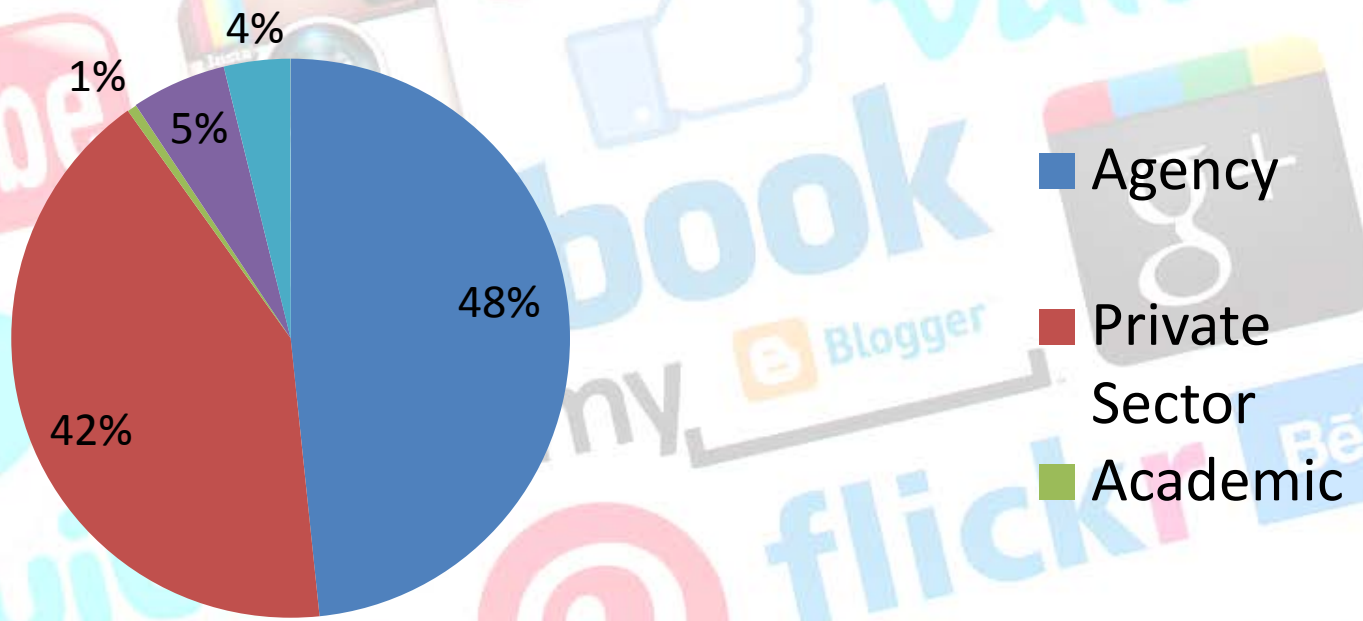




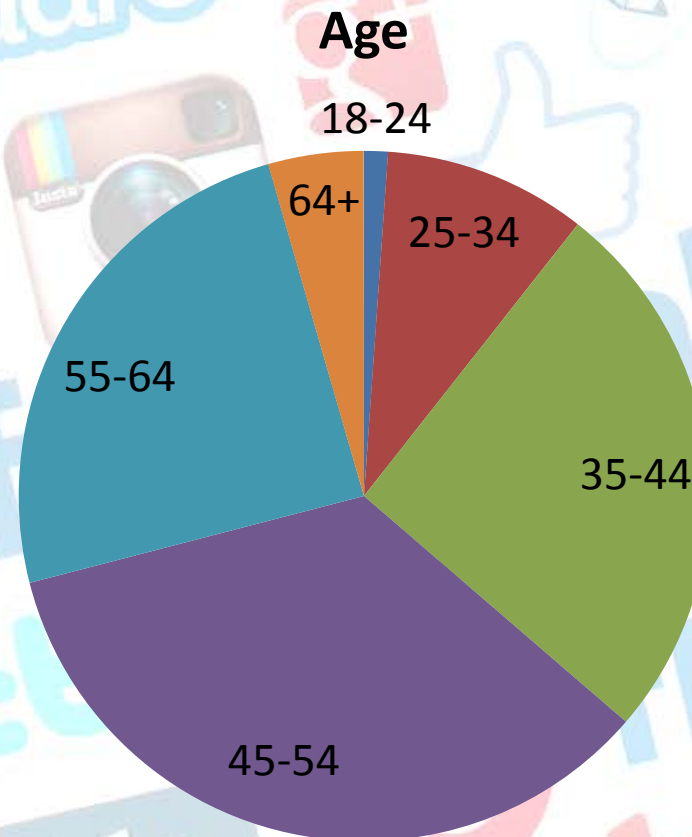
IBTTA SOCIAL MEDIA SURVEY

Who Completed The Survey

Type of Organization



Who Completed The Survey



Which of the following social media tools do you use for business and/or personal purposes?

