



BNC RESEARCH

#AmReading: Canadian Book Buyers on Facebook



BOOKNET
CANADA

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#AmReading: Canadian Book Buyers on Facebook

About BookNet Canada's #AmReading Series

This series takes an in-depth look at how Canadian book buyers interact with social media platforms. Each #AmReading report includes two sections:

- Using Facebook to Market Books: background information on the platform, including what it is, how publishers and retailers are engaging with it, and tips and tricks
- Book Buyers on Facebook: a detailed analysis of which book buyers are using this platform, the subjects they are purchasing, and how they are making their purchases

Consumer data for these reports have been obtained through BookNet Canada's Consumer Research in which adult book-buying Canadians participate in online surveys about their book purchases from the prior month. Book buyers report on such information as what they purchased, where they made the purchase, what influenced their purchase, and other quantitative data. The data panel comprises the following number of respondents:

- 2015 – 1,858 book buyers
- 2016 – 1,827 book buyers
- 2017 – 2,169 book buyers

Part I – Using Facebook to Market Books

What is Facebook?

Facebook is a social networking service with more than 2.2 billion monthly active users (as of July 2018). Mark Zuckerberg founded Facebook in 2004 while in his second year of university. The website was initially meant to be a universal directory of Harvard University students, however, it quickly expanded to include all Ivy League schools, reaching 1 million users in less than a year. Facebook continued to expand in 2005, adding 800 American and Canadian colleges and universities to its network and, shortly thereafter, expanded even further to include high schools, international schools, and “work networks” such as employees of Apple and Microsoft.

In April 2006, Facebook launched its mobile app, and the following September, everyone over the age of 13 with a valid email address was invited to join. In less than three months, Facebook had amassed 12 million active users and an implied value of \$15 billion USD. With a whole slew of new features and languages being added every month, Facebook now has nearly 1.5 billion daily active users and has offices in 56 different cities all over the world.¹ India has the largest share of Facebook users at 12%, followed by the United States at 11%, and Brazil and Indonesia each have 6%.² Canada has just under 20 million monthly active users.³

¹ “Company Info”. Facebook, June 2018. <https://newsroom.fb.com/company-info/>. 14 August 2018.

² “Leading countries based on number of Facebook users as of July 2018 (in millions)”. Statista, 2018. <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>. 14 August 2018.

³ “Digital Advertising in 2018”. Communicatto, February 2018. <https://www.communicatto.com/wp-content/uploads/2018/02/Digital-Advertising-Webinar-2018-02-22-Printable.pdf>. 14 August 2018.

Some of the most recent features added include a personal fundraising tool, the Facebook Marketplace, 360° photos and videos, new Facebook Live features, improved tools for business pages, and Facebook “reactions.” Facebook has also removed the “Trending” section of the news feed in favour of Facebook news features that include a “Breaking News” label and notification, a local news feature called “Today In,” and a dedicated section on Facebook Watch where people can view live coverage and daily news briefings in video format.

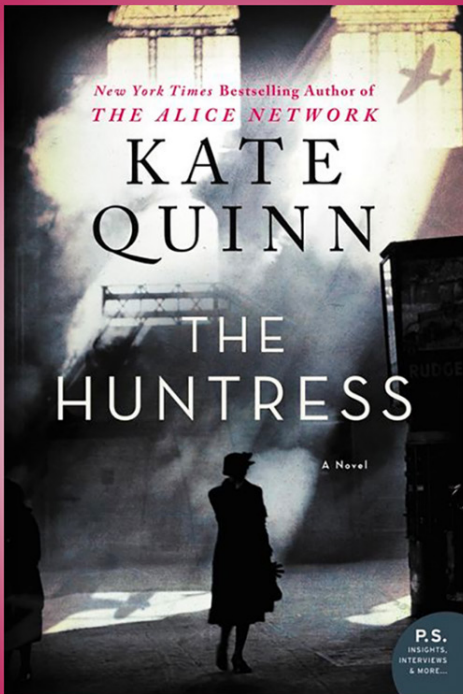
How are publishers and retailers using Facebook?

Publishers and retailers alike can use Facebook to reach very large audiences, including both followers and targeted users. A Facebook business page is often consulted before a potential customer will look at a business’ website or other social media channels, so it’s important that the page is updated regularly and contains up-to-date information.

Facebook can be used for a variety of purposes including highlighting new and backlist titles, promoting events, and sharing company updates along with other relevant articles.

Promoting new titles

Facebook is typically used to share new information. For this reason, new releases are promoted more heavily on the platform than backlist titles. Facebook users rarely look at old content, especially when it comes to business pages; this is where people come to find the most current information that may not yet be displayed elsewhere, especially regarding events. However, if a user doesn’t directly seek out your page, the visibility of your content will depend on its appearance in their news feed. To make sure your content gets seen by the widest possible audience, you must encourage the users who see it to engage with it as well.



The book cover for 'The Huntress' by Kate Quinn features a dark, atmospheric illustration of a woman in a trench coat standing in a misty, industrial setting. The title 'THE HUNTRESS' is prominently displayed in large, white, serif font. Above the title, it says 'KATE QUINN' and 'New York Times Bestselling Author of THE ALICE NETWORK'. At the bottom right, there is a small blue circle with the text 'P.S. INSIGHTS, INTERVIEWS & MORE...'.

HarperCollins Canada
Page Liked · 15 August · 🌐

The new cover of *THE HUNTRESS* by *Kate Quinn*, bestselling author of *The Alice Network*, is here!

"Like" if you're excited for *THE HUNTRESS*!

Start reading it now on *Reese's Book Club x Hello Sunshine*: <http://bit.ly/2Bc3xae>

👍❤️🔥 424 30 Comments 39 Shares

👍 Like 💬 Comment ➦ Share 🗨️

Most relevant ▾

Karen Williams How could I have not known about this one? I loved *The Alice Network*. It's now on my "Must Read" list. 4

Like · Reply · 5w

HarperCollins Canada Happy to hear that, Karen! It's in bookstores February 2019 (but we promise it's worth the wait!) 2

Like · Reply · 5w

➦ View more replies

Michelle Ling Ooooh! Can't wait! Loved

Write a comment... 📷 GIF 🗨️

The promotion of new titles on a regular basis is important for this reason. It ensures that your posts are current and noticed. Common tactics include cover reveals, book trailers, giveaways, contests, and promoting pre-orders of your most highly anticipated titles. The rest of the time, you can share relevant articles featuring book reviews, award nominations, media mentions, author interviews, and quizzes. Facebook is a very straightforward platform as you can link directly in your post to the page you want users to visit.

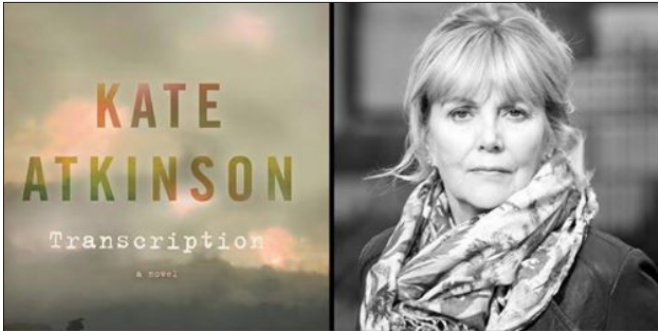
Promoting authors and imprints

Publishers sometimes run author pages, if the authors are unwilling to do some themselves, but typically these pages are updated at the author's discretion. It is possible to tag author pages, as well as locations and any other page that exists on Facebook, in your posts in order to promote them, however this feature is not frequently used. Typically, your goal is to get Facebook users to click on the links you are sharing rather than the tagged people and pages. Ideally, posts should feature a maximum of one link so that users are not overwhelmed and you can better control how users interact with your page.

