups, compared with 56% of non-internet users.

59%

During the SOPA blackout, 3.9 million SOPA-related tweets were sent out

SOPA

10 Signs you might be a Slacktivist

Retweeted something about a cause

You are wearing an awareness bracelet

Participated in a short term boycott

Turned off your power for an hour

Donated through text message

Put a magnetic ribbon on your car

Changed your Facebook status in support of a cause

Signed an online petition

Shared a video about a cause

Bought a product because they will donate a portion of proceeds to charity

Sources:

- <http://en.wikipedia.org/wiki/Slacktivism>
- <http://csic.georgetown.edu/research/215767.html>
- <http://mashable.com/2011/10/24/slacktivism-cause-engagement/>
- <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/33366/2767>
- http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell?currentPage=all%7CNew
- <http://mobileactive.org/mobile-giving-and-haiti-earthquake-relief-efforts>
- <http://corp.visiblemeasures.com/news-and-events/blog/bid/79626/Update-Kony-Social-Video-Campaign-Tops-100-Million-Views>
- <http://gigaom.com/2011/02/25/not-just-slacktivism-youth-become-more-engaged-offline-too/>
- <http://pewinternet.org/Reports/2011/The-Social-Side-of-the-Internet.aspx>
- <https://twitter.com/#!/twittercomms/status/160071169997946880>
- http://www.cc.gatech.edu/~yardi/pubs/Yardi_CH11_SIG.pdf
- http://www.fastcompany.com/magazine/145/do-something-helping-humanity-with-a-click-of-the-mouse.html?partne=homepage_newsletter
- <http://www.avaaz.org/en/highlights.php>



The 140 Character Fix



You might be addicted to Twitter if...



You not only know what the Fail Whale is, you have your own customized T-shirt



You've reserved a Twitter handle for your unborn child



You own the book "Twitterature"

Research shows that Twitter may be harder to resist than:



Cigarettes



Alcohol



Caffeine



Sex



Sleep

Is it really possible to be addicted to a social network?

Yes! In a 2010 study, college students were challenged to go 24 hours without social media and used the following words to describe their experience:

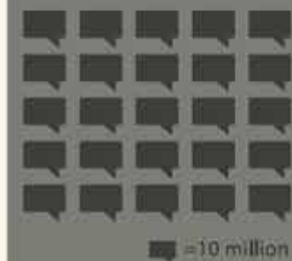


So just how much do people use Twitter?
A lot.

100 million



- Twitter has 100 million active users
- More than 50 percent of these users login daily
- Nearly 250 million tweets are tweeted each day



A look at Twitter users in the U.S.



Gender



Age



Education Level

What do people tweet about the most?

25,088

The current "tweet per second" (TPS) record:

Set on December 9, 2011 when the 1980's flick Castle in the Sky was broadcast in Japan.

Other Hot Topics



Celebrities are addicted, too

Famous twitter quitters who couldn't stay away...



Tweet-free for 1 month:
Dec. 2011- Jan. 2012

Ashton Kutcher

"Quit" after criticizing Penn State for firing Joe Paterno before he read about the scandal at the university.

Tweet-free for 1 day:
Nov. 9-10, 2011

Alec Baldwin

"Quit" after being kicked off an airplane for refusing to turn off his phone.

Tweet-free for 3 months:
Nov. 2011-Feb. 2012

Chris Brown

"Quit" in frustration over being asked questions about his then ex-girlfriend Rihanna.

SOURCES:

- "Twitter is harder to resist than cigarettes and alcohol, study finds," The Guardian, 2012
- "The Definition of Addiction," The American Society of Addiction Medicine, 2011
- "Addicted to Media," The World Unplugged, 2010
- "One hundred million voices," Twitter, 2011
- "Twitter has 100 Million Monthly Active Users: 50% Log In Every Day," Mashable, 2011
- "The Top 15 Tweets-Per-Second Records," Mashable, 2012
- "Social networking sites and our lives," Pew Internet, 2011
- Source/url for other celeb temporary quitters
- http://www.huffingtonpost.com/2011/12/07/alec-baldwin-quits-twitte_r_1134909.html
- http://www.huffingtonpost.com/2011/11/17/chris-brown-deletes-twit_r_1100090.html

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OnlineSchools.com
For every chapter of your education



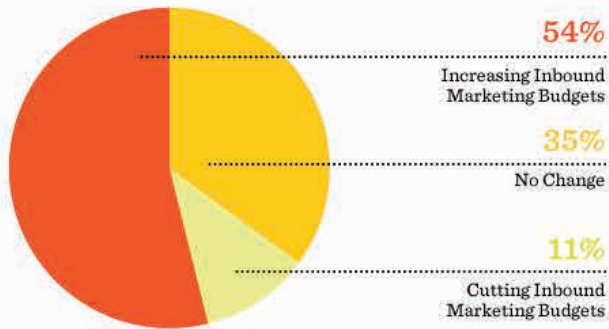
Where Is Inbound Marketing Headed?

Where is it headed? In a word: online. Here, we explore why inbound marketing is gaining ground on outbound, and look at inbound channels that will continue to grow in years to come.

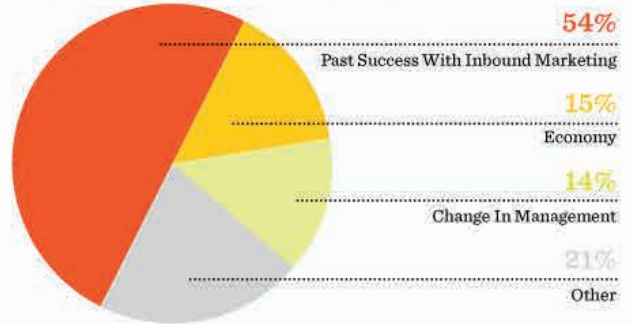
Increasingly Inbound

Increasing Spending

A majority of businesses are increasing their inbound marketing spending in 2011, due in part to past success with inbound marketing.

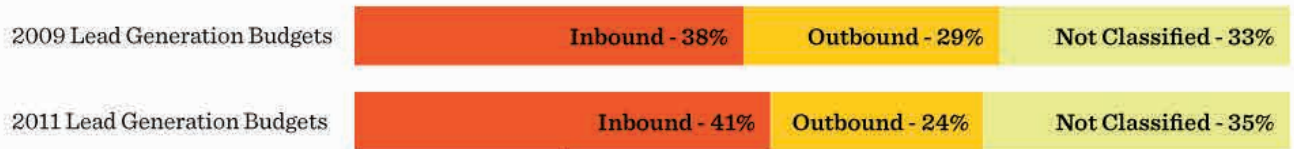


Why Businesses Are Increasing Budgets



Shift to Inbound Marketing

Compared to two years ago, more marketers are shifting their lead generation budgets to inbound channels.

