

# 36% OF MARKETERS ARE EXTREMELY OR VERY ACTIVE ON SOCIAL MEDIA

HOW ACTIVE DO YOU CONSIDER  
YOURSELF TO BE ON SOCIAL MEDIA?



# MARKETERS SOCIAL MEDIA USE

WHERE DO YOU PERSONALLY HAVE AN  
ACTIVE SOCIAL MEDIA ACCOUNT?

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**92%**  
are on Facebook  
averaging 385  
friends



**92%**  
are on LinkedIn  
averaging 507  
connections



**71%**  
are on Twitter  
averaging 232  
followers



**55%**  
are on Pinterest



**51%**  
are on Instagram



# 21% OF MARKETERS BLOG PERSONALLY OR PROFESSIONALLY

HOW OFTEN DO YOU  
BLOG PERSONALLY?



**25%**

**BLOG ONCE A WEEK  
OR MORE**

HOW OFTEN DO YOU  
BLOG PROFESSIONALLY?



**27%**

**BLOG ONCE A WEEK  
OR MORE**

**YET 79% OF MARKETERS DO NOT BLOG AT ALL**

# 51% OF MARKETERS POST NEWS AND CONTENT ABOUT THEIR COMPANY/BRAND ON THEIR PERSONAL SOCIAL MEDIA SITES

DO YOU EVER POST NEWS OR CONTENT ABOUT YOUR COMPANY/BRAND ON YOUR PERSONAL SOCIAL MEDIA SITES?

**YES: 51%**

ON WHICH SOCIAL MEDIA SITES DO YOU POST NEWS OR CONTENT ABOUT YOUR COMPANY/BRAND?

**76%**

FACEBOOK



**52%**

TWITTER



**49%**

LINKEDIN

