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Social Sharing Trends in 2011

16 December 2011

Here are some [interesting statistics from Clearspring](#), the company behind the AddThis widget which we use to share content on our websites. The data is for 2011 and shows that Facebook and Twitter continue to be the favourite networks for sharing links.



Sharing in 2011

AddThis Trends

AddThis is installed on +11 million domains, reaches +1.2 billion users, and supports +350 services.



TOP SERVICES

MOST POPULAR



Facebook makes up 52.1% of sharing on the web.



Twitter makes up 13.5% of sharing and grows 576.9%.



Tumblr sharing grows by 1299.5% and is accelerating.



Address Bar sharing creates 1600% viral lift. That's huge!*

NOTABLE



StumbleUpon creates a 320% viral lift.



Google +1 grows 373%, but has plateaued.



Email, Print and Favorites make up 14.4% of sharing.



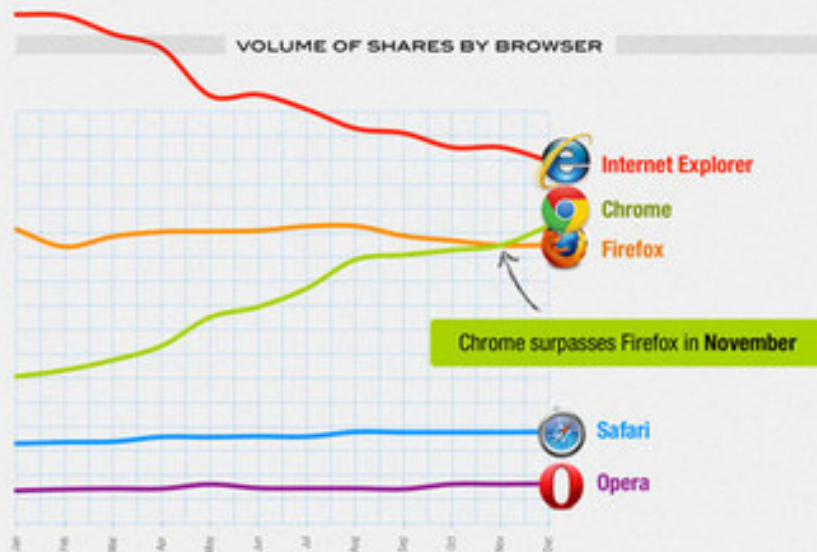
Digg sharing continues to decline by 47.7%.



MySpace sharing continues to decline by 56.9%.

CHROME GETS SOCIAL

VOLUME OF SHARES BY BROWSER



MOBILE EXPLODES

Growth in 1 Year



Sharing via mobile devices (like iPhone, iPad and Android) grows 6x this year.

iPad #Winning



Sharing on iPad surpasses iPhone in June. iPad sharing grows 597.6%.

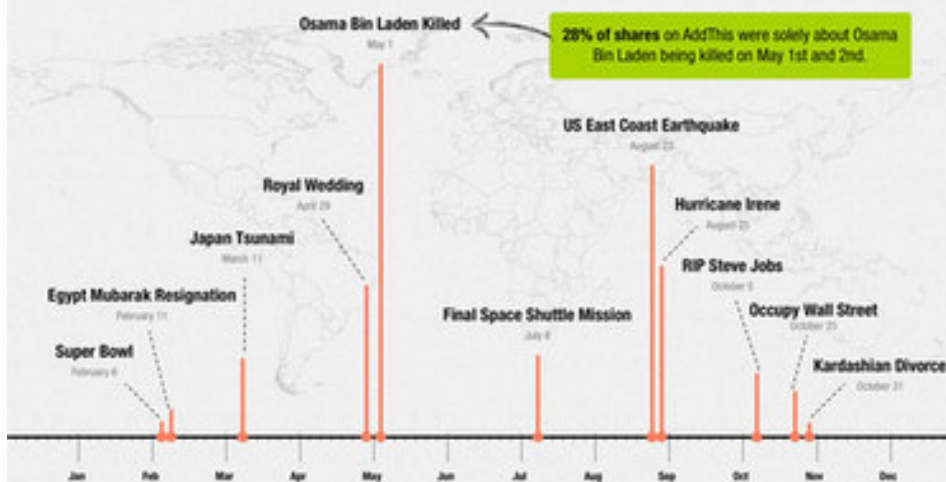
Occupy Wall Street



Occupy Wall Street causes a 217% spike in mobile sharing on Oct 25th.

A YEAR WORTH SHARING

A TIMELINE OF THE MOST SHARED EVENTS THIS YEAR



DID YOU KNOW?



73% of the top 10 shares were related to **death & disaster**.



Twitter makes up 52% of sharing in Japan.



Google sharing declines by 8%, even with the +1 button.

*Sharing by copying URLs directly from the address bar to email, IM, and other social channels can be up to 10x more than from sharing tools.

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