

WM MPLA Webmaster Report 05 December 2013

MPLA Facebook Demographics

It might be interesting to look at our MPLA Facebook fans and what we might learn from them.

We have 860 Facebook fans as of 21 November 2013. If I remember correctly, that number was about 840 at the time of the conference in September.

Who are our Facebook fans?

Age/Gender Breakdown (assuming people actually identify a DoB or gender in their profile.)									
	MPLA Fans	Facebook Users	13-17 yrs.	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-54 yrs.	55-64 yrs.	65+ years
Women	77%	46%	0.1% (FB=7.2%)	1.9% (FB=14.4%)	15.4% (FB=11.8%)	21.2% (FB=6.2%)	17.3% (FB=3.6%)	16.2% (FB=1.9%)	4.7% (FB=1.1%)
Men	22%	54%	0.3% (FB=7.7%)	1.6% (FB=17.9%)	5% (FB=14.8%)	6.5% (FB=7%)	4.2% (FB=3.6%)	2.9% (FB=1.6%)	0.9% (FB=1.3%)

If you add the numbers up above, they don't total 100% for Facebook users in total, so obviously, there are people who are not identifying their gender and or age in Facebook, so some of this is meaningless. Just looking at what the data tells us, however, we can tell most of our fans are clearly women and to the extent our fans identify an age and gender, of those women who are our fans, most of them are over 25 years old, and really, over 35.

Geography/Language Breakdown (assuming fans identify a location and city in their profile)

Country	Fans	City	Fans	Language	Fans
United States	779	Salt Lake City, UT	26	English (US)	792
Egypt	11	Denver, CO	24	English (UK)	30
India	6	Lincoln, NE	22	Spanish	8
Portugal	5	Sioux Falls, SD	17	Portuguese (Portugal)	6
Turkey	4	Phoenix, AZ	17	Arabic	6
Canada	3	Albuquerque, NM	15	French	3
Thailand	3	Wichita, KS	14	Thai	3
Mexico	3	Rapid City, SD	13	Portuguese (Brazil)	2
Algeria	3	Tucson, AZ	13	Italian	2
Pakistan	3	Las Vegas, NV	12	Simplified Chinese	1

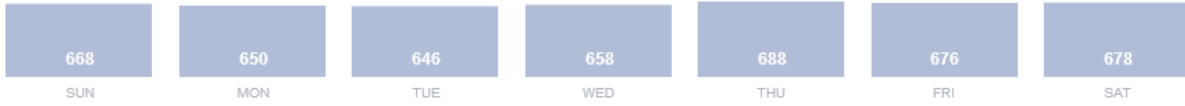
MPLA is reaching fans in other countries, surprisingly. The cities are interesting as a barometer of our outreach if nothing else. I look at that list as a list of cities where we should be having conferences, and I think for the most part, we are.

When are our MPLA Fans On Facebook?

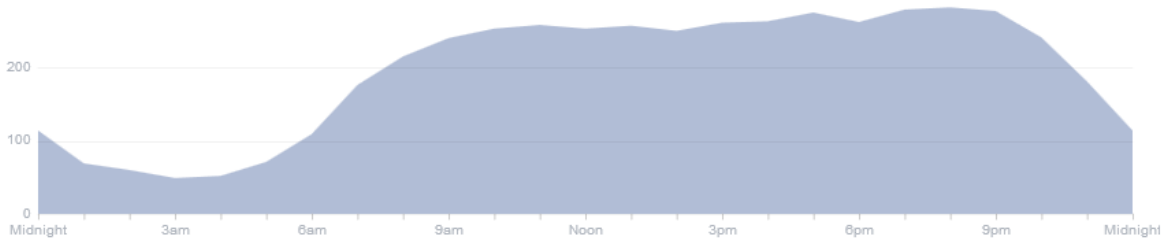
When Your Fans Are Online | Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES

