

- There are more than 3.5 billion pieces of content (web links, news stories, blog posts, etc.) shared each week on Facebook. <http://econsultancy.com/us/blog/5324-20+-mind-blowing-social-media-statistics-revisited>
- 53 percent of people on Twitter recommend companies or their products in their tweets. <http://harp-social.com/2011/04/social-medias-shocking-statistics/>
- \$3.08 billion will be spent to advertise on social networking sites in 2011, a 55 percent increase over 2010. <http://www.banking2020.com/2011/01/24/social-media-statistics-by-the-numbers-january-2011-part-ii/>
- More than 700,000 local businesses have active Pages on Facebook. <http://econsultancy.com/us/blog/5324-20+-mind-blowing-social-media-statistics-revisited>
- More than fifty percent of the surveyed brand fans have stated their relative willingness to buy products of brands they 'like'. <http://www.openpr.com/news/194100/Social-Media-Marketing-Research-Facebook-Fans-Likely-to-be-Buyers.html>
- Over three-fourths, of surveyed user have stated that they interact with their favorite brands via commenting on the brand's wall posts, whereas 17% share experiences, news stories and wall posts about the brand with other users, and 13% publish brand-related stories and posts on their own walls. <http://www.openpr.com/news/194100/Social-Media-Marketing-Research-Facebook-Fans-Likely-to-be-Buyers.html>
- Almost 60% of surveyed brand fans have responded that they are existing customers and a nearly equal proportion became fans to keep an eye on discounts and promotional campaigns. <http://www.openpr.com/news/194100/Social-Media-Marketing-Research-Facebook-Fans-Likely-to-be-Buyers.html>
- 31% of brand fans 'like' brands for access to exclusive information while an equal number do so in order to receive brand-related information faster than their peers. <http://www.openpr.com/news/194100/Social-Media-Marketing-Research-Facebook-Fans-Likely-to-be-Buyers.html>