

A Global Movement

The world is comprised of

7.1 billion

people spread across 195 independent countries.



↑ = 14.2 million people

A growing percentage of the global community is making the usage of online social media tools an integral part of their daily life.



Today, there are over

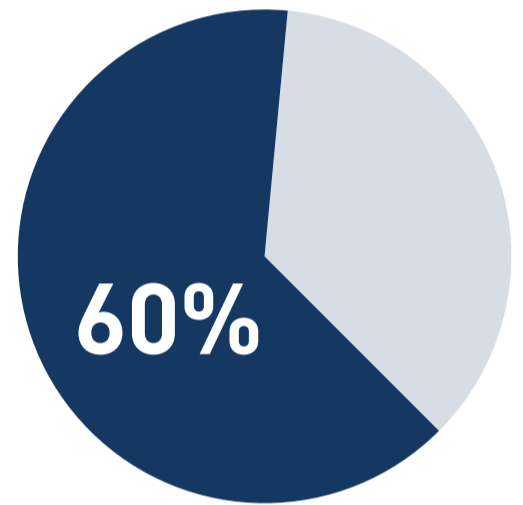
3.6 billion

social media accounts in more than 70 languages

It is estimated that **2.5 billion** users are actively using the internet, and over

1.6 billion unique users

have at least one social media account across the globe.



What's more, Facebook alone provides for over

100 billion connections

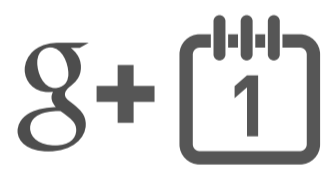
around the globe where users are "liking" 2.7 billion items per day.



On Twitter, over **1 million accounts** are added every day and



LinkedIn sees 2 new members join **every second**




The Google +1 button is served more than **5 billion times** daily.

 **924 billion** emails are sent per day,

10.4 million Tweets per hour,



 **144,675** Google searches per minute, and

650,000 Facebook actions every second.



By the end of each day, the average user spends 35-40 minutes interacting in the social media community yet it takes only seconds to engage a supporter to take a social media action and do their part in helping to create a movement.