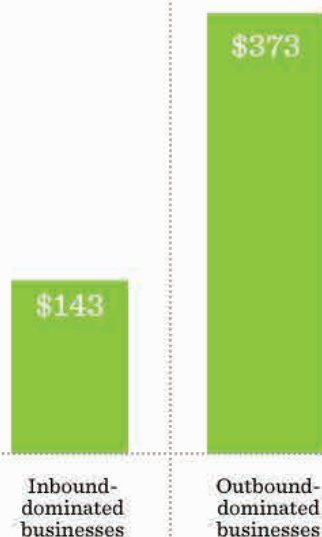


A greater share of inbound marketing budgets is now being allocated to company blogs and social media: 18% in 2011, as compared to 9% in 2009.

The Low-Cost Advantage

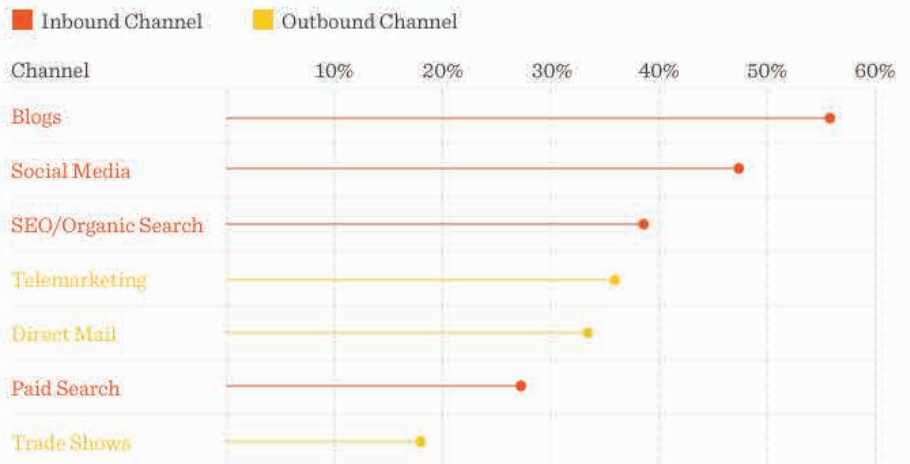
The recent growth of inbound marketing can be partly attributed to the fact that cost per lead is typically 62% lower for inbound-dominated organizations than for outbound-dominated organizations.

Average Cost Per Lead



A significant number of businesses identify more inbound marketing channels as having below average cost compared to outbound channels.

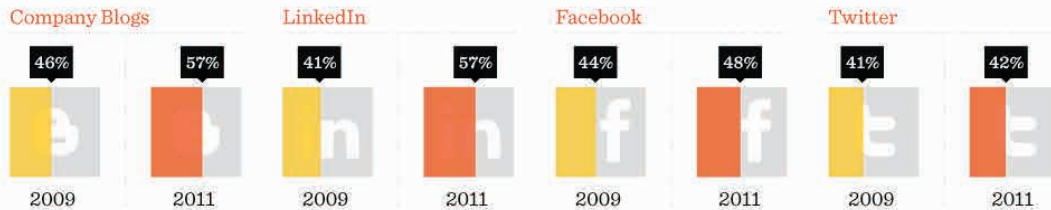
Percent of respondents who identified each channel as below average cost



Success Through Channels

Converting Leads

More companies are acquiring customers through blogs and social media in 2011 compared to 2009.



Success By Audience

For companies that seek to acquire customers through a blog or social media sites, success depends on whether the goal is B2B or B2C. LinkedIn was more successful for B2B marketing, while Facebook was most successful for B2C.

Percent of users who acquired a customer through that channel

■ B2B ■ B2C



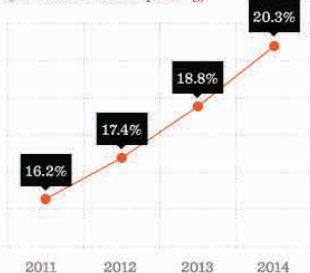
Looking Ahead

As inbound marketing spending increases, much of that will be devoted to online. Within the online space, several inbound channels are poised to grow over the next few years.

Online Marketplace

Inbound marketing will increasingly take place online. By 2014, analysts project that more than one-fifth of all media ad spending will be online.

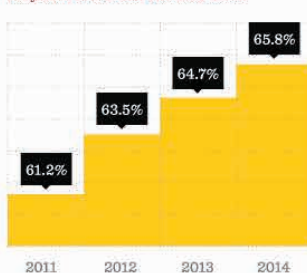
Projected Online Ad Spend (Of Total Media Ad Spending)



Social Networks On The Rise

The meteoric rise of social networks is expected to continue for the next few years. Inbound marketers will have a growing number of users to tailor their campaigns to.

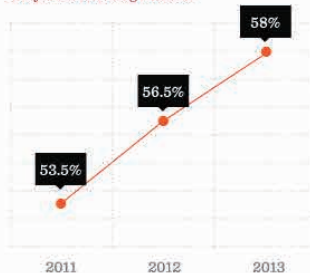
Projected U.S. Social Network Users



Blog Popularity Boost

Similar to social networks, blogs are enjoying increased readership. It's projected that by 2013, 58% of all Internet users will be regular blog readers.

Projected U.S. Blog Readers



Search Remains Strong

Despite a growing number of channels for consumers to research products, the search engine is still the most popular.

Sources Used To Begin A Search On Branded Products (According To U.S. Online Buyers)



Sources: HubSpot.com, eMarketer



UNMEASURABLE SUCCESS

GETTING TO THE ROI OF SOCIAL MEDIA

In the last few years, both small and large businesses have increasingly turned their marketing efforts toward social media, convinced that joining the social ranks will deliver a measurable monetary ROI time. In truth, the ROI of social media—unlike other marketing techniques—is measured by the impact it creates, instead of a monetary return. This year, marketers promise to deliver both. We find out if the era of a truly measurable ROI in social media is here.

IF WE BUILD IT, THEY WILL COME

Most businesses that are investing in social media marketing are positive it will eventually produce an ROI, according to a study by Marketing Sherpa.

