

## PR Week

### Social Media Survey

- “It’s amazing, the shift that we’ve seen,” says Bonin Bough, global director of digital and social media for PepsiCo. “Now you can actually openly have a conversation, an actual live conversation with companies about almost anything.”
- The survey found that 91% of companies manage social media strategy internally, compared to 9% that use an external partner.
- According to the survey, 64% of respondents say their social media focus is local, compared to 36% who say it is global.
- When asked about the top three uses of social media within their companies, 47% manage and monitor customer feedback, while 40% reach key influencers. Other uses include understanding the consumer and competitive landscape (39%), creating brand communities and fan pages (32%), media relations (31%), lead generation (31%), product launches (28%), product reviews (19%), and monitoring conversations (6%).
- “We were an extremely big piece of the communications plan around the Chapter 11 filing and the reorganization,” says Christopher Barger, director of social media for GM. The company used Twitter primarily, tweeting nearly 200 times within 24 hours, answering questions and concerns. “People respected the fact that we were out there and trying to be open.”
- Of the 271 marketers surveyed, 37% report that their company does not include any social media tools as part of marketing efforts.