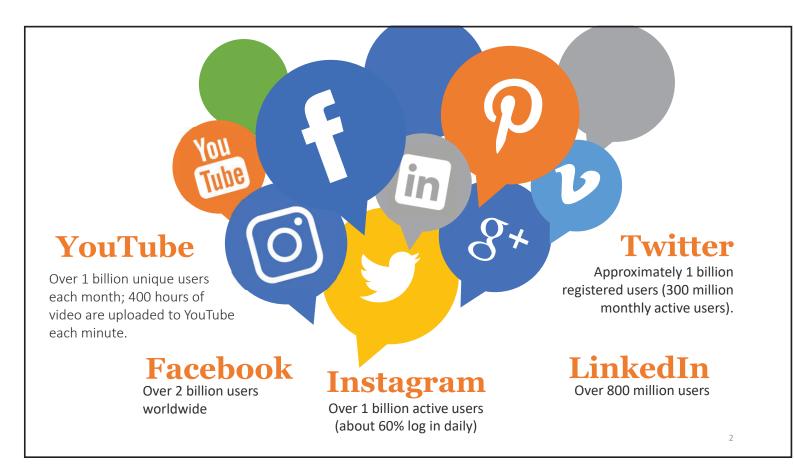
## THE LAW OF MARKETING VIA SOCIAL MEDIA

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## **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

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- 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

Also available as part of the eCourse <u>eSupplement to the 18th Annual Gas and Power Institute</u>

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