

SOCIAL MEDIA : BIG DATA

JUST GOT

← BIGGER →

"Big data" is every business' favorite buzzword nowadays. But when does regular data become big data, and when does big data become huge data? Social media takes data to a whole new level - nearly $\frac{3}{4}$ of all internet connected people on earth use social media, meaning the amount of user-generated online content is mind-bogglingly massive, and it's only going to grow. Sifting through this data is a daunting task for information security officers, marketers, or anyone trying to make sense of social media. Just how big is this task?

CONSIDER THESE STATS FROM THE BIG FOUR SOCIAL NETWORKS:



1.36 BILLION
TOTAL USERS



4.5 BILLION
daily likes



5
NEW
PROFILES
every second



300 MILLION
TOTAL USERS



over
1 BILLION
ENDORSEMENTS



2
NEW
PROFILES
every second



1 BILLION
TOTAL USERS



500 MILLION
daily tweets



6,000
TWEETS
per second



540 MILLION
ACTIVE USERS



1.5 BILLION
PHOTOS UPLOADED
— every week —



800,000
NEW USERS
every month

With numbers like these, a one-in-a-million chance happens thousands of times per day.

Data on this scale is impossible to monitor manually, and finding malicious actors and protecting your organization is a growing challenge. As such, organizations are increasingly turning to automated security and marketing solutions to help. With big data this big, don't get buried alive. Visit **ZEROFOX.COM** to learn more information security on social media.

