

Walk The Walk – Social Media



The Social Media Quiz

1. How many Facebook accounts are there in the world?

- a) 1.2 billion
- b) 540 million
- c) 120 million
- d) 53 million
- e) 10 million

2. Which do you think is bigger?

- a) Twitter
- b) Facebook

3. How many people actually use Twitter?

- a) 204 million
- b) 112 million
- c) 56 million
- d) 20 million
- e) Nobody knows



4. You can get into trouble if you use your online presence to target someone based on:

- a) Religion
- b) Ethnicity
- c) Disability
- d) All of the above
- e) None of the above

5: You can't get in trouble for posting sectarian content online if you're under 16.

- a) True
- b) False

6: If I am concerned about sectarian content online, I can:

- a) Report it to the site it appears on
- b) Report it to the police
- c) Contact the original poster
- d) All of the above
- e) Do nothing - you can't change the internet

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Track your digital footprint

You might be alone in your room when using the internet but when you post a tweet, that tweet could be seen by millions of people. Work out just how many people you could be reaching on the internet by working out your digital footprint:

1. Look at our list of the top 50 online spaces in the left hand column of the table below.
2. Use a highlighter to pick out your Top 10 – the ten online sites or spaces you visit most often.
3. Use the right hand column to add up how many other users you encounter when you use these ten sites.
4. That number is your digital footprint!

Online space	Number of active users worldwide
Facebook	1.23 billion Facebook accounts (300 million people check their Facebook every single day)
Youtube	1 billion users (4 billion visits every day)
iTunes	500 million
Candy Crush Saga	500 million
Gmail	425 million

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Social media statistics sourced from www.statisticbrain.com: all figures correct as of November 2014

Outlook email	400 million
Google+	300 million
iCloud	300 million
Skype	300 million
Linkedin	277 million
Yahoo! Mail	273 million
Angry Birds	263 million users (1.7 billion downloads of the game have been made so far)
TripAdvisor	260 million
SkyDrive	250 million
Apple Game Centre	240 million
Tumblr	216 million users (109 million are bloggers)
Amazon	209 million
Dropbox	200 million
Instagram	150 million
Paypal	132 million
Disqus (blogging platform)	125 million
Yelp	120 million
Ebay	120 million
Reddit	112 million
Vimeo	100 million
Flickr	92 million
Wordpress	76.5 million
Survey Monkey	75 million
Pinterest	70 million
Change.org (petitions site)	64 million
Ask.fm	60 million
Etsy	60 million
Twitter	No one really knows how many people are actually <i>using</i>

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	Twitter... there are 204 million Twitter <i>accounts</i> , but many of them don't follow anyone and don't have any followers. Roughly 57 million people tweet at least once a day, but over 40% of Twitter users never tweet and just 'listen'. It's a mystery!
Vevo	50 million
Foursquare	45 million
Netflix	44 million
Groupon	43 million
Last.fm	40 million
MySpace	36 million
DeviantArt	30 million
Stumbleupon	30 million
Snapchat	26 million (and that's just in the USA... no figures yet for the UK!)
Care2 (petitions site)	25 million
Goodreads	25 million
Spotify	24 million users (6 million of them are paid subscribers)
Friends Reunited	24 million
OK Cupid	15 million
Kickstarter	5.8 million
BBC	4.9 million
Bebo	3 million

The ten sites I use most often are:

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Site	Number of active users worldwide
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
The total number of people I could encounter online (my digital footprint):	