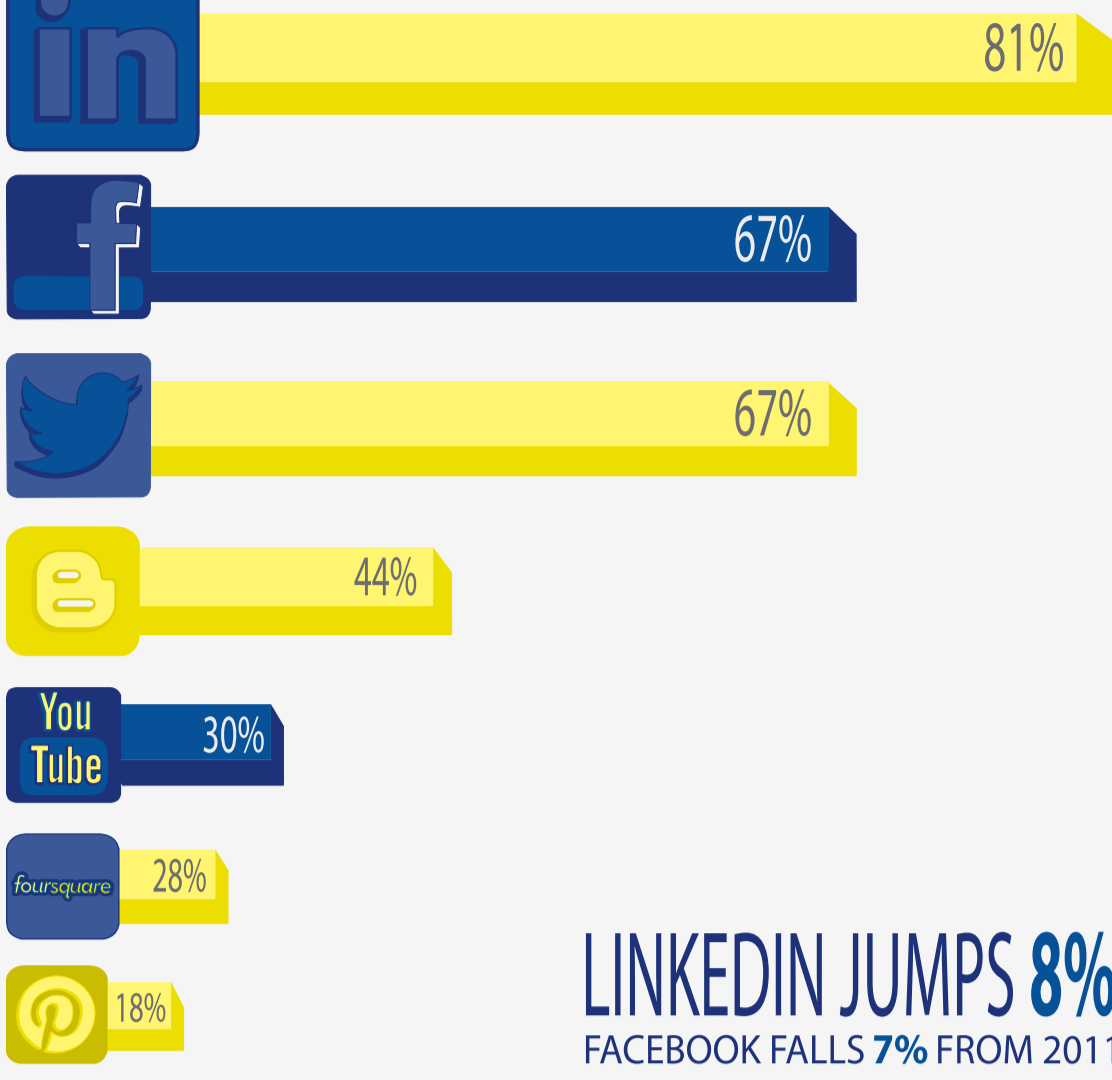


# SOCIAL MEDIA SETTLES IN AMONG THE 2012

# Inc. 500

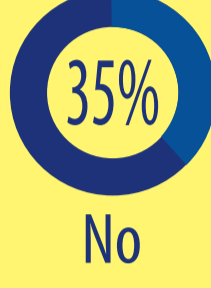
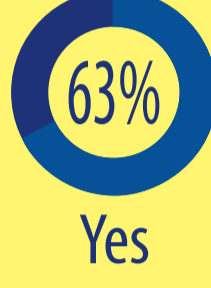
## BLOGGING, TWITTER AND LINKEDIN JUMP FACEBOOK FALLS

LINKEDIN REPLACED FACEBOOK AS THE MOST UTILIZED PLATFORM IN 2012 BY INC. 500 COMPANIES.



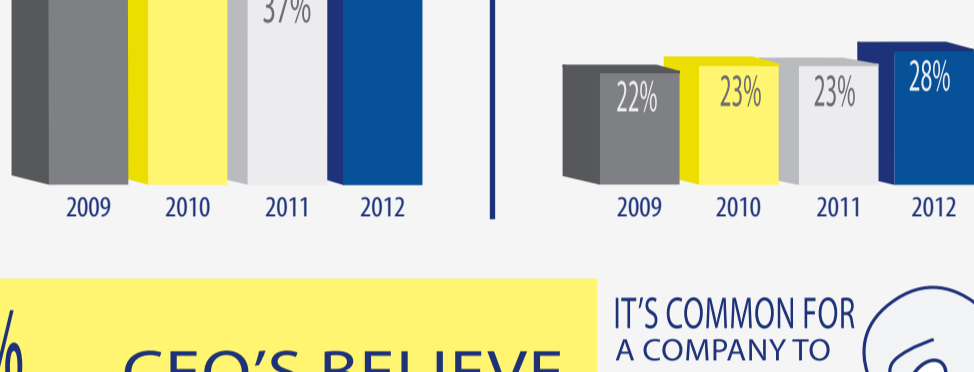