Events

Events are one of Facebook's most useful promotional features. The feature is well designed and events can be set up, managed, and embedded into other websites very easily. They send automatic notifications to anyone who RSVPs, allow you to promote both free and ticketed events, and provide you with an easy place to respond to questions and comments. Launches, readings, book signings, industry events, sales, and more can all be posted on Facebook and you can share these events as frequently as desired.

RSVPs should be taken with a grain of salt, even with the recent addition of an "Interested" option that allows people to follow an event without committing to "Going," but they remain an excellent way to get a rough idea of audience interest and to promote ticket sales.



SEPT 27 **Kate Atkinson in Conversation**
Public · Hosted by Ben McNally Books

★ Interested ✓ Going [Share](#) [...](#)

🕒 **Thursday, 27 September 2018 from 18:00-21:00**
Next Week · 12-18°C Sunny

📍 **Church of the Holy Trinity**
19 Trinity Square, Toronto, Ontario M5G 1B1 [Show map](#)

🎫 Tickets by [Eventbrite](#)

General Admission Sales end on 27 September at 17	\$12.50	1 ▼
Book + Ticket Sales end on 27 September at 17	\$40.00	0 ▼

[Get Tickets](#)

Promoting your company

Unlike other social media platforms, Facebook is excellent for promoting all aspects of your business – from products to company updates, and from job openings to awards. Facebook's business page design also allows you to organize all of your content in tabs. So, for example, if someone is visiting your Facebook page to find out if you have any job openings, they would just need to visit the Careers tab. By staying on top of all of the available features, you can ensure users are able to access the content they are looking for quickly and easily.

Sharing relevant content

Sharing relevant third-party articles is an excellent way to reach new audiences, to avoid appearing too promotional, and to make sure your content is wide-ranging and fresh. Instead of sharing a post telling people that one of your titles won an award and where they can buy it, consider sharing a news article about the award ceremony or an interview with the author.

Tips for developing a Facebook strategy

What do you hope to achieve?

The first step in creating a Facebook page is deciding what you hope to achieve. Do you want to increase brand recognition? Sell more books? Do you want to increase traffic to your website? Are you hoping to promote conversation and feedback? Do you want more people to attend your events? Once you answer this question, you can more accurately pinpoint the direction and style of your account.

Facebook is an interesting platform in that users don't necessarily need to be following your page in order to see and interact with your content. Users often come across posts in their news feeds that their friends have liked, commented on, or shared, and because people are inherently curious and want to know what their friends are interested in, these users follow unfamiliar links or interact with content from sources they know little about. This is how posts can go viral.

As far as social media goes, Facebook can offer a fairly good return on investment (ROI) as long as you understand how it works and how users tend to interact with content, as well as the features that are available to you.

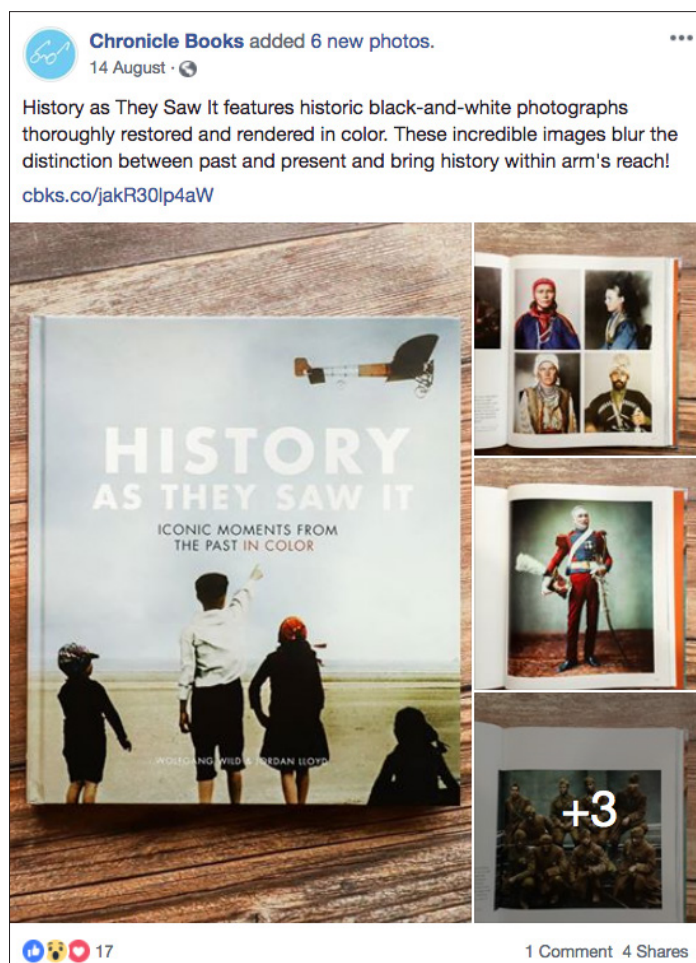
Understand the algorithm

Facebook uses an algorithm called EdgeRank. If you are unfamiliar with it, it's well worth your time to research what it is and how it works so you know how to use it to your advantage. Essentially, it determines which posts will be seen by a Facebook user based on their profile and activity, from likes and comments to sharing articles. Facebook's aim is to promote relationships among friends and family by encouraging personal interactions over public content from businesses and advertisers. Earlier this year, Mark Zuckerberg made an announcement about his pledge to make Facebook a more personal and less passive experience, which unfortunately means less exposure to ads, articles, and promotional content.

Develop a consistent style

Facebook is about branding and self-promotion, so it's important to develop a consistent style and voice, as well as a consistent posting structure and schedule. Your voice should match your brand and be tailored to your audience.

While your tone should be consistent, make sure to post a variety of different media, and each post should contain a visual element. Using visual content and graphics in your Facebook campaigns is essential. Research has proven that visual marketing is the most effective. 81% of people only skim the content they read online, taking in 20-28% of words during an average visit.⁴ As a result, video advertising is king, attracting three times more clicks than text-only posts, particularly since Facebook's algorithm prioritizes videos. Users who watch videos from start to finish will also see more videos appear in their news feeds.



Gather the right audience

Facebook is a great platform for targeted marketing as users have already supplied the necessary consumer information in their own profiles. It's difficult, if not impossible, to be anonymous on Facebook, especially with the platform taking so many precautions to deactivate fake/dummy accounts. It's often worthwhile to invest in promoting the organic content that's already doing well in order to reach a wider audience and expand your reach. If you want to encourage sales for a book you have coming out, paid advertisements are a worthwhile option for reaching new readers.

