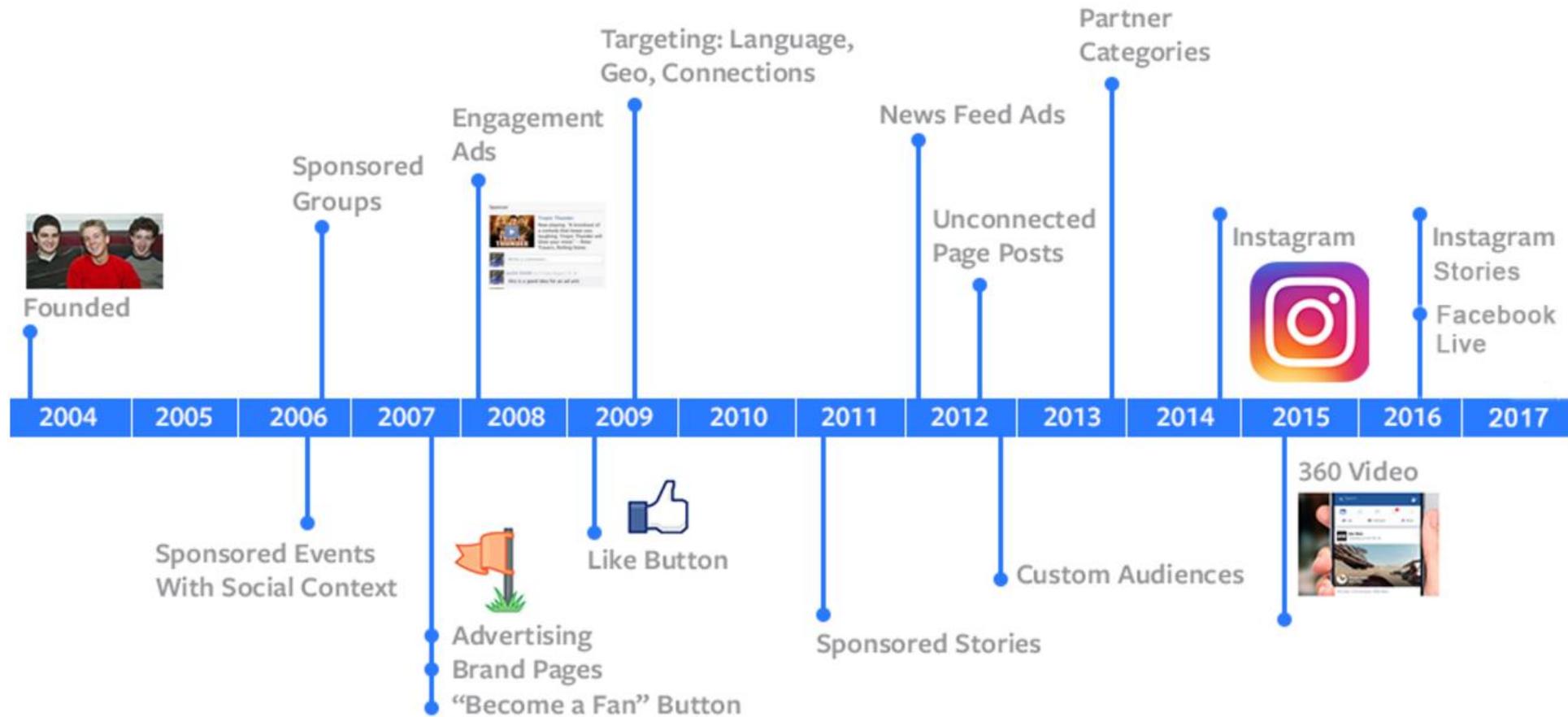


Facebook info

The Evolution of Facebook



VIDEOS ON FACEBOOK

NATIVE vs. YOUTUBE

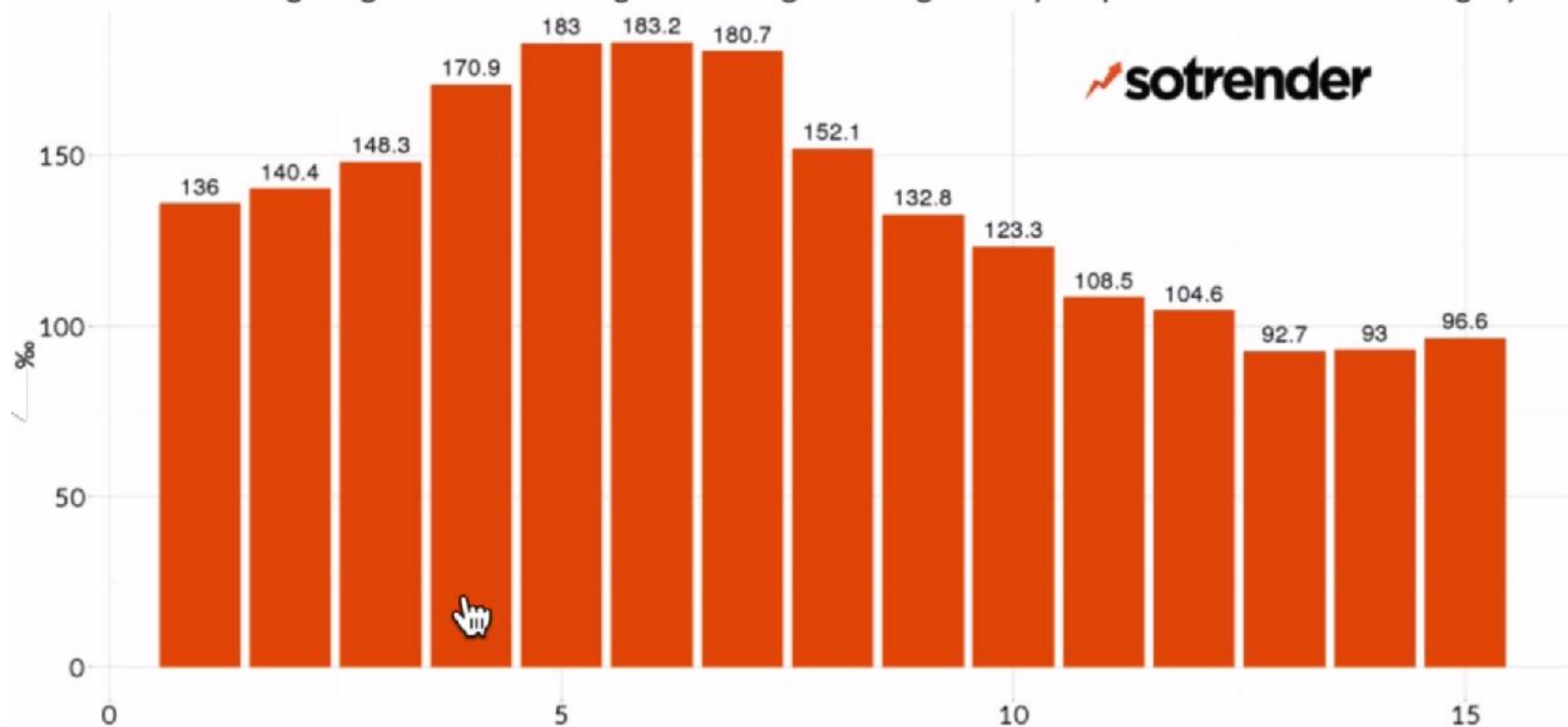
WHICH WINS?

	NATIVE VIDEOS	3RD PARTY VIDEOS	DIFFERENCE	RATIO
 LIKE	814	342	472	2x
 SHARE	168	63	105	3x
 COMMENTS	104	14	90	7x
 PEOPLE REACHED	181760	88950	92810	2x

