

THE STATE OF Social Media IN Small Business

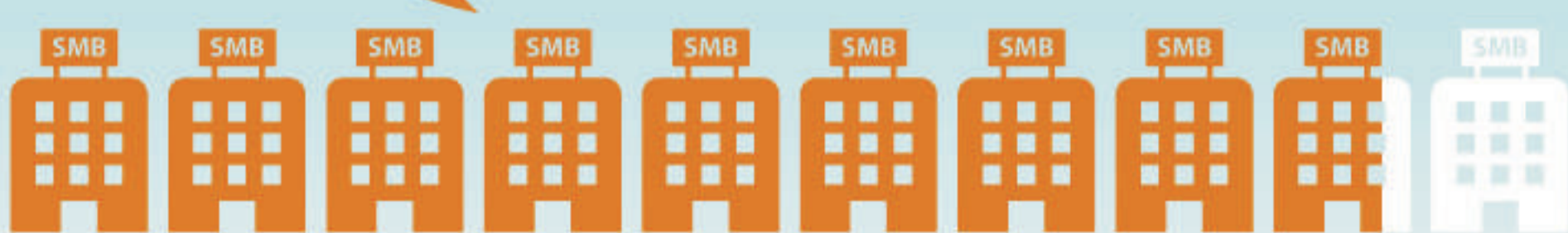
SURVEY Study finds that while small business owners use social media personally and believe it affects their businesses, the majority don't know how to start using the new networks to build their companies. What's more, most don't plan on investing online until they understand the practices, payoffs; 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:

61%



48%



37%

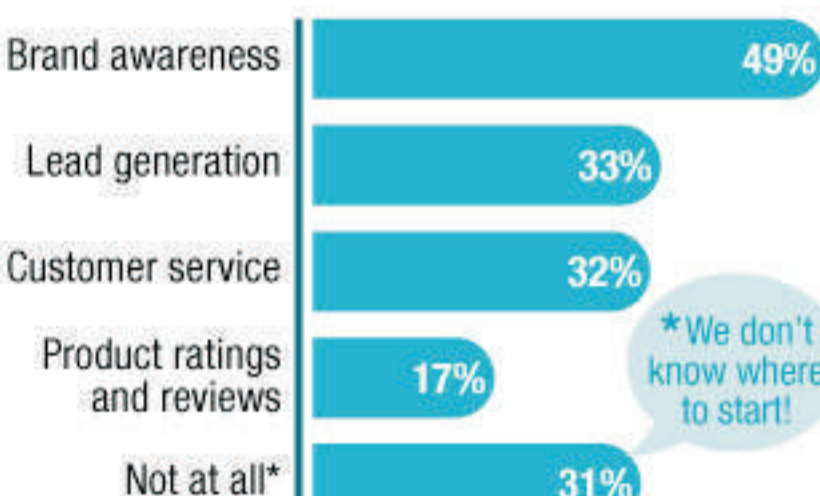


14%



OfficeArrow 6%
foursquare 6%
Plaxo 5%
MerchantCircle 4%

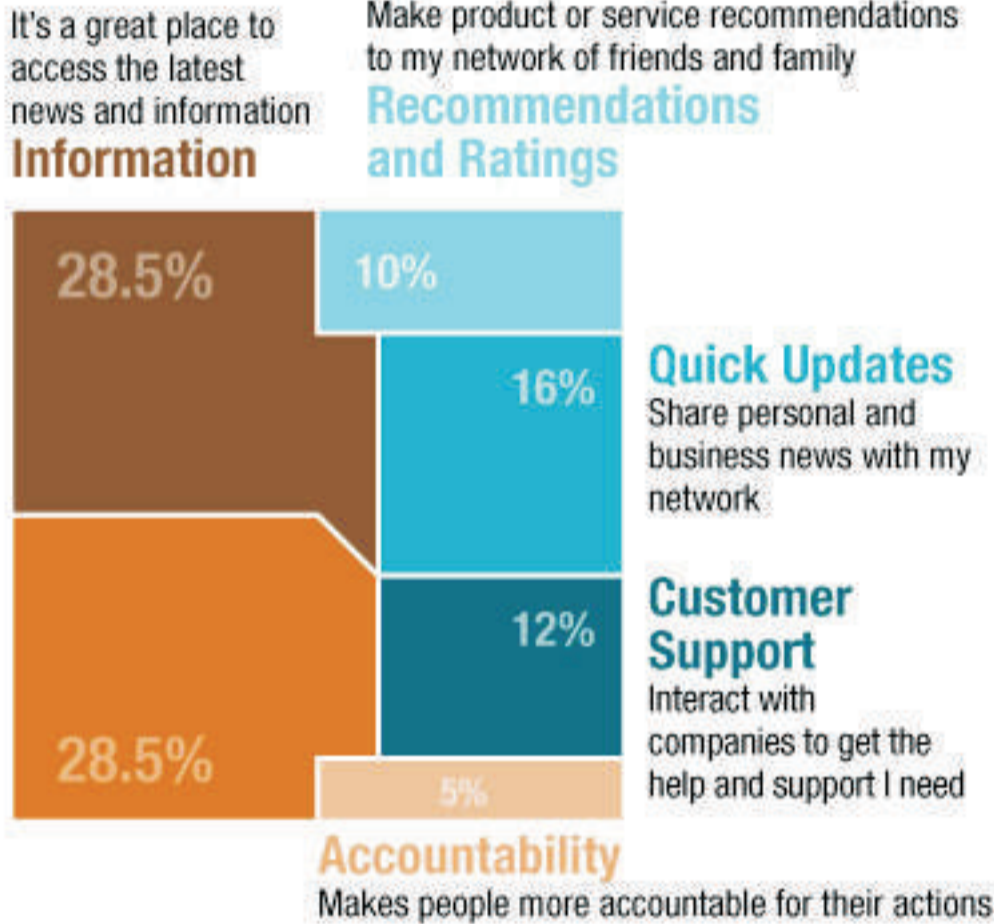
Reasons small businesses are using social media:



