



Why Facebook is Still a Major Social Powerhouse

By Martha Newman, J.D., PCC, TopLawyerCoach, LLC • February 20, 2012

Facebook Drives the World's Social Behavior

If you thought Facebook was falling victim to [Twitter](#), [LinkedIn](#), Google +, and now **Pinterest** ... think again.

Facebook is still a powerful force in the social world - and on a global level.

Consider this:

Facebook is the **third largest web property in the world**, standing behind Google Sties and Microsoft Sites.



Also read: [Smart Ways to Research Your Competition](#)

In October 2011, **Facebook reached more than half of the world's global audience (55%)** and accounted for approximately 3 in every 4 minutes spent on social networking sites, and 1 in every 7 minutes spent online around the world.

While **Facebook spans Asia, Latin America, and Europe**, there are only seven markets where the social network does not have a large audience: Brazil, China, Japan, Poland, Russia, South Korea, and Vietnam.

So, what should a busy attorney or law firm make of all this?

Don't discount Facebook when marketing your services. Facebook has proven to be a dominant global force that shows no signs of slowing down.

Also read: [Popular FAQs about Posting on Facebook](#)

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It's **one of the fastest ways you can grow your practice** through word-of-mouth. And, it's important to note that not just young people are using it. **Users 55 and older represent the fastest growing segment in social networking usage.**

Your next clients may be on Facebook right now. Get on there and find them!

Source: [comScore Inc.](#)

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