BUSINESS OWNERS' ATTITUDES TOWARD SOCIAL MEDIA MARKETING'S ABILITY TO PRODUCE AN ROI

64%

say social marketing is a promising tactic that will eventually produce ROI; let's invest, but do it conservatively.

20%

say social marketing is producing a measurable ROI; let's continue to invest in this tactic.

10%

say social marketing is basically free; let's keep it that way.

6%

say social marketing is unlikely to produce ROI: why invest more?

64 PERCENT OF BUSINESS OWNERS INVESTING IN SOCIAL MEDIA MARKETING WERE CONFIDENT IT WILL DELIVER A RETURN.

CALCULATING ACHIEVEMENT

A survey by Chief Marketer noted how most marketers measured their social media campaigns in 2011.

MARKETERS' METHODS OF MEASURING SOCIAL MEDIA MARKETING SUCCESS:



60% Numbers linking as friends, followers, "likes"



39% Sharing, forwarding, retweeting, or posting brand content



35% Qualified leads from social media



30% Visits or time spent with branded social content



25% Incremental sales attributable to social media



18% Brand awareness/favorability (measured by surveys)

*Numbers do not add up to 100 percent, as respondents were allowed multiple responses.

THE DIY PROVE

Examining detailed metrics of your social media campaigns will help you find out . Here are do-it-yourself methods that will help you gauge your social marketing success.



MEASURE SOCIAL MEDIA NETWORKS TOGETHER AND SEPARATELY.

Each social media network has its own strengths. Evaluate your campaign often to see which network is helping you meet your specific sales and marketing goals.



TRACK VISIT-TO-LEAD-TO-CUSTOMER CONVERSION.

Social media helps drive traffic to your site, but what you really want is conversion. Are your visitors becoming your customers? Calculate the added traffic your social media campaign brings against your monthly growth.



SCORE LEADS AND MONITOR THE SALES CYCLE.

Monitor how much time it takes a social media lead to become part of your sales cycle. Understanding the process and knowing which social campaign is helping is the key to getting higher conversion rates.



MONITOR BEHAVIORS OF YOUR SOCIAL MEDIA TRAFFIC.

Explore how your social media leads enter, leave, and spend their time on your site. What content gets more traffic? Consider tailoring your campaign to the kind of traffic your business is attracting.

For now, traffic, leads, and conversion rates are the only measurable ROI of social media. But with proper metrics and know-how, it is possible to tie an actual dollar amount to the progress of a social media campaign. Tracking and evaluating these data points will give you a better idea of how your social marketing is driving sales and revenue.

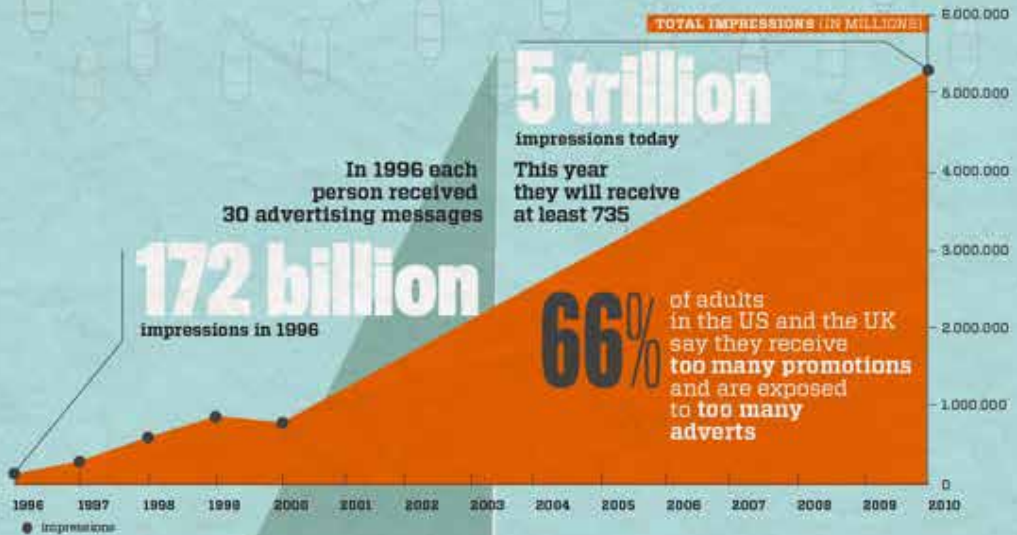
SOURCE:

