

# THE STATE OF Social Media IN Small Business

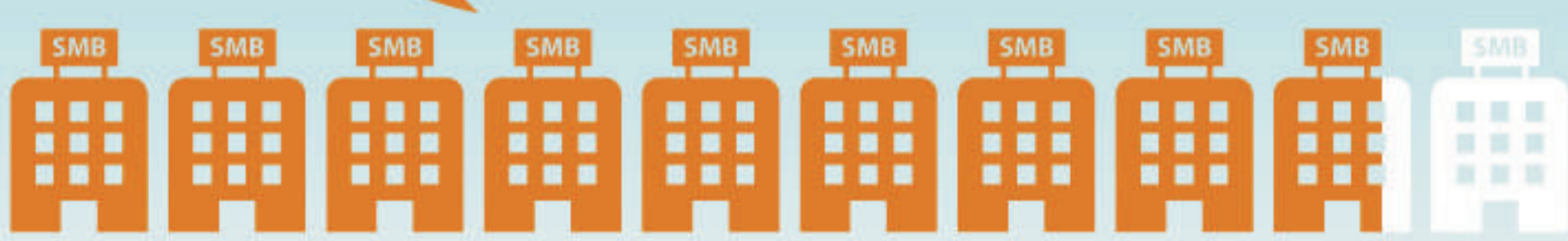
**SURVEY** Study finds that while small business owners use social media personally and believe it affects their businesses, the majority don't know how to start using the new networks to build their companies. What's more, most don't plan on investing online until they understand the practices, payoffs; and virtually none have hired an expert to show them how.

## SEEING THE POTENTIAL

88%

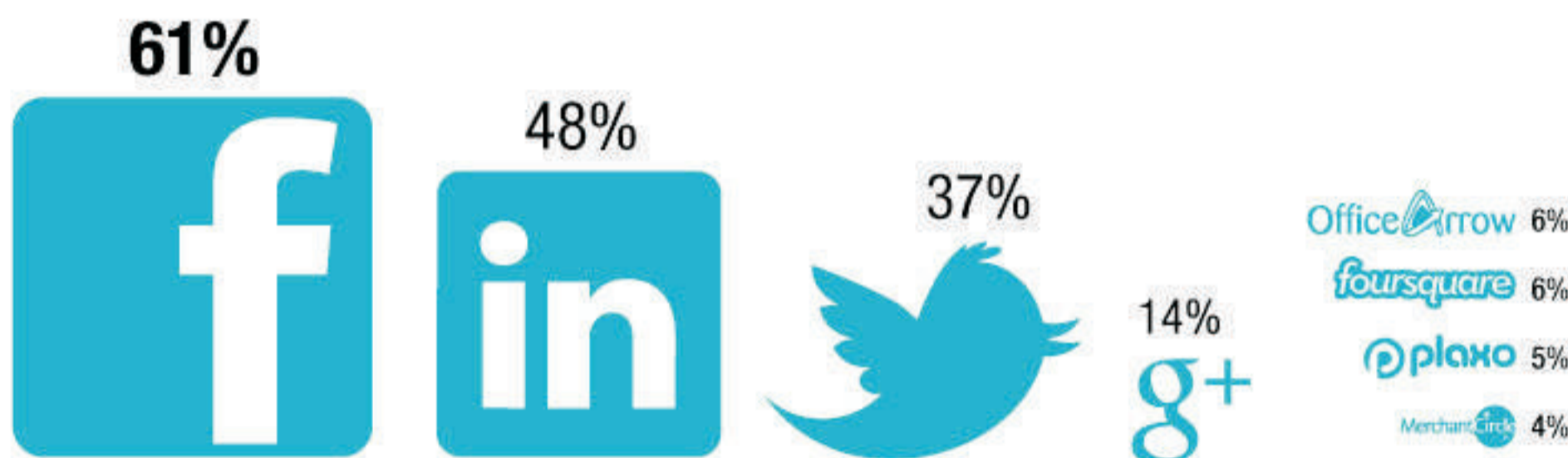
**Yes, I believe Social Media does or will impact my business**

