

Why Social Media is Important

#1: Social Media is where your audience is!

facebook

Over **955** million users

>80% of America's top colleges use social media in their recruiting process

23% of users login 5+ times per day

Twitter

26% are ages 18-29 or
144.3 million people

Over **340** million tweets daily

60% of brand followers were likely to refer the brand to a friend

BLOGGING

60% of businesses have a blog

55% more website visitors for companies that blog

79% more Twitter followers for companies that blog

Publicity How To Make The Media Work For You

PT Brinkman



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