

Social Sharing Research Report

How, Why, and What Content
People Share Online

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The social web presents opportunities and challenges for marketers

- The social web allows peers to share relevant content at the click of a mouse
- Social sharing enables the amplification of brand and promotional messages
- Marketing through content enhances SEO, SEM, lead generation, and brand awareness
- Spending on content marketing is rapidly growing (59% of marketers in a [Junta 42 study](#) said they were increasing spending on content marketing in 2010, only 7% were planning to decrease)
- Brands need to understand what their constituents are doing, where they can insert themselves, and what the return is on their efforts



"People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. [This is a] social norm that has evolved over time."

*- Mark Zuckerberg
Facebook, President and CEO*

People are consuming lots of online content every day



For more than an hour each day...

- **48%** are reading content (articles, blogs, websites)
- **67%** are surfing the web
- **49%** are reading and writing emails



75% of people are somewhat or highly likely to share content they like online with friends, co-workers or family

49% of people share content online at least once a week



On Facebook alone, more than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) are shared each month

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook

For those 18-34, email and Facebook are used a similar amount for sharing, for those 35 and over email is still dominant



Email and Facebook are the most widely used ways to share

Email is by far the most widely used to share (82% use it, 62% say use it most often), Facebook is second (49% use it, 27% say use it most often)

When you share content, how do you typically share it? (select all)



86%

facebook

49%

Telephone	25%
Mail	9%
Print out	7%
Twitter	4%
Blog it	3%
Linkedin	2%
None of these	1%

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When you share content, how do you typically share it? (select all)	Overall	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Email	86%	84%	88%	70%	78%	86%	92%	96%	97%
Facebook	49%	44%	54%	76%	70%	52%	43%	27%	24%
Twitter	4%	5%	4%	11%	7%	6%	2%	1%	0%
Linkedin	2%	2%	1%	2%	2%	2%	2%	0%	1%
Blog it	3%	2%	5%	5%	9%	4%	1%	1%	0%
Print out	7%	5%	8%	5%	5%	4%	8%	7%	9%
Mail	9%	7%	10%	6%	7%	7%	7%	9%	17%
Telephone	25%	18%	31%	17%	23%	20%	24%	29%	37%
None of these	1%	2%	1%	3%	2%	1%	0%	0%	0%



“It depends on what I am sending. If I think that their friend might enjoy it Facebook is good because their friend can also see the post.”

- Female 50-54

“Email allows for the recipient to view/read at their discretion and on their time frame.”

- Male 40-44

“If I receive the info on Facebook, I use Facebook to send it, If I receive it by email, I use e-mail to send it.”

- Female 45-49

“It is easy to load and share pictures on Facebook or load pictures or music onto them...its quick.”

- Female 25-29

A man with dark hair, wearing a maroon blazer over a blue and white striped shirt, is smiling broadly while wearing a black headset. He is looking down at a laptop screen. The background is a blurred outdoor setting with trees and a path.

72% of people share because they find something interesting or entertaining, much more than thinking about what recipients might value (58%)

People share online content for a number of reasons

“Because I find it interesting/entertaining,” “Because I think it will be helpful to the recipients,” and “To get a laugh” are the top three reasons for sharing

