

# how well are you connected?



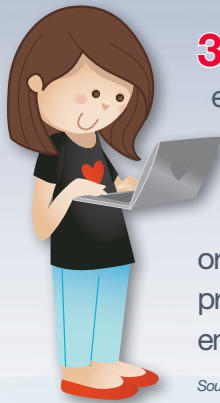
## Social Media Goes Mainstream

If the social networking craze has recently overtaken your household, you are certainly not alone. Statistics clearly show that the public's use of social networking websites such as Facebook increased dramatically over the last year. Social media participation among people age 50 and older has nearly doubled and at least 61% of all Americans now devote time to online social networks.\* To understand the extent to which this form of electronic communication is changing the world we live in, consider the following facts:

\*Source: Pew Research Center

The number of young people ages 13-17 with Facebook profiles grew **88%** from 5.7 million to almost 10.7 million between 2009 and 2010.

Source: PC World Magazine



**32%** of teenagers have experienced some sort of harassment online, including the receipt of threatening messages or the posting of private information or embarrassing photos.

Source: Pew Research Center

Only **10%** of teens reported online bullying to a parent. When those who didn't tell were asked why, **31%** said they were afraid their parents would limit their Internet access.

Source: University of California, Los Angeles



The average amount of time users spent on social media sites grew **82%** from 3 to 5 1/2 hours per month over the last year.

Source: The Nielsen Company



**70%** of all social networking activity involves viewing pictures or online profiles.

Source: Harvard Business School

## The Difference a Year Can Make



	2009	2010	% Change
All Users	46	61	<b>33</b>
Age 18-30	76	86	<b>13</b>
Age 31-49	48	61	<b>27</b>
Age 50-64	25	47	<b>88</b>
Age 65+	13	26	<b>100</b>

Percentage of online Americans who use social networks

Source: Pew Research Center

## Look Who's Watching



**10%** of admissions officers have acknowledged viewing the social networking sites of college applicants—**38%** said that what they saw “negatively affected” their opinion of the applicant.

Source: The Wall Street Journal



**79%** of hiring managers have used search engines to check the online reputation of job applicants, and **70%** have rejected someone based on what they found.

Source: Microsoft Online Reputation Survey



**20%** of companies have disciplined employees due to activity on social media sites, and **7%** have reported firing people over inappropriate postings.

Source: PC World Magazine