EMARKETER.COM | SOCIALMEDIATODAY.COM | V3IM.COM | BLOG.HUBSPOT.COM

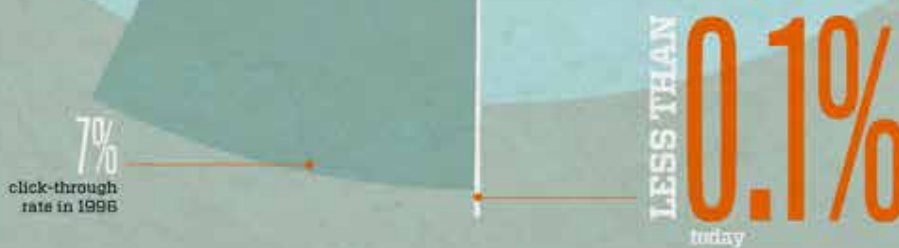
pagemodo

THE CONSEQUENCES OF DIGITAL AD BOMBARDMENT

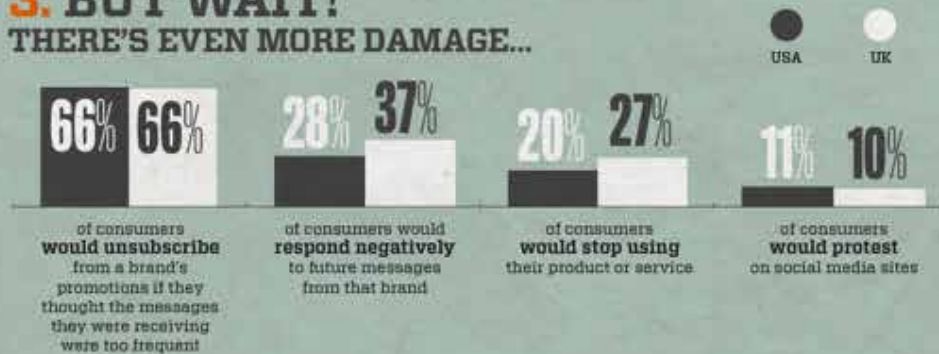
1. CONSUMERS ARE SATURATED BY THE SHEER VOLUME OF DIGITAL MARKETING MESSAGES



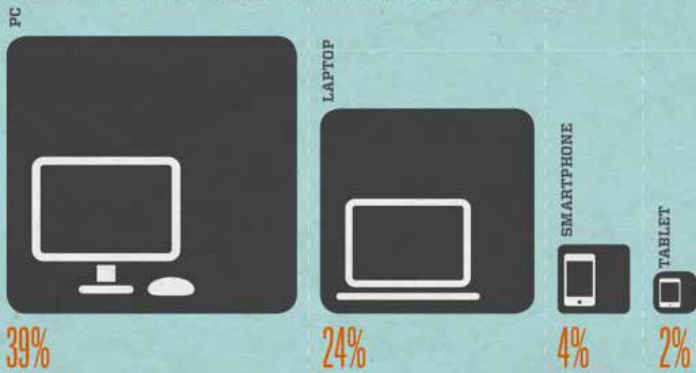
2. WHAT DOES THIS CONSTANT BOMBARDMENT DO TO RESPONSE RATES?



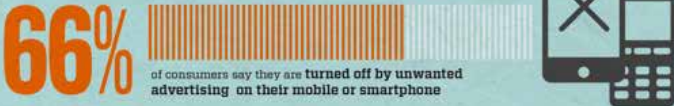
3. BUT WAIT! THERE'S EVEN MORE DAMAGE...



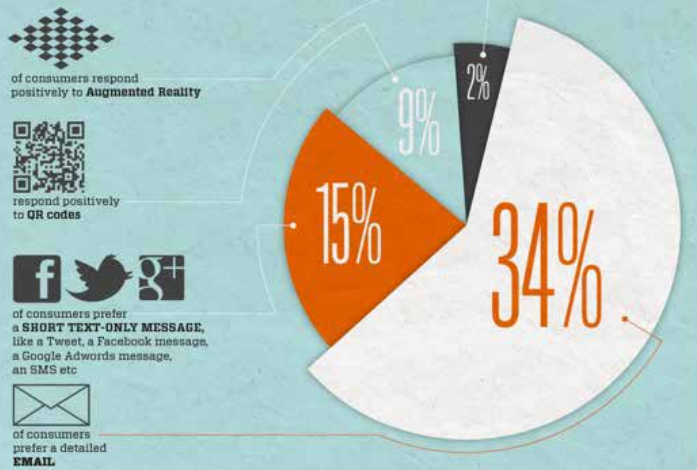
4. SO WHICH ONE DEVICE WOULD THEY LIKE TO RECEIVE ADS AND PROMOTIONS ON?



5. AND WHICH DEVICE WOULD BE THE MOST UNACCEPTABLE?



6. SO CONSUMERS HAVE DIFFERENT TOLERANCE LEVELS ON DIFFERENT DEVICES. WHAT ABOUT DIFFERENT DIGITAL CHANNELS?



7. AND WHAT DOES IT TAKE FOR THE MESSAGE TO CUT THROUGH?



ANY GIVEN DAY, CONSUMERS ACCESS THEIR FAVOURITE COMMUNICATION CHANNELS

THROUGH VARIOUS DEVICES.

SO DEVICE-SPECIFIC MARKETING, (MOBILE MARKETING, WEB MARKETING ETC) IS BECOMING **OBSOLETE**



Pin It TO Win It

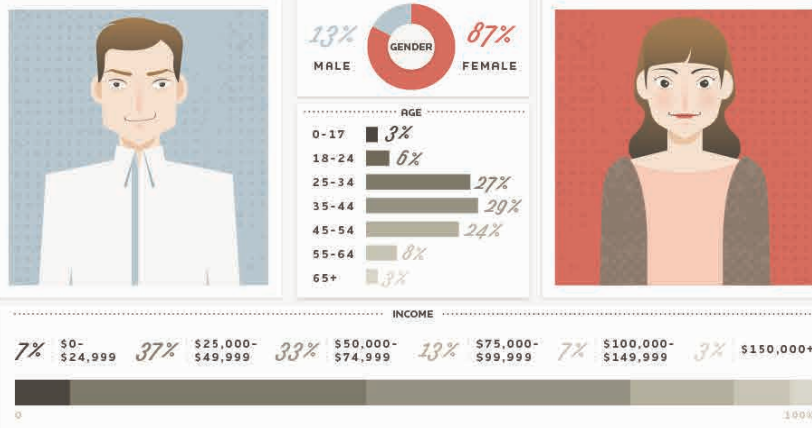
A MARKETER'S GUIDE TO PINTEREST

Marketers can't ignore Pinterest, the fastest-growing social site around. The virtual pinboard has users so addicted that they're now spending roughly 98 minutes per month pinning fashion, food, wedding planning tips, architecture, craft ideas, and cute pet photos. The site's meteoric growth is unprecedented, forcing marketers to ask, "Should we get in on this?" We break down the who, why, and how of Pinterest.

The People Who Pin

FEMALE-DOMINATED AND VARIED IN AGE

Though Pinterest users are mostly female, their ages are nearly evenly spread between 25 and 54, according to January 2012 data from Google's Doubleclick Ad Planner collected mid-February.



Why You Should Be on Pinterest

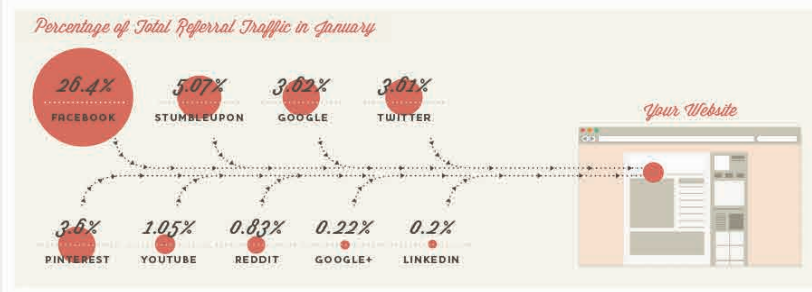
IT'S MAKING HISTORY

According to comScore, Pinterest hit 11.7 million unique monthly U.S. visitors in January, making it the fastest standalone site in history to cross the 10 million mark.



IT'S DRIVING TRAFFIC

Pinterest has the potential to drive serious referral traffic. According to Shareaholic, based on data from their 200,000 member publishers, Pinterest drives more referral traffic than Google+, LinkedIn, and YouTube combined.



