

# Social Media



Social media is a top issue with today's organizations, because the ubiquity of this relatively new concept has opened up a whole new level of risk for businesses. This infographic will illuminate how many people are engaging with social media, to help you see how susceptible your organization may be to the risks associated with this powerful media channel.



- **751 million** users access Facebook from a mobile device
- **23%** check their Facebook account more than 5x a day
- A post gets **75%** of its possible engagement in the first 5 hours



- **Over 288** million monthly active users
- **60%** of users access Twitter from a mobile device
- Approximately **400 million tweets** are sent per day



- Over **343** million active users
- **60%** of users login everyday
- The +1 button is served more than **5 billion times** a day



- **42%** update their profile information regularly
- Approximately **1.5 million** LinkedIn groups
- **81%** of users belong to at least one group

Source: Social Media Today



Social media is a part of people's lives today. And many of these people are using social media from their mobile devices; so even if you don't allow employees to access Facebook or other social media outlets on their computers, they could still be accessing them.

Below are additional statistics that may surprise you:



The 55-64 age bracket is the fastest growing demographic on Twitter.

Be aware that older employees are involved with social media too. The number of older adults on Twitter has grown 79% since 2012. For Facebook, this demographic has grown 46%. For Google+, this demographic has grown 56%.



YouTube reaches more U.S. adults (ages 18-34) than any cable network.

Imagine the implications of this statistic for your business. For example, what if an employee posts a negative video about your organization?



Social media is the #1 activity on the web.

Social media has become a habit for people today. It is a part of their lives, and they access it both at their computers and on their mobile devices.



25% of Facebook users don't bother with privacy settings.

Consider the implications that this statistic may have for your organization. Your employees are probably on Facebook, and 25% of them may be allowing everyone to see what they post.

Source: Fast Company

ELI® Civil Treatment® Learning Solutions teach leaders and employees the tools needed to understand the implications of engaging with social media.

ELI Civil Treatment Learning Solutions also help prevent harassment, discrimination, and other workplace conduct problems as well as address Title VII and state law compliance requirements while helping to resolve EEOC charges.

Further, our proven methods help your organization create a civil, inclusive and productive workplace where both leaders and employees are engaged and want to work.