All Reasons

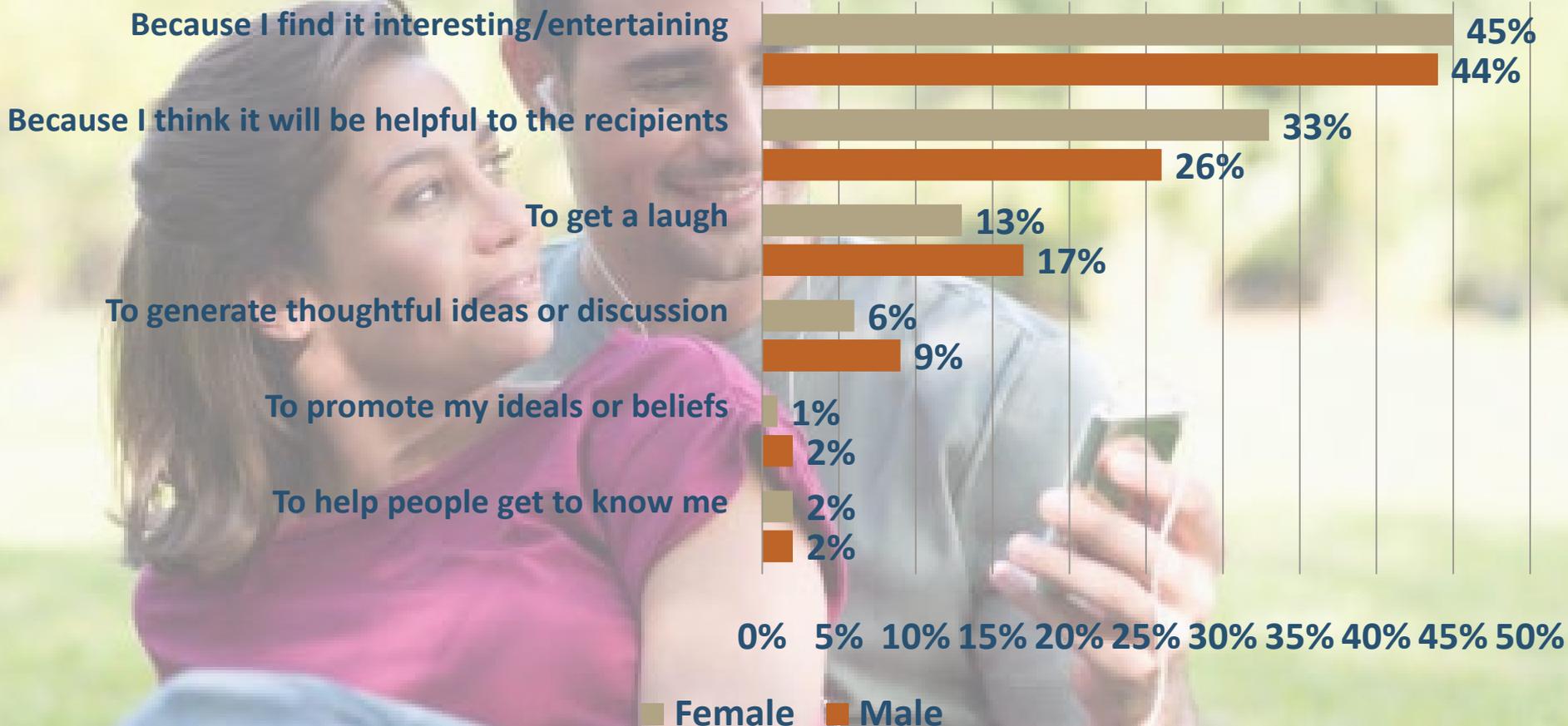
Because I find it interesting/ entertaining	72%
Because I think it will be helpful to the recipients	58%
To get a laugh	58%
To generate thoughtful ideas or discussion	31%
To promote my ideals or beliefs	15%
To help people get to know me	12%
None of these	5%

Primary Reason

Because I find it interesting/ entertaining	45%
Because I think it will be helpful to the recipients	30%
To get a laugh	15%
To generate thoughtful ideas or discussion	7%
To promote my ideals or beliefs	2%
To help people get to know me	2%
None of these	0%

Male and female respondents share mostly for the same reasons

Primary reasons why people say they share online content



“If I think it is funny, some of my friends might also.”

- Female 45-49

“If I get a laugh or chuckle from it, I will forward to friends. If it is something that may interest one of my friends, I will share also.”

- Male 50-54

“If I see something I find interesting or entertaining I copy to email or send through Facebook... It's easy to do and nice that I can let friends know something that I found that they might not know about.”