COMPANIES ARE ON BOARD

Companies big and small are using Pinterest to post products, projects, and ideas. Some of the more popular pages are websites, stores, or publications that cater to crafting, cooking, and design — all elements that thrive on Pinterest.



How You Should Use Pinterest

A BIT OF LINGO

Mastering any new social platform can be a challenge. Here's a primer on basic Pinterest vocabulary.

Pin

"This recipe on Cupcakes.com looks so good I have to pin it."

An image or video added to Pinterest either from a website using a Pin It button or uploaded from a person's computer.

Repin

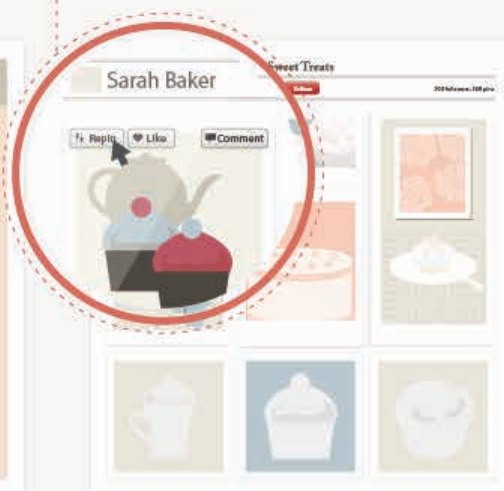
"This cupcake recipe Sarah found looks great, I'm going to repin it."

Similar to a retweet on Twitter, users can repin items they come across that other users have pinned, adding them to one of their boards.

Board

"I'm pinning so many cupcake recipes I should just make a cupcake board."

A set of pins. Users can create boards on any topic (recipes, birthday ideas, dream home) and can add as many pins as they like.



HOW TO MAKE PINTEREST WORK FOR YOU



Make sure it's a fit

Pinterest caters to a unique demographic with specific interests. Decide whether your customers are using it and how.

Pin it

Add a Pin It button

If you want your customers to pin items from your website, make it easy. Add a Pin It button to pages on your website.



Get visual

The site is so addicting in part because it's a visual experience. Explore what gets repinned, then bump up the quality of the images on your site.



Promote more than products

Resist the urge to only pin products you sell. Try posting news, tips, or even products from other companies to get a variety.



Learn from the heavyweights

Follow some big names on Pinterest to get a sense of how they're using it. Whether they're big companies or individuals with a huge following, watch and learn.

SOURCES: GOOGLE DOUBLECLICK AD PLANNER, COMSCORE, TECHCRUNCH, PINTEREST, INC.COM, MASHABLE

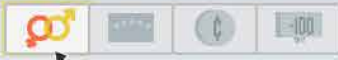
mdgadvertising.com
twitter: @MDGadvertising



WHO'S USING GOOGLE+?

We all know about the high profile Google+ users such as Mark Zuckerberg or Sergey Brin, but what about the average user? We take a look at the demographics of Google+ and just how active they are.

AGE & GENDER



Since its initial launch, Google+ has been largely male-dominated with nearly 63 percent male users compared to 37 percent female. The largest group of Google+ users are currently males ages 24-25.

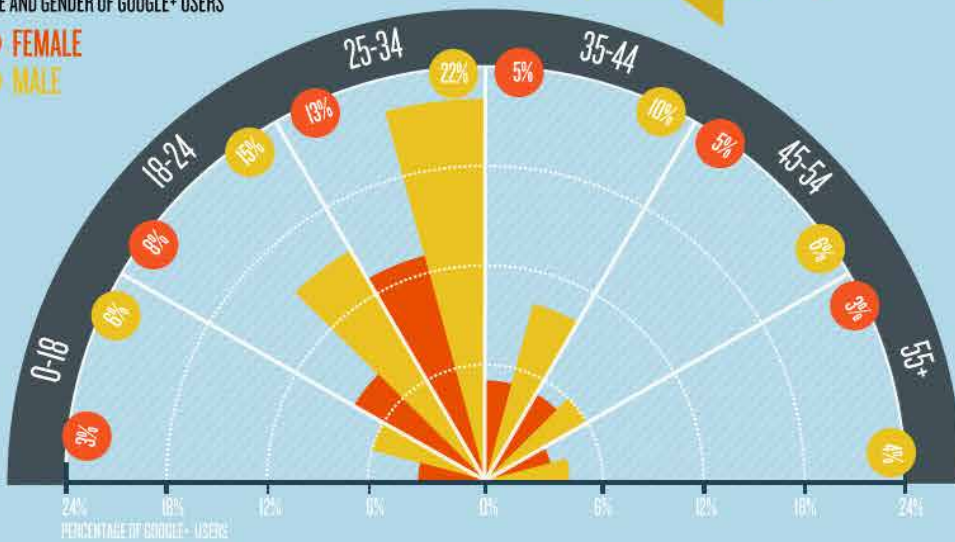
GENDER BREAKDOWN OF GOOGLE+ USERS

63%

37%

AGE AND GENDER OF GOOGLE+ USERS

- FEMALE
- MALE



NATIONALITY



Like most other social networks, Google+ has its core audience in the United States, but is gaining popularity with the tech-savvy Indian population.

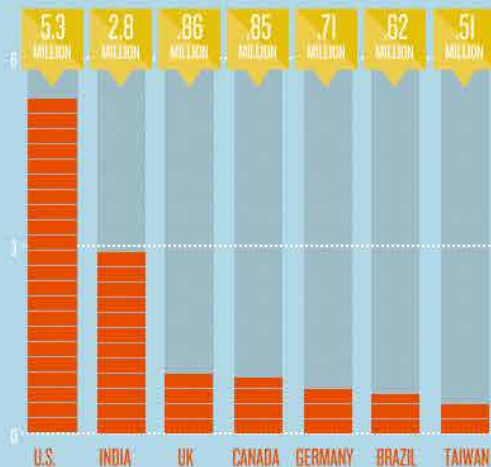
INCOME



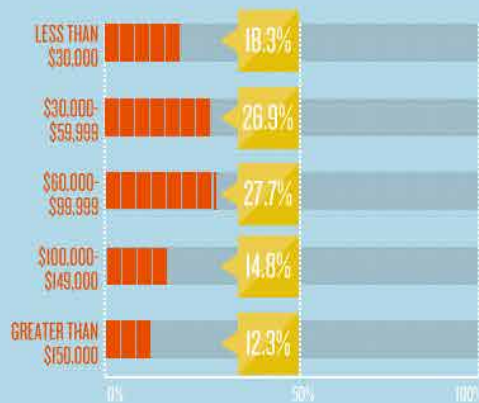
Most Google+ users fall into the middle-class income bracket, between \$30,000 and \$149,000.