⁴ "16 Visual Content Marketing Statistics That Will Wake You Up". Larry Kim, Medium – Marketing and Entrepreneurship, 9 March 2018. <https://medium.com/marketing-and-entrepreneurship/16-visual-content-marketing-statistics-that-will-wake-you-up-59c4c0b80465>. 15 August 2018.

Use the built-in features

Facebook is constantly updating their features and capabilities, so you should make sure you keep track of these updates and try to familiarize yourself with them as much as possible, whether you plan to use them or not. It's important to be aware of your marketing potential, as it can give you a competitive edge over businesses that don't take advantage of Facebook's wide range of features, which have been designed to help you engage with customers.

Keep your profile up-to-date

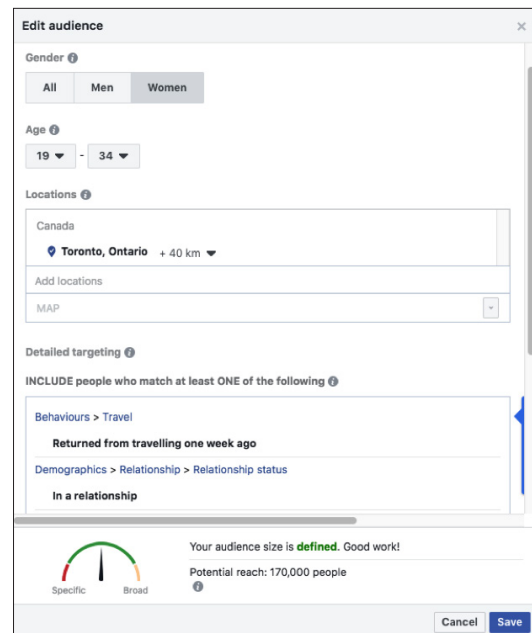
One of the most important things you can do is keep your profile updated. Most visitors to your page are just looking for basic information: what you do, where you are located, hours, contact information, links to other social media pages, and your website. Make sure that these are updated immediately if any information changes.

Of equal importance is having an updated profile picture and cover photo. The cover photo is often used to promote a new release or an event, while your profile picture is typically the company/brand logo. The profile picture will appear as a thumbnail next to everything you post so it's important that it is clear, bright, and simple enough to be legible at a small size.

Most users will exit a business page if it doesn't have any recent posts (i.e., within the last few months). You don't need to be pushing content all of the time, but make sure to post frequently enough that your followers keep paying attention. Keep in mind that posting too often can also bring down your engagement rate.

Advertising

The Facebook ads platform offers a vast array of options for audience and placement, and there are endless combinations available. It has excellent targeting tools that you can use to make sure specific audiences see specific content. You can segment your posts by age, gender, location, and even interests. Likewise, you can also exclude users from seeing your posts. For example, if you are promoting a book event for singles on Valentine's Day, you can exclude people who are "in a relationship" according to their Facebook profiles. So you can target groups as broad as all those who identify as female, or groups as specific as those who identify as female, are between the ages of 19 and 25, live in Winnipeg, have a job, and just returned from travelling a week ago. However, the more specific the audience, the more the ad will cost. It is worth it, though, as data shows that Facebook ads produce an overwhelmingly positive ROI.⁵



The screenshot shows the 'Edit audience' window in Facebook Ads Manager. It includes sections for Gender (All, Men, Women), Age (19 to 34), Locations (Canada, Toronto, Ontario +40 km), and Detailed targeting. Under 'INCLUDE people who match at least ONE of the following', there are three criteria: 'Behaviours > Travel > Returned from travelling one week ago', 'Demographics > Relationship > Relationship status > In a relationship', and a 'Specific' vs 'Broad' audience size indicator. The bottom shows 'Your audience size is defined. Good work!' and 'Potential reach: 170,000 people'.

⁵ "2018 Social Media Marketing Industry Report". Social Media Examiner, May 2018. <https://www.socialmediaexaminer.com/wp-content/uploads/2018/05/Industry-Report-2018.pdf>. 15 August 2018.

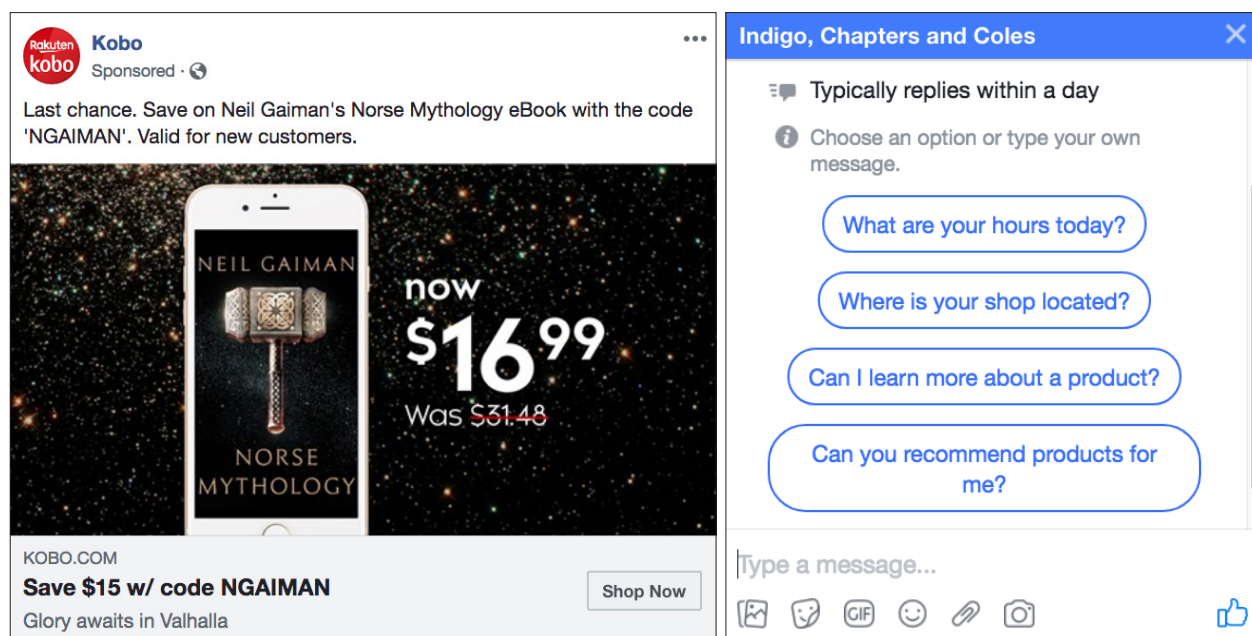
There are also different placement options for these ads beyond the traditional news feed throughout Facebook's family of apps and services, including Messenger and Instagram.

Newsfeed

On Facebook's home page, you can place your ad directly in the news feed or banner, which are visible to all those browsing Facebook, or in the right column for those on a desktop. You can also publish an "Instant Article," which is "a tool designed for media publishers to distribute fast, interactive articles to their readers within the Facebook mobile app and Messenger."⁶ Instant Articles load 10 times faster than standard mobile web articles and are excellent for pages that generate a lot of content. Plus, Facebook's algorithms tend to favour posts that keep users on their site instead of linking to external sources. You can also generate ads specifically for Facebook Stories and Marketplace.