- Female 60-64

Older people think more about the recipients of their content than younger consumers

For the content you do share, what are your reasons for sharing it? (select all)	Overall	18-24	25-34	35-44	45-54	55-64	65+
Because I think it will be helpful to recipients	58%	45%	57%	54%	60%	67%	67%

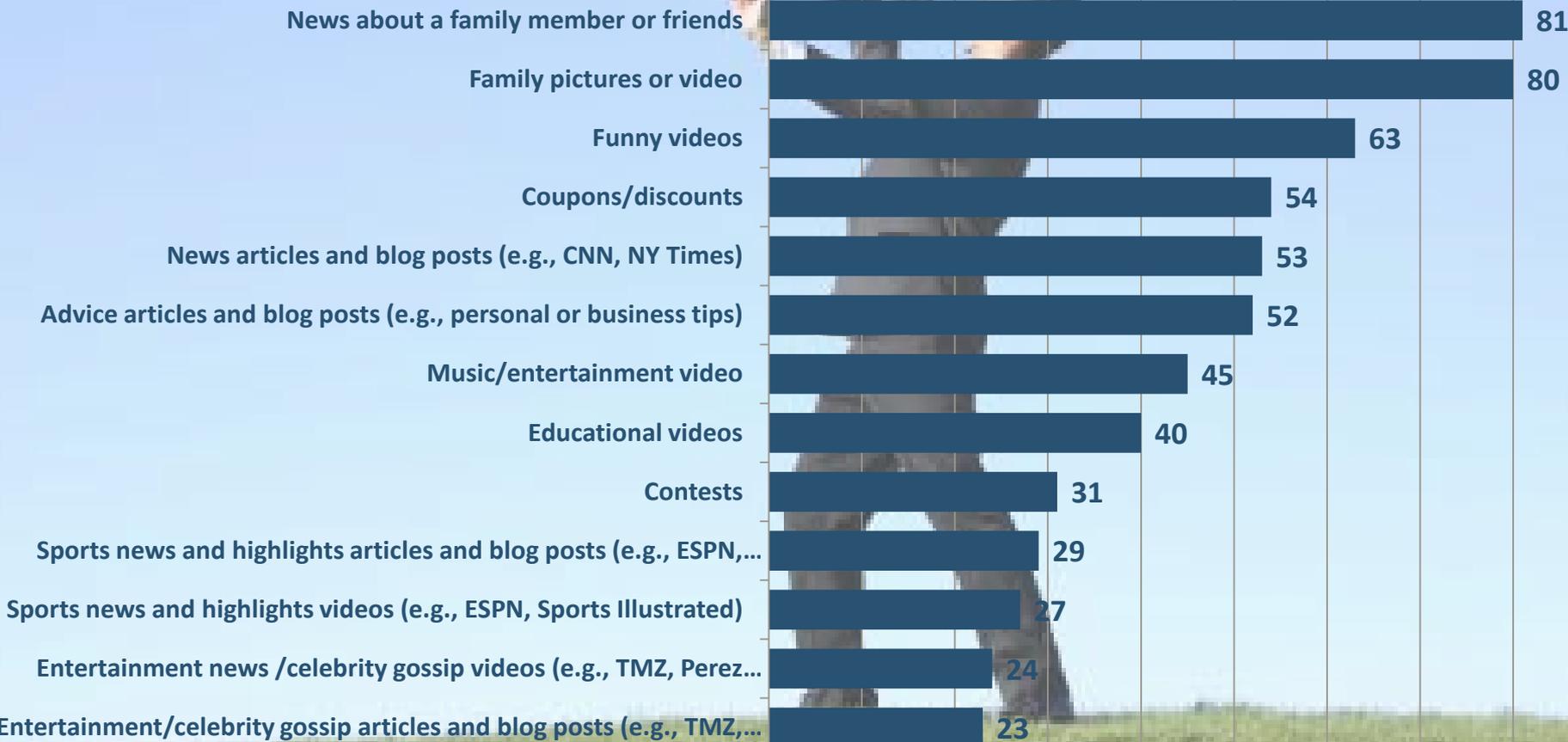
Family photos, videos and news are still the most shared online content

What have you shared in the last 3 months?

- Family pictures and video (62%)
- News about friends and family (52%)
- Funny videos (43%)
- News articles and blog posts (36%)
- Coupons and discounts (32%)

If people like the content, they are likely to share it

Somewhat or very likely to share...



“I read/watch the content myself, if I know it will be helpful to someone I will pass it along, this is typically done with articles/videos about hobbies in common, but occasionally deals with humor or news pieces I know the person will find interesting.”