GOOGLE+ USERS BY COUNTRY OF ORIGIN

(IN MILLION UNIQUE VISITORS (EXCL. MOBILE))



GOOGLE+ USERS BY INCOME



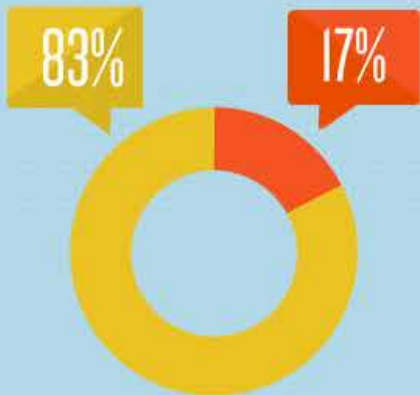
GOOGLE+ LOSING STEAM?



Since its explosion onto the social media scene in June, Google+ has been growing in number of members but wavering in the amount of traffic the site generates. Is Google+ on its way out already?

THE INACTIVE MAJORITY

While Google+ can boast almost 40 million users, a majority of those are inactive users. In a recent survey of activity on Google+, only 17 percent were considered active and frequent Google+ users.



SLIPPERY SLOPE

Google+ has been declining in the amount of unique visitors to its site since its peak in September. A very similar pattern emerged when the site was initially launched in July and many early adopters' activity tapered off in August.



GOOGLE+ PAGES

While unique visitors may be slowly declining, a new feature, Google+ Pages, has increased traffic and may be the next big push for the site. Google+ Pages allows brands, products, companies, and organizations to build their own tailored Google+ presence.

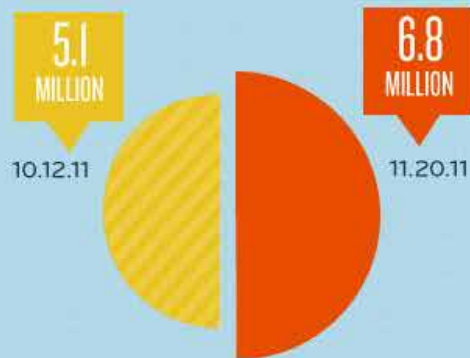
AN INITIAL GROWTH

Since its launch on November 12, 2011, Google+ has seen an initial increase in the number of total U.S. visits. There was a growth of 5 percent over the previous week and 25 percent over the previous month.

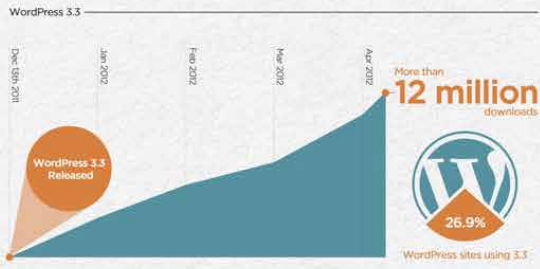
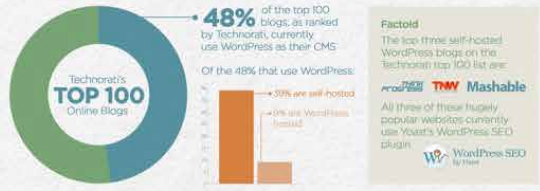
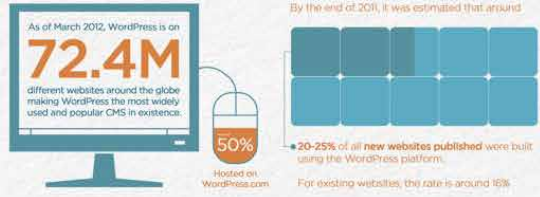
PERCENTAGE OF TOP 100 BRANDS REPRESENTED ON GOOGLE+ PAGES SINCE NOVEMBER 12TH 2011 LAUNCH



TOTAL U.S. VISITS BEFORE AND AFTER GOOGLE+ PAGES LAUNCH

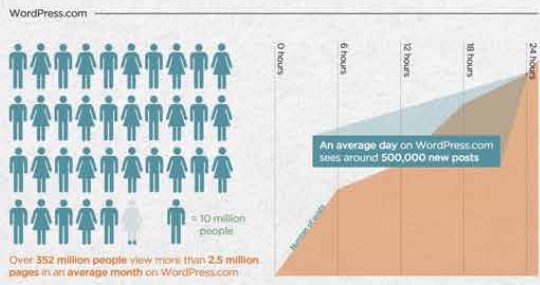


WordPress as a whole



40 The number of complete official translations of WordPress, with many others coming.

According to translate.wordpress.org, there are complete translations of WordPress in German, Croatian, Japanese, Norwegian, Slovenian, Hebrew, Spanish, Indonesian, English (Canada), Swedish, Slovak, Romanian, Polish, Russian, Scottish Gaelic, Italian, Dutch, Macedonian, French, Burmese, Catalan, Bosnian, Welsh, Arabic, Thai and more.



WordPress.com is run using the Multisite version and over **32 million** sites are active on that one installation of WordPress MS.

In the first week of March 2012, in excess of **826,000** YouTube videos were embedded in WP websites.

In an average week, users of the site switch themes over **225,000** times, with more than 100 different themes to pick from.

Many social networking and multimedia publishing platforms are tightly integrated with WordPress.com. Social media and multimedia partners include:

Flickr, Photobucket, SlideShare, SoundCloud, Twitter, Vimeo

Plus Polldaddy, Vodpod, YouTube, Google Maps, Giga and Daily Motion, not to mention numerous others.

