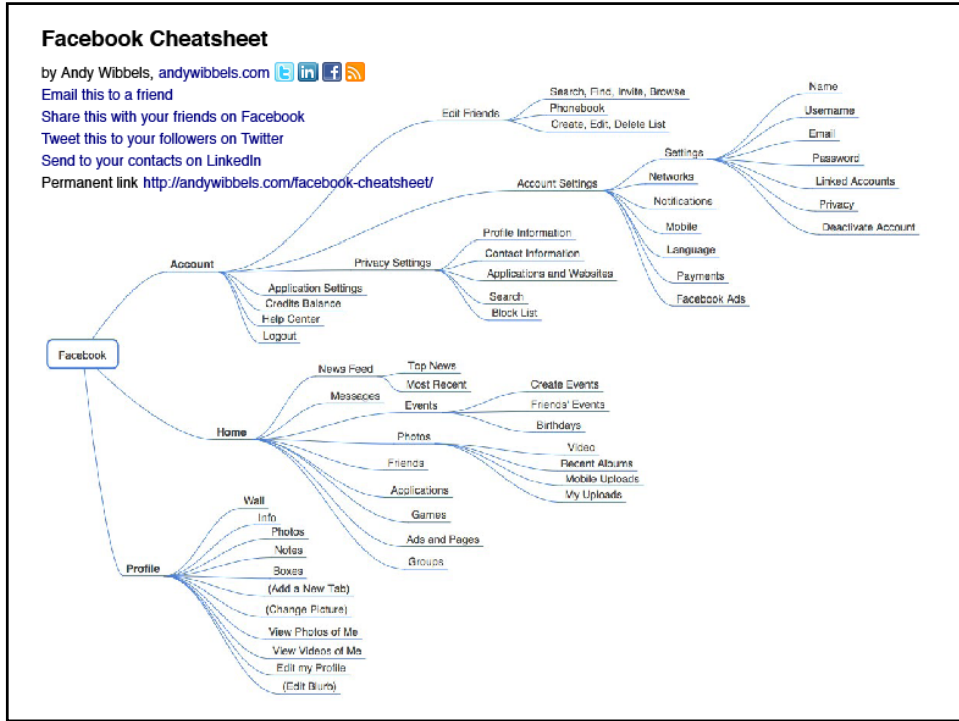




## social media

### Just the Facts

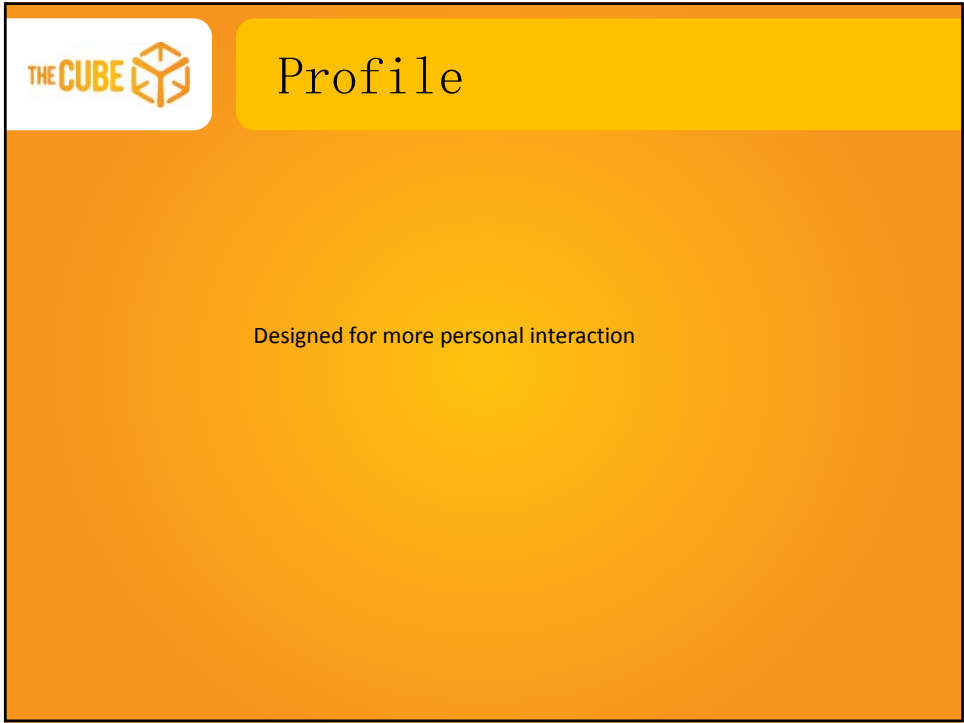
- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo 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

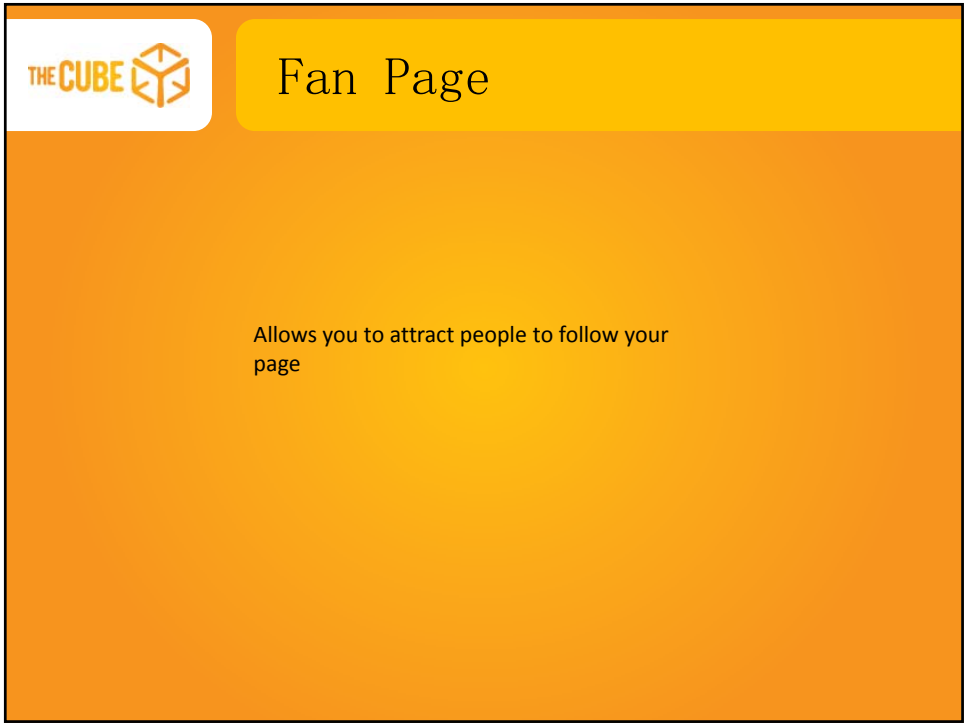



THE CUBE 

# 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 solid orange color. The title 'Profile' is centered at the top in a large, white serif font. Below the title, the text 'Designed for more personal interaction' is centered in a smaller, white sans-serif font.



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 solid orange color. The title 'Fan Page' is centered at the top in a large, white serif font. Below the title, the text 'Allows you to attract people to follow your page' is centered in a smaller, white sans-serif font.



## 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

 Want to Know  
More?



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