References

- Kodak. “Social media tips: sharing lessons learned to help your business grow.”

Statistics on Social Media users

- 10 Surprising Social Media Statistics, FastCompany, Nov. 2013
- What happens in social media every 60 seconds.
- Infographic on social media stats.
- Social Media stats, From the Social Skinny.
  - For tweets with links, 120-130 characters is the ideal range to maximize retweets.
  - 28% of Retweets on Twitter are due to inclusion of “please RT!”
  - 23% of Facebook users check their account more than 5 times a day
  - 350 photos are uploaded to Facebook every day
- Social Media Intelligence Report, Adobe, October 2013.

Other social media articles

- Facebook posts: things that work, and things that don’t. Andrea Vahl.
- Social media is overwhelming. Infographic.
- Social Media Management checklist
- Significance of Twitter in Academic Libraries.

Good resources for marketing and industry trends in social media

- Mashable. Articles for all kinds of social media topics. http://mashable.com/social-media/
- Social Media Today. http://socialmediatoday.com