



2008 BUSINESS IN SOCIAL MEDIA STUDY FACT SHEET

What is social media?

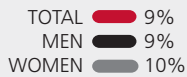
Cone defines social media as *technology facilitated dialogue among individuals or groups, such as blogs/microblogs, forums, wikis, content sharing, social networking, social bookmarking and social gaming*. Here are the results of our study.

MOST AMERICANS USE SOCIAL MEDIA SITES AND TOOLS:

● TWO OR MORE TIMES A WEEK



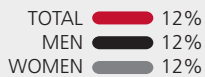
● ONCE A WEEK



● 1 - 2 TIMES A MONTH



● A FEW TIMES A YEAR



SOCIAL MEDIA USERS BELIEVE COMPANIES SHOULD HAVE A PRESENCE IN THE SOCIAL MEDIA ENVIRONMENT:

● YES, AND INTERACT WITH CONSUMERS



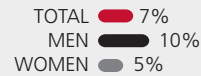
● YES, BUT ONLY INTERACT WITH CONSUMERS AS NEEDED OR BY REQUEST



● YES, BUT SHOULD NOT INTERACT WITH CONSUMERS



● NO, NOT AT ALL

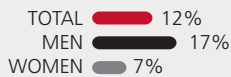


AMERICANS WHO USE SOCIAL MEDIA SITES AND TOOLS ALSO INTERACT WITH COMPANIES VIA SOCIAL MEDIA SITES:

● TWO OR MORE TIMES A WEEK



● ONCE A WEEK



● 1 - 2 TIMES A MONTH



● A FEW TIMES A YEAR



THE ROLE OF COMPANIES WITHIN SOCIAL NETWORKS, ACCORDING TO SOCIAL MEDIA USERS:

● PROBLEM SOLVE (VIRTUAL CUSTOMER SERVICE)



● SOLICIT FEEDBACK (FAN PAGES, BRANDED SITES)



● PROVIDE NEW WAYS TO INTERACT WITH BRAND



AMERICANS WHO USE SOCIAL MEDIA FEEL BETTER ABOUT COMPANIES AND THEIR BRANDS WHEN THEY CAN INTERACT WITH THEM THROUGH SOCIAL MEDIA:

● FEEL STRONGER CONNECTION



● FEEL BETTER SERVED

