

# THE LAW OF MARKETING VIA SOCIAL MEDIA

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## YouTube

Over 1 billion unique users each month; 400 hours of video are uploaded to YouTube each minute.

## Facebook

Over 2 billion users worldwide

## Instagram

Over 1 billion active users (about 60% log in daily)

## Twitter

Approximately 1 billion registered users (300 million monthly active users).

## LinkedIn

Over 800 million users



## 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



- 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.

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Title search: The Law of Marketing Via Social Media

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[eSupplement to the 18th Annual Gas and Power Institute](#)

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"The Law of Marketing"