Facebook Messenger

Facebook Messenger allows you to begin conversations with prospective customers immediately, provide personalized one-on-one customer service, and deal with customer complaints privately. You can place ads on the home page of the Messenger app, send messages to people you have an existing conversation with, or prompt people to message your company directly when visiting your Facebook page.



⁶ "Instant Articles". Facebook's Advertiser Help Centre, 2018. <https://www.facebook.com/business/help/825186870955247>. August 15, 2018.

Product Shop

You can sell print books or other products directly on your Facebook page using this feature. Any products listed in your Facebook Product Shop can be linked in your posts or on Instagram. There are many rules and stipulations about what Facebook considers an acceptable product, so make sure you read the Merchant Terms and Policies before proceeding. For example, electronic content is prohibited, which unfortunately includes ebooks. However, this tool is completely free and provides a viable alternative for retailers who do not have an online store.

The screenshot shows the 'Add Product' window in Facebook's Product Shop. It has a tabbed interface with 'Add Product' and 'Advanced Options'. The 'Add Product' tab is active, showing options to 'Add Photos' and 'Add Videos'. A blue information box on the right says: 'Check out our recommended photo guidelines for tips on making your product images look good on Facebook.' Below this are fields for 'Name', 'Price' (set to '\$ 1'), and a toggle for 'This product is on sale'. There is a 'Description' field with the placeholder 'Add details about your item'. Another toggle for 'Share this product on your page' is present. The 'Inventory' section shows a quantity of '1000'. The 'Product Category' is set to 'Other physical goods'. There are buttons for 'Edit Variants' and 'Visibility' (set to 'Public'). At the bottom, there are links for 'Shipping Options' and 'Edit Default Shipping Options', followed by a note: 'Customers will only be charged one shipping fee per order, even if they order more than one of this item.'

Facebook Live

Publishers and retailers often use this tool to broadcast author events and readings and to host Q&As. Livestreams can be scheduled ahead of time so your followers know when to tune in and can mark their calendars accordingly. This feature is great for readers who live in smaller cities where major author events don't take place. It's also possible to tag products from your Facebook Product Shop in a livestream so that viewers can easily click to purchase the title being discussed.

Metrics & Analytics

Engagement

Facebook's algorithms determine where on your followers' news feeds your posts should appear based on their engagement rate with your content. If a user follows your page, but never or rarely interacts with your content, then your posts will appear further and further down on their news feed or disappear altogether.

To increase engagement, respond to messages quickly, especially comments, and make sure to include a call to action in every post, regardless of what you are posting. Whether it is choosing a specific "reaction," commenting, sharing, or clicking on a link, users should be given a simple task that can be completed quickly and easily. Asking users a question to encourage conversation is one of the best ways to make sure your post gains traction, but this discussion should occur naturally or Facebook's algorithm could flag it as spam and lower its priority in your followers' news feeds. Luckily, books provide great subject matter for promoting conversation.

Insights

Audience Insights is a free tool within the Ads Manager dashboard that tells you about your audience. It highlights everything you need to know to tailor your ads, including where they live, their purchase history, and what their interests are (based on Facebook likes).

You can also use the general Insights tool to track how well your page is doing and determine which posts are doing well and which missed their mark. The Insights tool uses a calendar to show you when dramatic changes occurred. You can also track how visitors to your profile interact with your page and which features are not used at all.

Content scheduling

Facebook has built-in features for scheduling posts at peak times. Alternatively, programs such as Hootsuite (which can cost between \$20-\$100 per month depending on your needs), Buffer, Sprout Social, and Dlv. It can schedule posts at peak times and track metrics while also allowing you to manage multiple social media accounts on a single dashboard. A little research will help you determine which program will best suit your needs and budget.

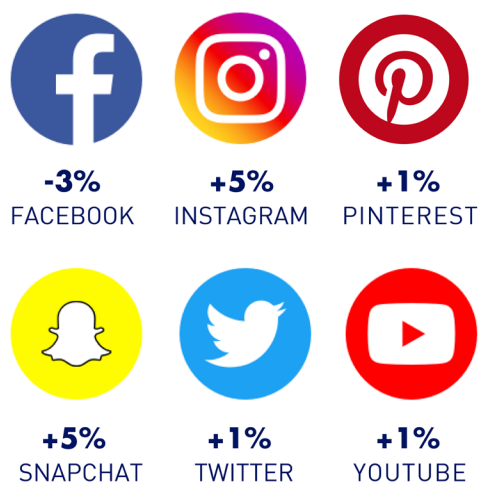
However, Facebook's algorithm often lowers the priority of updates from third-party tools in favour of posts made directly on the platform. Users can also choose to hide updates made by third-party apps from their news feeds entirely. If there is no strong reason for using a third-party app, then it is probably best to publish your content directly on Facebook.

Part II – Book Buyers on Facebook

It is estimated that about 84% of adult Canadians had a Facebook account in 2017.⁷ According to *The State of Social Media in Canada 2017* by the Social Media Lab at Ryerson University, 79% of those use it on a weekly basis. That being said, Facebook reported a small decline for Canada and the United States in early 2018 from 185 million users to 184 million users.⁸

Changes in social media use

by Canadian book buyers in 2017 show that Facebook users had the highest decline from 2016



Source: BookNet Canada's consumer survey
booknetcanada.ca/amreading-research-series

© BOOKNET CANADA 2018

But how does Facebook use break down specifically for book buyers? To examine this question, BookNet Canada turned to our consumer data. We survey adult book buyers (age 18+) from across Canada every quarter to ask them about their book purchases, preferences, and activities, including their use of social media platforms.

