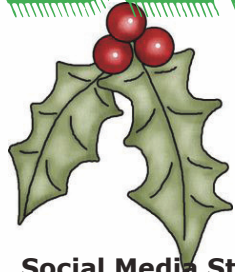


# BENJAMIN'S

A QUARTERLY NEWSLETTER FOR TEENS 14-17



Ohio's  
First Class  
Credit  
Union

## Statistics of Social Media

Stats from [brandwatch.com](http://brandwatch.com)  
Stats for year 2016

### Social Media Statistics

- The internet has 3.17 billion users, and for context, the total worldwide population is 7.3 billion.
- There are 2.3 billion active social media users.
- 91% of retail brands use 2 or more social media channels.
- Internet users have an average of 5.54 social media accounts, including Facebook, Twitter and Instagram.
- Social media user have risen by 176 million in the last year.
- 1 million new active mobile social users are added every day. That's 12 each second.
- Facebook Messenger and Whatsapp handle 60 billion messages a day.

### User Statistics of Popular Social Media Sites

- |                                |                                 |                                |
|--------------------------------|---------------------------------|--------------------------------|
| - 4Chan: 11 million users      | - Airbnb: 50 million users      | - Facebook: 1.71 billion users |
| - Flickr: 112 million users    | - Google+: 300 million users    | - Instagram: 400 million users |
| - LinkedIn: 450 million users  | - MySpace: 50.6 million users   | - Periscope: 10 million users  |
| - Pinterest: 100 million users | - Reddit: 36 million users      | - Snapchat: 100 million users  |
| - Twitter: 320 million users   | - Wechat: 1.12 billion users    | - Weibo: 600 million users     |
| - Whatsapp: 900 million users  | - Youtube: Over 1 billion users |                                |

### Social Media Business Stats

- Social networks earned an estimated \$8.3 billion from advertising in 2015
- 38% of organizations plan to spend more than 20% of their total advertising budgets on social media channels in 2016, up from 13% a year ago.
- Only 20 Fortune 500 companies actually engage with their customers on Facebook, while 83% have a presence on Twitter.
- 78 percent of people who complain to a brand via Twitter expect a response within an hour.
- 96% of the people that discuss brands online do not follow those brands' owned profiles.

## Words in a Word



Use only the letters in **Merry Christmas** to find a word for each definition. Cut out the letters below and use them to help you make words to fit the clues. Work with a partner and take turns finding words and writing them on the lines.

1. Twelve months \_\_\_\_\_
2. Alike \_\_\_\_\_
3. Large town \_\_\_\_\_
4. Warmth \_\_\_\_\_
5. Grows on your head \_\_\_\_\_
6. Part of a flower \_\_\_\_\_
7. Money \_\_\_\_\_
8. Divide with someone \_\_\_\_\_
9. Water vapor \_\_\_\_\_
10. Male sheep \_\_\_\_\_
11. A seat \_\_\_\_\_
12. Our planet \_\_\_\_\_
13. Bashful \_\_\_\_\_
14. Holds up a sail \_\_\_\_\_
15. Long-tailed rodent \_\_\_\_\_



Quarterly Quote:

"An investment in knowledge pays the best interest." - Benjamin Franklin



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