Market share

WordPress boasts the biggest market share when it comes to content management systems:



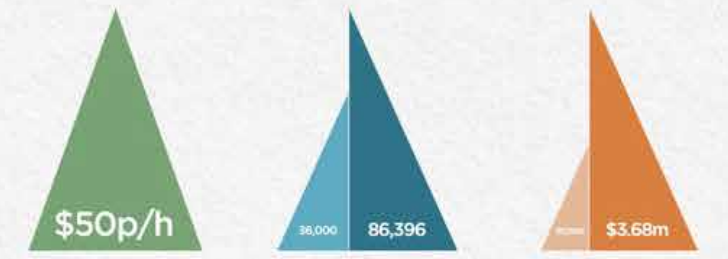
In the UK, WordPress is ten times as big as Drupal and Joomla!
Number of visits to .org sites in March 2012 according to Experian Hitwise:



In the US, WordPress is even more dominant than Drupal and Joomla!
Number of visits to .org sites in March 2012 according to Experian Hitwise:



Working with WordPress



A survey of over 18,000 users by the WordPress Foundation in 2012 found that the median rate of a WordPress project is \$50 p/h

ODesk reports over 36,000 WordPress developers and 86,396 WP jobs posted, an average of 6,725 per month. It also lists WordPress as the 5th most requested skill

Freelancer lists over 100,000 WordPress developers around the world, and reports over \$3.6m in WordPress projects completed

Plugins

There are 19,000+ plugins freely available in the WordPress Plugin Directory. Altogether, these plugins have been downloaded more than:

285,000,000

times, or nearly one download for every person in the United States of America.



Yoast plugins



Track your WordPress site easily and with lots of metadata: views per author & category, automatic tracking of outbound clicks and pageviews

3.01 million

downloads to date, with an average figure of nearly 3,000 downloads per day.

Average Rating: ★★★★★



Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the WordPress SEO plugin by Yoast

1.12 million

downloads to date, with an average figure of nearly 3,000 downloads per day.

Average Rating: ★★★★★



INSTAGRAM Nation



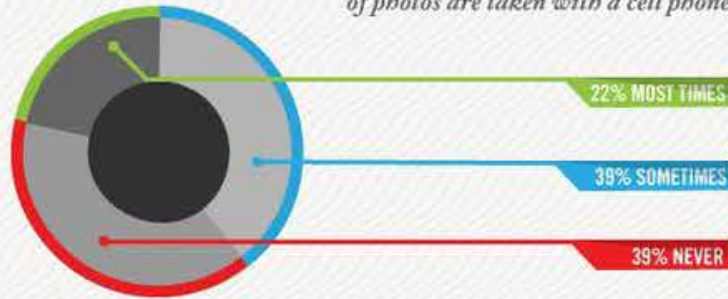
THE SMARTPHONE PHOTOGRAPHER'S APP OF CHOICE

PHOTO SHARING 101

How often do people share personal photos online?

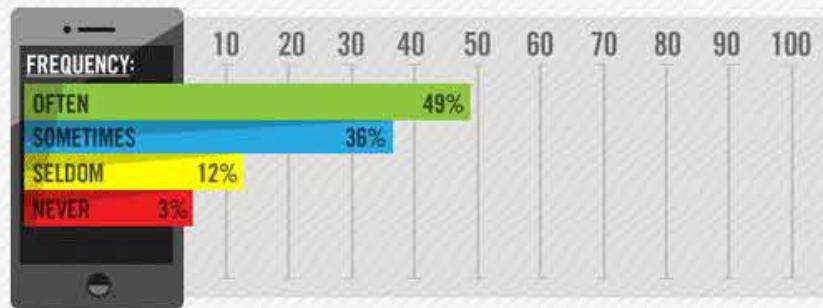


Of those who share photos online, what percentage of photos are taken with a cell phone?



COLLEGE STUDENTS LIKE TAKING PHOTOS ON THEIR PHONES

TAKING PHOTOS IS THE THIRD MOST COMMON TYPE OF CONTENT COLLEGE STUDENTS CREATE ON THEIR SMARTPHONES—THIRD ONLY TO TEXTING AND EMAIL.



INSTAGRAM USERS ARE ANYTHING BUT LAZY

THERE ARE CURRENTLY OVER 40 MILLION USERS WORLDWIDE.

OVER 1 BILLION PHOTOS HAVE BEEN UPLOADED TO INSTAGRAM.

MORE THAN 5 MILLION PHOTOS ARE UPLOADED EVERY SINGLE DAY.

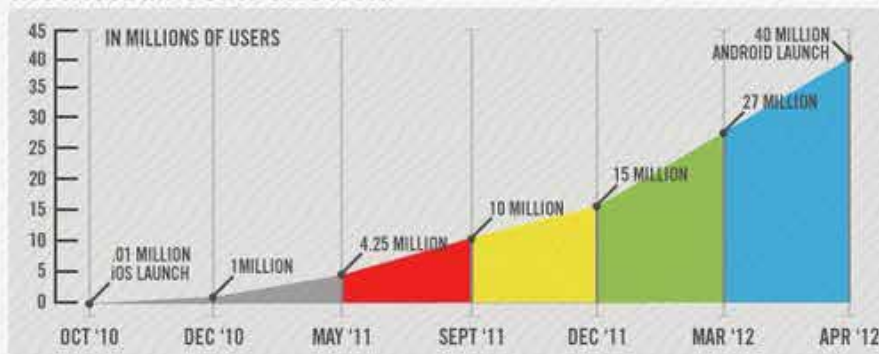
THAT'S 58 PHOTOS UPLOADED PER SECOND.

EVERYONE LIKES INSTAGRAM PHOTOS.

1. PEOPLE LIKE PHOTOS MORE THAN THEY COMMENT.
2. EVERY SECOND INSTAGRAM USERS PERFORM 575 LIKES AND 81 COMMENTS.
3. IN JANUARY THIS YEAR, INSTAGRAM ENJOYED 78 MILLION LIKES ON PICTURES.
4. EVEN THE PRESIDENT LIKES SHARING PHOTOS. IN JANUARY 2012, PRESIDENT OBAMA JOINED THE NATION ON INSTAGRAM.



INSTAGRAM USER GROWTH



HOW FAST DID IT TAKE OTHER SOCIAL MEDIA GIANTS TO REACH 100 MILLION USERS?

WITH A NEW USER SIGNING UP EVERY SECOND, INSTAGRAM IS ON TRACK TO REACH 100 MILLION USERS, ONLY TWO YEARS AFTER ITS OCTOBER 2010 RELEASE ON THE iOS PLATFORM.

Platform	Launched	100 Million By
LINKEDIN	MAY 2003	MARCH 2011
TUMBLR	APRIL 2007	FEB 2012
TWITTER	JULY 2006	SEPT 2011
FACEBOOK	FEB 2004	AUG 2008



HOW TO GET THE MOST OUT OF YOUR INSTAGRAM EXPERIENCE



FOR COLLEGE PROFESSORS AND CAMPUS STAFF MEMBERS

HOST CONTESTS THAT ALLOW STUDENTS TO INTERACT WITH EACH OTHER, AS WELL AS THEIR PROFESSORS.

