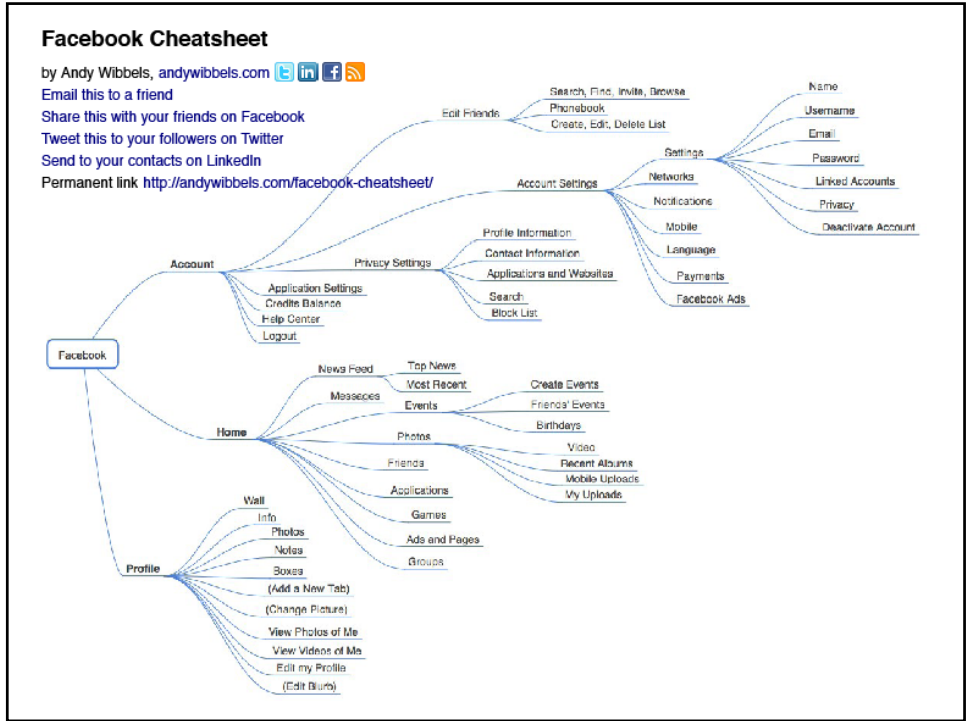




social media

Just the Facts

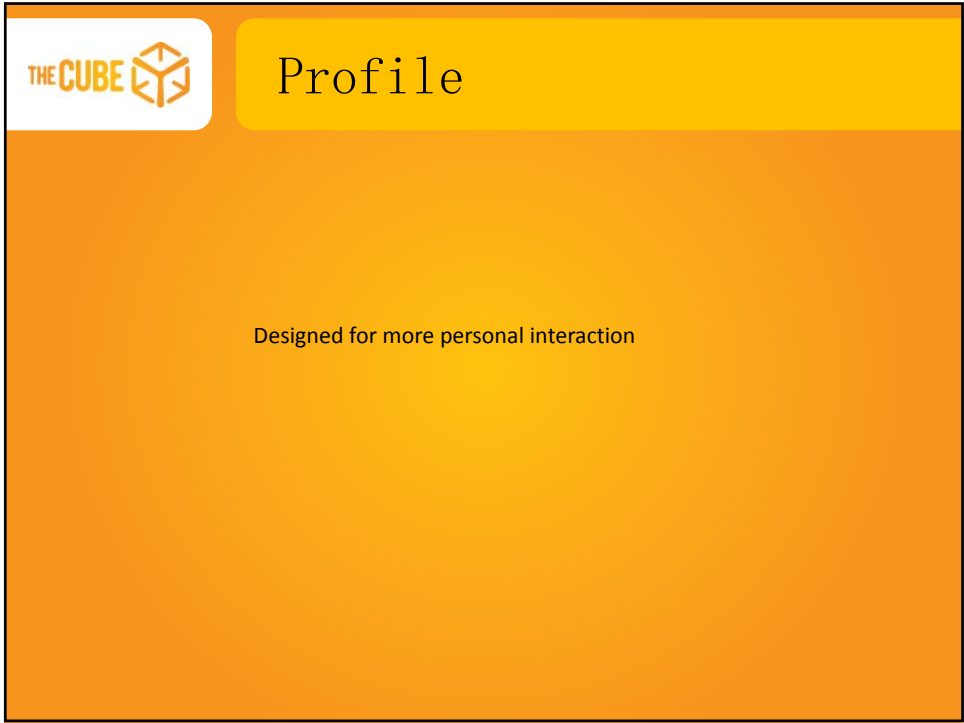
- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans






