



# Social Media

## By the Numbers

They say size isn't everything but when it comes to building your author platform and marketing your book, ***size matters!***

In order to make the most use of your precious time, energy, and resources, understanding these numbers will help you make the best choices about where to focus your efforts. Of course, size isn't the *only* thing that matters, and that's why it's crucial to have the statistics that help us reach those best decisions.

It's important that while considering the information below, you keep in mind your overarching goal. It should be specific – sell more books, build your platform to attract agents/publishers, drive traffic to your blog, etc.

If you are vague about your primary goal, your content style will be sloppy and your theme incoherent. Be specific and you will have a tight theme and develop a signature style – both of which are critical to

attracting and growing a high quality audience that engages with your content and stands ready to purchase your work.

Complete all of the homework and video lessons before making your final choices about which platforms you will be most active on.

For now, check out these important stats...

### Key Stats:

- Facebook >1.23 Billion daily active users (DAU)
- Instagram >150 Million DAU
- Pinterest >150 Million DAU
- LinkedIn >106 Million monthly active users (MAU)
- Twitter > 95 Million DAU (est.)
- 68% of all US adults are on Facebook
- 32% of adult US internet users are on Instagram...
  - 31% on Pinterest
  - 29% on LinkedIn
  - 24% on Twitter
- 80% of social media use occurs on mobile devices
- 93% of all Pinterest users use the platform to make or plan a purchase
- Pinterest drives 25% of all retail website referral traffic



## Top 3 articles for up-to-date statistics and VALUABLE info!

- <http://www.socialmediatoday.com/social-business/30-social-media-marketing-stats-2017-infographic>
- <http://sproutsocial.com/insights/social-media-statistics/> (AWESOME!)
- <https://blog.bufferapp.com/social-media-video-marketing-statistics>

## Author social media success case studies...

- <http://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/62417-writers-who-rocked-self-publishing.html> (Lots of social media support for these authors)
- <https://www.diggypod.com/blog/5-self-publishing-success-stories/>
- <http://selfpublishingrelief.com/4-self-publishing-success-stories-of-2016-and-what-we-can-learn-from-them/> (Loads slowly; website is rough but it's still a good article)
- <http://www.digitalmediaghost.com/blog/social-success-stories-of-self-published-writers>
- <http://www.digitalpubbing.com/a-look-at-self-publishing-success-stories/>
- <http://thecusp.com.au/its-possible-to-make-a-living-from-self-publishing-heres-how/3581> (The "best practices" Nathan refer to absolutely have to do with doing too much "selling" versus starting conversations and attracting future readers based on intriguing content that speaks to your work.)