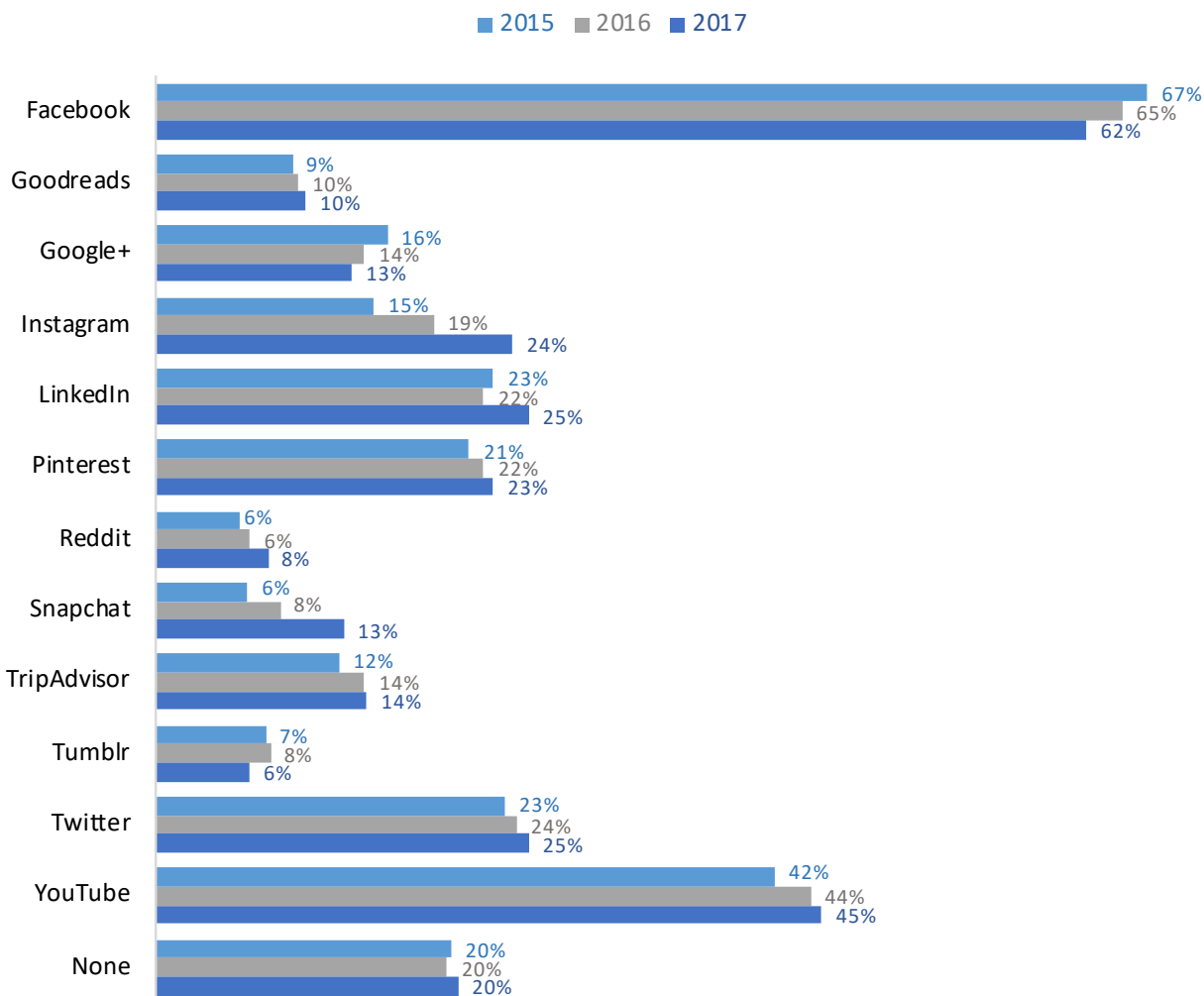
For this section of the study, we will take an in-depth look at the Canadian book buyers who use Facebook and offer insights into what they like to purchase and where they shop.

⁷ Social Media Lab. *The State of Social Media in Canada 2017*, February 2018. <http://socialmedialab.ca/2018/state-of-social-media-in-canada>. 26 July 2018.

⁸ Facebook lost daily active users for the first time ever in the U.S. and Canada. Recode. <https://www.recode.net/2018/1/31/16957122/facebook-daily-active-user-decline-us-canda-q4-earnings-2018>. 31 January 2018.

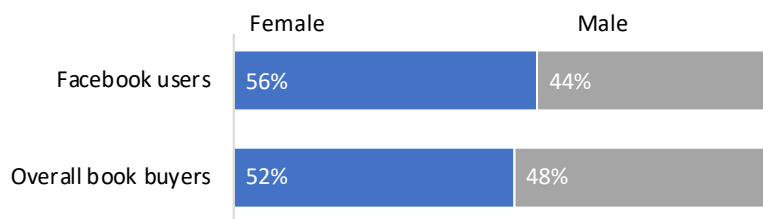
In the graph below we compare year-over-year shifts of social media use by book-buying Canadians between 2015 and 2017. In 2017, 62% of book-buying Canadians were Facebook users, which is down 3% from 2016.

Year-over-year social media use by book buyers



Who is the average book-buying Facebook user?

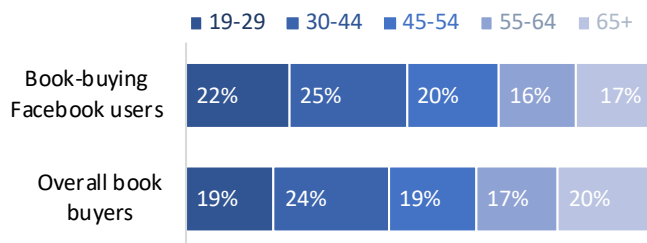
Gender identification



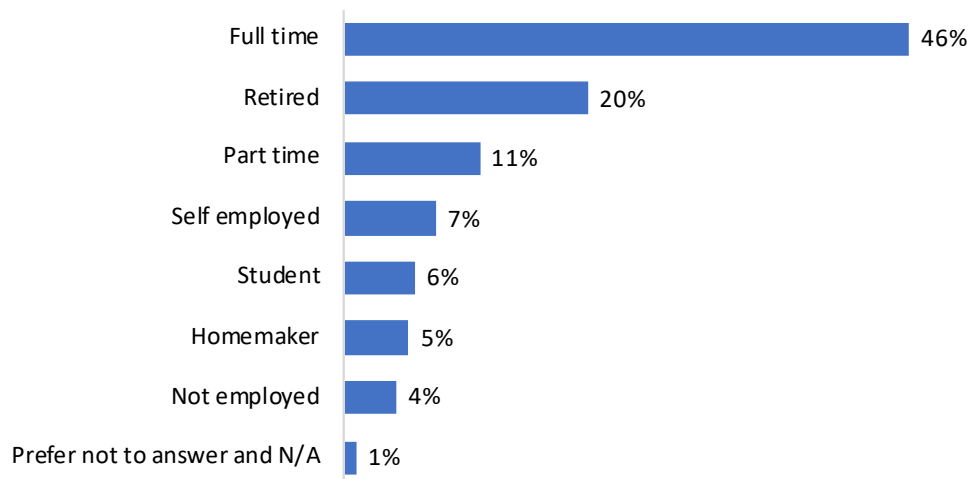
Keeping in mind that we only surveyed adult book buyers (18 and up), the average age for book-buying Facebook users is 46 years old, while most fell in the range of 30 to 44 years old.

The Canadian Internet Registration Authority claims that roughly equal numbers of 18-34 and 35+ year olds (not just book buyers) use Facebook.⁹ This differs from Instagram and Snapchat where we see much younger demographics.

Age

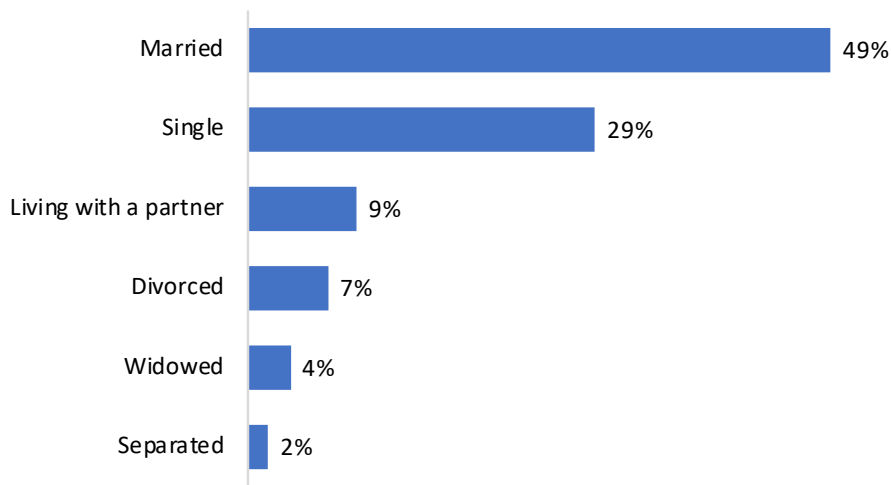


Employment status



⁹ Canadian Internet Registration Authority. Canada's Internet Factbook, 2018. <https://cira.ca/factbook/canada%E2%80%99s-internet-factbook-2018>. 26 July 2018.