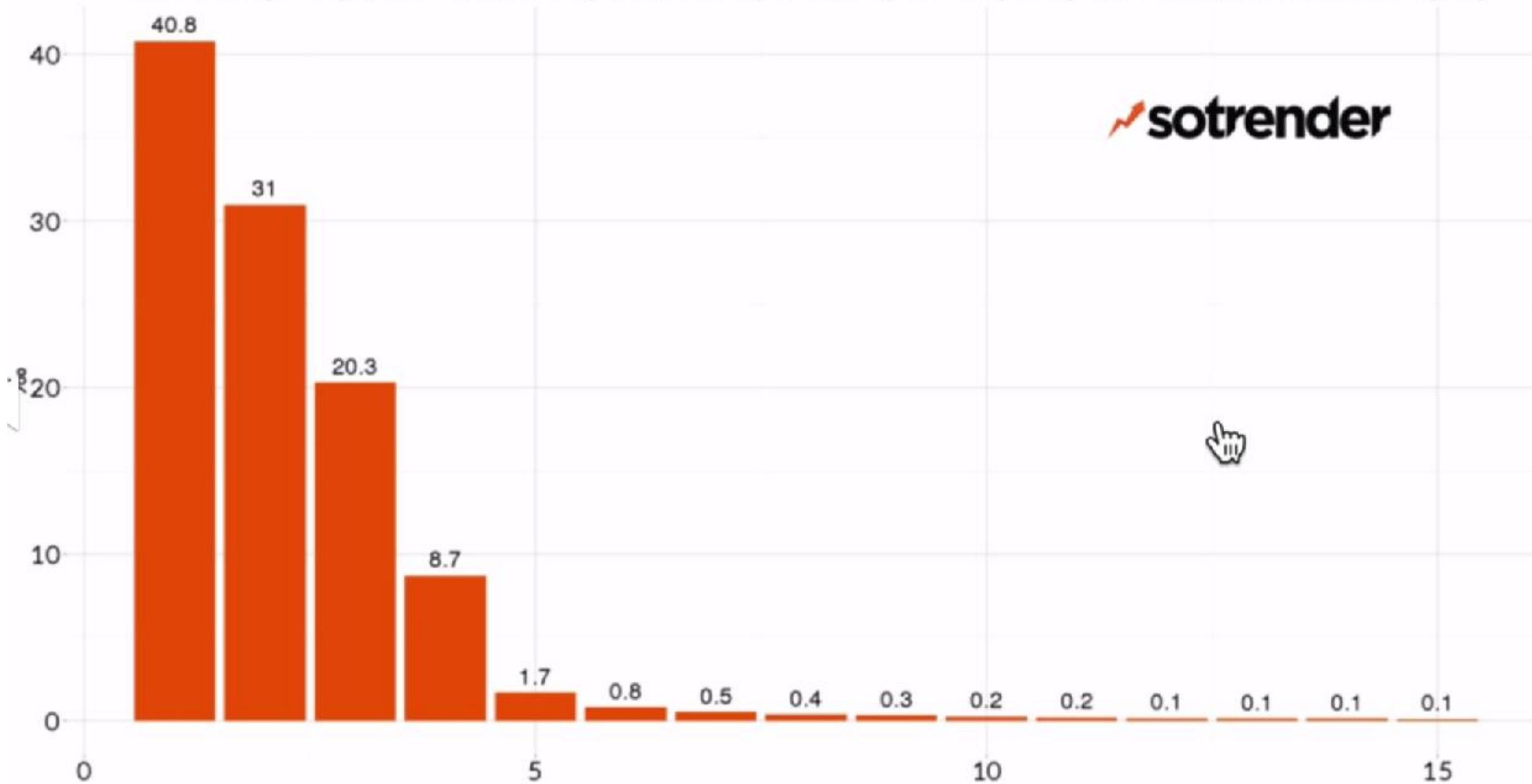
The average weekly posting frequency on the profiles from categories Media and Brands



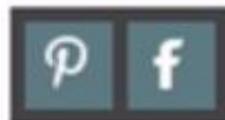
The average organic reach among fans of Pages during the day on profiles from Media category



The average organic reach among fans of Pages during the day on profiles from Brands category

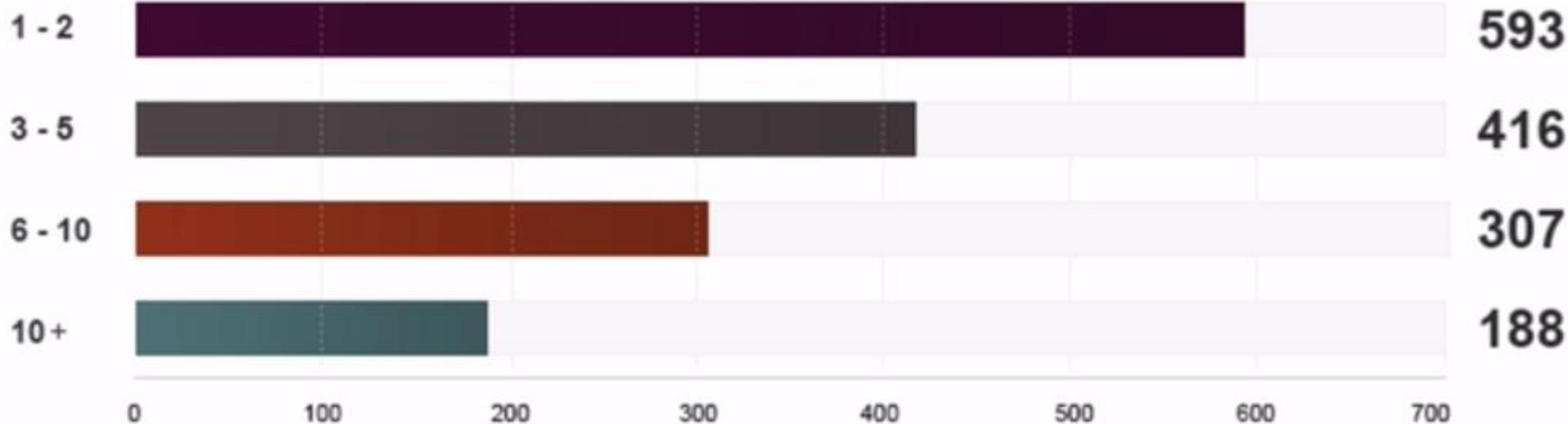


Too Many Hashtags Leads to Less Interactions



Num. of Hashtags per post

Avg. Interactions per post



Data Range: February 1st to February 28th 2014

Data: The data for this chart was taken from a sample of over 200 000 brand posts on Facebook

