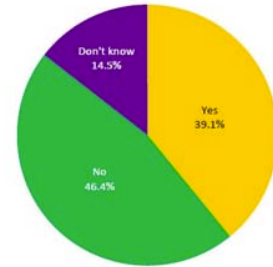


Snapshot of Lawyers' Social Media Use 2013



1. There are 200 Million LinkedIn users according to a January 9, 2013 post on the Official LinkedIn blog entitled "200 Million Members". And according to a 2012 survey conducted by Pingdom 79% of those users are 35 or older, with a household income average of \$109,000.00. 95% of lawyers surveyed for the ABA Legal Technology Report say they have a presence on LinkedIn.

Have You Ever Had a Client Retain Your Legal Services Directly or via Referral as a Result of your Legal Topic Blogging for Professional Purposes?



ABA Technology report 2012. 22% of law firms have blogs; 47% of large firms; 14% solo/small



2. Facebook has more than a billion active users as of December 2012 with an average age of 40.5 years with an average household income of \$69,900.



3. Twitter has more than 500 million users with an average age of 37.3 years and an annual income of between \$25,000 and \$75,000 according to a 2012 Pew Internet report. 22% of lawyers surveyed for the ABA Legal Technology Report say they have a presence on Twitter.



4. Udemy claims over 500,000 users.



5. Pinterest boasts over 20 million users and Instagram claims 90 million. Both networks experienced huge growth from 2011 through 2012, with percentages ranging from 5124% (Pinterest) to 17,319% (Instagram) in North America alone.



What's Driving the Rise of Social Media?

- The [digital] natives get restless
- Acceleration of free agent nation
- Mobile gone global
- Movement from search to discovery
- Demand for real time data



6. 75% of the world population has access to mobile phones. The highest percentage of users are between the ages of 18 and 44 with 43% of users having an annual income over \$75,000.