Relationship status

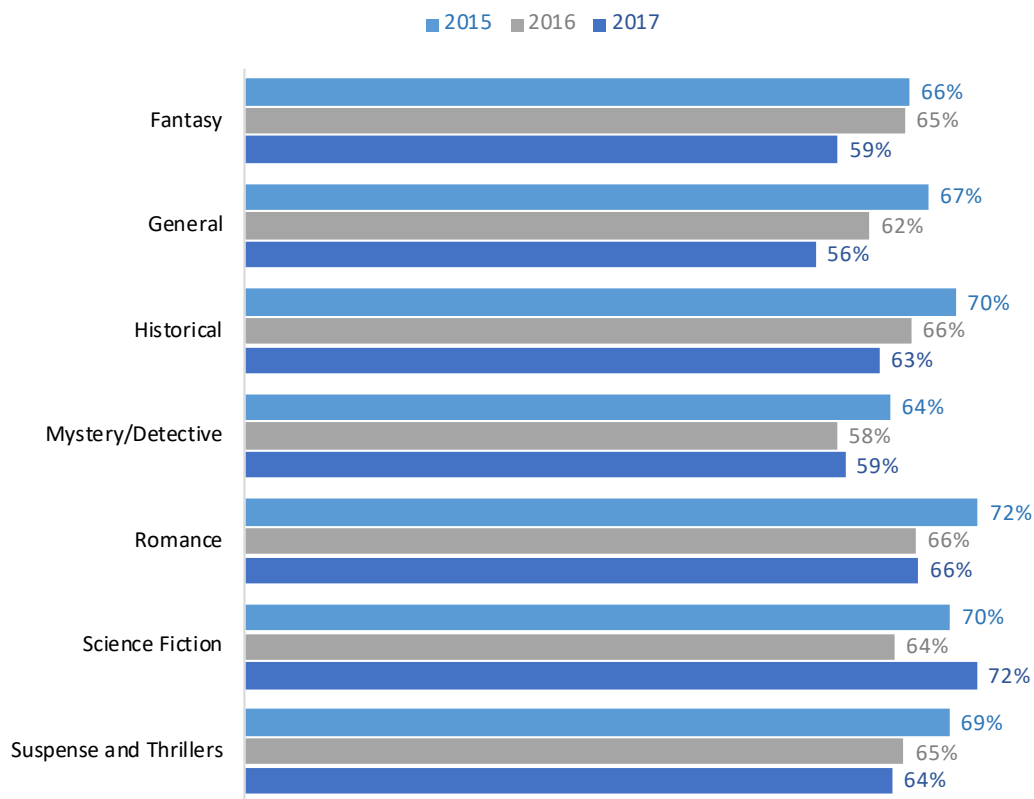


Facebook users by subject

In the following graphs we look at the percentage of book buyers who use each social media platform, broken out by the particular subjects they purchased. For example, in 2017, 59% of Fantasy buyers were Facebook users compared to 72% of Science Fiction buyers. In order to keep the data statistically valid, we have limited the number of subjects to the top-selling categories.

Since each respondent could report multiple purchases in various genres and use more than one social media platform, totals will not add up to 100%.

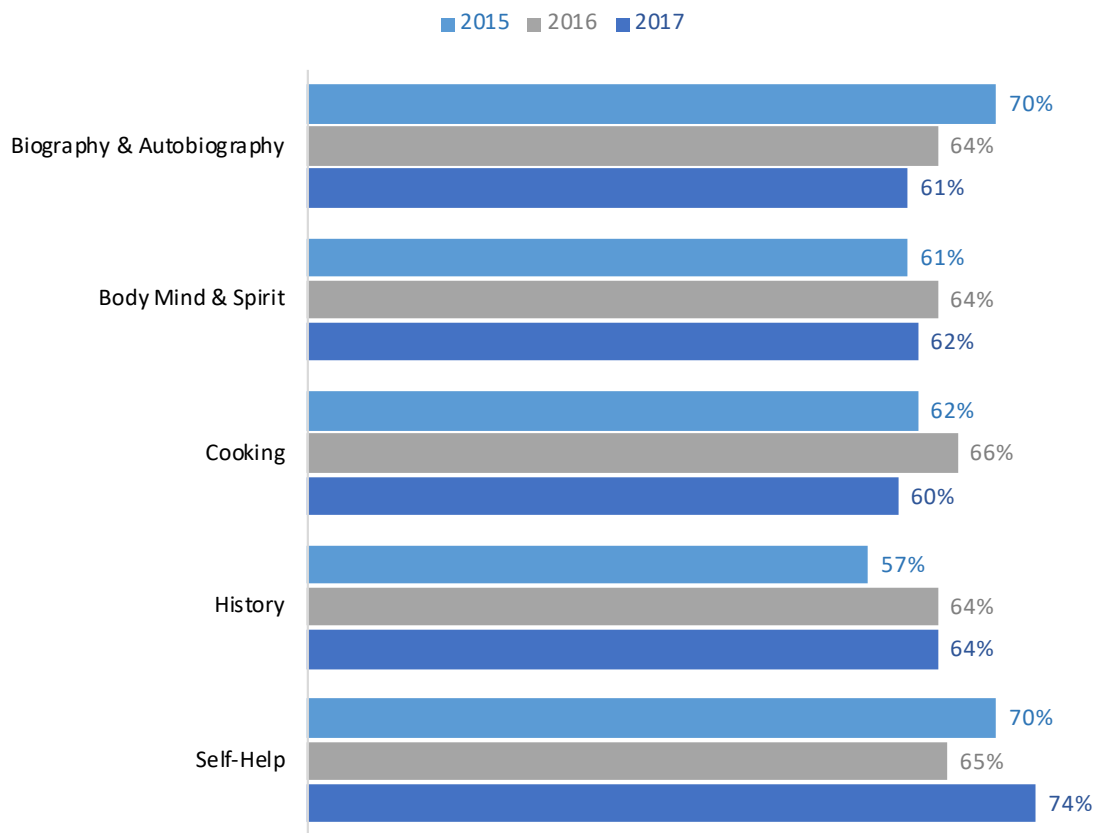
Facebook users by fiction genre



Social media users by fiction genre

	Fantasy	General	Historical	Mystery & Detective	Romance	Science Fiction	Suspense & Thrillers
Facebook	58.5%	56.3%	62.6%	59.2%	66.5%	72.2%	63.9%
Goodreads	16.3%	19.3%	20.6%	10.4%	14.7%	17.3%	15.9%
Google+	15.5%	12.2%	18.3%	10.4%	11.2%	23.3%	13.0%
Instagram	20.2%	29.0%	25.2%	20.1%	28.8%	33.1%	27.7%
LinkedIn	26.4%	28.2%	29.8%	24.4%	27.1%	22.6%	27.5%
Pinterest	21.7%	26.1%	30.5%	16.4%	32.4%	22.6%	26.9%
Reddit	14.7%	8.4%	9.9%	5.7%	4.7%	22.6%	6.1%
Snapchat	18.6%	16.4%	7.6%	9.4%	16.5%	18.8%	9.5%
TripAdvisor	12.8%	15.1%	16.0%	16.7%	19.4%	15.8%	15.9%
Tumblr	10.5%	8.8%	7.6%	4.7%	8.2%	16.5%	4.6%
Twitter	26.4%	27.7%	29.8%	23.7%	29.4%	36.1%	22.8%
YouTube	49.2%	41.2%	50.4%	41.1%	41.2%	59.4%	43.4%
None	15.9%	20.6%	16.8%	26.4%	18.2%	12.8%	21.4%

