



Fact Sheet

OVERSHARING ON SOCIAL MEDIA



GUESTS:

Sam Mutimer - Sam has been Director of Social Media at Thinktank Social since 2008 where she runs successful social media activations with a team of 12 for a diverse range of clients such as McDonalds, Eureka Skydeck, Nursing Australia and Tobin Brothers Funerals to name a few. Sam is Channel 7 news and Today Tonight's resident social media expert adding her knowledge and opinions to stories that involve social commentary.

Stacey Joyce - Stacey is a registered psychologist with a Master of Educational Psychology from the University of Melbourne. She has worked as a child and adolescent psychologist within schools, in private practice and in early intervention. She also has a background in telecommunications policy and works in the Government's Cybersmart program developing internet safety education materials for schools and parents to use with children and young people.

SOCIAL MEDIA STATS

- **Facebook** - There are 1.06 billion active users on Facebook; According to the Australian Bureau of Statistics Population clock - the population of Australia on 30/04/13 was approximately 23,007,086. Facebook has 11,489,380 users out of a total country population of 23,007,086. This means 49.9% of the total Australian population is signed up to Facebook. An incredible stat considering those under 13



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are not allowed to sign up, and many senior Australian's don't use technology like younger generations.

- **Twitter** - According to Twitter's Business Portal - they now have over 200,000,000 active users (monthly active user). 1.08% of this worldwide total of 200 million = 2,167,849 monthly Australian users.
- **Instagram** - recently announced they now have 100 million active users world wide. Approximately 1.08% of this equals 1,083,924 Australian users.
- Facebook is the biggest, largest and most engaging social network in Australia, and worldwide.
- The secondary networks of YouTube, Twitter, LinkedIn, and blogging sites WordPress, Blogspot and Tumblr do attract large amounts of users but have less sophisticated platforms overall. However these sites can still drive large amount of traffic.
- Google Plus usage in Australia is becoming very small. No-one really has concrete figures but no more than 100,000 Australian's use it on a monthly basis.

WHAT TO SHARE:

- Share information that will add value to people's lives. Ask yourself if what you are sharing will add value to someone else. Or is just about getting attention.

WHAT NOT TO SHARE:

- Do not post private information, including your mobile phone number, home address, social plans, etc. unless you are prepared for anyone to find you/track you down, any time of the day or night.
- Do not post anything that might be embarrassing to you in a potential employment situation. People have been denied work because of information found on social networking sites.
- Evaluate your social networking account and postings—how do you feel about your employers seeing what you have posted? How about your parents or grandparents?
- Don't share information about your employer, as it only takes one friend from your work to share this information.



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WEB LINKS:

www.thinktanksocial.com.au

www.cybersmart.gov.au

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<http://frankmedia.com.au/2013/05/01/social-media-statistics-australia-april-2013/>

<http://www.socialmedianews.com.au/social-media-statistics-australia-may-2013/>