Social Media Inflation Index

So your brand got more followers. Congratulations!

But just how "good" is your growth? As more people join social networks worldwide, is the value of your brand audience depreciating?

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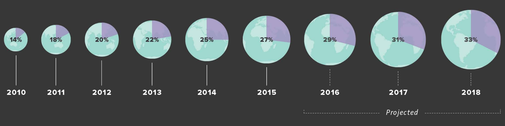
The Universe of Users

The global social media audience is on the rise.

By 2018, the global population of social media users is projected to **grow to 2.44 billion, or 33% of the world population.**[1]

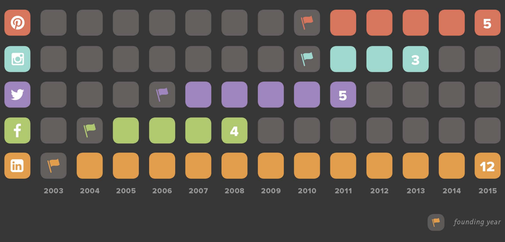
PERCENTAGE OF GLOBAL POPULATION ON SOCIAL NETWORKS



Social media usage reaches critical mass on major networks.

By the end of 2015, all five major social networks hit 100 million monthly active users (MAUs) for the first time. **Instagram achieved this milestone in only three years.**[2]

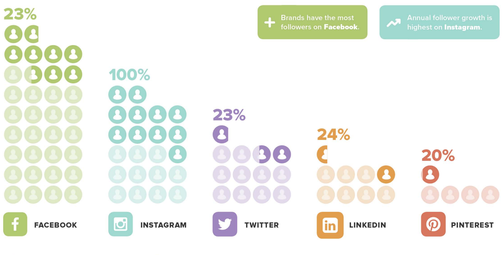
NUMBER OF YEARS FOR SOCIAL NETWORKS TO REACH 100 MILLION MAU MILESTONE



What Is "Good" Follower Growth?

Across 2015, total brand audience growth averaged 42% across five major social networks.

Below is the median annual follower growth per brand on a channel-by-channel basis.



The Do's and Don'ts of Growing Your Social Media Audience

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DO

Focus on the right followers.

Followers can be bought or they can be earned. Sweepstakes and giveaways might result in more followers, but might not convert "likes" to loyal customers.

DON'T

Measure follower growth in a vacuum.

As with most metrics, context is key. Historical data on follower growth — for your brand and your competitors — is essential to set meaningful growth goals.

DO

Make brand community a priority.

Social networks are a medium for showcasing the human side of your business. Helpful, in-the-know content prompts conversation and keeps people coming back.

DON'T

Broadcast the same content on every channel.

Content that soars on LinkedIn will most likely flop on Instagram. Instead of broadcasting the same content everywhere, take the time to craft channel-specific messaging.

Add a message...

ENDNOTES:

[1] eMarketer, American Marketing Association

[2] http://investor.fb.com/releasedetail.cfm?ReleaseID=952040

ABOUT THE DATA:

We analyzed a sample of 26,965 brands across all major industries to measure follower growth across 2015 on on five major social networks — Facebook, Twitter, Instagram, LinkedIn, and Pinterest.

Track your content marketing success against leading competitors!

START TRACKING

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