*We don't know where to start!

Knowledge Sharing
Contribute thoughts and ideas on products and topics

Ways small business say they could use social media:



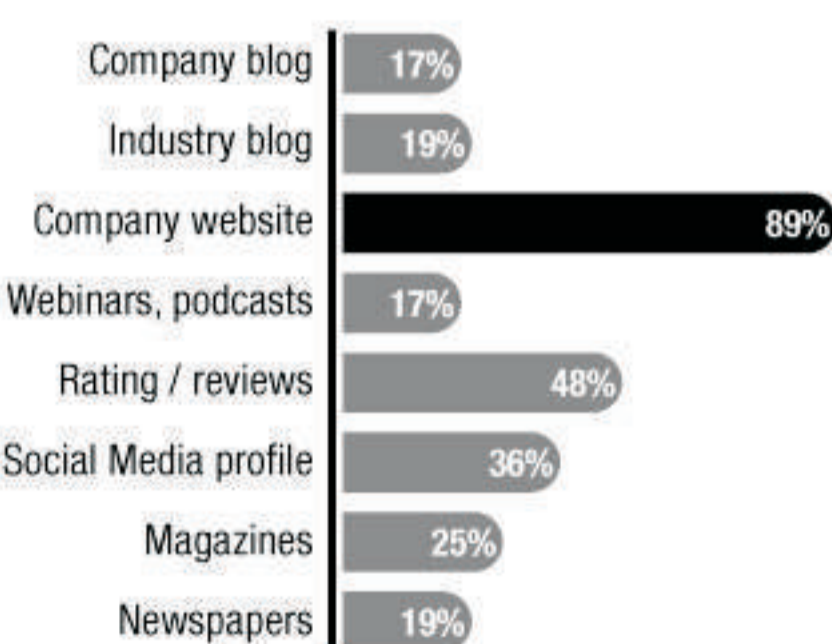
NOT ACTING ON THE POTENTIAL

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

Don't have the staff
Costs too much
Don't want to share everything
Doesn't help me or my business
Missing lead
Finding out too late that we've got a PR crisis on our hands
No way to manage negative commentary
Waste of time
Too many sites to manage
Information overload
Don't know where to start
Disclosing confidential information

“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



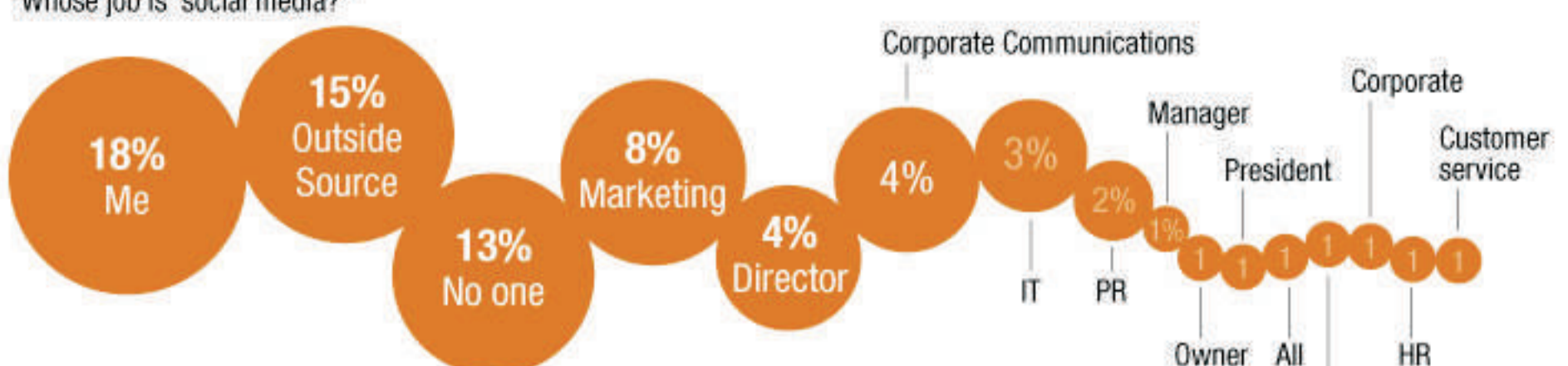
There is virtually no engagement or authoritative resources on monitoring



