

how well are you connected?



Social Media Goes Mainstream

If the social networking craze has recently overtaken your household, you are certainly not alone. Statistics clearly show that the public's use of social networking websites such as Facebook increased dramatically over the last year. Social media participation among people age 55 and older has more than doubled and about 80% of all Canadians now devote time to online social networks.* To understand the extent to which this form of electronic communication is changing the world we live in, consider the following facts:

*Source: Pew Research Center

62% of Canadian youth use social networking sites when they are online, and teenagers use the Internet for an average of **3** hours per day.

68% of young females appreciate the Internet primarily because it facilitates socializing with friends, while **68%** of young males say it is the ability to play games they value most.



37% of teens have accepted a friend request from someone they did not know because it was a friend of a friend, or they wanted to meet new people.

40% of teens have encountered aggressive online behaviour commonly known as cyberbullying (including insults, harassment and defamation).

Source: Microsoft Canada



The average amount of time users spent on social media sites grew **82%** from 3 to 5 ½ hours per month over the last year.

Source: The Nielsen Company



70% of all social networking activity involves viewing pictures or online profiles.

Source: Harvard Business School

The Difference a Year Can Make



Facebook's membership has grown tremendously in less than one year, especially among Canadians 35 and older:

Age	% Change
35-54	46
55 +	113

Source: Zinc Research

Look Who's Watching



10% of admissions officers have acknowledged viewing the social networking sites of university applicants—**38%** said that what they saw “negatively affected” their opinion of the applicant.

Source: The Wall Street Journal



20% of companies have disciplined employees due to activity on social media sites, and **7%** have reported firing people over inappropriate postings.

Source: PC World Magazine