LinkedIn replaced Facebook as the most utilized platform among Inc. 500 Companies in 2010.

LinkedIn jumps 8% in Facebook fans from February 2011.

Growth in blogging in 2012:
- 95% of the respondents agree that writing blogs is a good way to market your company.
- 10% of the respondents are not using blogs.

75% of the respondents believe that social media is an important tool for their company.

Social Media Budget Plans for Upcoming Year:
- 35% of the respondents plan to increase their social media budget.
- 25% of the respondents plan to maintain their current social media budget.
- 40% of the respondents plan to decrease their social media budget.

Virtual Tools for Evaluation of ROI on Social Media Efforts:
- 90% of the respondents believe that they can track the ROI on their social media efforts.
- 10% of the respondents believe that they cannot track the ROI on their social media efforts.

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