

POWER USERS SHALL INHERIT THE INTERNET

WHY YOU SHOULD PAY ATTENTION TO THE FACEBOOK POWER USER

In a recent study, Pew Research partnered with Facebook and discovered a major phenomenon: the typical Facebook user receives more comments, messages, and "likes" than they give out. Why is this? Turns out, everyone has a few zealous Facebook friends who are extra engaged in one or more activities on the social network. These friends are called "power users" and are essentially invisible drivers of most of the site's activity. What do they do, and why should businesses take notice?

WHO IS THE FACEBOOK POWER USER?

20-30 percent of Facebookers compose a niche segment known as power users.



They're active on the social networking site, and participate in these core Facebook activities:



SENDING FRIEND REQUESTS



TAGGING FRIENDS IN PHOTOS



COMMENTING



PRESSING THE "LIKE" BUTTON



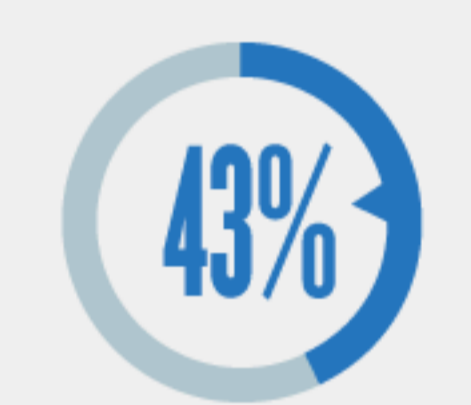
SENDING PRIVATE MESSAGES



POSTING STATUS UPDATES

THEY LIKE TO SPECIALIZE

Power users are rarely masters of all Facebook activity; they're usually experts in one. Some dominate in "liking" content, while others prefer to send a lot of private messages.



are active power users in at least one Facebook activity.



are active in two.



are active in three.



of Facebook members are power users in all Facebook activities.

THEY'RE BEHIND MOST OF THE ACTION

According to the Pew and Facebook study that observed users over the course of one month, typical Facebook users—who are moderately active—got more friend requests, "likes," and private messages than they gave out because the engaged power user is responsible for driving that activity.

FRIEND REQUESTS

19%

of users made a friend request at least once a week. These were the power users.



63%

of all surveyed Facebook users received a friend request.

LIKES



The average amount of times users "liked" content.



How many "likes" users received for their content.

TAGGING PHOTOS

35%

were tagged in photos by a Facebook friend.



12%

did the tagging.

MESSAGES

27%

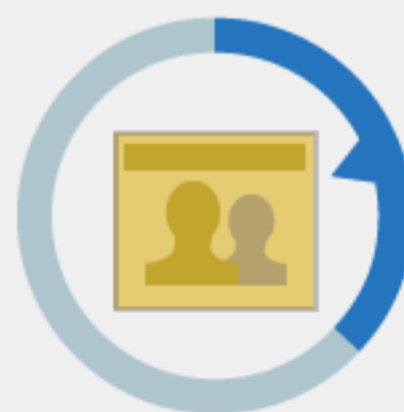
of Facebook power users sent a personal message at least once a week.



59%

of average Facebook users received a personal message in the month observed.

JOINING GROUPS



were added to a group by another Facebook user.

MORE FEEDBACK THAN STATUS UPDATES



Users made an average of 9 status updates.



But contributed 21 comments.

FEMALE POWER FACEBOOKERS POST STATUSES MORE OFTEN



Number of status updates the average male Facebook user made:



Number of status updates the average female Facebook user made:



THEY'RE EVEN POLITICAL INFLUENCERS



Pew found that the most active Facebook users were 2.5 times more likely to attend political rallies and meetings.



What's more? They're also 57 percent more likely to influence someone they know (a Facebook friend) to vote for a desired candidate.

3 WAYS TO TAP INTO VALUE OF POWER USERS

For small businesses looking to reach out to their audience, the power user is a vital channel through which social media marketing messages can be ushered and shared.

- TARGET THE POWER USER**
- ENGAGE THEM IN CREATIVE WAYS**
- REWARD YOUR POWER USERS**

If they can sway others in politics, power users also have the unique ability to change perception and influence fellow members in other matters. Tailor messaging to Facebook fans who comment and engage the most and they will, in turn, spread on the good news.

In a multimedia world, it's not enough to simply target and ask users to share content. Power users, especially, tend to be social and tech savvy, so appeal to them in different formats. For example, create photo contests for the avid photo taggers.

Since many power users have the potential to drive traffic to your business, see them not only as customers, but also as development partners. Reward them with the latest exclusive information or allow them to play around with a beta product.