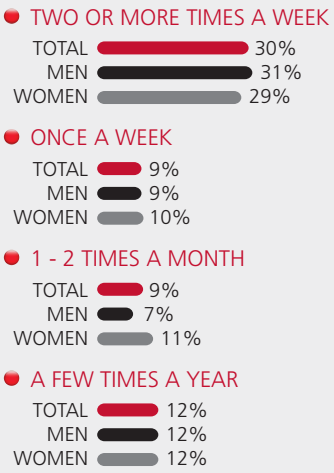
Cone

2008 BUSINESS IN SOCIAL MEDIA STUDY
FACT SHEET

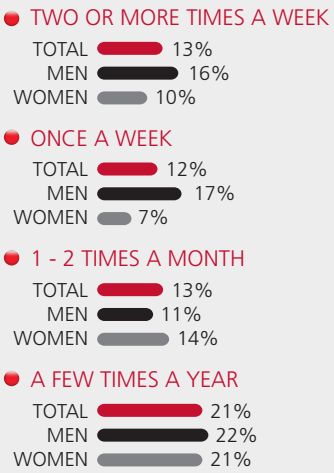
What is social media?

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.

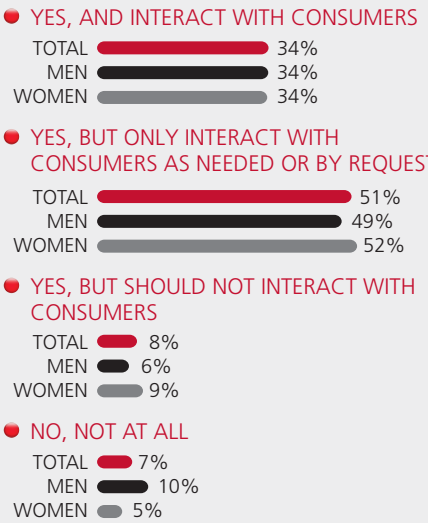
MOST AMERICANS USE SOCIAL MEDIA SITES AND TOOLS:



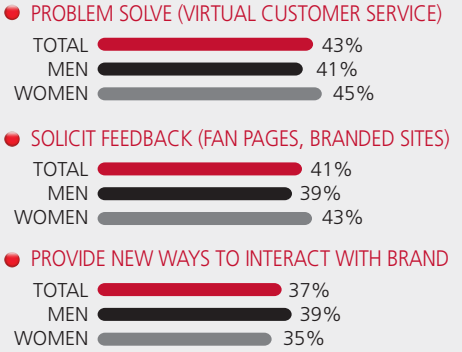
AMERICANS WHO USE SOCIAL MEDIA SITES AND TOOLS ALSO INTERACT WITH COMPANIES VIA SOCIAL MEDIA SITES:



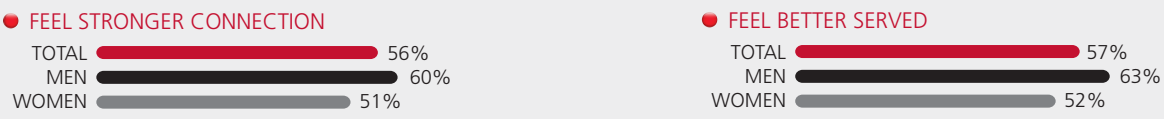
SOCIAL MEDIA USERS BELIEVE COMPANIES SHOULD HAVE A PRESENCE IN THE SOCIAL MEDIA ENVIRONMENT:



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



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



*Fielded by Opinion Research Corporation on September 11-12, 2008 among 1,092 adults 18+