GO BEHIND THE SCENES AND SHARE PHOTOS OF WHAT STUDENTS MIGHT OTHERWISE NOT GET TO SEE.

TAKE SILLY STAFF PHOTOS TO SHOWCASE YOUR PERSONALITY.

FEATURE PHOTOS BY PROFESSORS/STUDENTS. HAVE A DIFFERENT STUDENT EVERY WEEK TAKE A PHOTO OF PROJECTS THEY ARE WORKING ON IN YOUR CLASS.

THINK OUTSIDE THE BOX. DETERMINE WHAT ENCOURAGES YOUR STUDENTS TO ENGAGE AND FIND DIFFERENT WAYS TO INTEGRATE THAT INTO YOUR INSTAGRAM ACCOUNT.

FOR COLLEGE STUDENTS

BE ACTIVE IN THE COMMUNITY. LIKE AND COMMENT ON PHOTOS AND DISCOVER NEW FELLOW PHOTOGRAPHERS BY SCANNING THE "POPULAR" FEED.

CONNECT WITH YOUR PROFESSORS TO SEE WHAT THEY ARE UP TO OUTSIDE OF CLASS.

INSTAGRAM IS ABOUT GETTING CREATIVE. TAKE PHOTOS OF OBJECTS, PEOPLE, OR EVENTS FROM DIFFERENT ANGLES.

SHARE YOUR PHOTOS ON YOUR TWITTER FEED AND FACEBOOK PROFILE, BUT MANAGE HOW MUCH YOU SHARE YOUR INSTAGRAM PHOTOS. ONE-FIFTH (21 PERCENT) OF FACEBOOK USERS HAVE DELETED FRIENDS.

Sources:

- Instagram "Instagram Press Center," April 2012
- Ask Your Target Market (AYTM) "Photo Sharing Research," March 2012
- MyMemory "A poll of 1671 Facebook users," March 2012
- University of Colorado Test Kitchen Research Reports, "Student Smartphone Survey Questions and Results," April 2010
- Google Investor Relations "Google Announces Fourth Quarter and Fiscal Year 2011 Results," January 2012
- Twitter Blog "One Hundred Million Voices," September 2011
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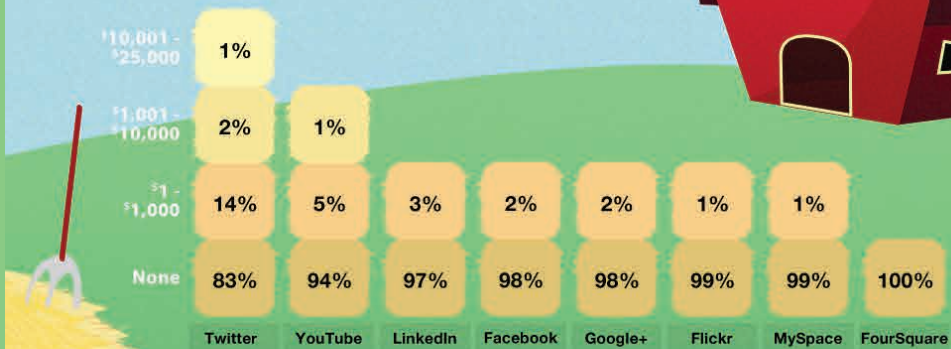
Farmer's Market

A Facebook Like costs 71% more than a Twitter follower...



Fundraising on Social Networks

Despite continued growth and steady budget increases, nonprofit survey respondents still raise relatively small amounts of money directly through social networks.



Value of a Facebook Supporter

Although small amounts of money are being raised, the low cost of acquisition and the 12-month value nonprofit survey respondents place on a Facebook supporter shows why social networking continues to be an important activity.



Find out more at:

<http://nonprofitsocialnetworksurvey.com>

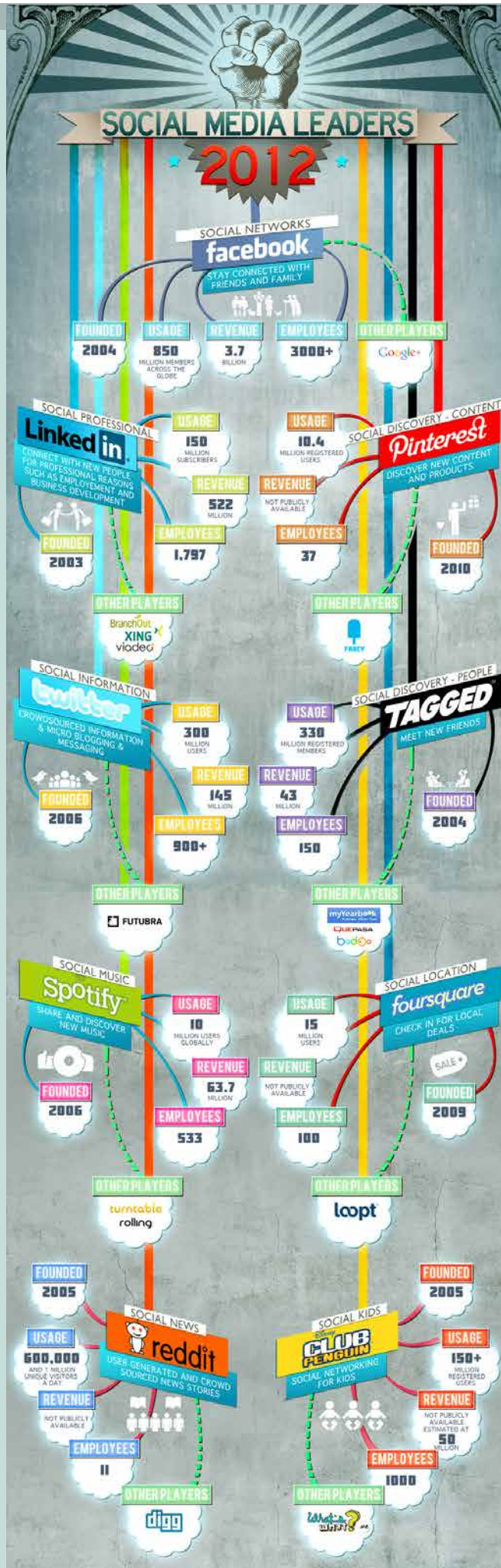
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N TEN
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SOCI@L JUMPSTART

SOURCES

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- <http://clubpenguin.com/clubpenguin/faq>
- <http://clubpenguin.com/clubpenguin/faq>

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