LINKEDIN JUMPS 8%  
FACEBOOK FALLS 7% FROM 2011

ALMOST TWO THIRDS  
OF CEO'S CONTRIBUTING  
CONTENT OR TAKING  
OWNERSHIP OF  
OF SOCIAL MEDIA OUTLETS



### GROWTH IN BLOGGING

2009-2012



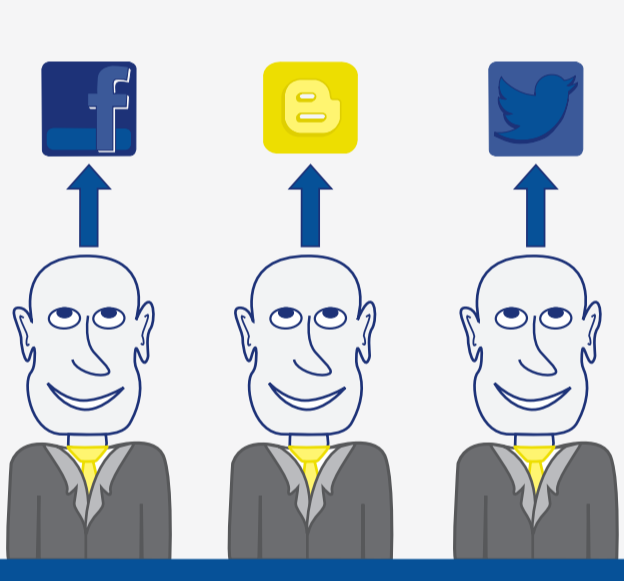
62% CEO'S BELIEVE  
NEW COMMUNICATIONS TOOLS  
HAVE BEEN NECESSARY FOR THE  
GROWTH OF THEIR COMPANY  
39% DISAGREE

