

Social Media

Reality Check



Get a sneak peak of the comprehensive new research into the social media usage, views and habits of Canadian consumers and public relations practitioners.

More than 1,500 Canadian social media users were surveyed on issues ranging from how often they use online communications tools, to how social media has influenced their purchasing decisions. Practitioners were asked how they thought consumers would respond.

Key findings for consumers/users

- 49% use social media at least once a day
- 31% of consumers agree that social media is more credible than advertising
- 61% are researching products to purchase
- 36% depend on social media to help them with purchase decisions
- 40% are 'talking' to or learning from specific organizations
- About one-quarter of users feel better about an organization that is engaged in social media

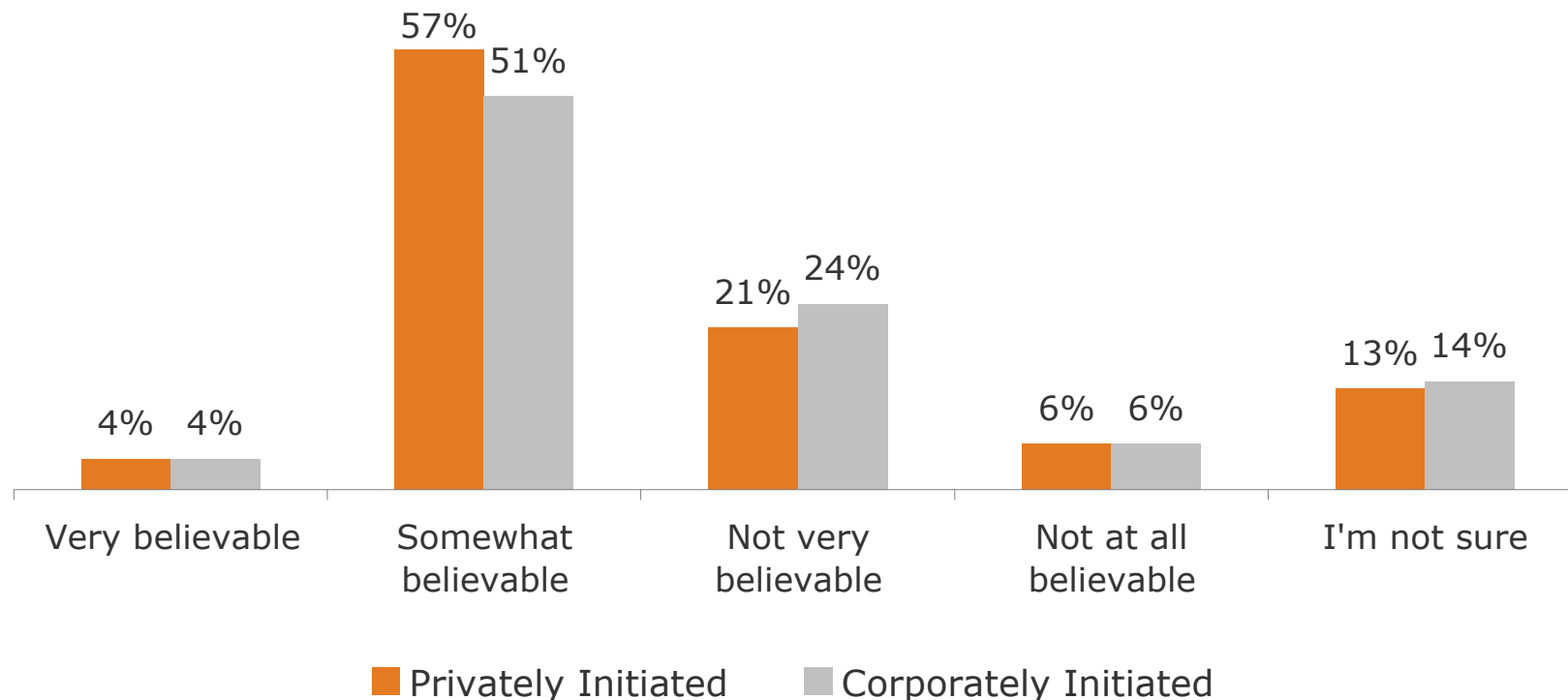
**A third of consumers rely on
social media to decide what to buy**



How much do you agree or disagree with each of the following

Base: User n=1516, Practitioners n=615

Consumers believe and trust the information they find on private and corporate websites

