“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 ¾ 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:

- **Facebook (1.36 billion total users)**
  - 4.5 billion daily likes
  - 5 billion new profiles every second

- **LinkedIn (300 million total users)**
  - Over 1 billion endorsements
  - 2 billion new profiles every second

- **Twitter (1 billion total users)**
  - 500 million daily tweets
  - 6,000 tweets per second
  - 1.5 billion photos uploaded every week

- **Google+ (540 million active users)**
  - 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 ZEROFIX.COM to learn more information security on social media.