
MARKET FACTS!

MARKET FACT #1

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77%

**of content is being shared via
Dark Social channels**

COMMENT: There are a few reasons for this. Due to [lack of trust in Social Networks' algorithms by normal users](#) when it comes to deliverability is one. Second, youngsters are leaving those social networks [because their grandparents are liking their pictures, or employers are using Facebook to investigate them for a job application](#). Third, because social networks cannot beat instant messaging if you want people to actually engage. [This is why CEOs share content usually via Email](#). Here's a [breakdown with France, Australia, Europe, UK and North America](#) for this along with an [image categorized by content categories like News, Health, Sports, Religion, Fitness etc.](#)

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