



2012 SOCIAL MEDIA REPORT

NETWORK SIZE

OF FACEBOOK FANS GAINED

+5,687
+14%

OF TWITTER FOLLOWERS GAINED

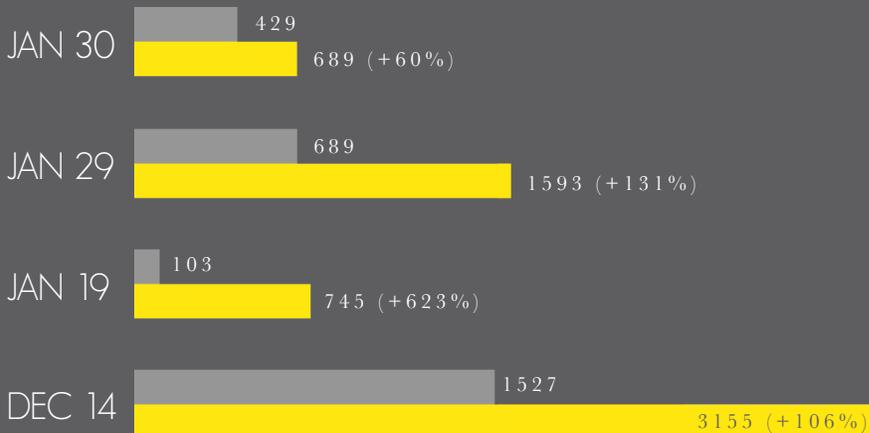
+6,572
+37%

OF TUMBLR FOLLOWERS GAINED

+122
+122%

FACEBOOK SITE REFERRALS

VISITS TO SAGAWARDS.ORG VIA FACEBOOK



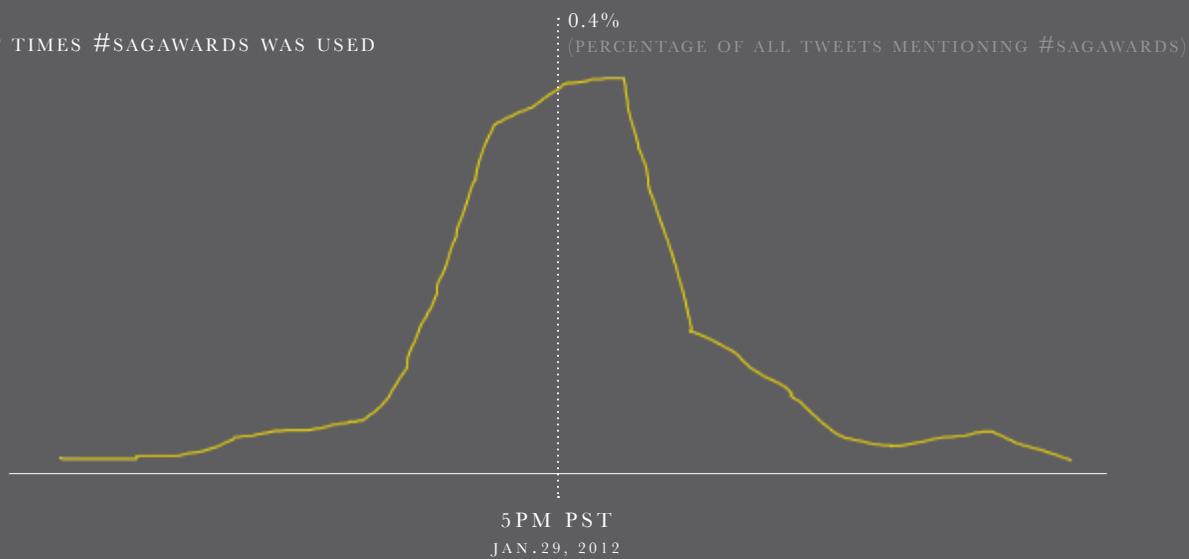
■ 17TH SAG AWARDS
■ 18TH SAG AWARDS

+77.98%

IN TOTAL REFERRALS FROM 2011

TWITTER

NUMBER OF TIMES #SAGAWARDS WAS USED



AVG. # TWEETS PER DAY

1.5

NETWORK AGE-MAJORITY

18-20

OF FOLLOWERS GAINED ON SHOW DAY

4,122

ENGAGEMENT

KLOUT SCORE

69

AVG. TIME ON SITE
VIA FACEBOOK (SHOW DAY)

+18%

AVG. TIME ON SITE
VIA TWITTER (SHOW DAY)

+89%

NUMBER OF TIMES JENNY OR BELINDA FREAKED OUT ABOUT SOCIAL MEDIA: ~170