



Presented by **Ecclesiastical**

Session one:

**Tools to help you know where
to start with social media**

Social media comparison infographic



**TWITTER IS
A MICRO
BLOGGING
SOCIAL MEDIA PLATFORM**

500 **MILLION**
tweets are sent
each day



326
MILLION PEOPLE
use Twitter each month



71% **ARE READING
THE NEWS
ON TWITTER**



75% **OF B2B BUSINESS
MARKET is on Twitter**

Brands tweet
an average of **122** times per
month



Source:

<https://blog.hootsuite.com/twitter-statistics/>



**FACEBOOK IS
THE
BIGGEST
SOCIAL MEDIA PLATFORM**

Facebook.com
is the world's

3rd

**MOST
VISITED
WEBSITE**

2.23

BILLION PEOPLE
log in every month



200

MILLION PEOPLE
are members
of meaningful
Facebook groups



Facebook has

80 **MILLION**
**SMALL & MEDIUM
BUSINESS PAGES**



Source:

<https://blog.hootsuite.com/facebook-statistics/>



**LINKEDIN IS A
BUSINESS
ORIENTATED
SOCIAL MEDIA PLATFORM**

2 **PROFESSIONALS**
join LinkedIn
EVERY SECOND



40% of members
visit the
network



**EVERY
DAY**



94% **OF B2B MARKETERS**
ON SOCIAL MEDIA
use LinkedIn to publish content

30 **MILLION**
COMPANIES
have LinkedIn profiles

80% **OF B2B**
LEADS



**on social
media come
from LinkedIn**

Source:

<https://blog.hootsuite.com/linkedin-statistics-business/>

Join us for the next session...

How to look good 'as a business' on social



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