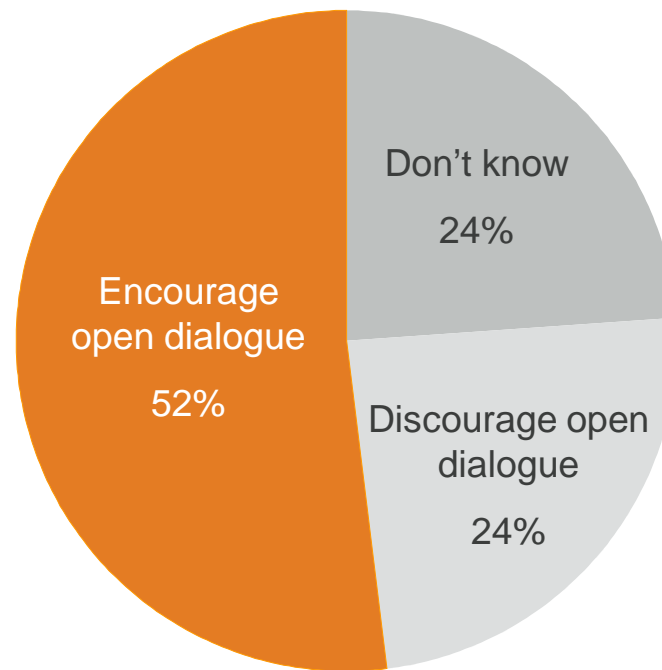


To what degree do you believe the information you find on privately-initiated/ corporately-initiated social media applications when it comes to new products and services? Base: User n=1516

Few companies have social media budgets.

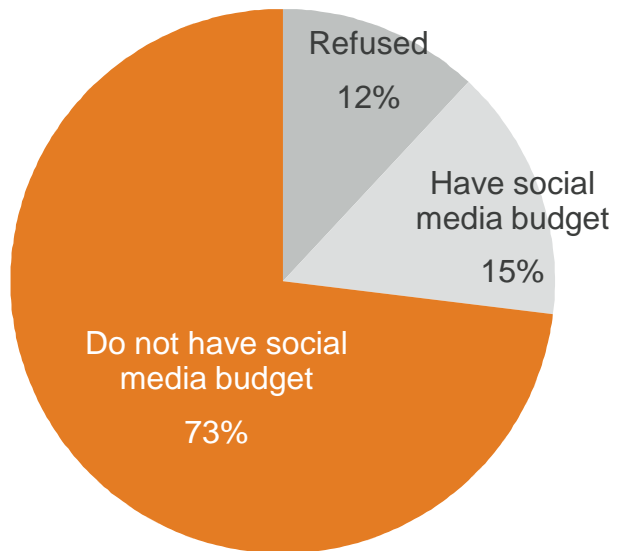
**Of those who do, most have
increased their budget since last year.**

Half of organizations encourage open dialogue

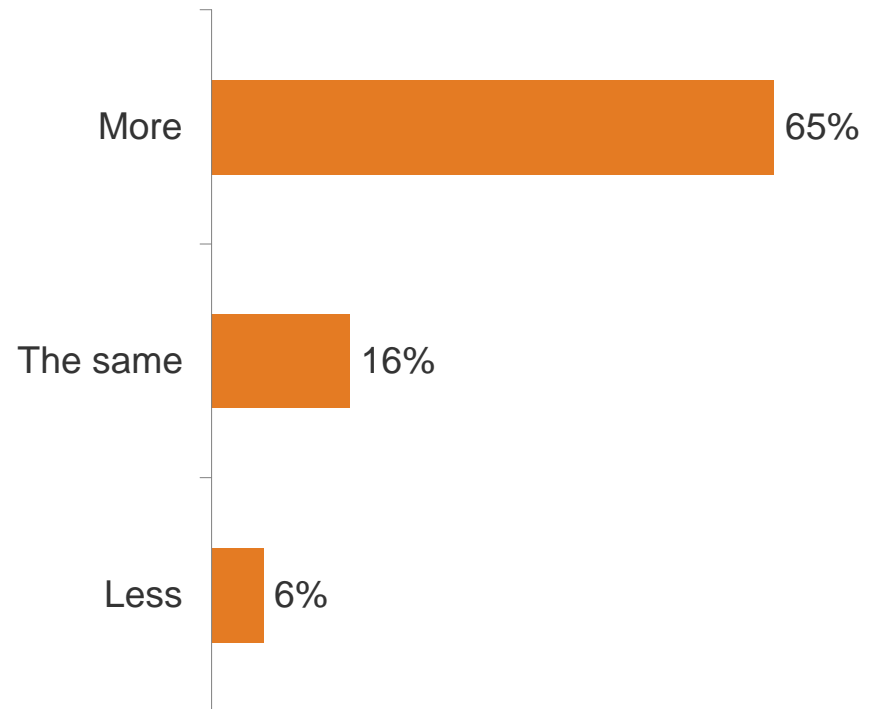


Does your company or organization encourage and endorse dialogue or open online conversation on issues in your industry? Base: Practitioners n=615

Do you have a budget devoted specifically to social media?



Is this budget for social media more or less than what it was last year?



Loose Objectives, Little Monitoring & Measurement

Objectives

- Have formal objectives 26%
- Have measurable objectives 15%

Monitoring

- Have a monitoring tool 30%
- Know what's being said about us 32%
- Know who's talking about us 26%
- Know who our influencers / opinion leaders are 29%

Measurement

- Being asked to demonstrate an ROI 31%
- Using traffic counts to measure 52%
- Using engagement metrics 25%
- Have a subscription to a measurement service 2%