IT'S COMMON FOR  
A COMPANY TO

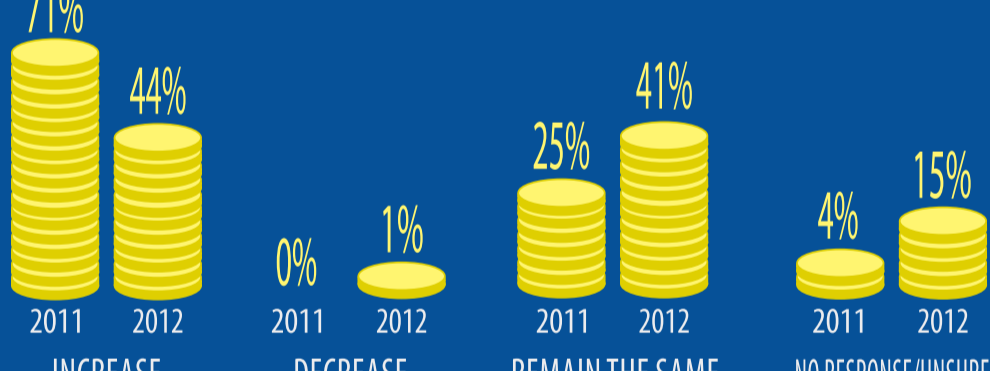
REPOSITION AN EXISTING EMPLOYEE

OR

DISTRIBUTE SOCIAL MEDIA  
RESPONSIBILITIES  
AMONG EXISTING EMPLOYEES



### SOCIAL MEDIA BUDGET PLANS FOR UPCOMING YEAR



USEFUL TOOLS FOR  
EVALUATION  
OF ROI ON SOCIAL  
MEDIA EFFORTS



Google Analytics

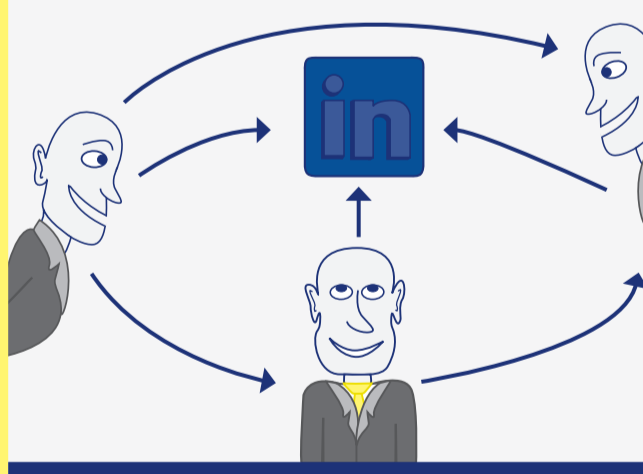
radian<sup>6</sup>  
social media monitoring