- Male 30-34

“The people I would share with are ones that I know would share with me as well. I think that it is maybe more social than anything else. It keeps you connected with others that you don't see every day.”

- Female 50-54

“I will send information which I feel is helpful or of interest based upon recent conversation/contact.”

- Male 40-44

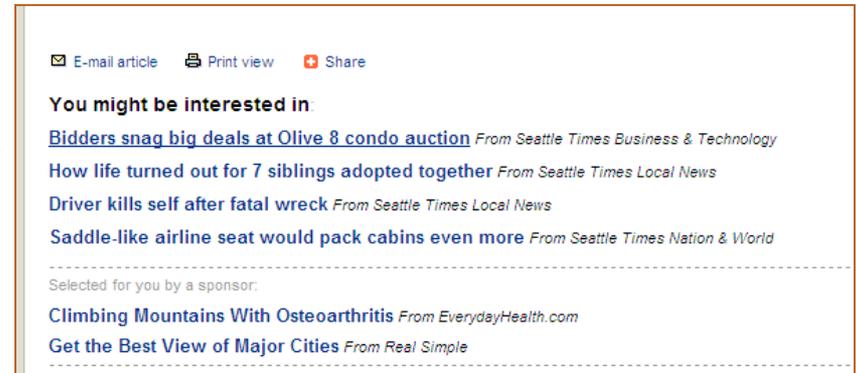
For the most part, branded and unbranded content are seen in the same light

- **58%** It doesn't matter to me
- **14%** More likely to share branded or professionally produced content
- **10%** Less likely to share branded or professionally produced content
- **18%** I generally do not share this type of content

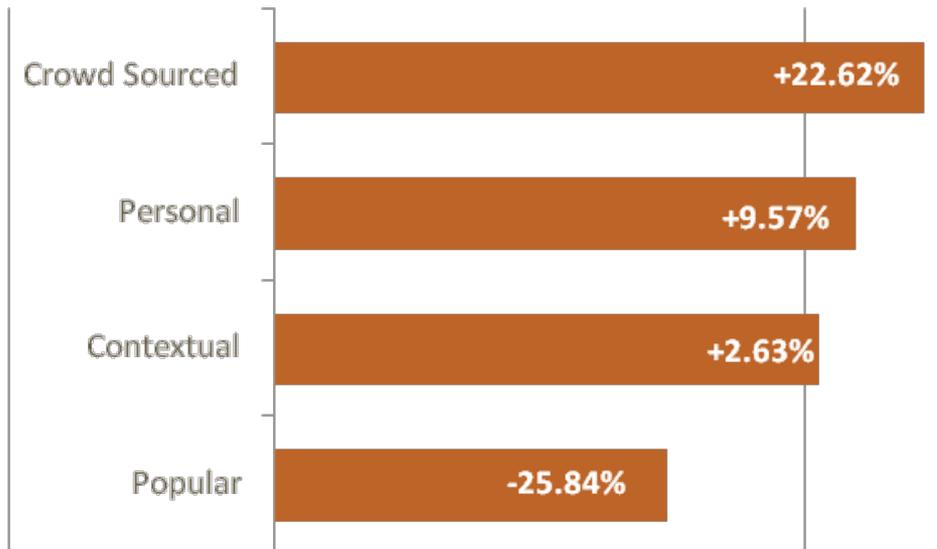


Click data from Outbrain* confirms that interesting content reigns, regardless of source

- People access content they are “interested in” rather than content deemed as “the most popular”



Click through rate compared to average



- **Crowd-sourced:** People who like this, also like...
- **Personal:** Recommendations based on reader’s previous behavior
- **Contextual:** Similar content as current story
- **Popular:** Most popular content within the site

Average CTR

*Outbrain is a leading content recommendation engine that reaches over 150 million readers a month through their distribution on top sites such as iVillage, USA Today, The Daily Beast, Newsweek, Slate and many others (www.outbrain.com).

