Who Uses Facebook?

User age distribution

Our alumni represent ¾ of all Facebook users

Male/Female User Ratio

Silicon Alley Insider Chart of the Day

Facebook Usage On Smartphones

Online survey of 7,446 18-44 year old iPhone and Android smartphone owners in the U.S. over the course of one week in March 2013

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less than once a week</th>
<th>At least once a week</th>
<th>At least once a day</th>
<th>Several times a day/Constantly checking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read my news feed</td>
<td>2%</td>
<td>8%</td>
<td>27%</td>
<td>63%</td>
</tr>
<tr>
<td>Respond/post comments on friends' updates, pictures</td>
<td>4%</td>
<td>16%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Post status updates</td>
<td>7%</td>
<td>30%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Visit friends' timelines</td>
<td>5%</td>
<td>21%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Message friends directly</td>
<td>7%</td>
<td>28%</td>
<td>27%</td>
<td>37%</td>
</tr>
<tr>
<td>Play games</td>
<td>4%</td>
<td>13%</td>
<td>31%</td>
<td>52%</td>
</tr>
<tr>
<td>Post pictures, videos</td>
<td>14%</td>
<td>33%</td>
<td>19%</td>
<td>35%</td>
</tr>
<tr>
<td>Communicate within specific FB groups</td>
<td>7%</td>
<td>19%</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Find apps to use</td>
<td>10%</td>
<td>18%</td>
<td>20%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Internet users who use social networking tools (%)

Gender
Women are five times as likely as men to use Pinterest

Urbanity
City-dwellers are significantly more likely than rural residents to be on Twitter

Race/Ethnicity
Blacks and Hispanics are more likely than whites to use Instagram
Note: Facebook ethnic data unavailable, but is consistent with overall social network use, according to Pew

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By Gretchen D. Kennedy
Newsfeed Page:

- Friend Requests
- Private messages
- Notifications: Friends’ activity involving you
- Privacy Settings: Control your Facebook account
- Settings: Set up preferences & log out

Your Profile Pic
Click to access your wall & profile.

Newsfeed Filters
View only certain types of messages

Newsfeed
This is where select status updates from the friends you interact most with appear. Also, status updates from “Pages” (groups, organizations, businesses, and causes) that you have “liked” will appear here, along with a few “sponsored posts” (paid posts/advertisements encouraging you to “like” a page).

Pages
List of Pages (businesses, causes, organizations) that you have “liked”

Groups
List of Groups (affinities) that you have “liked”

Update Status
Add a Photo
Type YOUR Status Update Here...

Happening Today
- Birthdays
- Events
- New “Friends”
- Other Requests

Games
Any games you have played appear here

Paid Ads
Based on pages and interests you “like”

Rolling Updates
List of all activity from your friends (“likes, status updates, new photos uploaded, etc.”). Unlike your newsfeed, which presents activity from those you engage with most, this shows what everyone is doing.

Who’s Online Now
List of friends online now, whether through their computer or via phone.

Search Friends

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Your Club Page Overview:

Admin Panel – Snapshot of fan engagement levels (see next page for detail)

Direct Messages – Be sure to check here on each visit, so you can answer in a timely manner.

Invite Friends – Take advantage of your network to expand your page’s fan base with invites.

Update Status – Identical to personal status updates but you are posting as the page entity, not yourself.

Posting As: Allows you to switch identities to comment & “like” posts as yourself or the Page

Posts by Others – Check here on each visit to the page, so you can “like” others compliments and comments, answer questions, say thank you, address concerns or delete spam in a timely manner. For increased reach on positive posts, switch your identity to yourself (top of page) and “like, comment, or share. Be sure to immediately switch back, so future posts you make end up on the main wall of the page and not the “Posts By Others” box.

Recommendations – Check here on each visit to “like” and thank people who make a positive recommendation, delete spam, and address any concerns, if warranted.

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Admin Panel Overview:

Posting As: Allows you to switch identities to comment or “like” as yourself or the Page

Reach increases with quantity of posts, while Engagement increases with quality of posts

Insights – graphical depiction of reach vs. engagement by post

Size reflects # of posts

Posts by week

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What Does It Mean???

1. Reach
The number of unique people who have seen the post for 28 days after you have published the post.

2. Engaged Users
This includes the number of unique people who have engaged with your post (again over 28 days since posting). This includes any click on the post including link clicks and “Talking About This” activities generated.

3. Talking About This
This measurement includes the number of unique people who have taken some form of action on your club’s Facebook post:
   • Liking
   • Commenting on a post
   • Sharing a post
   • Answering a question
   • RSVP’ing to an event

4. Virality
This measures the number of unique people who have created a “story” from your page post as a percentage of the number of unique people who have seen it.

Timing of Posts
Because people use Facebook in the mid-to-late afternoon, timing your posts is important to ensure they hit the largest number of eyeballs. Bit.ly recommends posting between 9 a.m. and 4 p.m., (7 p.m. at the latest) and NOT posting over the weekends. Links posted after 8:00 p.m. and before 8:00 a.m. on Facebook won’t get as many clicks. In general, traffic fades after 4 p.m. and though things picks up at 9:00 a.m., it is best to wait until 11 a.m. to post if you’re only posting once that day.

The heat map here shows Facebook peak traffic times, indicated by the darker blocks near the center of the map, and the lighter blocks represent less traffic. The data was gathered over a 24 hour period, which bit.ly calculated based on the number of clicks on links they posted.

Heat Map of Facebook Users by Day of the Week and Time of Day:

http://blog.bitly.com/post/22663850994/time-is-on-your-side
Quality of Posts Over Quantity

While Quality is king, Quantity ensures your Quality posts get seen:

Quality Posts = Personality

- Clever – People are there to be entertained
- Graphical – Allows for comprehension at a glance
  + Pictures are 5x more likely to be shared
  + Videos are 10x more likely to be shared
- Questions – Generate 2x the dialogue
- Informative – Tell me what I need to know
- Funny – Entertain me again
- Important – Make me feel like I belong
- Poignant – Entertain me yet again

We’ve become a nation of headline readers. We must become great headline writers.

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Facebook Insights

Dig Deeper to see details about who “likes” your page, who’s talking about your page, total reach and who’s checking in at your events.

Facebook Relevance Score

To ensure Facebook users have a quality experience on each visit, Facebook has instituted a Relevance Score, so only quality posts get seen by many people. The more “stories” that are created from (action on) a post, the higher its presumed relevance to page members and the greater the exposure Facebook will allow it. As your club page’s number of “relevant” posts increases, the greater the exposure all of your page’s posts will receive... until there are periods of no posts. They your page’s relevance declines, and you must build it up again.

Engagement boosts Relevance Score!

Encourage club members to take action on club page Posts and Events to help boost the Relevance Score of that post (and your page):

- Like
- Comment
- Share
- Tag people who attended the event or who you want to come

Higher Relevance =

**Broader Exposure** (more people will see it)

**Longer Duration** (stays alive longer on newsfeeds)
Creating an “Event” on Facebook

Create dedicated Facebook events for upcoming major events that you’ll be promoting a few times weekly (baseball games, museum outings, service days, etc.). You can include event description, photos, inclusions/exclusions, times, ticket prices, maps & links. This makes it easier for you to repeatedly share the event on your club FB page without having to retype all the details. Page members can also invite their friends. Best of all, Facebook Events stay visible in all invitees’ event notifications boxes while a traditional post “share” on someone’s news feed has a shelf life of 24 – 36 hours.

Here’s the how-to section on creating events: http://www.facebook.com/help/131325477007622/