Hubspot

WITH RELIABLE MEASUREMENT TOOLS

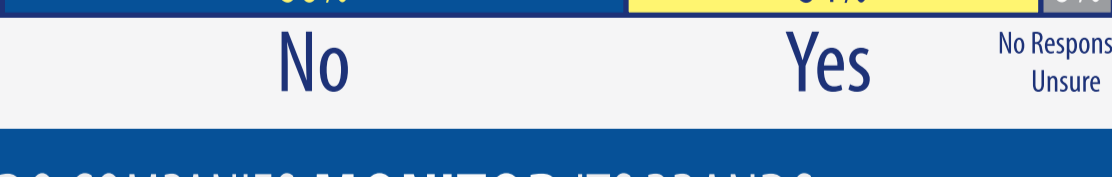
19% SEE CUTS IN SPENDING  
ATTRIBUTABLE TO SOCIAL MEDIA

MAJORITY POINTED TO REDUCED  
COSTS FOR RECRUITING NEW EMPLOYEES

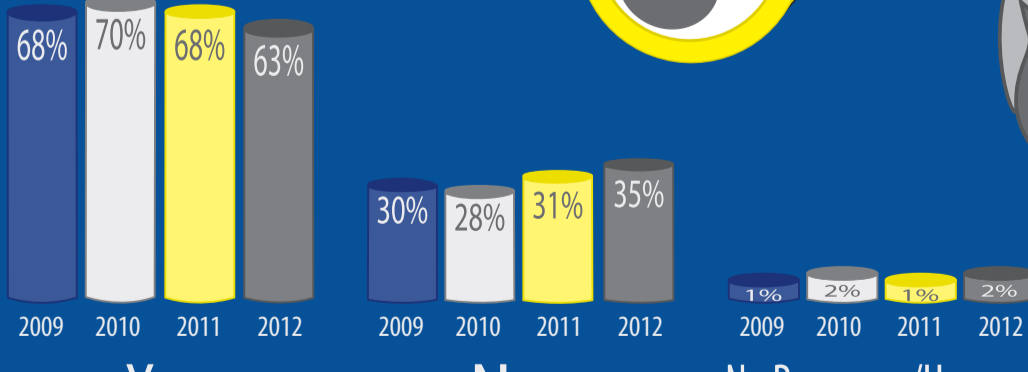
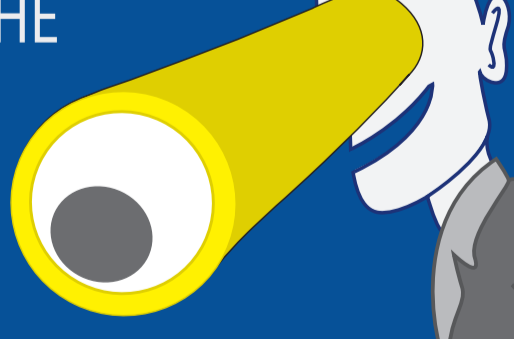


INCREASE USAGE OF LINKEDIN AND NETWORKING OPPORTUNITIES

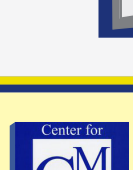
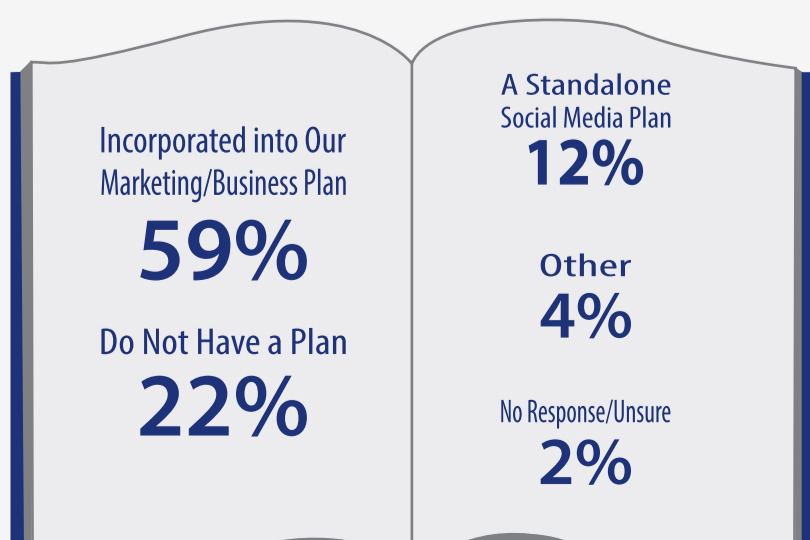
COMPANIES WERE ASKED IF THEY HAD ANY WAY TO FINANCIALLY DETERMINE  
ROI FOR SOCIAL MEDIA EFFORTS



DO COMPANIES MONITOR ITS BRANDS  
OR COMPANY NAME IN THE  
SOCIAL MEDIA SPACE?



### COMPANY PLAN FOR SOCIAL MEDIA EFFORTS



THE UNIVERSITY OF MASSACHUSETTS DARTMOUTH  
CENTER FOR MARKETING RESEARCH