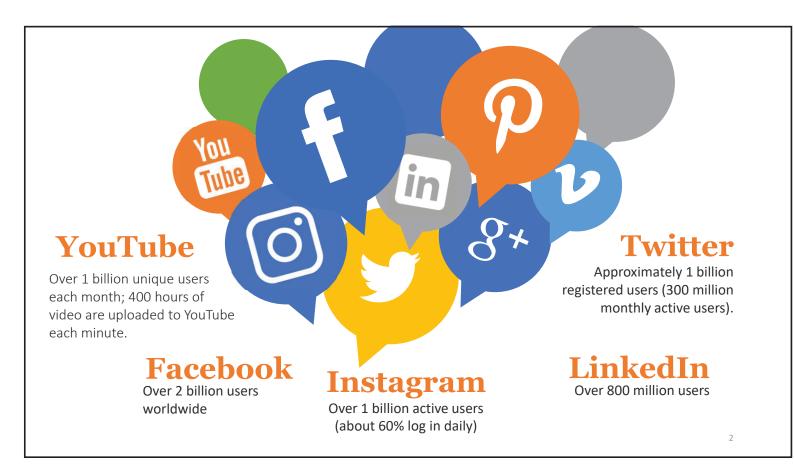
THE LAW OF MARKETING VIA SOCIAL MEDIA

John Browning
Passman & Jones
Dallas, Texas

UT Law 41st
Corporate Counsel
Institute
May 16-17, 2019
Houston, Texas





FUN FACTS

- 82% of all adult Americans have at least one social networking presence
- Sixteen minutes of every hour spent online is spent on Facebook
- More Facebook profiles (5) are created every second than there are people born (4.5)
- More than a billion tweets are processed every 48 hours (about 6,000 every second)
- Every 60 seconds, there are over 293,000 status updates posted on Facebook, as well as 510,000 comments and 136,000 photos posted
- 146 million "likes" are generated every hour

3



- 7 out of every 10 hashtags on Instagram are branded.
- 71% of all U.S. businesses are on Instagram.
- 78% of social media influencers prefer Instagram for brand collaboration.





Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the <u>UT Law CLE eLibrary (utcle.org/elibrary)</u>

Title search: The Law of Marketing Via Social Media

Also available as part of the eCourse 2019 Corporate Counsel eConference

First appeared as part of the conference materials for the $41^{\rm st}$ Annual Corporate Counsel Institute session "The Law of Marketing"