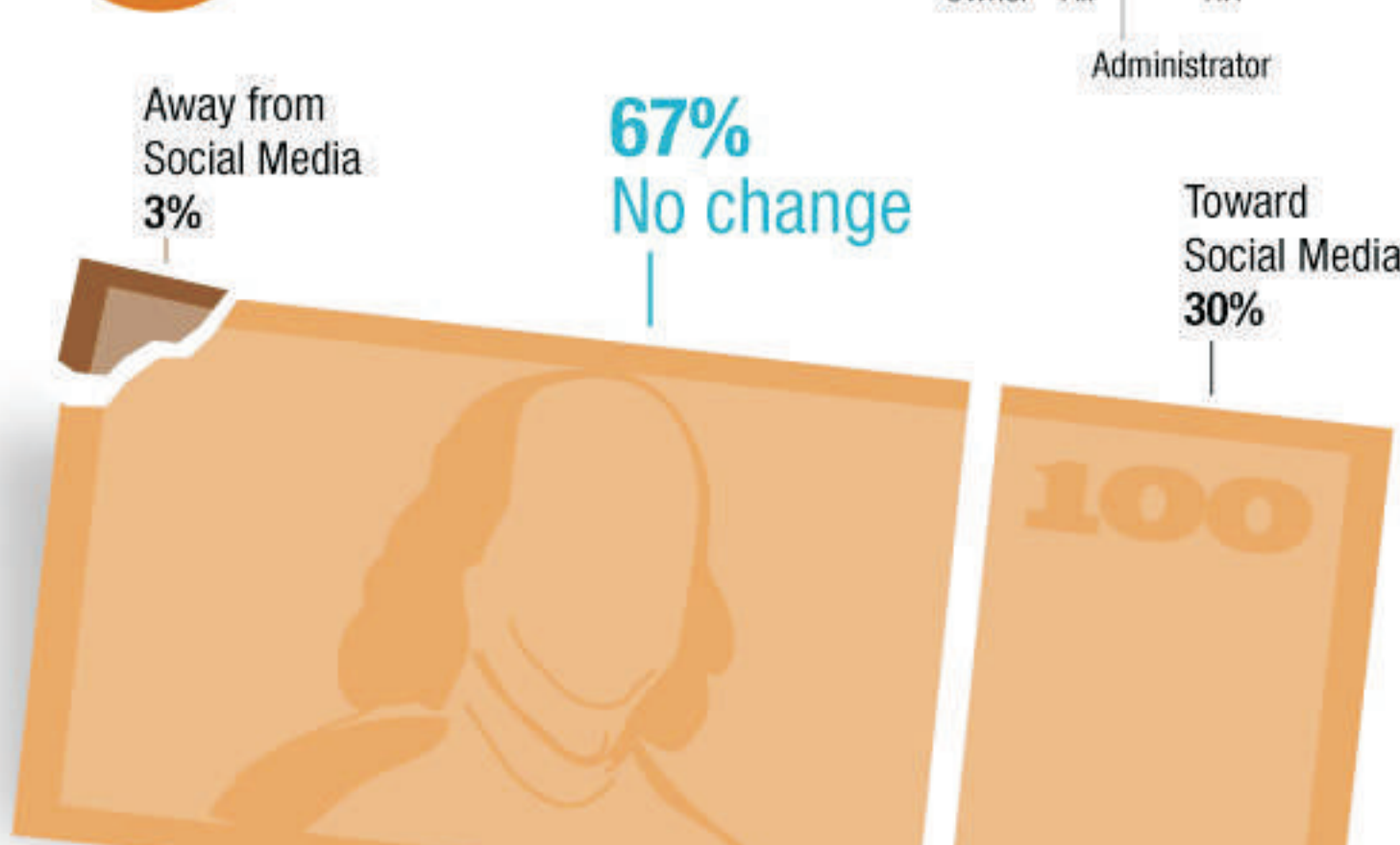
NO STRUCTURE FOR EXPANSION

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