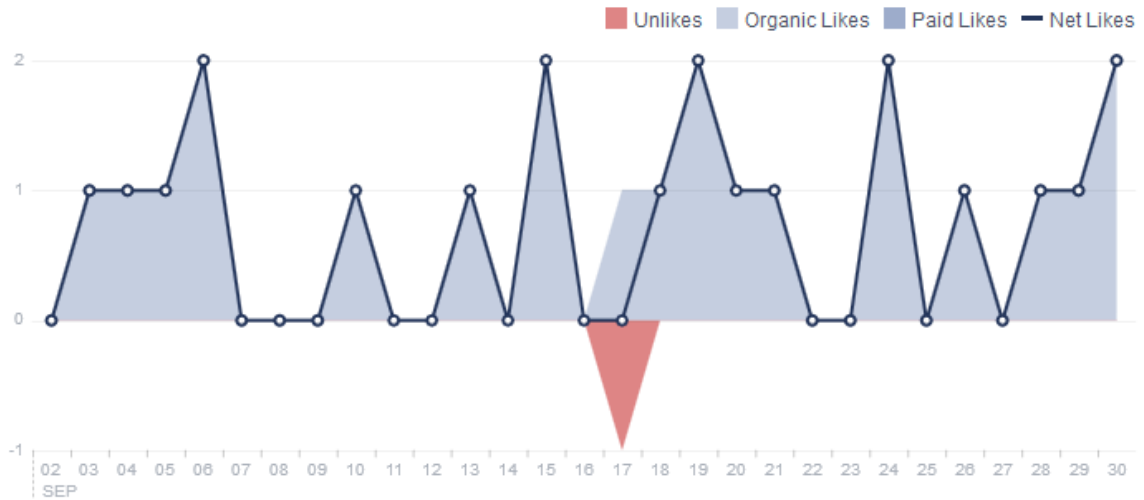


For the one week I looked at, it's a pretty even distribution of MPLA fans being online by day – they are on Facebook daily, again not necessarily on the MPLA Facebook page – generally about 650 of our fans on average. Not a surprise that our fans are using Facebook during the hours of about 6am through 9pm Central time. And it may be hard to read, but that number of fans on Facebook at that time is about 200-250.

Here's an interesting snapshot of the MPLA Facebook page:

Net Likes: What Changed

Likes - unlikes = net likes

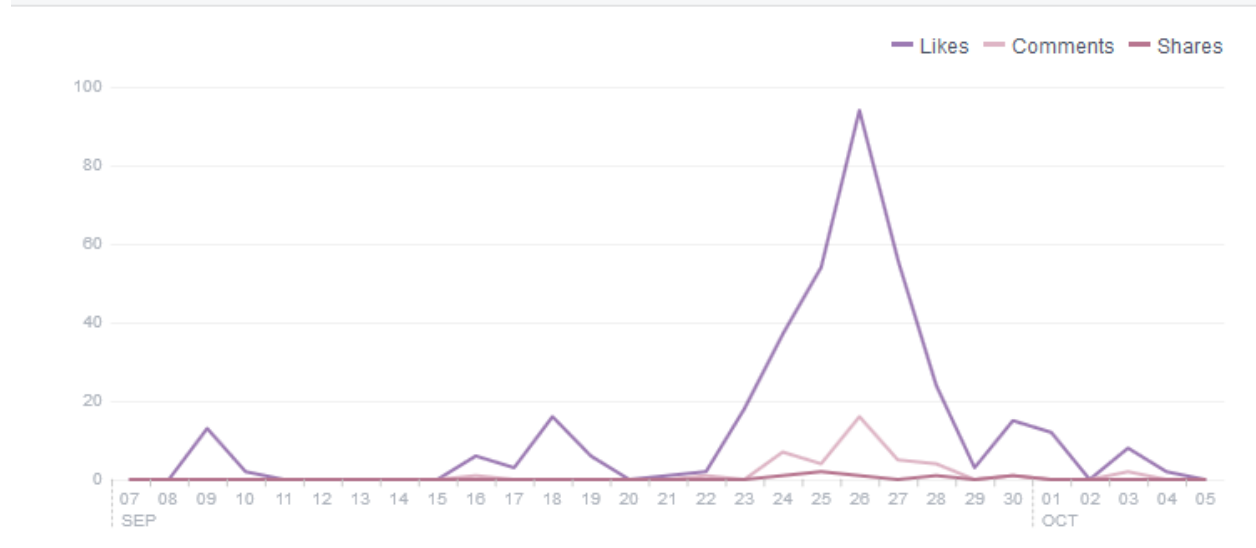


What you see here is, by date, when people liked us, but also when they unliked us.

Another interesting snapshot:

Likes, Comments, and Shares

These actions will help you reach more people.



What is this image of? This is MPLA Facebook pages activity levels. This was during the September conference. People were engaged with us while we were in Sioux Falls. People liked our photos we took, our update posts, etc.

Respectfully submitted,

Dan Chaney
MPLA Webmaster