Facebook users by non-fiction genre



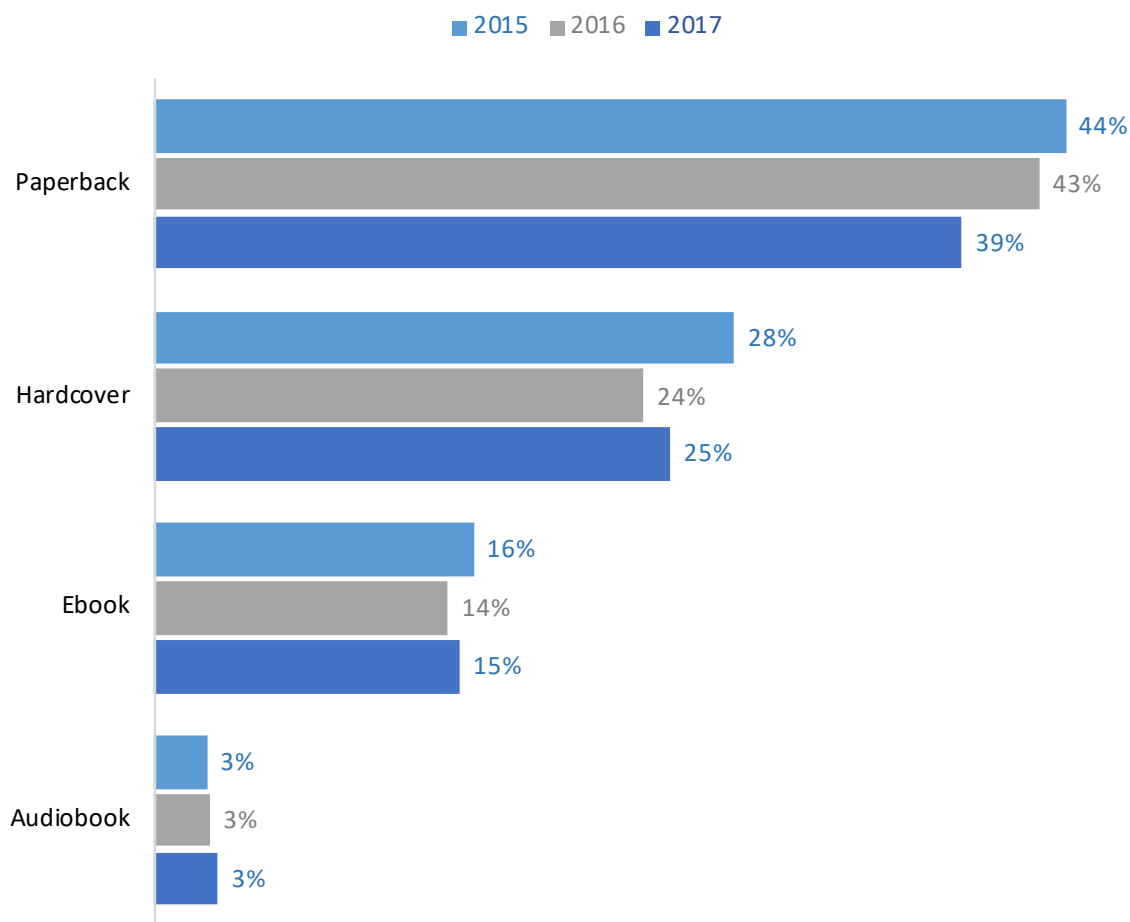
Social media users by non-fiction genre

	Biography & Autobiography	Body Mind & Spirit	Cooking	History	Self-Help
Facebook	60.7%	62.3%	60.5%	64.0%	73.7%
Goodreads	12.7%	11.7%	12.3%	10.8%	10.5%
Google+	12.0%	15.6%	14.8%	12.6%	22.4%
Instagram	26.7%	24.7%	33.3%	18.0%	34.2%
LinkedIn	29.3%	23.4%	29.6%	27.9%	36.8%
Pinterest	22.7%	27.3%	27.2%	18.0%	35.5%
Reddit	11.3%	9.1%	6.2%	7.2%	10.5%
Snapchat	12.7%	10.4%	12.3%	10.8%	25.0%
TripAdvisor	19.3%	13.0%	17.3%	9.0%	10.5%
Tumblr	5.3%	6.5%	4.9%	7.2%	7.9%
Twitter	30.7%	14.3%	28.4%	28.8%	40.8%
YouTube	52.7%	45.5%	40.7%	46.8%	57.9%

Social media users by format

When breaking out purchases by format, we find that, in 2017, 50% of all book purchases in Canada were paperback, 25% hardcover, and 19% ebook. When we look at this data broken out by social media use, we find that the notable decline in Facebook use from 2015 to 2017 was less for those who purchased ebooks and flat for audiobook buyers.

Facebook users by format



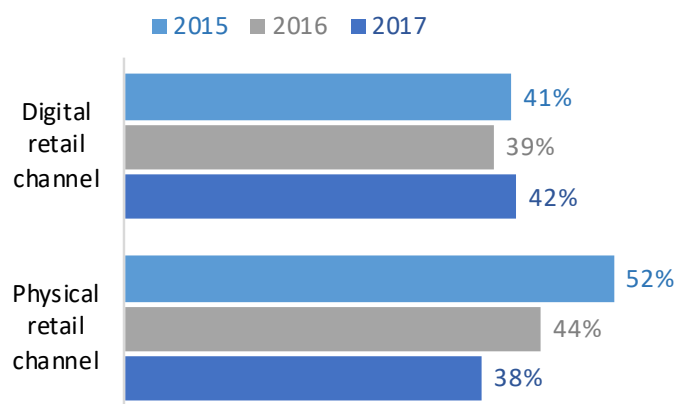
Social media platforms by format

	Paperback	Hardcover	Ebook	Audiobook	Other
Facebook	39.4%	25.2%	14.9%	3.1%	1.1%
Goodreads	6.5%	5.3%	3.2%	0.7%	0.1%
Google+	8.3%	5.7%	4.2%	0.8%	0.3%
Instagram	15.6%	10.5%	6.5%	1.7%	0.6%
LinkedIn	16.6%	10.5%	6.3%	1.2%	0.4%
Pinterest	14.9%	9.6%	6.1%	1.5%	0.4%
Reddit	5.1%	3.3%	2.0%	0.6%	0.2%
Snapchat	8.5%	5.4%	3.3%	1.2%	0.2%
TripAdvisor	9.4%	6.4%	3.6%	1.0%	0.4%
Tumblr	4.1%	3.0%	1.8%	0.6%	0.1%
Twitter	15.4%	10.2%	7.3%	1.9%	0.5%
YouTube	28.7%	19.1%	10.2%	2.6%	1.0%

Facebook users by retail channels

The following graphs look at social media users according to the retail channels where they made their book purchases (e.g., mobile app). Looking at the whole market in 2017, we found that approximately 55% of book buyers are making their purchases online through book clubs, ebook/audiobook downloads, mobile app downloads, and online retailers. Of all book buyers who shop online, 42% are Facebook users; of all book buyers who shop in physical stores, 38% are Facebook users. Physical retail channels include indie and chain bookstores, discount bookstores, general retailers, and grocery stores.