Profile, Fan Page & Groups

Decoding the Difference

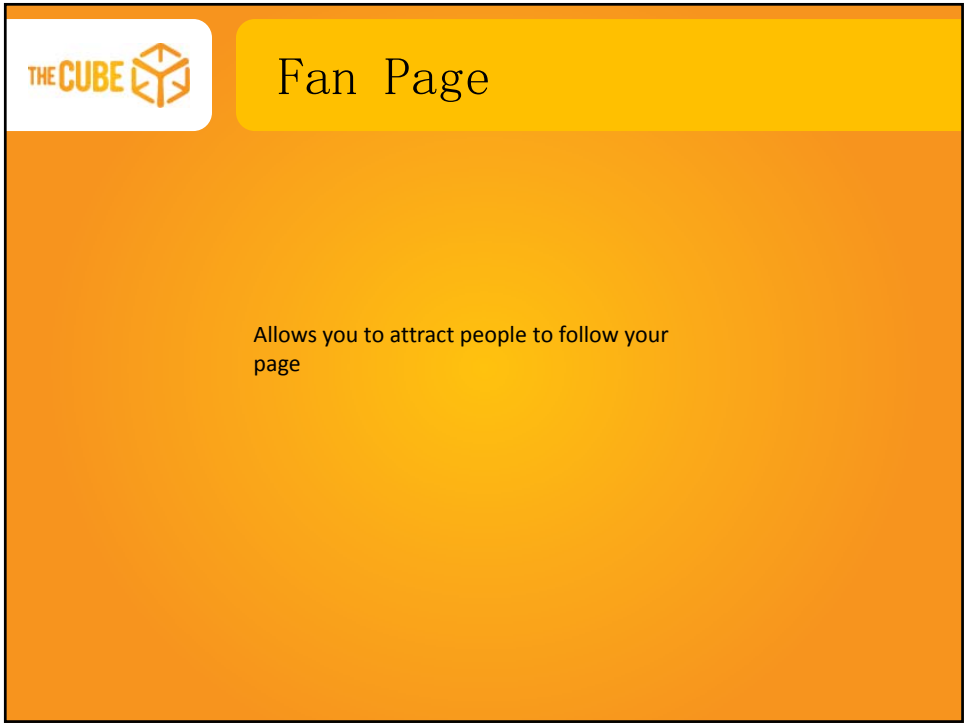



THE CUBE 

Profile

Designed for more personal interaction

This diagram illustrates a 'Profile' page layout. It features a white header bar on the left containing the 'THE CUBE' logo and a cube icon. The main content area is a large orange rectangle with the text 'Profile' at the top and 'Designed for more personal interaction' centered below it.



THE CUBE 

Fan Page

Allows you to attract people to follow your page

This diagram illustrates a 'Fan Page' layout. It features a white header bar on the left containing the 'THE CUBE' logo and a cube icon. The main content area is a large orange rectangle with the text 'Fan Page' at the top and 'Allows you to attract people to follow your page' centered below it.




Groups

Similar to a Fan page, but with limitations



mobile users

- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are twice more active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

 insight

interactions Post quality

Interactions per post Stream CTR/ETR

Discussion posts Reviews

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