

March 25, 2013

Women Rule Social Media

The percentage of female Internet users who use social networking sites well exceeds that of men – 75% women vs. 63% men.

Women are also more active in their use of these sites. Women are the “low-hanging fruit” of social media today and deserve closer attention from marketers, says a new study by Weber Shanadwick, with KRC Research.

The overwhelming majority of North American women are on social media. Their social connectivity is far-reaching and their potential exposure to brand messages is high.

- 86% have a social media account/profile with 2.2 accounts on average
- 81% use Facebook, by far the most prevalent social media account
- Women spend an average of 12 hours per week using social media, nearly 2 hours a day
- 19% say they know some of their best friends only through Facebook or Twitter

Women enjoy their online networks nearly as much as they enjoy live social activities. Interestingly, they seem to enjoy it slightly more than dating or spending time with their partner.

- 86% spend time with family members
- 77% hang out with friends or other social activities
- 75% use social networks, such as Facebook
- 72% dating or spend time with a partner

Social media helps women manage their time and relationships.

- 25% of women who use social media prefer to socialize online rather than in-person.
- 62% say that social media gives them control over who they talk to and when

A large segment of North American women values their social networks and social media is where they like to be. Social platforms make them available to have engaging relationships with brands. Social media is more than a channel for distributing coupons and promoting sales, and should be used by marketers to build relationships, says the report.



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Women who use social media do not limit their media usage to social media, nor do they consume all their media online. They watch TV offline five times more frequently than they watch TV online.

In an average week, these women spend time doing the following:

- 33.7% watch TV on the set; listen to the radio online
- 7.0% watch TV online
- 6.8% listen to the radio on a radio or in a car
- 4.0% read the newspaper online or on an e-reader such as the Nook or Kindle
- 3.2% read a newspaper in print

The percentage of North American women who have decreased or stopped their usage of one or more social networks during the past six months is:

- 16% stopped
- 28% decreased
- 38% decreased or stopped

Defectors are ages 18-24, younger than total North American women: 22% vs. 14%, a vital demographic for social brand initiatives.

Marketers should not take decreased usage of a social media site that they have invested in lightly. Analysis conducted by SocialCode found that the average cost of acquiring a Facebook fan is \$9.562.

tactics: research