Facebook users by physical vs. digital retail channels

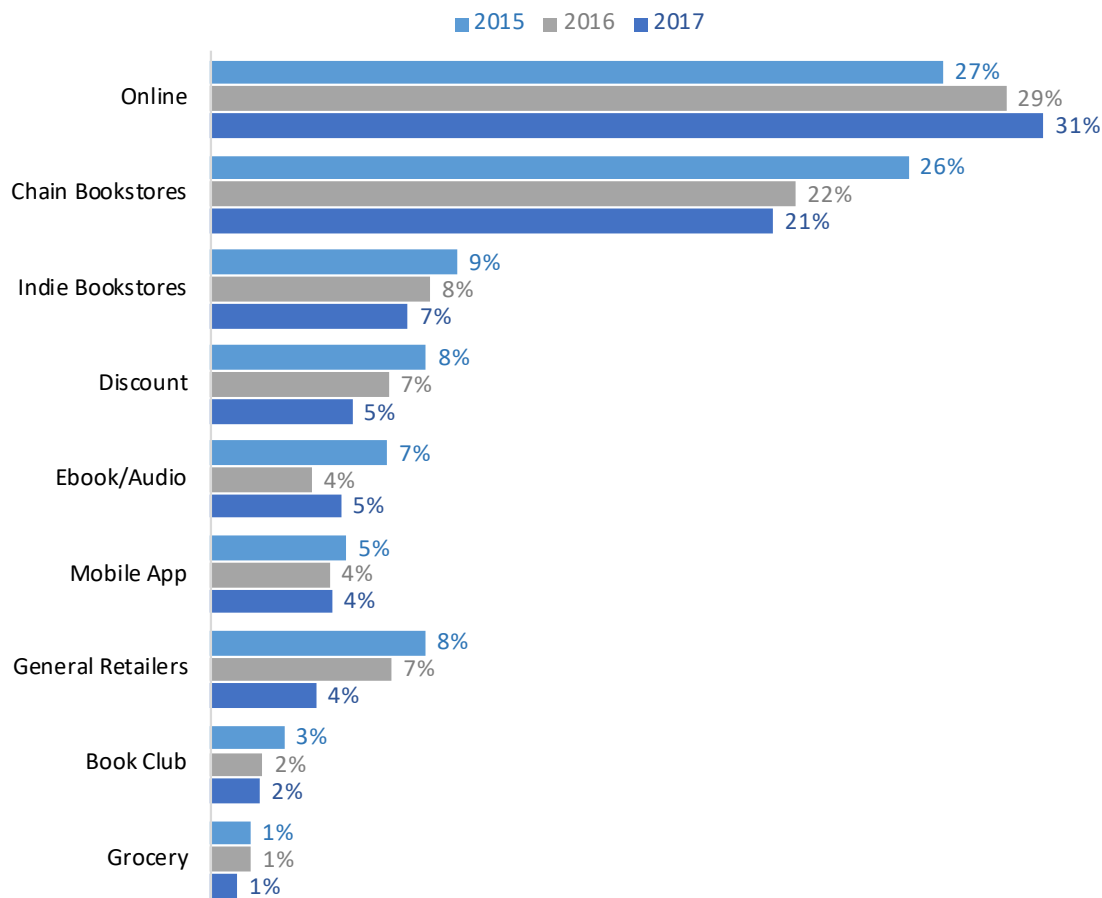


Social media users by physical vs. digital retail channels

	2015		2016		2017	
	Digital	Physical	Digital	Physical	Digital	Physical
Facebook	41.0%	52.0%	39.0%	44.0%	42.0%	38.0%
Goodreads	7.0%	8.0%	8.0%	5.0%	8.0%	6.0%
Google+	10.0%	13.0%	8.0%	11.0%	10.0%	9.0%
Instagram	10.0%	13.0%	13.0%	13.0%	19.0%	14.0%
LinkedIn	14.0%	18.0%	15.0%	16.0%	17.0%	17.0%
Pinterest	14.0%	17.0%	15.0%	15.0%	16.0%	14.0%
Reddit	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Snapchat	4.0%	6.0%	6.0%	6.0%	10.0%	8.0%
TripAdvisor	9.0%	10.0%	10.0%	9.0%	10.0%	10.0%
Tumblr	5.0%	7.0%	6.0%	6.0%	5.0%	4.0%
Twitter	17.0%	18.0%	16.0%	16.0%	18.0%	15.0%
YouTube	27.0%	32.0%	27.0%	32.0%	31.0%	28.0%

Looking at purchases by retail channel, we found that 31% of book buyers who shop online are also Facebook users. Interestingly, Facebook use by those who are buying online has increased, though we also have to keep in mind that online purchasing in general is also on the rise.

Purchases by Facebook users per retail channel



Social media users by retail channel

	Book Club	Chain Bookstores	Discount	Ebook/Audio	General Retailers	Grocery	Indie Bookstores	Mobile App	Online
Facebook	44.8%	60.9%	61.7%	64.2%	55.6%	47.7%	57.2%	74.6%	67.7%
Goodreads	6.9%	10.3%	9.3%	11.7%	7.9%	6.8%	8.7%	14.6%	13.5%
Google+	12.6%	13.8%	13.1%	11.7%	10.6%	20.5%	16.3%	27.7%	14.9%
Instagram	23.0%	22.1%	23.5%	23.5%	20.5%	15.9%	23.6%	47.7%	28.7%
LinkedIn	17.2%	27.4%	21.3%	22.2%	25.8%	13.6%	25.7%	33.8%	26.7%
Pinterest	21.8%	22.8%	21.3%	22.2%	21.2%	20.5%	22.5%	36.2%	25.7%
Reddit	0.5%	1.4%	0.7%	1.1%	0.0%	0.8%	0.8%	0.0%	0.0%
Snapchat	18.4%	13.6%	9.8%	8.6%	8.6%	9.1%	13.8%	25.4%	14.8%
TripAdvisor	16.1%	13.8%	17.5%	21.0%	17.9%	22.7%	15.2%	23.8%	14.6%
Tumblr	10.3%	5.3%	3.3%	6.8%	7.3%	4.5%	7.6%	11.5%	8.2%
Twitter	14.9%	25.1%	20.8%	29.0%	22.5%	18.2%	23.9%	43.1%	29.8%
YouTube	40.2%	44.5%	42.6%	44.4%	45.0%	36.4%	43.1%	54.6%	49.0%