12% **Won't impact**

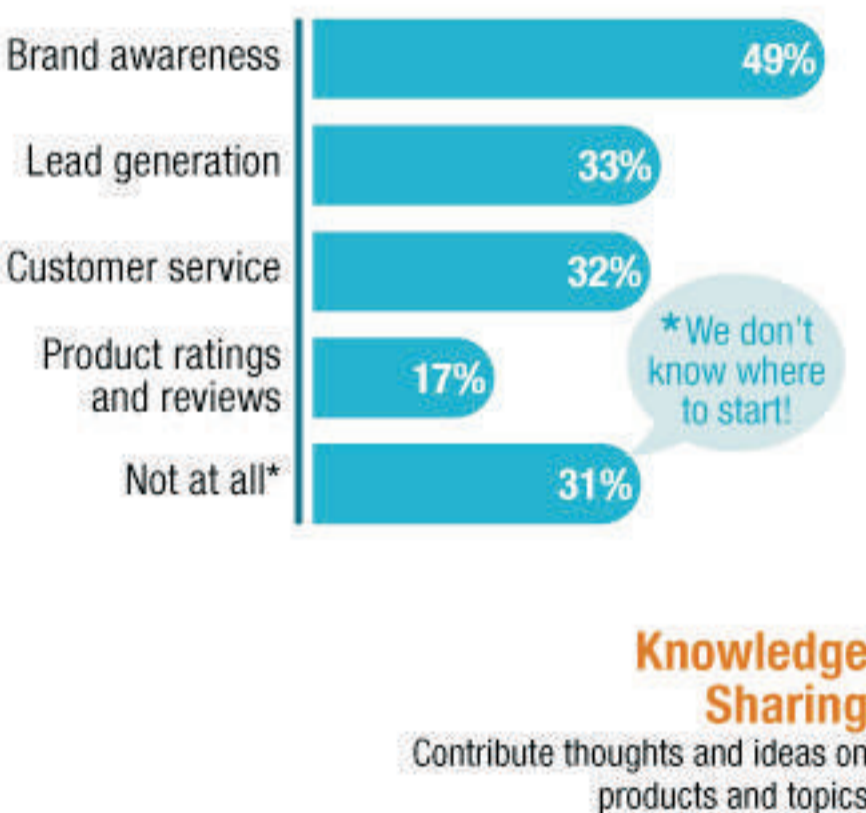


**63%** report some social media footprint for their business

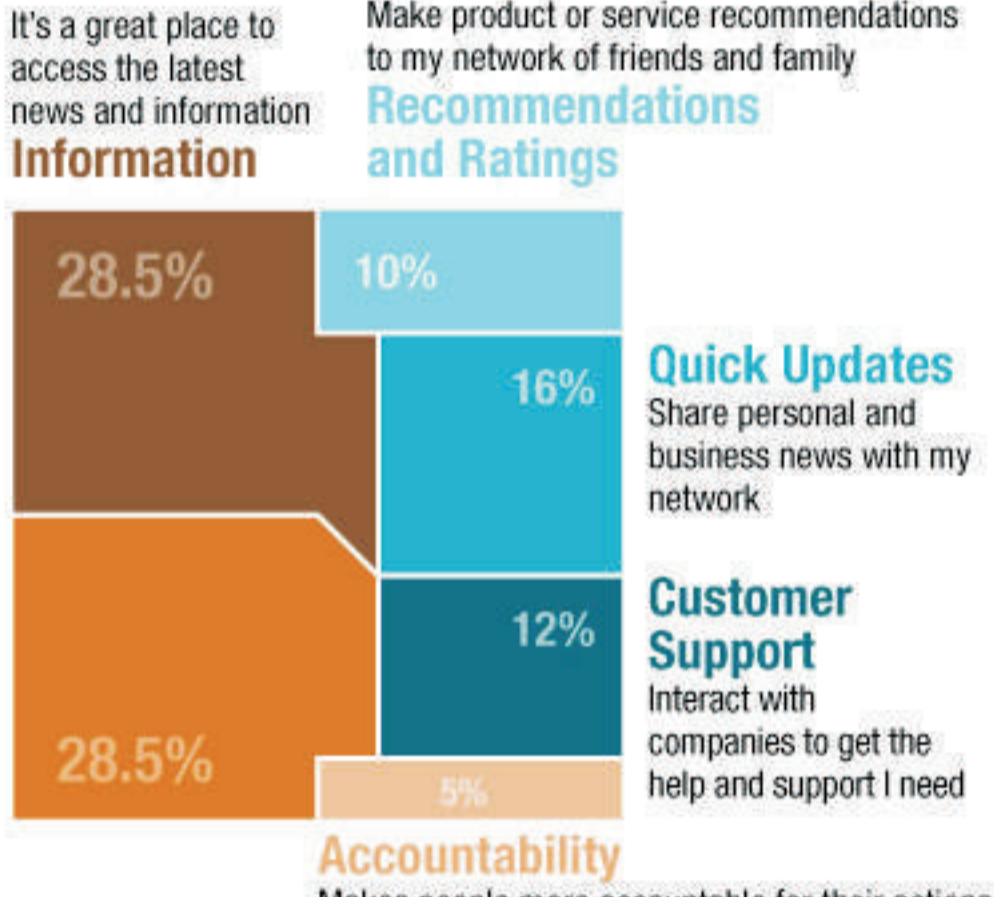
The footprints are in:



