

Social Media Statistics



Facebook: 1.198 billion users (238 million in the US)

Features: Personal profile, Personal and Institutional Pages, Groups, Posting of status updates, photos, links to other content

Benefits: Almost everyone who uses social media is on Facebook

Limitations: Annoying advertising



Twitter: 230 million users

Features: Personal profile, tweets, retweets, direct messages, hashtags

Benefits: Connect with people beyond your network, drive interest to your blog or website

Limitations: 140-character format is difficult for some to master

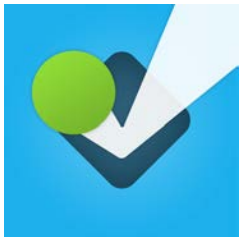


Instagram: 150 million users

Features: Photo-sharing social network, can add filters to photos and share with other social networks

Benefits: Creative, amateur and professional photographers using the same equipment

Limitations: Only available on mobile devices



Foursquare: 45 million users

Features: Check In to businesses and restaurants, some offer deals

Benefits: Has a social "game" aspect, can become the "Mayor" of locations

Limitations: Not many businesses engage with Foursquare

Social Media Glossary

blog: Derived from a mashup of the words "web" and "log," blogs are platforms for sharing written content primarily, but may also include images and video

check-in: A social media check-in lets your network know where you are at any given moment

crowdsourcing: The gathering of globally distributed participants for the purpose of collaborating to solve a problem or advocate for change

digital ministry: The set of practices that extend spiritual care, formation, prayer, evangelism, and other manifestations of grace into online spaces like Facebook, Twitter, and YouTube, where more and more people gather to nurture, explore, and share their faith today.

follow/followers: People who join your network on Twitter "follow" you. They are then referred to as your "followers."

Foursquare: Geolocation social media platform that works with global positioning systems (GPS) on smart phones to let people in your network know your location through checking in.

hashtag/tag(s): A word or very short phrase that describes and indexes content in a blog post, on a website, or in other online material so it can be more easily found by search engines. On Facebook, posts and photos can be tagged with the names of friends in a person's network or group pages that a person likes. On Twitter, the hashtag symbol (#) marks searchable tags.

tweet: A post on Twitter which is limited to 140 characters, including spaces between words and punctuation.

retweet: When one Twitter user shares another user's tweet with her or his network. Introduced with "RT" and the user name of the source tweet (e.g., RT @anglobaptist: What is the purpose of church?)

Source: Anderson, Keith; Drescher, Elizabeth (2012-05-01). Click 2 Save: The Digital Ministry Bible (Kindle Locations 2910-2911). Church Publishing. Kindle Edition.