BUSINESS



63%



40%

PERSONAL



69%

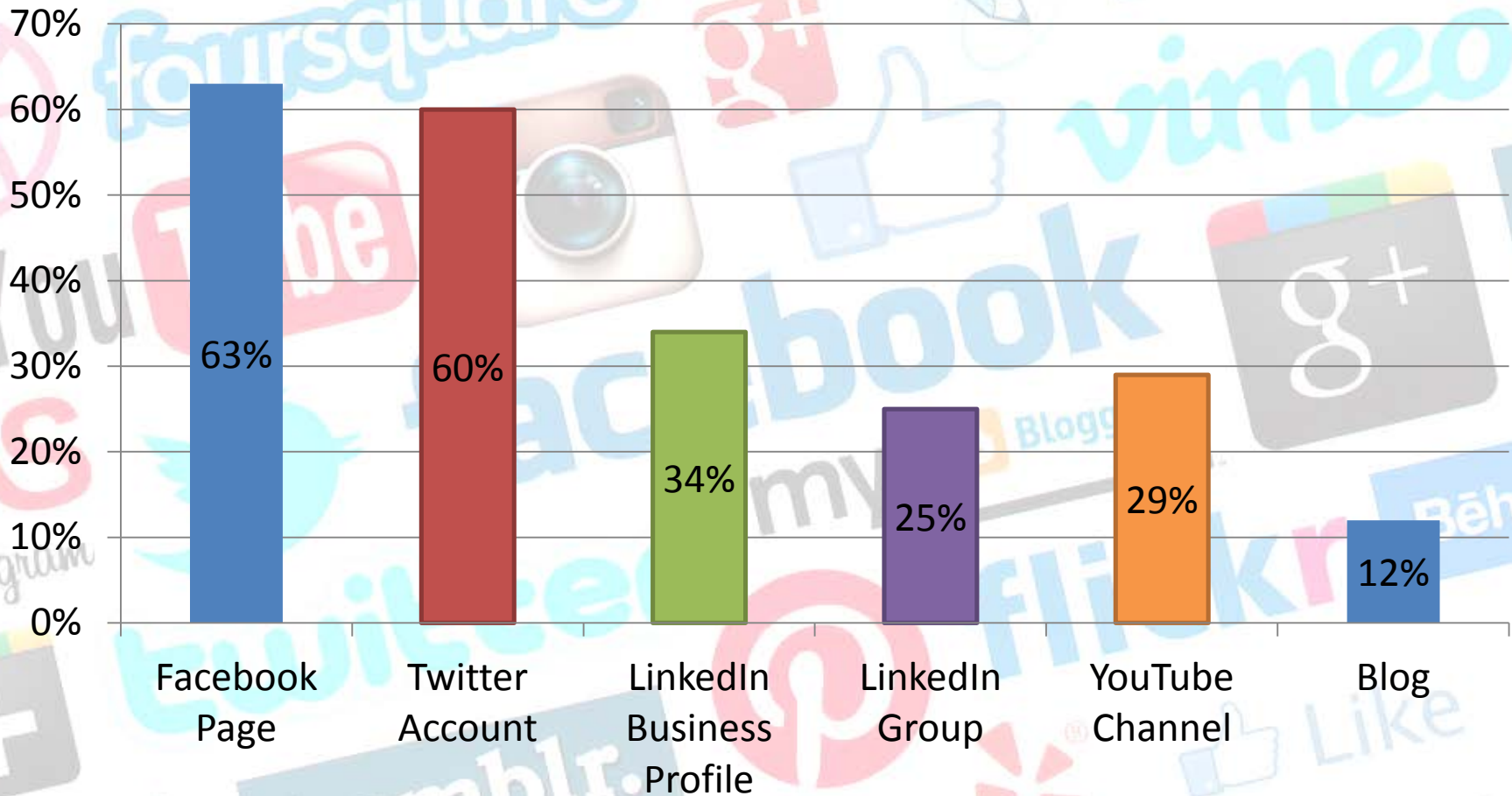


66%

What are Organizations in Our Industry Using?

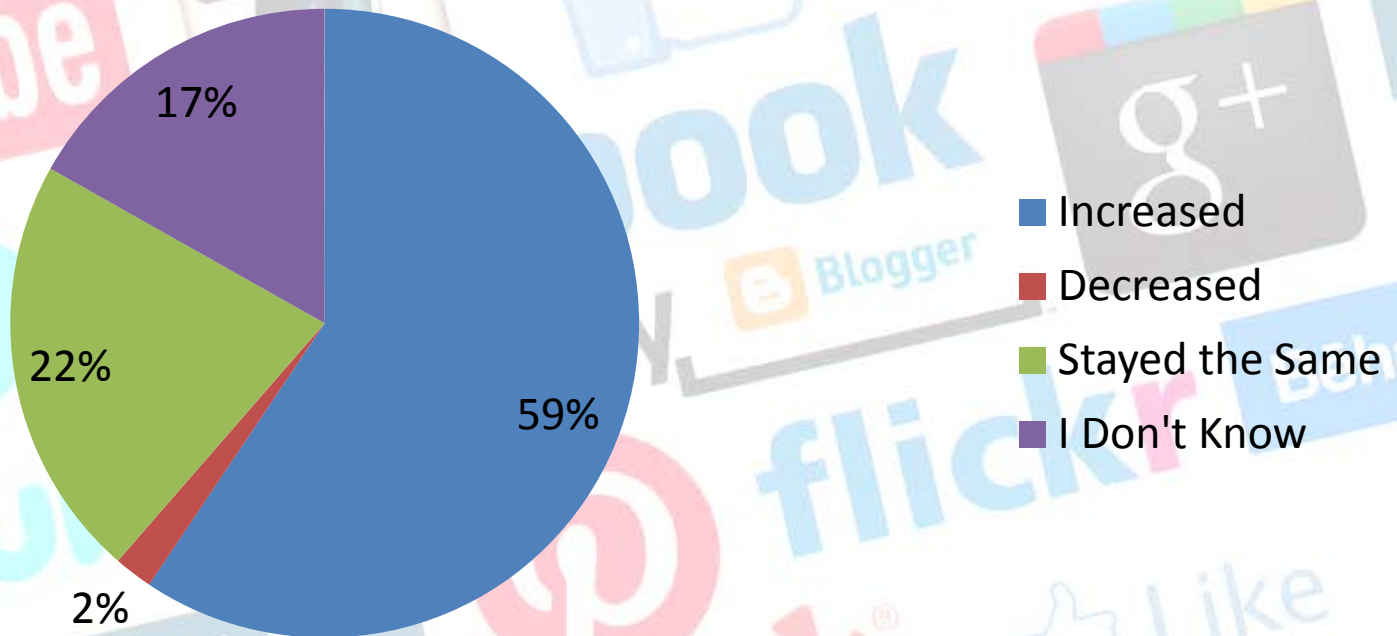


The Organization I Work For Has A:



Resources for Social Media

In the last year, have you found that the resources your organization has applied to social media have:



How does your organization use social media?

POST INFORMATION

Twitter	78%
Facebook	74%
LinkedIn	50%
YouTube	60%
Blogs	47%
Google +	

SEE WHAT OTHERS POST

Facebook	48%
Twitter	47%
Blogs	42%
LinkedIn	41%
YouTube	30%
Google+	20%

How important do you think is social media for your organization?