Reasons small businesses are using social media:



Ways small business say they could use social media:



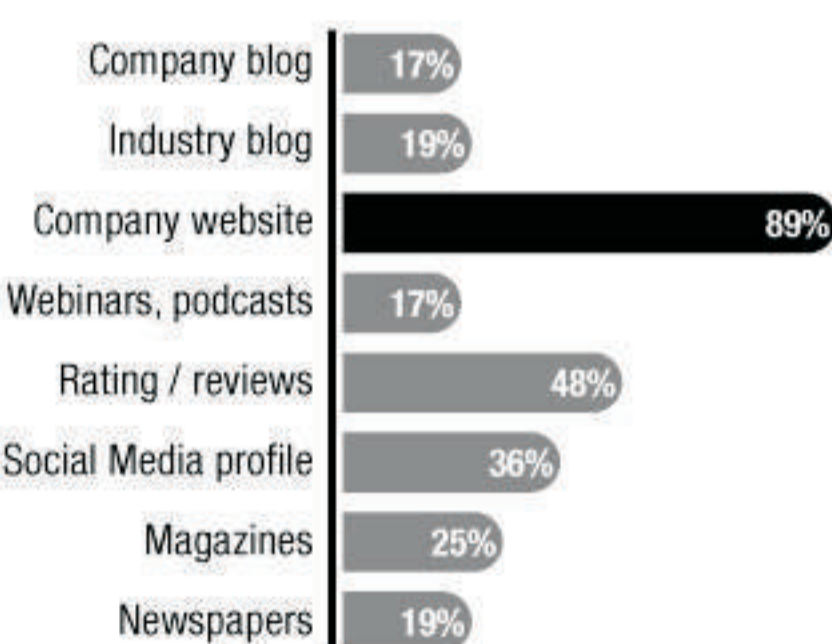
## NOT ACTING ON THE POTENTIAL

Small businesses are overwhelmed by social media, keeping them from realizing its full potential



**“The prospect of building it is daunting. Few have hired anyone who knows Social Media, to do it for them.”** -Mike Lewis, Chairman of Social Strategy1

Almost 90% use classic corporate marketing materials to get information about a business



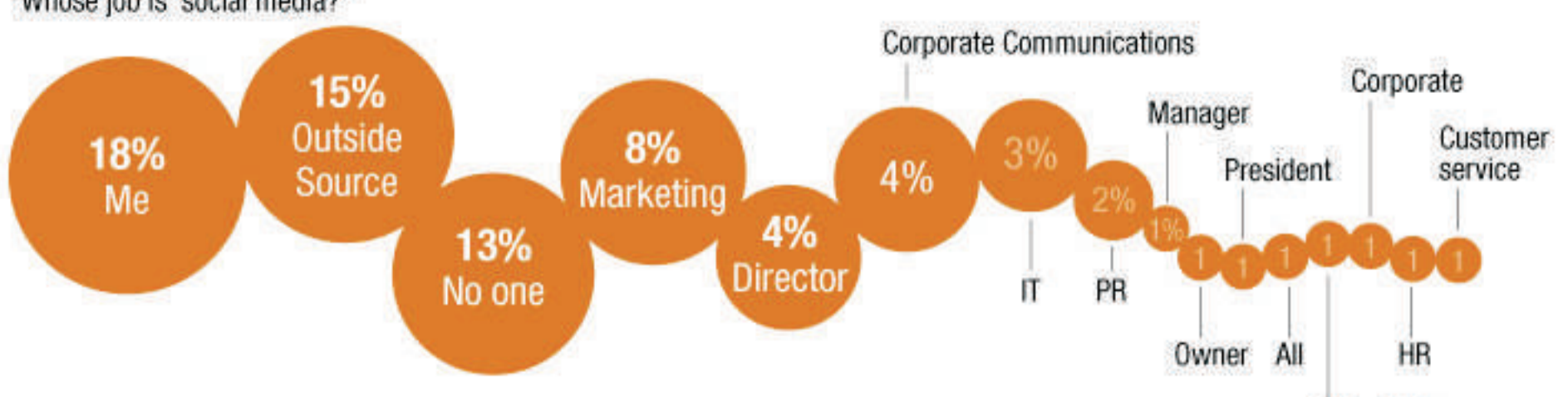
There is virtually no engagement or authoritative resources on monitoring



