

## Formula for perfect Facebook friend revealed

amaysim survey explains what Aussies really 'like' in a Facebook friend

New survey results show clogging up newsfeeds with boring updates, pics of what's on your plate and mundane, diary-like posts are the **three most annoying Facebook habits**. **Four out of five Aussies surveyed are calling for an end to newsfeed congestion** by limiting friends' posts to every 3 days or less.

Commissioned by low-cost mobile service provider amaysim, which offers unlimited standard national access to social media, the research shows that while more than **half of Aussies (59%) admit that hogging their newsfeed will get you defriended**, it's actually not hard to be 'liked' in the Facebook realm.

Showing true mateship, **half of Aussie Facebook users have never defriended someone** and don't plan to unless you flood them with **negative posts or upload unflattering photos of friends – the two top reasons for red carding someone**.

The **perfect Facebook friend** is said to **'Like' their friends' content (41%)** and be **responsive to comments and invites (47%)**. **Funny updates (64%) and interesting photos (64%)** were named as the best assets.

### Good Facebook friends

**You've got mail:** 40% of Aussies said posting every few days was ideal – only 1% would like to see a post every hour

**It's not you, it's me:** Half of Aussies have never defriended someone (51%)

**We've got a connection:** 45% of Aussies feel connected to their friends when they like a post, comment or picture

**Got that loving feeling:** One in 10 Aussies feel warm and fuzzy when someone likes their content

**The real factor:** Majority of Aussies thought that 50% or more of their Facebook friends were 'real' friends outside of Facebook

### Bad Facebook friends

**Dear diary:** Using Facebook as a diary was named the most frustrating habit, followed by boring updates (42%) and posting photos of meals (40%)

**"Unlike":** Being negative (19%) and posting unflattering photos of friends (13%) were the leading reasons for defriending

**##\$!:** Foul language was cited as a good reason for kicking someone off your Facebook page

**My bad:** 35% of Aussies admit they're not a good Facebook friend

**The motivator:** 21% of Aussies like Facebookers who post inspirational quotes. 1 in 4 hate it

Ged Mansour, PR and Social Media Manager at amaysim commented, "It seems Facebook is no different to Friday night at the pub, with religious and political rants making Aussies reach for the 'dislike' button.

"Staying in the good books is as easy as 'liking' what your friend had for breakfast or their current relationship status. Our research shows that Aussies reckon this is what makes you a good Facebook friend. It even leaves **one in 10 of the people we surveyed feeling warm and fuzzy.**"

Almost **60 per cent of people surveyed are regularly accessing Facebook on a mobile phone or tablet**. With Facebook only one click away, it's no wonder Aussies are now inclined to share their every thought and location - skyrocketing frustrations with **'checking in everywhere you go' (38%), 'posting lots of baby photos' (21%) and public declarations of love between partners (29%)**.

Ged Mansour concluded, “To make it into the 10 per cent of people that Aussies reckon are good Facebook friends, go for a ‘like’, a laugh or a pat on the back. The message is loud and clear - unlimited access shouldn’t mean unlimited Facebook updates!”

## **Ends**

<sup>1</sup>The research was conducted by Pure Profile on behalf of amaysim in August 2012, involving a sample of over 1,000 respondents from across Australia.

### **About amaysim**

Founded in November 2010, amaysim is Australia’s first low cost mobile service provider on a mission to uncap Australia.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or lon-term lock-in contracts.

Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network. amaysim won gold at the *Money* magazine Best of the Best 2012 awards for cheapest Postpaid Mobile Plan – High Usage for *amaysim UNLIMITED* and Cheapest Postpaid Mobile Plan - Low Usage for *amaysim AS YOU GO*.

amaysim SIM packs are available at [amaysim.com.au](http://amaysim.com.au) and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at [facebook.com/amaysim](https://facebook.com/amaysim), [amaysim.com.au/blog](http://amaysim.com.au/blog) and [twitter.com/amaysimAU](https://twitter.com/amaysimAU).