

## Social Media

Week 4: Advertising on social networks

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# Social media networks provide for targeted advertising

**W**hen people create personal profiles on a social media site like Facebook, the information they provide is collected, stored and used to help advertisers target their online ads. For example, to join Facebook, users are required to provide a name, a valid e-mail address, their gender and birth date.

While advertisers do not have access to individuals' profile information, they can obtain and use aggregate demographic data

about users to reach specific audiences.

For example, if a resort owner in northern Wisconsin wants to promote the season opener to Chicago area residents interested in fishing, Facebook's advertising tool enables the resort owner to identify the 75,000 Chicago area Facebook users who include fishing on their profile as one of their interests. Once placed, the ad will appear on the homepage of all 75,000 people the next time they sign onto Facebook.

Participation in social media is increasing rapidly across almost every geographic and demographic category. However, some demographic groups are participating at much higher levels.

Facebook claims 1.9 million users in Wisconsin, equivalent to about one-third of the state's population. However, an estimated 96.2 percent of Wisconsin residents age 18 to 24 are on Facebook compared to only 14.7 percent of Wisconsin residents age 55 and older.

## Estimated percentage of population on Facebook, by age

13 to 17	<b>65.8%</b>
18 to 24	<b>96.2%</b>
25 to 34	<b>67.5%</b>
35 to 44	<b>47.9%</b>
45 to 54	<b>30.2%</b>
55+	<b>14.7%</b>

Source: U.S. Census and <http://www.facebook.com/ads/create/>