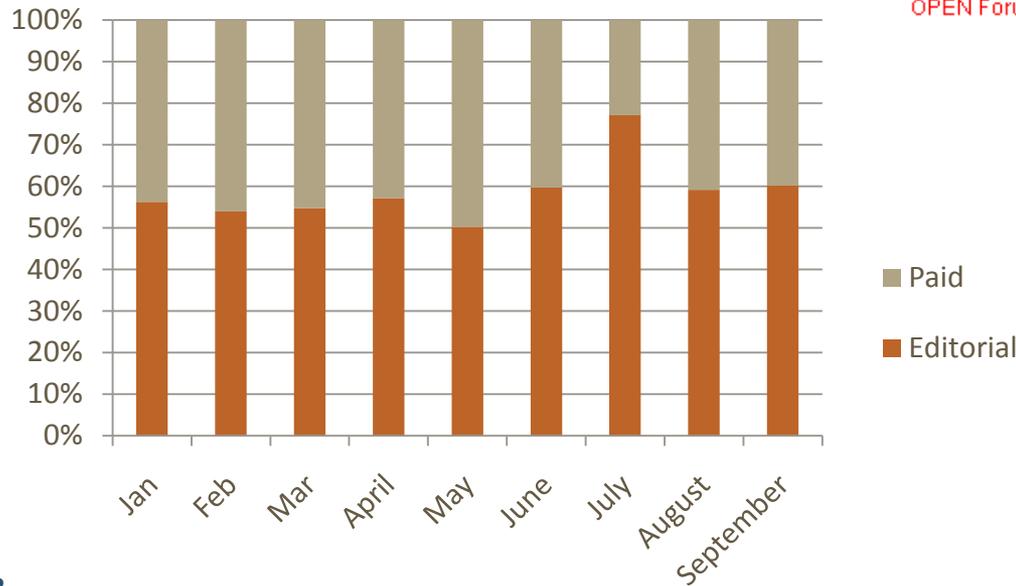


Click data from Outbrain* confirms that interesting content reigns, regardless of source

- Organic and ad based content recommendations perform similarly



Click through rates on paid v. editorial content recommendations (2010)



You Should Check Out:



Growth in Small Business Hiring Isn't as Much or as Fast as We Would Like by Anita Campbell
[OPEN Forum](#)



Please, No More Government Spending!



Why Obama Disappoints the Left



Bankers: Is Obama Of This Earth?

“Who makes the content is not as important to my choice to share as is the relevance to the person I would be sending it to...”

-Male, age 30-34

“If I find the info useful I will share it no matter if it’s homemade or branded.”

- Female, age 18-24

“I don’t care who makes it or where it comes from. I care about the content.”

- Male, age 25-29

Key takeaways for marketers

1. **If your content is good, people will share it**
2. **Social Sharing needs to be incorporated into your overall marketing strategy – but not solely focused on social media (Email is still extremely important)**
3. **Delivering content that people find interesting, entertaining, and genuine will amplify your brand messages**
4. **Knowing your audience and what they want from you is more important than ever**
5. **It is essential to make sharing an easy option for your customers and prospects**

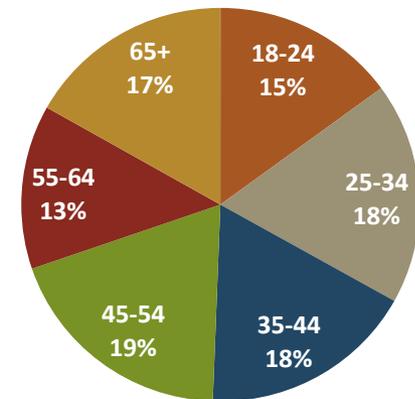


About This Research

About this research

- **CMB Consumer Pulse**

- Data was collected online from 1,504 adults (aged 18 and over) via a nationally representative sample within the United States by Chadwick Martin Bailey the week of August 23rd, 2010
- [iModerate Research Technologies](#) conducted one-on-one qualitative sessions to better understand social media usage and content sharing



Who is Chadwick Martin Bailey?

- Founded in 1984
- 65 employees in Boston
- Global, full-service custom market research company
- Dedicated practices in retail, travel, financial services, healthcare, ecommerce, insurance and technology verticals
- Specialize in brand, segmentation, product, and customer loyalty research
- Put out regular research results through our Consumer Pulse and Tech Pulse programs



Questions?



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