

SOCIAL MEDIA

EVANGELISM

You Tube

EMBRYHILLS.COM

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"Go into all the world and proclaim..."





**GO INTO ALL
THE WORLD...**

SOCIAL MEDIA **EVANGELISM**

internet usage

184 million adults use the internet in the United States (78% of all adults)

- 71% watch videos on sites like Hulu, Vimeo and YouTube
- 67% use social media
- 37% download “music” files
- **32% look for religious/spiritual info (58 million)**
- 32% read blogs
- 27% download video files
- 21% download podcasts to view or listen to later

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embryhills.com 2012 statistics

Downloads:

- Sermon MP3s – 400,753
- Class Material PDFs – 172,085
- Class Material Word Documents – 69,724
- Class Material PowerPoints – 21,952

Visitors:

- 208,632 visitors to the site
- Visited by people in 160 countries
- 3,389,922 hits

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2011

Top Ten Sermon Downloads:

- Deacon Qualifications
- Self Examination
- Dealing with a Crisis
- Godly Families
- Faith
- Plan of Redemption
- Cultural Threats
- Expectations
- How Does the Spirit Guide Us
- Amos/Anna

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2012

Top Sermon/Class Download Subjects:

- Sermons in Acts
- Authority
- Marriage/Commitment/Love
- NT/OT Surveys
- Revelation
- Salvation
- Mercy
- Flee Youthful Lusts
- Jesus and the Cross
- The Home
- Ecclesiastes
- Beatitudes

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social media usage – age distribution

Percentage of internet users in the United States that use social media

- 18–29 (83%)
- 30–49 (77%)
- 50–64 (52%)
- 65+ (32%)

Average age of a social media user – 36.9

Largest growth from 2011 – 2012 was the 45–54 age range

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social media users per site

- Classmates.com: 55 million users
- Dropbox: Over 100 million users, 1 billion files uploaded daily
- Ebay: 100 million active users
- Etsy: 20 million users, 100 million products
- Evernote: 45 million users
- Facebook: 1.06 billion monthly active users, 680 million mobile users
- Flickr: 87 million users, 8 billion photos
- foursquare: 25 million users, 1 million businesses, 10.4 million monthly users
- Google+: 343 million active users
- Imgur: 56 million users
- Instagram: 100 million users, 4 billion photos
- LinkedIn: 200 million users
- MySpace: 25 million users
- Path: 6 million users
- Pinterest: 48.7 million users
- Reddit: 43 million users, 400 million unique visitors; 37 Billion Page Views
- Skype: 280 million users
- Tumblr: 150 million users
- Twitter: 500 million total users, more than 200 million active users
- Vimeo: 12.6 million users
- WordPress: 74 million blogs
- Yelp: 78 million users; 30 million reviews
- Youtube: 1 billion users, 4 billion views per day



1 NEW DEFINITION IS ADDED ON UR **oan**

1,600+ READS ON **Scribd**.

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ NEW ADS POSTED ON **craigslist**

370,000+ MINUTES VOICE CALLS ON **skype**

98,000+ **TWEETS**

320+ NEW **twitter** ACCOUNTS

100+ NEW **Linked in** ACCOUNTS

1 associatedcontent **NEW** ARTICLE IS PUBLISHED

6,600+ NEW PICTURES ARE UPLOADED ON **flickr**

50+ **WORDPRESS** DOWNLOADS

695,000+ **facebook** STATUS UPDATES

1,700+ **Firefox** DOWNLOADS

125+ **PLUGIN** DOWNLOADS

79,364 **WALL** POSTS

510,040 **COMMENTS**

IN **60** SECONDS...

20,000+ NEW POSTS ON **tumblr**.

13,000+ **iPhone** APPLICATIONS DOWNLOADED

100+ **Answers.com**

40+ **YAHOO! ANSWERS**

QUESTIONS ASKED ON THE INTERNET...

600+ NEW **VIDEOS**



70+ **DOMAINS** REGISTERED

60+ NEW **BLOGS**

1,500+ **BLOG** POSTS

168 MILLION **EMAILS** ARE SENT

694,445 **SEARCH** QUERIES

25+ HOURS **TOTAL** DURATION



Google

Google Search