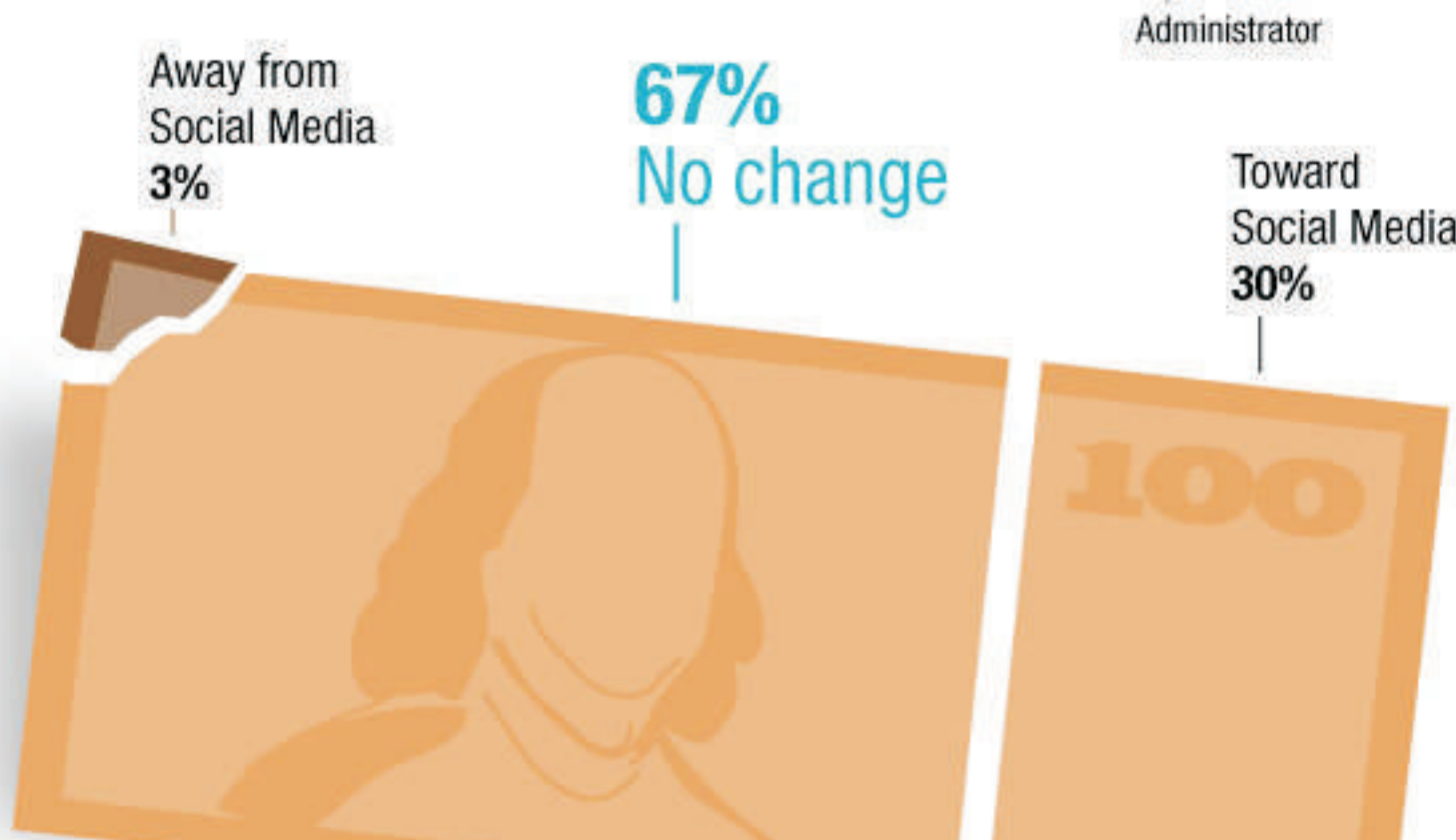
## NO STRUCTURE FOR EXPANSION

There are no clearcut roles, responsibilities or structures

“Whose job is social media?”



Majority of Small Businesses will not be making additional investments in Social Media next year



Source: OfficeArrow and Social Strategy1 conducted a survey of small business owners and entrepreneurs, November 2011.

Infographic by: ErnestoOlivares.com