

# More Americans Turning to Social Media to Get Their News Fix

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A [new study](#) from the Pew Research Journalism Project examines how many social network users depend on those sites for their news consumption.

Here are the social media networks that rank as news sources:

Some of you may be wondering about Reddit, which is a source for what is popular in real time on

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the Internet. People post a link to a story and there are up and down arrows that appear next to it. Users vote on how interesting it is to them; the most popular appear at the top of the feed. It's news via community.

OK, so what does this mean for legal marketing? If you examine the general profile of the social media news consumer below, you will see that they skew older (30-64) and upper income (\$75K+).

Digging a little deeper into the demographic data, note that Facebook skews more female while

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LinkedIn news consumers tend to be male. Reviewing this data closely with your ideal target client in mind will help point you toward the best social media network for posting news your prospects can use.

The fact that Americans are becoming more accustomed to consuming their news online would also seem to indicate that there are opportunities for attorneys who maintain a news-filled blog to have their content read and shared across many different platforms

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